Orange & Black Day: Jumpstarting a New Princeton Tradition
Charter Day

• October 22 is the anniversary of the granting of Princeton’s original charter in 1746 when Princeton was known as the College of New Jersey.

• This year marks the 276th anniversary of that original charter.
History of Orange & Black Day: #Princeton275

• Celebrated the 275th Birthday of Princeton University, Orange & Black Day 2021 was a stirring success
• Over 556,500 total impressions on social media
• 31,300 engagements across social media
• 380+ submissions on Kudoboard
• Let’s keep building!
Happy 276th Birthday Princeton!

• Orange & Black Day invites the Princeton community worldwide to share their pride and spirit by donning their very best orange & black.

• Establishing Orange & Black Day as a new tradition is an Alumni Council priority.

• Embrace Princeton’s newest tradition by hosting celebrations with your classmates!
How to plan an O&B Day party

• Recruit a local organizer and/or host; i.e., class regional representative, class officer, etc.

• Secure a venue

• Apply for a Class Affairs Committee grant to offset food and beverage costs
  • Grants cap at $150

• Request a party box no later than:
  • Thursday, September 29 for international shipping
  • Monday, October 3 for domestic shipping

• Promote your event
  • email
  • website
  • social media
Venue suggestions

- Classmate’s home or backyard
- Local park, garden, community space
- Restaurant, cafe, bar
October 22: Time to Party!

• Wear your best orange and black to your class party, take lots of photos/videos and share.

• Social: Follow and tag @PrincetonAlumni and post your photos and videos using the hashtag #Princeton276 and #TigersRising.

• Kudoboard: Upload at alumni.princeton.edu/orangeandblack

*No social media presence needed!*
Party Box

• A curated selection of festive props and accessories to complement your orange and black attire. 50 festive items including signs, boas, a banner, birthday hats, candles, and more!

• We’ll ship to you for your class party.

• Submit your request form no later than **Monday, October 3** for domestic shipping or **September 29** for international shipping.

• One box per party.

• No limit on the number of parties per class.

Digital Toolkit

• To be made available closer to October 22. A collection of frames, gifs, playlists, drink recipes, etc.
Party in a box delivers to you
Orange & Black Day Event Toolkit

- Sign up for your party box and Class Affairs Committee grant funding.
- For more information, visit alumni.princeton.edu/orange-black-day
Rallying your local Tigers

• Invite your classmates to attend your Orange & Black Day party.

• The provided email template will help you frame your outreach.
  • Template Name: “Princeton Orange & Black Day 2022”
Let’s hear your Orange & Black Day class party ideas!