

# SOCIAL

*A comprehensive guide for the new VPE*

## Introduction

So you did your speech, got your votes, and now you're in charge of the best motherfucking committee on the face of the fucking planet. Now what?

Are you aware of your responsibilities?

Do you know how much work you will need to put in?

Are you a bitch?

Well hopefully you know a little bit of what the fraternity expects out of you, and know that you cannot be a bitch. Here's some info in general doe.

### Responsibilities:

To the committee:

Keep them organized. You are their guide. You are their fucking Yoda and they are your Luke.

To Eboard:

You are the chosen one. The one graced by your own brothers to be in charge of the most important (arguably) aspect of our fraternity. To the Eboard that means that you will always be the most knowledgeable individual in regards to *SOCIAL*.

To the Chapter:

You are on Eboard. You are running your chapter! You yourself influence the chapter through your committee but will also influence chapter by making important decisions with the rest of EBoard. You must *always* listen to the chapter. You are in a way serving them. Always seek input from bros but make sure it is simple and quick feedback, i.e. a survey with very limited multiple choice options.

To yourself:

Remember: DBB.

### Social Committee

This committee does everything that unfortunate non Greek plebs assume all there is to a fraternity. But even with their ignorance and also because of it, everything social does has to (and always is) fucking amazing.

The primary objective for *social* is **parties**.

Parties are first and foremost a service that we provide for our fellow students at our wonderful school. It is our duty as honorable brothers of Sigma Beta Rho to provide kickass events for our brotherhood and for our school. Along with these parties the committee also does mixers with other organizations, date nights for bros and ladies, and hangouts at the house. As far as explanation and how-to's are concerned, let's start off with the little things first.

## The little things

There are many possible little events that we may host as an organization. Here is a guide on what's required from some and how to organize them. All of the events in this section should be organized *primarily by the committee* and with little to no intervention by the VPE.

### Mixers

Most mixers that our fraternity is involved in tend to occur during rush. All of those rush mixers are for the *Rush committee* to organize and plan. The mixers SOCIAL is in charge of are the smaller ones scattered throughout the year, not including philanthropy mixers.

Planning a mixer on your own:

1. First you must have an idea on what to do. Some examples could include laser tag, lunch/dinner, gift exchanges (festive), a trip to somewhere, sports, etc. The committee should discuss this on their own and if they wish to ask bros, they should make a **limited multiple choice only survey to get feedback**.
  - a. Along with an idea on what to do have an idea on what organization the mixer is supposed to be with.
2. After an idea has been planted you must look up **prices** and how much it would cost individuals who go.
3. Contact the other organization's social chair. Now a reminder: all of this work is for the committee, NOT the VPE. A committee member will talk to the other organization's social chair and discuss if their organization may be interested. Get a confirmation that they are interested and start planning dates for the mixer. It must be a day that works with individuals in both organizations so it could take some time, but it's easy. If both organizations have agreed to have a mixer **this step should not take up too much time. (Use BroCal)**
4. Done. Make sure bros who showed initial interest go.

### Date Nights

Date Nights are for bros, their girls, and lucky single girls who have the opportunity to go on a group date with the Honorable Brothers of Sigma Beta Rho. It's almost exactly like a mixer but without the need to coordinate with another organization.

1. Ideas. What to do? Dinner, Karaoke, pretty much anything that can be done in a mixer and more.
2. Come up with multiple dates that work with the rest of the chapter. **Use**
3. **!**.

4. Look up **prices**. Keep in mind that the brothers going will be paying for themselves and a date. Also look to see if there can be a fixed menu or something similar. Something to personalize the experience and brand it Sig Rho. For example, the Nook, a restaurant we've done before, made us personalized menus for our date night.
5. It is essential that in the case of date nights you get feedback from the chapter, as bros that are tied down will get whipped if their date doesn't like the date and/or venue. The committee should make a survey again with multiple choice questions asking about date and possibly venue. There should be few choices to ensure a quick and easy response.
6. Done. Again make sure bros show up.

### Others

Honestly, these little things are pretty easy to organize. Just get it done. It usually just involves a call. Make that **call**. Check the **cost**. Choose a **date**.

## Parties at the House

Every semester there is an event at the house. There are three primary objectives that must be satisfied in order for the event to exist. Drinks, Marketing, and Bro attendance. Rush committee will usually choose the date along with the rest of the chapter. Social is in charge of marketing and planning.

1. With the date and venue secured, marketing and planning are of utmost importance. Ahead of time, a budget must be drafted. There are old budget sheet in the resources folder of the SOCIAL drive folder. For the VPE, budgeting will need to be discussed with EBoard.
2. Simultaneously, Marketing needs to be done. Everybody needs to know about the party and everyone needs to attend. In the past, marketing has been limited to Facebook and word of mouth for events like these. Please refer to the **Marketing Guide** for further info on marketing.
3. Usually a DJ is chosen for the big party. This person ends up setting up in the front-most room of the house.
4. Also simultaneously, brothers need to be assigned to help set up and clean up. The house party has always been a blacklight rager, so we need to have black lights. These *should* always be in the attic of the house. The windows need to be covered up to make the living room dark. Bulbs in the kitchen and hallway need to be changed to the color bulbs. Furniture needs to be moved in such a way to leave room for people to dance. Tubs are needed for the next step.

5. Drinks are essential. Please refer to past budgets for specific amounts of things necessary to make stuff.
6. **VERY IMPORTANT: PRINT OUT SIGNS:**
  - Go around the back: so people do not enter the house from the front. It keeps things quieter. Block off the front door with a couch so the door is not opened ever. The signs need to be placed at the fence.
  - Must be 21+ to drink: This is for liability
  - No illegal substances allowed: Don't need the house to be smelling like a trap house. Also liability.

### Hangouts

This is all information pertaining to the beginning rush party we have done in the past. For a hangout, the steps are similar. A hangout is set up usually the week of. This event is more for brothers and their friends. It is more casual. The steps are easy.

1. Budget - There are old budgets. Usually cost for everything is less than \$100, including cleaning supplies.
2. Drinks - Look up old stuff to make the right amount of stuff for a hangout. It is not a lot and easy to do.
3. Marketing - Usually there is a small facebook event. In the past, it's been best done as a private and public event. Decide what's best. It's your job ;)

## How to do PARTY

This is the largest and most intense responsibility for social. As a VPE one must be omnipresent

Remembrance - In the past we've done big shit. Of course three kings was an amazing party that we were able to make better with kings. Crazy venues, lots of people, lots of fun. But how did we get there? Well it all started with the desire to do something new. It started off with genuine passion aimed at making Sigma Beta Rho the best at throwing parties. We took steps to get to the top. We were the first to do Hudson Grille, which is not a club but a sports bar. We were the first to get Cosmo as an 18+ venue (usually they do 21+ only). It is this innovation and passion that drives our fraternity to the top.

### 1. Finding the venue

- a. Don't jump in directly and start choosing venues. You must first gauge the number of guests you will be expecting at your party/event. Remember nobody likes an empty club or a packed club. Talk to people and see if

anything is new. Hit up our friends at RSVP ATL to see if they can give us a new place. Make sure its close enough to campus. Find *new* and *interesting* venues that people on our campus haven't done in a while.

- b. Joint party with another org or not?
- c. When is party going to be? A Thursday, Friday, Saturday? All this must go into consideration
- d. Once you've figured out the number now choose a venue that is close to campus and easily accessible by our college community. Keep in mind that the audience we "pull" for our parties come from schools such as Georgia State and Emory. Generally Midtown venues have been the most convenient and have had the most success.
- e. Once you've found this venue find out whom the managers and owners are and retrieve their contact information.

## **2. Making Contact**

- a. **Call** up the owner/manager and tell them about our inclination of hosting an event at their venue.
- b. Unfortunately for us, most venues don't like the term "fraternity" as it usually leads to under aged drinking and the "trashing" of places. So when informing them about our organization, tell them it's for fundraising or a part of our philanthropy efforts.
  - i. The best way to make the conversation happen is along these lines: "Hello my name is \_\_\_\_ and I represent an organization on Georgia Tech's campus. I am interested in booking your venue for a private event. I am expecting about \_\_\_\_ people. Because it is a college event it needs to be 18+." etc. etc. **Note:** *You are literally talking to another person, maybe as derp as you so don't be a nervous fuck. Be chill.*
- c. Make sure the venue is ok with 18+ because most of our crowd is under aged.
- d. Explain how we we'll provide security and wristbands

## **3. Bargaining with the Venue**

- a. Never go ahead and agree to hold the event without gathering all the necessary information first. Tell the owner that you're going to various venues to get the best location and deal and that he/she's venue was on the top of the list.
- b. Ask about how we'd go about paying for the venue
  - i. Bar Tab vs. Rent - A bar tab is a beverage minimum that is required to be fulfilled by the end of the event. If the tab is not met, the difference will have to be paid by the host, in our case, us. We

usually have a bar tab of around 2000\$ which we should easily be able to meet. With bar tab payments there usually isn't a rent for the floor. We rented the Quad space for our ATS after party (2012), but that was because of the number of guests we had attending. In the past we have mainly gone with bar tab venues. It's difficult to get a low bar tab for our Friday/Saturday parties just due to the fact that we live in Atlanta. However we do get lucky sometimes.

- ii. Drink Specials - Negotiate, and explain how we have an accurate estimate of around 300 people attending (as of that time and say more will come) and that a good number of them are of age and will buy many drinks if the prices are lowered. Also explain how our crowd is generally college students, who don't always have the cash to dish out. Drinks are usually 5\$-9\$ in Atlanta, ask for 2\$-4\$ shot specials or 3\$-6\$ beer specials.
- iii. Security - Ask if the venue provides bouncers. Many times venues will make you purchase security (or extra bouncers)

#### **4. Seal the deal**

- a. Once you have spoken with the executive board and everything has been finalized. Pull out the pens and get the contract signed. Once again, make sure all information has been gathered and looked over. (If talking to RSVP, they will most likely not do a contract. Try to at least get an email with the agreement).
- b. Based on everything you've done so far, figure out the cover price. (Ex. Girls free before 11pm, 15\$ after 12PM, free if VPE gets a bj (Female preferred), etc.)
- c. DJs: DJs do music. Self explanatory. We've never really gone past \$150 an hour ever for all DJs. DJs are a necessity for events to work. Music is needed. We have some information about DJs as resources but always look for new ones. There are DJs everywhere. They are people's friends. Discover new DJs and keep our events fresh.
- d. ALWAYS COMMUNICATE WITH E-BOARD. Don't go off and try to do things by yourself.

#### **5. Marketing**

- a. The next big step. If your party is not marketed well, no one will come. It is not a good thing if no one comes. Luckily, SOCIAL is dope as fuck always so that won't be an issue. There is a lower bound of our marketing. No matter what, with minimum marketing (as of Fall 2014 based on only Facebook marketing) we get at least 200-300 people. That is because of our past. We must work hard to raise that lower bound.

- b. Facebook/Online is a big way that our event becomes publicized. Of course there is the initial event that is made, but it is also important that brothers make posts regarding the party, some profile pictures and cover photos are changed, and that our very own GT Sig Rho Facebook page promotes the event. This is somewhat self explanatory, as posts will be made under the discretion of the social committee and VPE. The best way to do this is by making **promotion teams**. Assign each social member a small team of actives to contact and ensure that they promote. With all of this online promoting, make sure that it is not overdone. If there is hardcore promotion weeks ahead of the event then brothers will get burnt out and irritated as other potential attendees will also get irritated. It needs to be strategically placed out so that it is consistently on peoples minds. Best time to have lots of promotion is the week of the event. Use other online resources too! Post in the ATL subreddit lols.
- c. Flyers - we've only printed flyers for larger parties. When we are expecting lots of people we print around 500 flyers and put them everywhere. All brothers get some and put them in dorms and scattered all around campus. This is a fun way to promote in a creatively.
- d. Word of Mouth news spreads pretty fast. I remember back when I was a youngin I invited this hot thot (word of mouth) and got all of her friends to come to the party. Word of mouth works. Bros need to be telling their friends (and thots) about it.
- e. **How to Handle Bros** - We as social are pumped as fuck because everything is so fucking awesome, but some bros need to be reminded that. If brothers are genuinely excited and looking forward to the event they will go well out of there way to promote. **Don't make promotions a job!** People don't like doing jobs. Passion is what drives our fraternity and it is also what will drive our success in social settings.

## 6. Finale and maintain contact

- a. Keep a good relationship with the owner and be on top of things to show how responsible you are. This means even after the event is done with; we might need this venue for another event in the near future.
- b. If you worked with another organization, figure out the split of the proceeds and make sure it's based on how much each org contributed. Usually, since we do all the contacting/logistics we get the larger portion. Remember, promoting a party doesn't take that much effort so please consider everything before splitting the profit.
- c. Make sure the day of the event to have your team help you out with all the procedures



## 7. Party Time

- a. Do that party rock, Gangnam style or just wild out with your cock out.  
Have a blast. You deserve it, if you have gotten this far without fucking up.  
Give yourself a pat on the back.
- b. Get excited for the next time you'll have to plan an event at a venue.

A Note on **collaboration**: We've thrown many events with other organizations. As a how-to on how to collaborate, first do everything by yourself (not VPE but committee), then contact the other organization. It doesn't have to be finalized but we should be running shit.

A *Final* note: Always try new things. Every tradition we have happened for the first time once. Good Luck.