



# PHI GAMMA DELTA

## PIG DINNER PLANNING GUIDE

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### **Pig Dinner Timeline**

Proper preparation and early planning are the keys to a successful Pig Dinner. The following timeline will help your chapter plan ahead and stay organized, which is especially helpful for planning graduate outreach and communication. The plan below outlines the proper steps that should be taken on an annual basis, prior to your chapter's next Pig Dinner.

### *Pig Dinner Planning Timeline*

### **Registration of Pig Dinner**

The Fraternity suggests that chapters register their Pig Dinner at [www.phigam.org](http://www.phigam.org) so that it may be added to the online calendar. Registration of your Pig Dinner can also help notify graduates living in your area, particularly if they frequent the Fraternity's website. Ultimately, this can help your chapter increase overall graduate communication and outreach, while also improving interactions and communication with the International Fraternity.

### *Pig Dinner Registration*

### **Pig Dinner Chairman**

To allow ample time for formation of a committee and proper planning/communication of the event, assign the chairman and committee at least a year out. The chairman will oversee and be responsible for all logistics concerning the planning for Pig Dinner and reporting progress to the cabinet and/or BCA. It is recommended that graduates be involved on the planning committee and/or that a graduate brother serve as a co-chairman for Pig Dinner.

### **Event Date**

Successful Pig Dinners are planned well in advance to help ease communication outreach. It is important to try and identify a date for your Pig Dinner as early as possible. Many chapters hold the Pig Dinner on or around the same weekend each year, which is helpful in increasing graduate brothers' attendance. Chapters may also choose a date that coincides with a university sponsored event that attracts graduates or has a connection to the chapter.

### **Venue/Location**

It is important that the venue is accommodating for all graduate and undergraduate brothers in attendance. Some chapters cater to graduates and find venues where there is a large concentration of graduate brothers (ex: Hosting Pig Dinner in larger metropolitan city, rather than your college town). Try to stray away from hosting Pig Dinner at the chapter house and instead find locations that have a connection to the chapter in some way, such as the chartering banquet hall.

## **Catering**

Many venues will offer catering options, others require you to utilize their catering services. It is up to your chapter to decide whether you want a buffet style menu or a plated dinner per guest; this depends on the options the venue offers. You can use polls or surveys via social media to gauge graduate brothers interests in dinner options.

## **A/V Communications (Speaker Set-Up)**

If your chapter plans to utilize speakers, help your speaker and provide a well-lit podium and working microphone system. Check the microphone and lighting at least an hour in advance of the dinner. If your chapter plans to have a presentation, ensure there is a projector, screen, working presentation and proper wiring.

## **Decorations**

Chapters that fully engage their graduate brothers during Pig Dinner bring in chapter decorations that resonate with them. The chapter flag, old composites, charter, scrapbooks and other chapter insignia/memorabilia should be transported by a responsible brother and cared for throughout the event. It is encouraged to have multiple brothers responsible for these artifacts, especially their safe transportation following the event. If your chapter is celebrating a milestone year, signs and additional decorations are encouraged.

## **Pig Dinner Communications**

### **Invitations**

Informing your graduates about Pig Dinner in a timely manner leads to a well attended event. We recommend sending save the dates and invitations by mail and utilizing e-mail reminders closer to the event. The save the date should be sent out at least six months in advance to allow graduate brothers enough time to plan accordingly. Invitations should be sent out three months in advance and lay out all details of the event: location, time of reception/cocktail hour, date, cost, special recognitions, keynote speaker (if there is one) and way of paying.

### **IHQ Communication Services**

Many chapters utilize the undergraduate communication services offered by the Fraternity to complete their save the dates, invitations, e-mails and Pig Dinner programs. This service is offered at a lesser cost using discounted bulk mail postage and utilizes the Fraternity's database to create mailing lists by chapter or mile radius. IHQ also offers a discounted Pig Dinner mailing package, you can learn more on the [undergraduate communication services](#) page on the website.

### **Social Media**

If the chapter or graduates utilize social media platforms, be sure to communicate the event date and details there as well. Your social media marketing should not serve as your official invitation.

### **Contracts**

Any contracts that will be signed for food and location should be reviewed by the Purple Legionnaire, BCA member or other graduate brother familiar with event planning. This can protect both you and the chapter from unnecessary cost and from going over budget.

### **Hotel Block**

It is suggested to block off hotel rooms or find discounted rates for brothers at a nearby hotel if brothers stay overnight. Coordinate with the hotel 3-4 months in advance to secure the rooms. Usually the hotel will hold these rooms until a certain date. Brothers need to make their own reservation for a room before that date. Advertise the room block, hotel name, phone number, address, cost, cut-off date and the name the rooms are reserved under in all Pig Dinner advertisements.

## **Owl Recognition**

Engage older graduate brothers through Silver, Gold and Diamond Owl recognition. Recognition is given for years of membership since a brothers' initiation date and has a corresponding lapel pin that goes with it. The three levels are Silver – 25 years, Gold – 50 years, Diamond – 75 years. More details regarding the ordering of certificates and purchase of lapel pins can be found in the Graduate Recognition section of the Pig Dinner resources.

## **Awards**

Remember that Pig Dinner is a graduate focused event. Your chapter's awards should be more focused on graduate recognition, rather than undergraduates; however, providing undergraduate awards is a good way to drive brothers' attendance. Note that not every brother receiving an award needs to speak, and in most cases they shouldn't.

## **Alcohol Policy**

The Risk Management Policy, and campus policies regarding alcohol at events must be followed. The Pig Dinner is a chapter hosted event, so it is the chapter's responsibility to follow BYOB or 3rd Party Vendor guidelines. If the chapter doesn't hold the Alcohol-Free Housing (AFH) exemption, Pig Dinner does NOT give allowance for alcohol to be brought onto chapter property.

## **Undergraduate Attendance**

Chapters with very successful Pig Dinners have majority, if not all, of the undergraduate brothers attend the event. In some cases, the cost of the dinner is included in undergraduate brothers' dues and communicated as a "free" event for them. If your chapter struggles with attendance, it may be helpful to allow brothers to bring dates. This should be an event that every undergraduate brother should want to go to for networking and fellowship.

## **Make It a Weekend**

Chapters with successful Pig Dinners tend to provide more programming opportunities throughout the weekend for graduate brothers. Some chapters host golf tournaments, brunches/lunches, open houses or cookouts at a brother's house. If your chapter allows dates, it is suggested to host an event specifically for them, or at minimum, one that would include partners.