**Harvard Moves Meetup Marketing & Planning Guide**

**2025 Host Notes:** Harvard Moves is shifting to a volunteer-led, community-powered model, with Clubs and HAA Contacts organizing local meetup events. The HAA will provide Clubs and HAA Contacts with marketing templates, branding assets, and online promotion. Registration will be managed by Clubs or HAA Contacts, and alumni only need to register with their local Club or HAA Contact. Please note, donations for Harvard College financial aid are no longer part of this initiative. **Sample Harvard Moves Event Webpage**

**Access the** [**Digital Toolkit**](https://alumni.harvard.edu/harvard-moves/toolkit) **to download logos, banners, social media images, participation bibs and more!**

**Event Name (30-50 characters):** Harvard Moves: [Your Meet-Up Name]

Be sure to highlight what makes your meet-up unique (mode of activity, location, etc.)

*For example: Harvard Moves: Schuylkill River Trail Walk*

**Date:**

**Time:**

**Location:**

**Sample Description**:

Join local alumni for [Harvard Moves](https://alumni.harvard.edu/harvard-moves)—a global celebration of movement and community. The [Harvard Club of XXXX/organization name] will be coming together for a Harvard Moves Meetup on [date] at [location].

**Optional space for event logistics:** We will meet in Paine’s Park at 10:15am and start walking at 10:30am north along the riverbank then south along the opposite riverbank. Don’t forget your water bottle!

**RSVP by Email Option:**

Interested in attending? Email [Contact name] at [email address] to let us know and receive updates about any changes to event details.

**Quick RSVP Option for AlumniMagnet Fullsites:**

Let the Meetup Organizers know you are coming and stay updated on any changes to event details:

Name:

Email:

Appear on Club’s Who’s Coming List:

---------------------------------------------------------------------------------------------------------------

**Sample Email Reply to RSVPs**

Hi First Name,

Thanks for letting us know that you’re planning to join us for [Event Name i.e. the Schuylkill River Trail Walk] on November [date] at [time] as part of Harvard Moves. We can’t wait to see you there!

[Insert additional event logistics here]

Thank you for being part of the team,

[Name/Club]

---------------------------------------------------------------------------------------------------------------

**Sample WhatsApp Message**

Join the [Harvard Club of XXXX/organization name] on Nov. [6] for a Harvard Moves Meetup event. We’ll be [insert activity, i.e. hiking this local trail]. We hope you’ll join us for this fun opportunity to get moving and connect with your local community. For more info, visit: [url]

---------------------------------------------------------------------------------------------------------------

**Event listing on Harvard Moves website’s Meetup section https://alumni.harvard.edu/harvard-moves/meetups**

**For Clubs/SIGs with AlumniMagnet websites**, within a few days of creating your meetup event listing on AlumniMagnet, your event will be “tagged” and included [on the Harvard Moves website](https://alumni.harvard.edu/harvard-moves).

**For Clubs/SIGs without AlumniMagnet websites**, please send an event page request to clubs@harvard.edu by Monday, October 20. In your event page request please include:

* City, State:
* Hosting Club/SIG:
* Date:
* Time: local time at event venue
* Location: Venue name (link to site if applicable), Address, City, State
* Description of 40 words or less:
* Optional space for event logistics:
* RSVP to: We will auto fill the subject line with “Harvard Moves Meet-up – your city”.
* Contact for more information: Contact person name or Club’s email

An event page will be created by our team within 5 business days and included [on the Harvard Moves website](https://alumni.harvard.edu/harvard-moves).