Hello Bruins,

It is almost Send-off season and we are excited to welcome our incoming first-year and transfer students! These students are about to embark on a life-changing journey at UCLA that will shape and challenge them, as they continue the legacy of Bruin excellence set by our alumni.

The summer before college is an incredible time of excitement, but also of nervousness and a small measure of fear. Many of these students will be the first in their families to go to college, be the only Bruin from their high school, and some will never have been to Los Angeles. As the newest members of the Bruin family, we want to support them in this transition and celebrate their achievements.

Through hosting a Send-off, you help UCLA welcome local incoming students and their families into the Bruin family – an important first step to their success in college. Send-offs are an opportunity for students and their families to discover their Bruin community, and are great spaces for them to ask questions, get insider tips and network with peers.

The Alumni Affairs team is here to support you as you plan your Send-off. We have created this website to be a resource for you as you organize. If you have questions or concerns, please contact me and your staff liaison. We are here to help make this a fun and enjoyable experience for both you and your guests.

I look forward to partnering with you on a successful Send-off!

Go Bruins!

Amber K. Buggs
Assistant Director, Bruin Recruitment
abuggs@support.ucla.edu
work: 310-206-8907
mobile: 310-994-5782
UCLA does an impressive job of recruiting some of the best and brightest students — over 119,000 applications were received this year! Once the students are admitted it is up to alumni and the Bruin community to help make sure they thrive.

Send-offs are an opportunity for alumni to demonstrate the power of the Bruin family to our incoming students during this crucial time. These events set a strong foundation of Bruin support that has an impact on the student’s long-term retention, sense of belonging and overall experience at the University.

**Goals of a Send-off:**
- Welcome incoming students and their families into the Bruin community.
- Provide a strong support system for students to begin their UCLA career.
- Create an inclusive and engaging space for all members of the Bruin community.
- Connect incoming students with resources and one another.
- Have fun and demonstrate the True Bruin spirit.
Planning YourSend-off

Dates to remember:

☐ April 1: Submit your budget proposal to your staff liaison.
☐ May 2: Submit the date, time and location of your Send-off to BruinRecruitment@alumni.ucla.edu.
☐ One month before your event: submit the following to BruinRecruitment@alumni.ucla.edu.
   • The name and cell phone number for your on-site, day-of contact person.
   • The address where you would like your Send-off host kit to be shipped.
   • Any additional event details that you want to be shared with your guests (such as potluck sign-ups or parking instructions).

When do Send-offs happen and how long should they last?

☐ Send-offs take place between early July and early September (move-in weekend is Sept. 15-18).
   • One tip for success is to hold your Send-off earlier in the summer if you are in an international city (students move to California for orientation in September).
☐ Send-offs last 2-3 hours and are preferably held on weekends.
☐ Allow at least one hour before and after your event for set-up and breakdown needs.

Host Support:

☐ Conference Calls: We ask all Send-off Chairs to participate in one conference call with our Alumni Affairs staff and other hosts.
☐ Event Consultation: You are the expert on your neighborhood but we are here to assist you in your planning process. Please reach out to Bruin Recruitment (BruinRecruitment@alumni.ucla.edu) and your staff liaison with questions any time!

RESOURCES:

SEND-OFF DAY-OF TIMELINE EXAMPLE
BUILDING YOUR COMMITTEE EXAMPLE
Marketing Timeline

UCLA Alumni Affairs is committed to making this a smooth and successful process for you and your guests. You can expect the following marketing support for your Send-off.

Before Your Send-off

General Send-off promotion will begin in March and April through printed postcards that will be handed out at yield events (Bruin Bounds, Bruin Day) and mailed to incoming students in certain areas.

Once Bruin Recruitment has received your Send-off date, time and location details, Alumni Affairs will:

• Establish your event registration page
• Add your program to the main Send-offs website: alumni.ucla.edu/traditions/new-bruin-send-off-celebrations/
• Pull a data report to build your invitation list
• Create your official invitation
• Email your invitation
• Email a reminder invitation
• Send a final confirmation email to your confirmed guests that includes customized event details that you provide

Note: Due to privacy regulations, we cannot give you contact information for your guests. However, we can send correspondence on your behalf.

After Your Send-off

Bruin Recruitment will use information you provide to:

• Send a thank you email to your guests with customized language and web links
• Post photos of your Send-off on Bruin Recruitment and UCLA Alumni social media platforms

RESOURCES:

SEND-OFF INVITATION EXAMPLE
SEND-OFF POSTCARD EXAMPLE
CUSTOMIZE YOUR INVITATION LANGUAGE FOR FINAL CONFIRMATION EMAILS TO EVENT GUESTS
Invitation and RSVP Management

Before we send your invitation:

- We work with your staff liaison to fine tune your guest list to alumni, students and families to a specific geographic location.
- We collect information that you feel is imperative for your guests to share (i.e. potluck items, allergies, etc.).
- We share your invitation with you for your approval. Your immediate attention is needed and appreciated.

Once your initial Send-off invitation has been sent:

- RSVPs will be managed by the Bruin Recruitment team and UCLA Alumni Affairs.
- Your Send-off Chair will receive weekly RSVP updates.
- Updates include guest names and will indicate their affiliation to UCLA (alumni, students, parents or guests).
- The week of your event you will receive three RSVP updates (Monday, Wednesday and Friday).
Reimbursement and Financial Information

It is our mission to make Send-offs free and accessible to all guests. To uphold this commitment, Alumni Affairs will provide funding to your Send-off in the form of reimbursement.

Your reimbursement documents are due no later than 30 days after your Send-off event. These documents include:

- Itemized Original Receipt(s)
- Reimbursement Request Form for Alumni Volunteers or the Network
- W9s for the network (if the network needs to be reimbursed)

All forms must be mailed in one envelope to:

Amber Buggs – Bruin Recruitment
UCLA Alumni Affairs, JWAC
325 Westwood Plaza
Los Angeles, CA 90095

Important Reminders:

- Alumni Affairs funds over 45 Send-offs throughout the summer so funding is limited.
- If the total amount spent on your Send-off exceeds your budgeted amount, you will only be reimbursed the total amount you were allocated.
- If the total amount spent on your Send-off is less than your budget, you will only be reimbursed for the actual amount spent on the event.
- Alcohol costs will not be reimbursed.

Resources:

BUDGET PROPOSAL WORKSHEET
REIMBURSEMENT FORM (EDITABLE)
REIMBURSEMENT FORM (EXAMPLE)
BLANK W9 FORM
RECEIPT SAMPLE
FAQs

Will I be reimbursed for alcohol?

While you can serve alcohol to those over 21 at your event, you will not be reimbursed by UCLA for the alcohol. Please be sure to purchase alcohol on separate receipts and ensure that only those over 21 are being served.

Will Alumni Affairs send anything to us?

Yes! We will ship you a Send-off host kit that will include:

• Resources:
  - Blank Alumni Affairs nametags and a sign-in sheet
  - University literature on student programs and parent resources

• Giveaways:
  - Chapsticks
  - Proud Bruin buttons
  - Temporary tattoos
  - Car decals

Can guests be charged to attend a Send-off?

No. UCLA students come from a wide range of socioeconomic backgrounds. In order to keep Send-offs inclusive and accessible, these events are to be free.

Can we have a formal speaker at our Send-off?

Yes. We recommend that your speaker prepare a speech no longer than 5-8 minutes and that you communicate the purpose of the Send-off to them beforehand and what you would like the speaker to focus on.

Some questions you can pose to help your speaker as they write their speech are:

• What did you most enjoy about your experience as a student?
• How do you think being a Bruin has helped you get to where you are today?
• What are some lessons you learned as a student at UCLA?
• What advice do you have for incoming Bruins and their families?

Important: If you plan to post photos or video of your speaker, they need to complete a Speaker Agreement Form. Email BruinRecruitment@alumni.ucla.edu for more details.
Where are the best places to host a Send-off?

Parks are a common venue for many networks since they accommodate large numbers of guests and provide ample space for activities. Other venues to consider include: clubhouses, country clubs, community centers and alumni homes.

Alumni Testimonials:

“When I planned the Send-off last year, I found it helpful to host the event at an alumnus’ home. Given that Atlanta is a small alumni network and we have, on average, 7-10 students attend from the surrounding area, the home environment allowed for a more intimate setting for the Send-off. Additionally, we were able to save on booking fees from the budget by holding the event at an alumnus’ home.” – Silvia T, Atlanta Alumni Network

“An afternoon barbecue in a park worked really well because attendees could come and go as they pleased. People felt comfortable arriving and leaving whenever worked best with their schedules.” – Denise C., Boston Alumni Network

What are some tips to keep costs down?

Costs can be cut “by catering the event with a local vendor and having the Send-off coordinator do the food pickup instead of deliveries.” – Silvia T, Atlanta Alumni Network

“The last couple of years, we’ve held a potluck where guests bring food and the network provides drinks for the event. I think this has worked really well since it allows the network to really focus on the planning of the event and have one less thing to be concerned about. Dividing the guest list in half for appetizers and main dishes also helps to ensure that the menu is somewhat balanced.” – Erick Lee, San Francisco Bay Area Alumni Network

What kind of food is typically served at a Send-off?

The main draw for these events is the connections, but food and refreshments are a lovely addition. Menus from past Send-offs include:

• Build your own ice cream sundaes/cookie sandwiches
• Pizza parties
• Barbeques
• Potlucks
• Regional fare

Please be considerate of dietary restrictions such as vegetarian, vegan, lactose intolerant, gluten free, kosher and halal.
Note: You do not have to provide a whole meal at your Send-off.

Alumni Testimonial:

“We’ve gotten food from a local barbecue place for the past few years. Usually we order food that people can take however much or little they want – things like pulled pork, fruit platters, veggie platters, etc. We’ve found that this setup works better than offering up a full meal like hot dogs or hamburgers. Especially since the event happens in the afternoon, most people have already eaten and just want something small to snack on.”
– Denise C., Boston Alumni Network

What are some game and program ideas?

Informal networking can be difficult for some new Bruins, so structured ice-breakers and games can offer chances for all Bruins to connect. Check out what fellow Send-off hosts have tried:

“The Bay Area Bruins have held a Bruin Bake-Off contest, where guests are invited to enter a dessert for consideration. Prizes (UCLA related: e.g. blue/gold oven mitts; aprons) are then awarded for Best Tasting and Most Spirited (e.g., most UCLA decorated). These have been pretty successful and we typically get at least a handful of entries. We’ve also given incoming students a UCLA Bingo Card when they check in for the event. This encourages them to meet with alumni and students to learn about their UCLA experience. The Bingo Card should include UCLA related squares like: “Find an alumnus who lived in Sproul Hall, Find an alumnus who has had a Diddy Riese Cookie in the last 3 months, etc.”"
– Erick L., San Francisco Bay Area Alumni Network

“We include several ice breakers, trivia (with swag prizes! Everyone loves swag). Lawn games get people comfortable meeting and greeting. We also include a lot of Bruin Spirit, which I think is nice for alumni and the incoming students (such as learning the 8-clap and Bruin-related trivia).”
– Elise Kovi, Boston Alumni Network