

Event Attendee Follow-Up Communication

Purpose

This resource provides chapter officers with ready-to-use communication templates to strengthen relationships with alumnae after chapter events and encourage continued involvement.

Attend Follow-Up Tracking

An **Excel spreadsheet** template has been created to serve as a tracking resource and to provide a simple process for ensuring every attendee receives meaningful and intentional follow-up.

Follow-Up Timeline

- **Within 48 Hours**
Send a thank-you message to all attendees.
- **Within One Week**
Personally follow up with:
 - First-time attendees
 - Prospective chapter members
 - Members who have not attended recently
- **Before the Next Event**
Invite attendees to participate in another upcoming opportunity.

Template One: General Event Thank You – *Within 48 Hours of Event Occurring*

Subject: Thank You for Joining Us!

Hello Sister,

Thank you for joining us at our recent chapter event. We enjoyed having the opportunity to connect with you and appreciate the time you spent with fellow area Gamma Phi Betas.

We hope you found the event meaningful and enjoyable. We would love to see you again at an upcoming chapter activity and encourage you to stay connected with our chapter community.

Our next event is:

[Event Name]

[Date]

[Location]

[RSVP Link]



We hope to see you there!

In IIKE,

[Name]

[Position]

Template Two: First-Time Attendee Follow-Up – Within a Week of Event Occurring

Subject: It Was Wonderful Meeting You!

Hello Sister,

Thank you for joining us for your first chapter event. We were so glad you could attend, and we hope you felt welcome among our members.

Our chapter strives to create opportunities for alumnae to connect, build friendships and continue their Gamma Phi Beta experience after graduation. We'd love to help you find ways to become involved that match your interests and availability.

Our next opportunity to connect is:

[Event Name]

[Date]

[Location]

[RSVP Link]

Please don't hesitate to reach out if you have questions, and we hope you'll join us again soon.

In IIKE,

[Name]

[Position]

Template Three: Engaged Member Post-Event Follow-Up – Within a Week of Event Occurring

Subject: Thank You for Joining Us!

Hello Sister,

Thank you for joining us at **[Event Name]**. It was wonderful to spend time with you and connect with fellow Gamma Phi Betas.



Members like you help create the welcoming and supportive community that makes our chapter special. We appreciate your continued involvement and the time you invest in staying connected with our sisterhood.

We hope you enjoyed the event and will join us again soon. Our next opportunity to connect is:

[Event Name]

[Date]

[Location]

[RSVP Link]

Thank you for being an important part of our chapter. We look forward to seeing you again soon.

In IIKE,

[Name]

[Position]

Template Four: No-Show at Chapter Event

Subject: We Hope to Connect Soon!

Hello Sister,

I noticed you had planned to attend **[Event Name]** and wanted to reach out personally. While we missed seeing you at the event, we're grateful for your interest in connecting with our chapter.

Our alumnae chapter strives to create meaningful opportunities for sisters to build friendships, stay connected to Gamma Phi Beta, and engage in personally rewarding experiences. Whether you've connected with our chapter before or are just beginning to explore opportunities to get involved, we are always excited to welcome sisters into our community.

We would love to stay connected and invite you to join us at a future event. Our next opportunity is:

[Event Name]

[Date]

[Location]

[RSVP Link]

If you have questions about the chapter or would like to learn more about upcoming opportunities, please don't hesitate to reach out.



We hope to see you soon!

In IIKE,

[Name]

[Position]

Template Four: We Missed You – Reengagement Outreach

Subject: We Hope to See You Again Soon

Hello Sister,

We noticed we haven't seen you at a chapter event recently and wanted to reach out.

We value having you as part of our chapter community and hope you are doing well. We understand schedules and life circumstances change, but we would love the opportunity to reconnect with you at an upcoming event.

Our next event is **[Event Name]** on **[Date]**. We hope you'll consider joining us. You can **[RSVP here]**!

In IIKE,

[Name]

[Position]

