A Guide to Hosting an Earlham Day Gathering
(updated February 8, 2024)

First things first...

Hosting an Earlham Day event in your region is a great way to connect with Earlham’s community on its biggest day of fundraising! In this guide, you’ll learn what all goes in to creating a successful event as well as tips for hosting. Here is what an Earlham Day event host will do:

1. Invite Earlhamites to help you plan the party. (Cohosts aren’t mandatory but encouraged)
2. Secure a venue for your party.
3. Coordinate the time, food and drinks, and RSVPs.
4. Communicate your party with Earlhamites in your area.
5. Encourage attendees to make an Earlham Day gift.

Getting into details...

Your party is up to you, but there’s a few ways we can collaborate to make your Earlham Day event as great as it can be! Here’s a breakdown of responsibilities and some tips for getting your event off the ground.

1. Finding a venue

This is the first step to any good party! Earlham Day hosts will select and secure their event venue. We recommend local restaurants, public spaces, personal homes or businesses. A good rule of thumb is to make sure your space can host at least 20 people. Also, Earlham Day events should be free to you and your guests, so please find a venue with no associated costs.

2. Food and drinks

If your party is at a restaurant, guests can simply pay for their own food and drink. But for events hosted in homes or businesses, you might consider doing a potluck or
other eating arrangements. Food and drinks aren’t mandatory, but they help make your event great!

3. Selecting a time

Your event can be hosted any time, but the event must take place on Earlham Day, April 17, 2024. Hosts should consider when their event will be best attended, but the party can happen at any time of the day. Usually, events in the evening work well, because it’s after work and school hours.

4. Gathering attendees

This is the most intricate step and the most important for your party! Once you have your party’s time, location, and details figured out, you’ll need to do some outreach to get attendees to RSVP. Your personal outreach goes a long way, but we’ll also share your party information and your email address on Earlham’s website.

Phone calls, text messages, emails, and social media are all great ways to share your event. You’ll need to collect RSVPs as attendees respond. It’s up to you on how you’d like to manage your attendance list, but it’s necessary to collect their names, email addresses, and class years (if applicable). After the event, it’s also necessary to share your attendance list with the Alumni Engagement team.

If you want an email template for outreach, we’ve shared an example below. Just fill in your event details!

Hi friends,

I want to invite you to a special Earlham Day party I’m hosting at [Location]! Earlham Day is a great time for us to connect as Earhamites and friends, to learn about all the work students are doing, and invest in Earlham’s future! I hope you join me and other local Earhamites for a fun celebration!

[Date & Time of party]
[Location Name]
[Location Address]
[Location website, if applicable and helpful]

Just RSVP by replying to this email and let me know the names, email addresses, and class years (if applicable) of you and your guests!

Best,
[Your Name]
Let’s get ready to party...

We’re so thankful for all the Earlhamites who host their very own Earlham Day party! To help make your event even more awesome, we’ll mail you a party-in-a-box! Your box will include nametags, giveaway items, and information on how to make your Earlham Day gifts. We’ll even share some talking points to make it easy!

1. Earlham Day is here!

The big day has finally arrived and it’s time to enjoy your hard work! Arrive at your venue early (30 minutes should be good) to help do any setup for your celebration – decorations, giveaways, nametags, etc. As attendees arrive, make sure you note them on your RSVP list. Did someone arrive that didn’t RSVP? That’s great! Just make sure you also get their name, email address, and class year (if applicable).

Have fun mingling, connecting with Earlhamites, and enjoying your celebration too! We’d love to see your photos from the party, and you can share them with us using the hashtag #EarlhamDay across social media. You can also send photos to Alyssa Tegeler, Senior Director of Alumni Engagement, at tegelal@earlham.edu.

And don’t forget! Earlham Day is all about investing in Earlham’s goodness, so encourage your party-goers to make their gift as well!

2. Earlham Day is over...

Congratulations on hosting an awesome party! There’s just one last thing to do. Share your RSVP and attendee list with Alyssa Tegeler, Senior Director of Alumni Engagement, at tegelal@earlham.edu. You could also mail us your lists here...

Earlham College
Office of Institutional Advancement
c/o Alyssa Tegeler
801 National Rd W
Richmond, IN 47374

All leftover supplies and giveaways are yours to keep!

We’re here to help you along the way!

Planning an Earlham Day event is fun, but if you face any challenges or have questions, please know that we’re here to help! Reach out to Alyssa Tegeler at tegelal@earlham.edu or call 765-983-1881.