

WORK IN PROGRESS

**Lessons and Other Takeaways from
Less-than-Successful Alumni Events**



**PRINCETON
ASSOCIATION
NEW ENGLAND**

Case Study no. 1: An attempt at charity networking with PWN in Boston

- The pitch: An opportunity for local women to meet and connect with [anonymous]
- The goal: Creating a pipeline for volunteer, donation, and mentoring opportunities
- When: Wednesday evening, 6:30-8:30 PM
- Where: A swanky conference room in Kendall Square, generously donated by a PANE friend
- Cost: free
- Food: yes, “light dinner” provided

Case Study no. 1: An attempt at charity networking with PWN in Boston

- What happened?
- Questions?
- Suggested follow-up?

Case Study no. 2: A winery visit in Virginia (Princeton Club of D.C.)

- The pitch: Celebrate PRINCETON HOMECOMING and ORANGE & BLACK DAY at BREAUX VINEYARDS in Purcellville, VA. Try some Northern VA wines and enjoy time with up to 20 fellow PCW members and guests.
- The goal: A non-city event that would also be family-friendly
- When: Saturday from 11:30AM-2:30PM
- Where: About an hour outside the city
- Cost: \$30-50
- Food: Included in cost of ticket, as was wine

Case Study no. 2: A winery visit in Virginia (Princeton Club of D.C.)

- What happened?
- Questions?
- Suggested follow-up?

Case Study no. 3: A walk/run/bike meetup (Princeton Club of NW New Jersey)

- The pitch: Walk / Run / Bike on the Columbia Trail (Start in High Bridge NJ). Free Event!!!
- The goal: A free, family-friendly event
- When: Sunday from 11 AM – 1:30 PM
- Where: The geographic center of the region, admittedly a bit of a drive from where many members live
- Cost: Free
- Food: Option for a post-trail meetup in a cute downtown center with cafes, a microbrewery, etc.

Case Study no. 3: A walk/run/bike meetup (Princeton Club of NW New Jersey)

- What happened?
- Questions?
- Suggested follow-up?

Case Study no. 4: yours???

- What happened?
- Questions?
- Suggested follow-up?

Bonus case study: sometimes things just work out!

- Surprise Princeton Sweet 16 watch party in downtown Boston
- This wasn't even our idea
- 150 people!!!