Invitations, Mailing Lists, Reservations, & Nametags

Invitations are the primary source of advertisement for your event. They set the tone and communicate important information to the attendees. The invitation process does not stop once the invitations are put in the mail; it requires follow through all the way to the day of the event. It should be determined at the initial event meeting who is going to order the mailing lists, be responsible for design, and take reservations.

Creating the Invitation:

There are *nine* elements that should be present on every invitation:

1. The university or college/department word mark.
    It is best to ask marketing what the guidelines are for uses of seals and word marks.

2. The names of the hosts
    For example: *Dean Ralph Kummler invites you*. Or, *the College of Engineering*. If there is a group of individuals hosting the event the senior person's name comes first.

3. Phrasing the invitation
    Formal: *Requests the pleasure of your company*
    Less formal: *Cordially invites you to*

4. The kind of event
    Brunch, reception, dinner, grand opening

5. The purpose of the event
    It is important to properly explain the purpose of the event. Often times the event is, *recognizing, celebrating, awarding…* somebody or something.

6. The Date and time
    In formal invitations the date and time should be written out:
    Saturday, the second of January. Six to eight o'clock in the evening
    In less formal invitations it is acceptable to simplify the date
    Saturday, January 2, 2007. 8:30 a.m. – noon

7. Always include the formal name, the room, the floor, street address and city.

8. Special instructions such as valet or accessible parking, weather arrangements, dress code.

9. R.S.V.P's
    Instructions regarding reservations should be clearly communicated at the end of the
    reservation phone number and email should always be included. If the guests are to

R.S.V.P to an individual it is best to include the person's name. The Office of Special Events and Services has a universal R.S.V. P email: ses@lists.wayne.edu. This can be used as an appropriate method of R.S.V.P on any invitation. RSVP Deadline dates vary according to an event but should be no less than four days prior to an event since most caterers require 72 hour notice for final counts.

Defining and ordering mailing lists
Mailing lists should be order 8- 10 weeks prior to an event. Below is a standard mailing list request email. A new mailing list should be ordered for every event. Updates into Banner are done daily; therefore information for any invitee could be updated since a previous list was requested. Be sure that the event manager is copied on all mailing list emails. This acts as a second control and allows for a history of requests if the event is annual.

Please include the fields below in the mailing list requests that you make directly to Information Services. You may choose to add additional fields to your mailing lists as needed. When working indirectly to generate mailing lists (e.g., through staff from colleges, departments, centers, institutes or other units), make sure that all involved in generating mailing lists are aware of and follow the same format. The fields that should be included in all mailing lists are:

- *WSUPID*
- *Name Prefix*
- *First Name*
- *Middle Name*
- *Last Name*
- *Name Suffix*
- *Mailing Name*
- *Combined Mailing Name*
- *Spouse First Name*
- *Spouse Last Name*
- *Company Name*
- *Deceased indicator*
- *Street Line1 (preferred)*
- *Street Line2 (preferred)*
- *Street Line3 (preferred)*
- *City (preferred)*
- *State (preferred)*
- *ZIP (preferred)*
- *Nation (preferred)*
- *Phone # (preferred)*
- *E-mail address (preferred)*

- *Degree 1*
- *Degree year 1*
- *Institution 1*
- *Degree 2*
- *Degree year 2*
- *Institution 2*
- *Degree 3*
- *Degree year 3*
- *Institution 3*
- *Total giving*

Things to Remember:

It is important to remember that a mailing list should be free of duplicate entries and show sensitivity to deceased entries.

The optimal time to have invitations sent out is **six weeks prior to the event.** Invitation details should be discussed at the first meeting. Mailing invitations can be done internally for smaller events through the mailroom. Stamps can be purchased through Mail and Addressing services and should be done so on an IRB (see payment methods). Larger mailings, usually more than 1,000 are done by the university's preferred mail house, Technicom. Technicom services need to be ordered through the Business Operations page, Technicom link. Please allow at least three extra days for mailing when using Technicom. The mailing request form should be filled out prior to delivery of the piece and mailing list to Technicom. **Technicom - (313) 883-3000.**

Confirmation Letters
Confirmation letters should be used for events that require payment. They should also be used if something needs to be delivered to the guest prior to arrival at the event.

Nametags
Nametags are a very easy way for people to know who is who. Nametags are generated using a mail merge from the invitation mailing list. It is important to make sure that all names and titles are accurate in the mailing list. SES can provide nametags for your event. SES can also produce nametags on site for walk-in guests. Be sure to schedule time with the SES Office for these services.