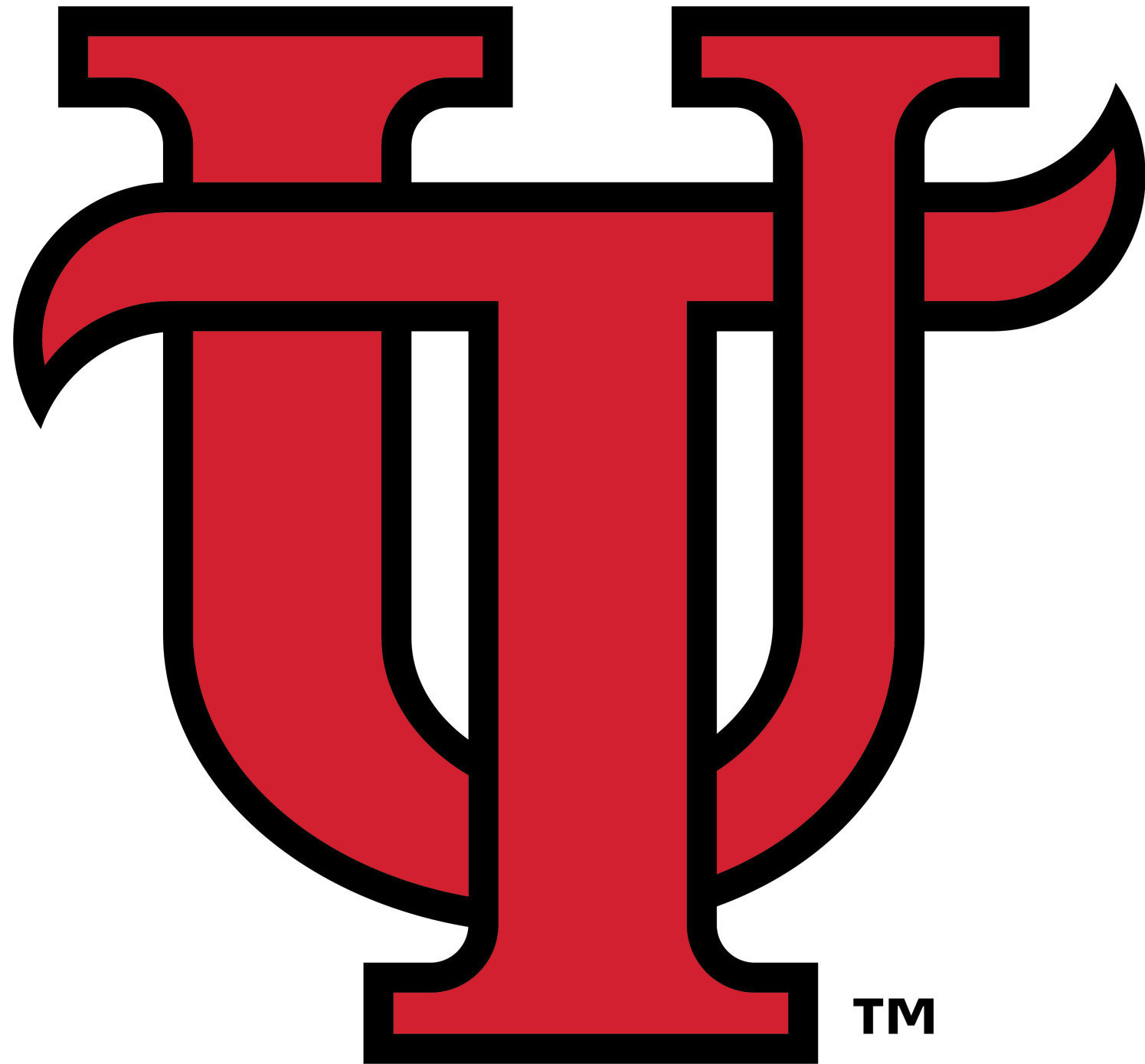


Capstone Presentation



Fundraising and
Events in
Development
and University
Relations



Topics:

- Literature Review
- Stewardship and Volunteer Engagement
- Minaret Dinner
- Debrief
- Trustee Holiday Party
- Technology
- The future of event



The Question:

How do higher education institutions plan events that foster the institution's mission and maintain equal quality effectively?



➤ The Stats

- Donor numbers decrease
- Lack of Stewardship
- CASE Standards
- Event Creation
- Organizational Identity Theory



Our Audience



Donors

\$2500 or more a year

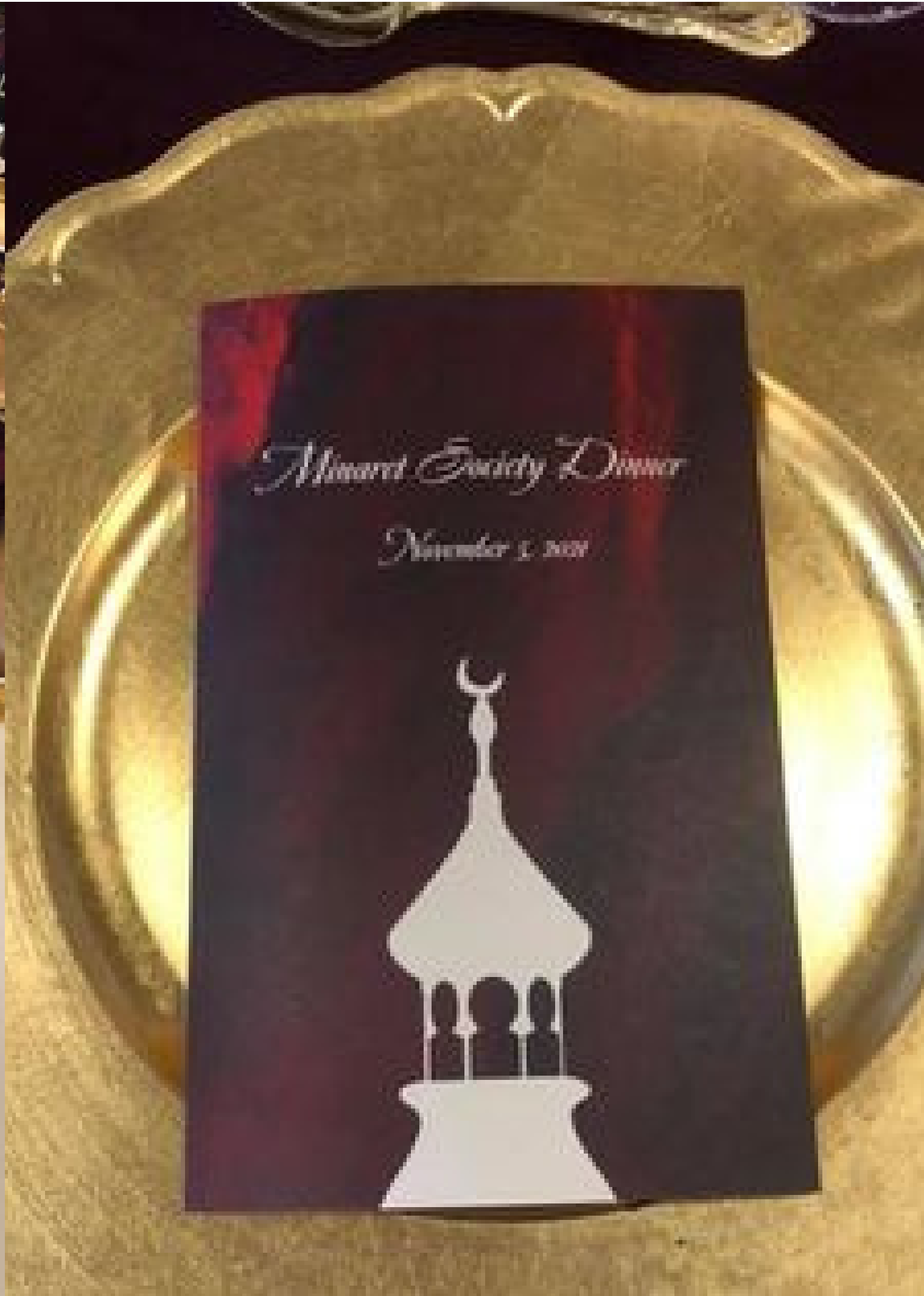
Volunteers

Various Members of Boards

BOT, BOC, BOF, AAB etc.

President and First Lady

Dr. and Mrs. Ron Vaughn



Minaret Dinner Debrief

Director of Stewardship, First Lady Renee Vaughn, VP Development and Campaign Director

THE GOOD

- Food Quality
- Food Service
- Checkin process
- Entertainment

Minaret Dinner

WHAT WENT WRONG

- Pre Event Setup
- Crowded tables
- Room Teardown
- Room Transitions

The Problem



Minaret Society Dinner

Facilities Rental Management

- Covid
- Understaffed
- Lack of training
- Communication

Solutions



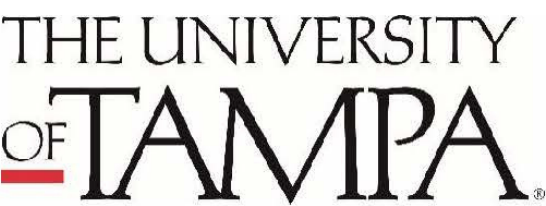
**Provide templates
with event details**



**Schedule zoom call
before event with
all campus vendors**



**Create a playbook
that allows you to
store information
for future events.**



Event Briefing:

Event
Event Lead:
2nd Point of Contact:
Date:
Time:
Location:

Attendees:

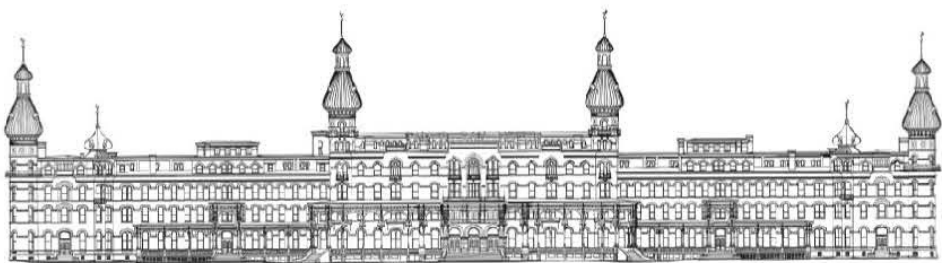
Parking:

Volunteers:

Catering:
Media Services:

Layout and check-in:
Photography:

Program:



The University Of
T A M P A®

***Event Name* Playbook**

Last Updated – Date

Note to user: This is YOUR playbook, add sections as necessary and feel free to reorganize sections in a way that makes sense to you and your event. The sections included are the basics to hosting a successful event at UT. At the end of this playbook, you will find useful UT Event planning tips and contacts. If this is an event that will likely be replicated be sure to be as detailed as possible, it will make planning in the future much easier.

Event at a Glance

Event:
Date:
Time:
Location:
Anticipated Attendance:

Event Overview

Put a brief description of your event here. Not only will it keep everyone focused on the end goal, but it will help provide context of the event for future reference.

Event #2 Trustee Holiday Party



Templates

Used to help coordinate day of logistics

Zoom Meeting

All vendors together to step by step responsibilities per department.

Playbook

Filled out for future trustee events to maintain consistency and equality across events.

Join The University of Tampa
for a night of celebration at the
Trustees, Fellows, and Counselors

Holiday Party

Tuesday, December 7th | 5:30-7:30pm
Vaughn Center 9th Floor
Business Holiday Attire

Valet Parking available in front of Plant Hall.
Self Parking available in the Plant Hall lot.

RSVP by November 30th to events@ut.edu



The End Result

- Rooms were set up one day prior to event.
- Tables were arranged using social tables.
- All room transitions were done well.
- Room setup were done to scale no crowding.





The Future of Events

FALL 2021

AUGUST

4- Faculty Staff Appreciation
at F/S Workshop
22- Week of Welcome
27- Parent Reception (2-3pm)

SEPTEMBER

23- BOT Executive Com. Mtg
23- Campaign Steering Com.
Mtg
26-UT Day at the Rays

OCTOBER

19-Service Board Recognition
(Social Media Campaign)
21- TBBCA Dinner
20- Virtual Alumni Trivia Night
21-Show your Spartan Spirit
(Social Media Campaign)
22- Alumni Steering Committee
22- AAB Meeting (Hybrid)
22- Presidents Reception/90th
23- Greek Reunion
27-BOT Dinner
28-BOT Day

NOVEMBER

5- Minaret Dinner
12- BOF Top Shot
18- BOT Executive Com Mtg.
18- Campaign Steering Com.
Mtg.

DECEMBER

7- BOT, BOC, BOF Holiday
Party
17- Commencement
19-Vaughn Open House

LOOKING FORWARD



1

Technology

Utilizing technology that speaks to one another. Social Tables and Adata specifically.

2

Digital Marketing

Creating marketing campaigns to engage donors leading up to the event.

3

Event Space

Get creative with spaces on campus, recreate and motivate on campus vendors to be more engaged with the event details.

4

KNOWLEDGE

Events are changing in the pandemic, staying in tune with how they changes are affecting institutions of higher education and how stewarding our donors with events can improve.



Contact Us



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