BOUNDLESS Viewing Parties ~ FAQ

The November 1 launch of the College of Charleston’s Boundless Campaign showcases the premiere of an engaging high-tech video that captures the impact and essence of the campaign and conveys the importance of widespread engagement with the College. As a grassroots effort to educate, inspire and motivate the College’s constituents, we are asking members of the Cougar Nation to host viewing parties, serve on a host committee, or share the names of others who might be willing to host viewing parties.

**What is a viewing party?**
Viewing parties are gatherings of alumni, students, parents, donors, faculty/staff, and friends of the College where the exciting launch video is shared with the masses and the hosts, or other appropriate spokespersons, to provide an inspiring message about being involved with the College.

**What format do viewing parties take?**
While we ask that each of the viewing parties includes a viewing of the video (which we will provide) and a basic campaign message, the format of each party is up to the host. For example, it can be a small home-based gathering for 6 people with a single host, or large outdoor fetes planned by a host committee. The only requirement is that the campaign be the primary focus. Other ideas include combining an engagement party with an Admissions yield reception, Athletics Cougar Trail event, Alumni Chapter event, Fraternity/Sorority Reunion, or any other College-related gathering.

The ideal timeline for the viewing parties is between November 8, 2014 and April/May 2015. However, viewing parties planned beyond this timeframe are certainly welcome and appreciated.

**What kind of campaign message is necessary?**
These parties are envisioned to inspire a collective spirit of pride, create momentum for the Campaign, and encourage champions, donors, and advocates to come forward as the College embarks on its next era of distinction.

There are many ways that a guest may be inspired to participate in the campaign – but the three primary avenues are: SERVICE ~ ADVOCACY ~ PHILANTHROPY

Here are a few specific ideas:
- Host your own viewing party and invite your classmates and friends
- Get involved with your alumni chapter
- Attend or host an Admissions send-off or yield reception
- Come back to campus for an event
• Make a gift to your passion at the College
• Serve as a mentor for a student
• Introduce your professional network to the College

_I want to host a viewing party – what are the expectations of me?_
First of all – thank you for being excited about the campaign and for offering to host a viewing party!

1. Let someone in Development or Alumni Relations know of your interest. They will put you in touch with the launch committee.
2. Determine how much you would like to spend on your party.
3. Decide where you might want to host your viewing party and look for target dates.
4. Once you have your venue and preferred date, work with a member of the launch committee to:
   • Obtain the video, program ideas, and campaign talking points
   • Determine the guest list. The launch team can coordinate sending invitations, and taking responses
   • Determine your menu and theme
   • Work with the launch team to determine the appropriate college representative who may attend your gathering
   • HAVE FUN WITH YOUR GATHERING!