



Mac in Your City 2018:
A Volunteer Host Guide

Thank you for hosting a *Mac in Your City* gathering! *Mac in Your City* is a one-day global alumni gathering that spans continents, time zones and class years on **Thursday, October 4, 2018**. We know that Macalester is so much more than a collection of buildings in St. Paul, Minnesota – that alumni bring Macalester to life anywhere we gather together for community and connection, service and learning, passionate conversations and inspiration. This year is particularly special, as these gatherings will also mark the launch of the Macalester Moment campaign (macalester.edu/campaign). On October 4 at *Mac in Your City* events around the world, alumni will celebrate everything we love about Mac as well as the moments that shaped us then and now.

This guide covers the following details for *Mac in Your City* volunteer hosts:

- Volunteer Host Responsibilities
- Staff Support and Budget
- Choosing Your Gathering Type
- Materials, Program and Talking Points
- Social Media
- Important Dates and Deadlines

Volunteer Host Responsibilities

Serving as a volunteer host is a 10-15 hour time commitment between Spring 2018 and October 4, 2018, including planning and hosting the gathering. Volunteer host responsibilities include:

- Determining the type of gathering you wish to hold
- Researching and reserving a venue (if applicable)
- Recruiting 1-3 additional hosts to act as greeters, if necessary
- Responding to Alumni Office communications in a timely fashion
- Setting up before the event and cleaning up afterwards
- Encouraging people to take pictures and post them with #MacalesterMoment
- Sending pictures and attendance sheet back to the Alumni Office

Serving as a *Mac in Your City* host is a great way to strengthen event planning and management skills, to learn about the broader Macalester community in your area and to connect with the latest initiatives and conversations at Macalester.

Staff Support and Budget

Erin Steinlage is the project manager for *Mac in Your City*, and will be your main contact during and after the planning process. You can reach Erin at esteinla@macalester.edu. Erin will provide:

- Demographic information on alumni in your area
- Information on past Mac in Your City gatherings and attendance (if applicable)
- General event planning advice and support



- A volunteer portal for hosts including planning materials and a training webinar

Please note that due to the volume of Mac in Your City gatherings, Erin will not be able to research or reserve venues for your gathering.

Additionally, the Alumni Office will:

- Send email invitations to all alumni in the area (if hosting an all-alumni gathering)
- Create and maintain registration forms (if hosting an all-alumni gathering)
- Send reminder emails to registrants (if hosting an all-alumni gathering)
- Provide swag and materials for your gathering
- Send a follow-up survey to attendees

The Alumni Office has a very limited budget to support gatherings in areas with historically large alumni turnout. Please contact Erin for more information.

Choosing Your Gathering Type

There are a few different ways that you can host a *Mac in Your City* gathering in 2018:

- **Host an all-alumni event in your area.** We invite all alumni who live in the area, create and manage registration, and you host the event and/or activity at a location of your choosing. If you are interested in connecting with the wider Macalester community, especially recent graduates, we encourage you to host an all-alumni event.
- **Host a private event.** You send invitations to a select group of friends and collect RSVPs, and you host at your home or another private space. If you are interested in a smaller, more intimate gathering, we encourage you to host a private event.

In either case, we're looking for hosts to be creative – you don't have to host in a bar! You could meet in a gallery, park or museum; you could invite a speaker, host a discussion or organize a group craft project. You could even make your *Mac in Your City* gathering a group service activity – as long as it occurs on Thursday, October 4, 2018! You will need to identify and reserve a location (if applicable) for your Mac in Your City gathering by **Friday, August 24.**

Please consider the following questions while considering potential locations:

- Is it accessible by public transportation?
- Is it accessible for people who cannot climb stairs?
- Is there a separate meeting room or event space that one can reserve?
- Is there a cost to reserve a space?
- If at a bar/restaurant, are there food and/or beverage minimums?
- If at a bar/restaurant, will people who are vegan, vegetarian and/or gluten-free be able to eat/drink there?



Materials and Program

Hosts are responsible for setting up and cleaning up after *Mac in Your City* gatherings, as well as either providing a brief welcome or recruiting a fellow alum to do so.

Each *Mac in Your City* gathering host will receive the following from the Alumni Office:

- Mac in Your City table tents and posters
- Sign-in sheet
- Registrations as of the day the box was mailed (for all-alumni gatherings)
- Blank name tags
- Pens and sharpies
- Postcard with information on how to connect with Mac
- Fun swag for #MacalesterMoment pictures

This will be sent via US Postal Service to you the week before the gathering.

If you are hosting an all-alumni gathering, we highly encourage you to ask a few other alumni to act as “greeters” for you. You want to make sure that everyone who comes to *your Mac in Your City* gathering knows where to go, feels welcomed, and sees the connection with Macalester. These greeters can also ask people to sign in and make sure they have a nametag.

Regardless of venue or registration numbers, we encourage all hosts to offer a welcome at some point during your gathering. This can be as brief as thanking everyone for coming and reminding them to sign in, or can involve group introductions or a discussion. You should also point out the materials and encourage folks to stay connected to the college. Here are some talking points you may find helpful:

- Coming to events and hanging out with friends is just one way to stay engaged with the Macalester community. Check out the postcard to see how you can stay connected throughout the year through career networking, volunteer opportunities, financial support and more.
- From 50 states and 90 countries, students come to Macalester to share an educational experience remarkable for its high-powered scholarship, international character and passionate engagement; The Macalester Moment campaign will help keep the needed level of stellar educational experience and the access we want all to have to this life-changing experience.
- What is the Macalester moment? It’s a moment of inspiration that helps connect passions, ideals, and values with the needs of the world. It is prompted by the class, the conversation, the professor, the project, the trip, or the event that changed everything and clarified a student and graduate’s future path. Reflect on the moments that changed how you view the world -- and how you want to take action.
- Macalester is committed to being a preeminent liberal arts college with an education program known for its high standards for scholarship and its special emphasis on internationalism, multiculturalism, and service to society.



- In this moment in history, as we wrestle bigger, more global challenges, the world needs Macalester. It needs students and graduates with grit and creativity who can work as empathetic leaders, and changemakers. It needs people who listen well and are informed. It needs leaders with diverse perspectives, who've found their voice and use it thoughtfully. It needs us, and it needs you. This campaign is our opportunity to define the Macalester experience for new generations, and you have a role to play. Read more about the campaign in the take-away
- Macalester has built a legacy of demanding better of itself, its students, its faculty and its staff. Your participation in the Macalester Fund is a vote of confidence and an indicator that you support Macalester's constant striving to live its values. Gifts of any amount allow Macalester to respond to the immediate needs of our students and faculty and to support every aspect of the Mac experience for students on campus today. Your participation, along with the participation of many other donors, helps sustain Macalester with a broad base of support. Please join me in making a gift to the Macalester Fund.

If you have a small group or are hosting in a smaller venue or separate meeting room with AV or where background noise is not an issue, we highly recommend also doing a round of introductions. Even if it takes 5-10 minutes, this is a great way for folks to get to know who is in the room and to encourage future conversations and connections. Please ask alumni to share their name, gender pronouns, major at Macalester and what is taking up most of their time right now (school, job, family, etc).

You may also want to consider inviting local Alumni Board members or Annual Fund class agents to speak to the group briefly about their volunteering with the college.

Social Media

While we will be gathering in dozens of different physical locations, social media is the thread that ties all *Mac in Your City* gatherings together. Photos are particularly powerful illustrations of the breadth of the wider Macalester alumni community, and we want to see them coming from around the world throughout the whole day! All photos that are shared on social media will be collected and combined into a moving collage that will be projected at the on-campus gathering that evening, as well as on the college website and in future issues of the Macalester Today alumni magazine.

As we will not have staff at the majority of these gatherings, we are relying on hosts to take and share photos from your gathering. Please take and share at least one group photo by either posting it on Instagram or Twitter with the #MacalesterMoment hashtag, or by emailing it to the Alumni Office. There will be some fun photo props included with your materials - please put these out at your gathering and encourage folks to use them for selfies or group photos.

Please note that you must post your pictures on public Instagram and/or Twitter accounts. We cannot see posts on private accounts or Facebook, nor can they be shared with the rest of the



Macalester community. Posts must include either the #MacalesterMoment or #heymac hashtags.

Important Dates and Deadlines

- August 24 Event location set and confirmed with Alumni Office
- August 27 Invitations emailed this week
- Sept 17 Swag and materials mailed to hosts this week
- October 1 Final rosters emailed to hosts
- October 4 Mac in Your City
- October 5 Hosts to return attendance sheets and postcards to Alumni Office