

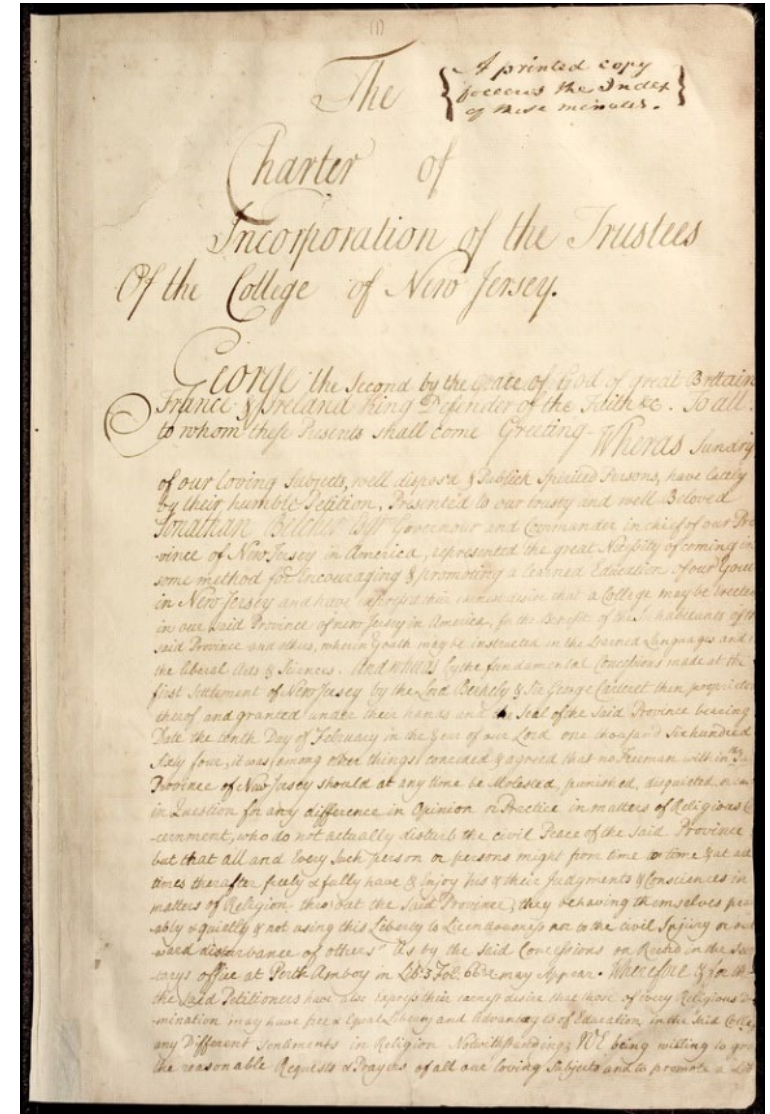
Class Affairs - Tiger Tips

Orange & Black Day: Jumpstarting a New Princeton Tradition



Charter Day

- October 22 is the anniversary of the granting of Princeton's original charter in 1746 when Princeton was known as the College of New Jersey.
- This year marks the 276th anniversary of that original charter.



History of Orange & Black Day: #Princeton275

- Celebrated the 275th Birthday of Princeton University, Orange & Black Day 2021 was a stirring success
- Over 556,500 total impressions on social media
- 31,300 engagements across social media
- 380+ submissions on Kudoboard
- Let's keep building!



Happy 276th Birthday Princeton!

- Orange & Black Day invites the Princeton community worldwide to share their pride and spirit by donning their very best orange & black.
- Establishing Orange & Black Day as a new tradition is an Alumni Council priority.
- Embrace Princeton's newest tradition by hosting celebrations with your classmates!



How to plan an O&B Day party

- Recruit a local organizer and/or host; i.e., class regional representative, class officer, etc.
- Secure a venue
- Apply for a Class Affairs Committee grant to offset food and beverage costs
 - Grants cap at \$150
- Request a party box no later than:
 - **Thursday, September 29** for international shipping
 - **Monday, October 3** for domestic shipping
- Promote your event
 - email
 - website
 - social media



Venue suggestions



Classmate's home or backyard



Local park, garden, community space



Restaurant, cafe, bar



October 22: Time to Party!



- Wear your best orange and black to your class party, take lots of photos/videos and share.
- Social: Follow and tag @PrincetonAlumni and post your photos and videos using the hashtag #Princeton276 and #TigersRising.
- Kudoboard: Upload at alumni.princeton.edu/orangeandblack
No social media presence needed!



Party Box

- A curated selection of festive props and accessories to complement your orange and black attire. 50 festive items including signs, boas, a banner, birthday hats, candles, and more!
- We'll ship to you for your class party.
- Submit your request form no later than **Monday, October 3** for domestic shipping or **September 29** for international shipping.
- One box per party.
- No limit on the number of parties per class.



Digital Toolkit

- To be made available closer to October 22. A collection of frames, gifs, playlists, drink recipes, etc.



Party in a box delivers to you



Orange & Black Day Event Toolkit

- Sign up for your party box and Class Affairs Committee grant funding.
- For more information, visit alumni.princeton.edu/orange-black-day



Section 1 of 4

Orange & Black Day: October 22, 2022 Party Pack and Financial Assistance Grant Request Form for Classes

Join in on celebrating the Alumni Council's newest alumni tradition - Orange & Black Day! Princeton's 276th birthday on October 22 is the perfect opportunity to engage with local classmates. Complete the requested information below for a free Orange & Black Day party pack and to apply for a grant. To qualify for a party pack or a grant, your event must include at least 10 alumni guests.

The deadline to request a party pack is **Thursday, September 29** for international shipping and **Monday, October 3** for domestic shipping.

Please contact classaff@princeton.edu with questions.

Email *

Valid email

This form is collecting emails. [Change settings](#)

Your Class Year





Short answer





##GROUP_NAME##

Orange & Black Day 2022

 Saturday, October 22 

Princeton's 276th Birthday



Let's celebrate! Join us for an Orange & Black Day party in _____ (insert city)! Princeton's newest tradition honors the anniversary of the University's charter and this year marks the 276th anniversary of that original charter. Put on your best orange & black and show your Princeton pride with us on Saturday, October 22, 2022.

Fun props and accessories will be provided at the party!

What: Orange & Black Day

Where: [enter party venue and details here]

When: October 22, 2022

Attire: Your best orange and black

RSVP: [insert RSVP details here]

Anything else?: Get ready to have fun, and post your Princeton pride on social media

We hope to see you on Saturday, October 22!

Rallying your local Tigers

- Invite your classmates to attend your Orange & Black Day party.
- The provided **email template** will help you frame your outreach.
 - Template Name: "Princeton Orange & Black Day 2022"



Let's hear your Orange & Black Day class party ideas!

HAPPY
BIRTHDAY

