Volunteer Event Management System

INSTRUCTIONS

UPDATED SEPTEMBER 13, 2016 – ALUMNI RELATIONS OFFICE (LM)
Introduction

The Volunteer Event Management system is designed to support our Global Ambassadors in the communication and marketing of their activities. This easy to use program will allow you to set up your event listing on the Alumni Calendar of Events and send emails to promote your event to all local area McGillians.

If you should have any questions, please feel free to contact our Alumni Communities office at communities.alumni@mcgill.ca, any time.
Step 1: Login to the McGill Alumni website

To access the Volunteer Tool-Kit, click on “List your event on the alumni calendar or request an email”, on the Volunteer Resources page. You can also use the Volunteer Tool-Kit by logging in at the following link: https://www.alumni.mcgill.ca/broadcast/. We recommend you bookmark it for quick access in the future.

This volunteer resource is available to all McGill Alumni Association members who have a recognized (authenticated) login. If you do not have a login, you will need to contact the Alumni Communities office at communities.alumni@mcgill.ca.

How to connect with alumni in your community

- Keep your contact information up-to-date
- Find local MAA branch representatives and McGill ambassadors
- Search the Alumni Directory
- Join McGillConnect

Everything you need to plan an alumni activity

- Browse activity ideas, tools and tips
- Keep on track with the Community Activity Planning Checklist
- Plan ahead with the Sample Budget Worksheet
- Apply for support through the Alumni Community Funding Program
- Get tips and tricks on planning a reunion

Ways to promote your McGill activity

- List your event on the alumni calendar or request an email to fellow alumni
- Submit your McGill activity for promotion via McGill Alumni social media accounts

New to volunteering with McGill?

- The McGill Volunteer Handbook will help get you started.
- Review the Standards of Conduct and help preserve McGill’s long-standing reputation for excellence and community stewardship.
- We’ll need you to fill out and submit a Non-Disclosure Agreement.
Step 2: Create an Event Listing

Once you are logged in, click on “Create an event listing” button.

You will be directed to the “Event Publicity Request” window.
VOLUNTEER DETAILS

Name and Email  This information is pre-populated in the fields.

Branch  Select your region. If your region is not listed in the drop-down menu, kindly contact the Alumni Communities Office at communities.alumni@mcgill.ca.

EVENT SET UP

Do you need McGill to take online registration for your event?

YES  This option allows you to track your registration numbers and the names of your registrants. If funds are collected (ie. ticket sales), arrangements will be made with the alumni communities office to return the funds to your accounts.

NO  This option is best if you are not tracking registration details.
SELECT ONE OF THE FOLLOWING: [This option appears only if you selected ‘YES’, McGill to take online registration]
- This is a free event (no payment required to register and attend)
- This is a PAY-AT-THE-DOOR event (online payments will NOT be accepted)
- This is a PAY-WHEN-YOU-REGISTER event (credit card payments)

EVENT DETAILS
Event Title
We recommend that you use a title which will give people a good sense of what to expect from the event. For example: “Pub Night at the Bedford in Toronto!”

Start Date and Time
Click on the calendar icon for the interactive calendar; and don’t forget to choose your Start Time!

Show End Date/Time
Always good to include the End Time so guests may plan their schedules accordingly.

Description
This is where you describe your event in full detail. Kindly note that the first paragraph will be used in the email broadcast advertising your event, and should give readers a good summary of your event.

Instructions
Any special instructions for guests are shared here, such as meeting place (for a walking tour), parking instructions, public transportation options, or ‘in case of rain’ details.

ATTACH A PHOTO
Photos cannot exceed 2MB in size and must be in one of the following formats: jpg, png, or gif.

EVENT PRICE AND REGISTRATION DATES
This option only appears if you selected ‘YES’, McGill to take online registration, in the EVENT SET UP field.

Registration opens
Click on the calendar icon for the interactive calendar to select your date.

Registration closes
Click on the calendar icon for the interactive calendar to select your date.

Admission Price
Add the Canadian ticket price here. If you require the charge in a US/Euro amount, kindly email communities.alumni@mcgill.ca to make the adjustment.
VENUE INFORMATION

Capacity/#of seats  By completing this section, this ensures we don’t oversell the number of available seats. [This option only appears if you selected ‘YES’, McGill to take online registration, in the EVENT SET UP field]

Venue name/room  Not a mandatory field
Street  Mandatory field
City  Mandatory field
Province/State  This is a mandatory field for Canada/US events only
Country  Mandatory field
Postal Code  Not a mandatory field

CONTACT PERSON

This information will be displayed on the public Alumni Calendar of Events. Therefore, please include only contact information you are willing to share with the general public.
Step 3: Preview the Event Listing

Click on the “Preview” button.

The Preview window allows you to review the details and the appearance of your Event Listing on the McGill Alumni website. If you need to make any changes, click on “Return to edit”.

If your details are correct and you are satisfied with the appearance, click on “Submit event”.
If you “Submit event”, you will be prompted, one last time, to confirm that you are satisfied with your event listing:

If you are not satisfied, click “Edit” to return to the edit window.

If you are satisfied, click “Yes, the event is ready”.

This is a preview, don’t forget to submit the event.

Did you double check your submission? Requesting modifications after the event is submitted may delay publishing your event on the Alumni Community Web site.

Yes, the event is ready  Edit
Step 4: Request an Email Broadcast for your event

Now that you’ve created your event listing, you will need to advertise to your region.

Click “Request an email broadcast for your event”.

Your name  This will be pre-populated with your contact information.

Your email  This will be pre-populated with your contact email

Select your branch  Select your region. If your region does not appear in the drop-down menu, kindly contact the Alumni Communities Office at communities.alumni@mcgill.ca

Requested Date of Broadcast  A calendar of available broadcast dates will be provided. Kindly select ONLY those dates highlighted (bolded). Any shaded date is unavailable.

Email subject line  Typically, this will be the title of your event, but can also be an ‘attention-grabbing’ subject line, such as “Come for a quick pint!”.

Record Type  Select your audience(s). You may select as many or as few types as you like.

If you have completed all the mandatory sections, click "Proceed".
Step 5: Compose Email Broadcast

All the event listings you’ve created will appear on the right-hand side of the window. Using “drag and drop” functionality, you may click on the event (or all the events), and drag it to the white window, on the left-hand side.
Click “Back” if you would like to return to the “Request an Email Broadcast for your event”.

Click “Proceed” if you are satisfied with your selection.
Step 6: Broadcast Preview

The Broadcast Preview window allows you to review the details and the appearance of your Email Broadcast. If you need to make any changes, click “Back”.

If your details are correct and you are satisfied with the appearance, click “Submit broadcast request”.

An automatic Confirmation Email will be sent to you immediately following your submission. The Event Listing will be uploaded to the McGill Alumni website within 48 hours.