



Dare to be involved.



Alumni Club Leaders Handbook

Office of Alumni Relations, 83 E. Main Street, Newark, DE 19716

TABLE OF CONTENTS

SECTION ONE: CONTACTS

Office of Alumni Relations	3
UD Alumni Association	3

SECTION TWO: STARTING AN ALUMNI CLUB

Overview	4
Benefits of an Alumni Club.....	4
Alumni Club Leadership Positions & Responsibilities	5
Leadership Recruitment & Transition.....	8
Process and Timeline for Leadership Positions.....	9
Starting a New Alumni Club.....	10
Becoming an Alumni Club	10

SECTION THREE: ADMINISTRATION

Working with the Office of Alumni Relations.....	11
Goal Setting	11
Tips for Effective Meeting Management	12
Working with Volunteers.....	12

SECTION FOUR: PROGRAMMING

Alumni Clubs Event Programming Guide	14
Event Planning Timeline	18
Event Photos and Articles.....	19
Giveaways and Raffle Items	20
Legal Parameters	20

SECTION FIVE: COMMUNICATIONS

Alumni Lists and Privacy.....	21
Chapter Mailings	21
Web Management and Social Media Policies	21
Logo and Marketing Guidelines	21
Communications Style.....	22

SECTION SIX: ALUMNI CLUB FUNDING

Other Funding Sources.....	23
----------------------------	----

SECTION ONE: CONTACTS

Office of Alumni Relations

Mission Statement - In the spirit of the Fightin' Blue Hens, we increase engagement and promote lifelong relationships and learning with our current and future alumni. We extend and enrich the UD experience by providing networking opportunities, programs, activities, and services that celebrate our alumni and the University. We instill pride in our alma mater by fostering traditions and strong connections among alumni, students, faculty, staff, and UD friends.

For a listing of staff members and their contact information, please visit www.UDconnection.com.

UD Alumni Association

Mission Statement - To advance the interest, influence and purpose of the University of Delaware, to maintain and advance the cause of education and to promote beneficial relations among its members, between the University and the Association, and between the undergraduate body and the Association.

All University of Delaware graduates are automatically granted membership in the UD Alumni Association (UDAA) upon graduation and are inducted with a pinning ceremony at Commencement. The UDAA is proudly dedicated to engaging the entire alumni community by fostering a tradition of lifelong loyalty and commitment to the University of Delaware. The UDAA provides exceptional value and ongoing support to alumni worldwide by expanding benefits available to alumni, supporting regional and affinity club events, recognizing alumni and their accomplishments and more.

The UDAA Board of Directors consists of three officers, 24 directors, members at large and the immediate past president. Three men and three women are selected annually to serve four-year terms. The Association is a separate entity from the University of Delaware and is completely self-funded. As a result, the Association relies on support from alumni to generate the income their affinity partnerships generate. The income from these partnerships is used to fund all of its alumni programs and student scholarships. The Office of Alumni Relations serves as the daily working arm of the association, executing the strategies of the Board of Directors, as well as annual programming and outreach.

The committees of the board are: Awards, Executive, Finance, Merchandise and Benefits, Nominating, Outreach and Scholarship. Board members serve on at least one committee.

SECTION TWO: STARTING AN ALUMNI CLUB

Overview

UD regional alumni clubs continue the University of Delaware's tradition of excellence by making a difference in the community through service, encouraging exceptional high school students to attend UD, and offering many experiences for growth, social interaction and networking. These clubs are volunteer organizations dedicated to making connections, providing enrichment and continuing the UD tradition of service. Alumni clubs exist to promote the University of Delaware and foster positive relationships between alumni and their local communities. The network of clubs will determine the extent to which alumni remain in touch with the University, their classmates, and fellow graduates. Alumni clubs are one of the largest and most visible ways for alumni to contribute to the University and the communities in which they reside. The regional clubs allow alumni to stay active with the University by participating in activities around the country. Participants can expect a variety of activities, from social events to community service opportunities.

The Office of Alumni Relations defines an "alumni club" as a group of UD graduates living in a defined geographic areas who gather to engage in activities that support the mission of the University of Delaware and the greater University community. The Office of Alumni Relations staff assists the volunteer leadership in their efforts to connect with alumni by serving in an advisory role, providing support, offering guidance, and exploring new ideas. Each alumni club is encouraged to consult the Office of Alumni Relations on various topics such as club operations, event planning, communications, and finances. All clubs are encouraged to develop their own signature events and traditions specific to their region.

Benefits of an Alumni Club

Increased degree value: Through your leadership and efforts in gathering alumni, parents, and friends, the University of Delaware will gain a more visible presence in the region, nation and the world. UD will be seen by communities as an outstanding institution that produces active, engaged graduates who are involved with their community and stay in contact with their alma mater.

Volunteer recognition: Through your leadership within the UD Community, you will be recognized as a volunteer and UD leader within your local community. In addition, you will be invited to the President's Lunch during Alumni Weekend and the President's tailgate during Homecoming Weekend.

Networking: Through your involvement, you will have the opportunity to make new friends, business acquaintances, and personal contacts. You will build networks of alumni in cities around the world. Your position and experience could also add value to your own résumé.

Shared experiences: You will have the opportunity to gather with UD alumni, staff, faculty, parents, and friends who share a common bond – the University of Delaware and your past experiences and future involvement.

Alumni Club Leadership Positions & Responsibilities

At the core of a successful alumni club is a group of dynamic officers who represent the University of Delaware, relish assuming the leadership responsibilities and can be relied upon to provide consistent service to the club. Enthusiastic leadership is the most important ingredient of an alumni club's success.

Below is a list of the common board positions and their standard duties. Any and all positions can be appointed, as best fits the alumni club's needs. The term for each position is a minimum of 2 years. The President should plan to remain on the board for an additional year while the President Elect transitions into the role. At the end of the 2 year term, the Office of Alumni Relations and the Club Board Member will mutually determine if an additional year will be served. The average time commitment per week is typically 2 hours. Additionally, all alumni club leaders are expected to attend all respective alumni club events in their area to serve as representatives of the Office of Alumni Relations and their local alumni club.

Suggested Requirements for Potential Candidates

- Attend at least 2 events within the past 12 months
- Complete and Submit the Volunteer Application, Resume and Statement of Interest
- Interview with a UD staff member and current club board members

President

- Administer and supervise all club affairs; provide leadership and direction to the club
- Preside at club events and board meetings to serve as the official representative of the club
- Establish short and long-range objectives and goals
- Be familiar with & encourage use of all guidelines found in the Alumni Club Handbook (under development by the Office of Alumni Relations)
- Serve as the main contact for interested UD alumni, family and friends
- Call all club board meetings (lead meeting, set agenda, location, and schedule, etc.)
- Serve as the liaison between the club, the Office of Alumni Relations and the University
- Ensure continuity between administrations by orienting new officers

Vice President

- Perform the duties of the President in his or her absence, serves as the secondary contact of UD constituents interested in the club
- Fulfill special tasks requested by the President
- Promote UD to alumni in your area
- Collect sign-up sheets and submit them to the club contact within 5 business days of the event
- Shadow the president with the intention of moving into their role when their term is completed
- Actively participate in sub committees (if applicable)
- Recruit new members of the alumni club and the board/committees
- Attend board meetings and leadership training sessions
- Attend the majority of club events
- Promote attendance at club events
- Enforce club good standing requirements

Special Events Chair

- Organize, plan and develop club events & programming:
 - Research and pursue speakers and venues
 - Coordinate logistics for events and ensure event runs well

- Coordinate club and volunteer activities through club committees
- Ensure diverse event programming
- When applicable, coordinate roundtrip club transportation (bus, van, train, plane, etc.) for University signature events

Communications Chair

- Regularly maintain and update the club's online social media presence
- Ensure all content regarding the club is correctly posted on the Alumni Relations' website with assistance from Alumni Relations staff
- Serve as contact for scheduling broadcast e-mails
- Work with the Office of Alumni Relations to develop appropriate content for club website
- Maintain notes of meetings and forward copies of the notes to the Office of Alumni Relations
- Create flyers as needed to promote club events and programs (visit <http://sites.udel.edu/cpa/brand-identity/licensing-trademarks/> for proper logos and usage guidelines)

Young Alumni Chair

- Represent the interests of all young alumni (graduates of the last decade) on the club board
- Work with Alumni Relations to develop appropriate events with young alumni in mind
- Collaborate with club's Communications Chair to promote all events
- Coordinate yearly "Welcome to the Neighborhood" & "New Student Send-off" events for recent graduates and incoming freshmen
- Coordinate Networking Events Promote the True Blue Hen level of giving with young alumni (giving at any level for 3 consecutive years)
- The Young Alumni Chair may wish to develop a Student Committee that would:
 - Offer Career and networking opportunities
 - Partner with Admissions to recruit VAST members (Volunteer Admission Support Team)
 - Partner with Admissions to plan Yield events and Student Send Off events

Treasurer

- Oversee alumni club finances and assist board officers in preparing the yearly budget, as assigned by AR and report quarterly to AR
- Work with AR to make financial arrangements for events
- Work in partnership with AR and other board officers to coordinate sponsorships and in-kind donations received from alumni through the alumni club
- Work in partnership with the Special Events Chair to complete funding requests from outside sources, such as the UD Alumni Association's SAP Application

Responsibilities assigned to all Board Officers

- Interview potential board candidates one-on-one or at events
- Track attendance at events
- Send logistical e-mails prior to an event and thank you e-mails (to include upcoming events, links, etc.) after an event
- Mail/Scan original receipts, attendance lists, business card raffle forms and walk-in slips within 5 days of an event
- Promote the importance of engagement with the University and its associated rewards
- Attend the training sessions offered by AR for the alumni club leaders (if you cannot attend, you must schedule a separate training with AR staff)
- Attend all board meetings and club events; knowing that extenuating circumstances arise and there may be events that you cannot attend, but part of representing AR and your alumni club is attending

the majority of events (if you are unable to fulfill this commitment, you will be asked to take a different role within the club)

- Promote attendance and support University signature events, notably Alumni Weekend and Homecoming

Leadership Recruitment & Transition

The best source of new club leaders is alumni who frequently attend the club's events and help with assorted tasks (with or without being asked). These Blue Hens are usually the most willing to assume a role that formalizes and gives recognition to their involvement. Alumni engaged in other kinds of University of Delaware volunteerism (e.g., class or affinity group volunteers) may also be willing to take on a new task that benefits the University and Blue Hens in general.

Current board members should always be on the lookout for potential new volunteers, as leadership recruitment and mentorship is not a task that should be taken up only when it is time to select new officers. It is helpful to constantly promote open leadership positions (in both communications and at events) to the largest and most diverse group of alumni as possible. Also, make sure to engage newly-involved alumni. Personal contacts and networking is often very important.

If a situation arises where a current officer needs to step down without notice, current leaders shall communicate to all members that a leadership role has become available and those who are interested in becoming more involved can contact the other club leaders. In such a case, remember the importance of emphasizing the rewards of leadership and engagement with the University, not just the work that needs to be done.

Even as we emphasize the importance of bringing new people into leadership roles, it is also important to devise a rotation system that brings promising new leaders through the ranks. Past officers are also valuable sources of continuity. One proven method of utilizing their wisdom and experiences is to formalize their continued involvement through either an advisory board or specific committees.

In order to facilitate the transition process, both the outgoing and incoming officers should meet to discuss the following:

Outgoing officers

- Describe the duties of the office
- Biggest challenges and how to avoid them in the future
- Biggest success in this the position (role specific)
- Your goals; whether they were met and why
- Club Board's biggest success this year and what led to this achievement

Incoming officers

- Questions for the outgoing officer
- Your goals for the club
- Your plan to work effectively with the other members of the club board

Process and Timeline for Leadership Positions

Application Process - an announcement will be made when board positions open. If interested in a position, please email your résumé and a statement of interest indicating the position for which you are applying to alumnet@udel.edu. The statement of interest should address the following topic: what you can contribute to the board in conjunction with the position description. If applicable, outline any volunteer board and/or community service experience you have, as well as ways you have stayed involved with UD since graduation. The *Alumni Club Volunteer Application* can also be downloaded on UDconnection.com. **For a listing of the current regional alumni clubs, please visit www.UDconnection.com. Alumni Club Agreement**

All alumni clubs agree to:

- Promote a positive image of the University of Delaware
- Enhance the relationship between alumni, students, parents and the University
- Report to and work with Office of Alumni Relations in a timely and effective manner
- Update the Office of Alumni Relations on newly acquired alumni email addresses after each event
- Include the Office of Alumni Relations on all group print and electronic communication including emails, invitations, newsletters, etc.
- DO NOT collect dues or donations without prior consent from the Office of Alumni Relations
- DO NOT open any bank accounts in the name of the group or hold funds within a personal account
- DO NOT commit to fundraising efforts for third party non-profit organizations

The Office of Alumni Relations agrees to:

- Guide in the development of the club
- Alumni Relations Staff will attend all events when a UD staff member has been invited to speak
- Staff one event per quarter (if applicable)
- Provide club with university updates
- Staff will interview by phone or in person an applicant applying to the board and give his/her approval to bring them on the club board
- Staff member will review budgets and pay approved upfront costs on behalf of the club
- Supply event materials and resources, upon request:
 - Event supplies (blank name badges, décor, giveaways, raffle items)
 - Printed name badges for events with UD staff member attending
 - Attendance Lists
 - Website & email marketing
 - Conference call lines
 - Alumni lists (only when confidentiality forms are signed)
 - Recommendations on event speakers & venues
 - Training (as needed) such as volunteer leadership calls, one-on-one sessions, and website downloads/tutorials)

Clubs in Good Standing:

- Communicate with alumni members through Facebook, pre-event e-mails and post event thank you e-mails
- Promote club involvement
- Track attendance and communicate with club staff with event updates within 5 business days of the event
- Provide all receipts within 5 business days of the transaction
- Provide any Board Member and Officer List updates to the club staff contact when applicable

Starting a New Alumni Club

In order to ensure a successful beginning, it is important to identify strong, dedicated leadership to host organizational meetings, to engage interested alumni, to plan future activities, and to implement an action plan to ensure the longevity of the new club. All this will be done with the help of the Office of Alumni Relations, which will provide direct support to the club's dedicated leaders. The Office of Alumni Relations will provide strong and comprehensive support that includes:

Training: You will be provided with training and club resource materials. Extensive guidance is offered through Alumni Relations, training materials provided by the University, and networking with other club leaders.

The Alumni Relations staff is available to assist you with your club events and projects:

Volunteer recruitment: Alumni Relations will assist local alumni volunteers in recruiting and training other club leaders.

Electronic communications: Support will be provided for the club through UDconnection.com. Each club will have a page which hosts a listing of upcoming events, current board members, and downloadable support documents. Broadcast email tools are available and broadcast email support will include proofing, design, email list maintenance, the sending of the email, and broadcast report compiling.

Event planning: Aid with event planning, development of online invitations, e-mail communications and reminders, coordination with other departments, and event supplies. Postcard mailing of approved calendar events, when applicable.

Becoming an Alumni Club

Within 1-3 months:

- Coordinate club planning meeting with initial interested volunteers and an Alumni Relations representative
- Establish preliminary leadership structure
- Strategize communications/marketing plan for club
- Plan kick-off event for local alumni

Within 3-6 months:

- Hold a kick-off event in your local area
- Begin holding monthly club meetings
- Organize monthly events

All UD regional clubs will become official alumni clubs once they have been approved by the Office of Alumni Relations. Clubs will be reviewed after each quarter of our fiscal year.

SECTION THREE: ADMINISTRATION

Working with the Office of Alumni Relations

Volunteers, particularly club leaders, should communicate with the Office of Alumni Relations on a regular basis. Volunteers should return emails or calls within two business days, as should the Office of Alumni Relations respond to a volunteer within two business days. If the Office of Alumni Relations does not hear from a leader after 30 days, they will assume the leader is no longer in the position and will appoint a new leader in conjunction with the remaining members of the alumni group's leadership team.

The Office of Alumni Relations must approve all alumni events. Events for which there is no Official Event Request Form will not be approved prior to the event and will not be considered official UD events. The Office of Alumni Relations will therefore not be held responsible for any financial or legal matters related to the event. The Office of Alumni Relations asks that all groups follow the event planning timeline to ensure efficient event management and they will serve in an advising role and to assist groups as needed. They will not approve nor staff events that alumni groups have planned at the same time as UD Alumni Association events and/or University events (i.e. Homecoming, Alumni Weekend), as alumni groups are encouraged to take part in the overall activities. The Office of Alumni Relations has the right to cancel an event two weeks prior to the event date in the case of low attendance. In the absence of a president and president-elect, the Alumni Club Coordinator will be responsible for club funds and assist with the overall club management and volunteer recruitment.

Goal Setting

Each club should have a clearly defined set of measurable goals for each year. Measurable goals allow club members to gauge success and identify areas to develop in the future. Club goal-setting sessions should involve a member of the Office of Alumni Relations, not only for assistance in the process but also to give the Office of Alumni Relations clarity about the club's direction for the future and to share those goals and advice with other club leaders. This is a process that may appear time consuming at first but provides a unified club direction throughout the year. The level of specificity should reflect the style and preferences of the clubs' volunteers. More specific goals and objectives typically follow the S.M.A.R.T. format:

S – Specific

M – Measurable

A – Attainable

R – Realistic

T – Timely

Goals are only useful to a club if they are developed seriously and the club leaders are held accountable to achieving them.

Goals should be made:

- With the help of the Office of Alumni Relations
- During July or August, as the new executive board plans for the year ahead and the old executive board can share their learned experiences. Goal setting need not be a lengthy process. For larger clubs, a day retreat may work best. For smaller clubs, goal setting could simply be part of the kick-off meeting with the new executive board.
- Public. Post your goals on your website, Facebook page, and distribute them to your volunteers as a way of holding your leadership accountable, and to build credibility to your volunteers and fellow alumni.

Tips for Effective Meeting Management

Successful leadership meetings lead to more productive and inclusive clubs. The following will enhance your ability to participate and lead successful meetings.

- Have an agenda written out at least a week before the scheduled meeting. Email to leadership team members in advance so they can go through it and are prepared on the day of the meeting.
- Keep order throughout the meeting. Don't let the conversation get off topic and onto something completely unrelated.
- Finish an item of business before moving on to something else.
- Keep it simple. Don't overwhelm people with a plan that is too much to handle.
- Do your homework. It is the President's responsibility to read and understand new materials and programs and present them in a simplified and condensed form.
- Make sure the meeting space is large enough and there aren't too many distractions to hold you back from conducting an effective and efficient meeting.
- Stay positive!
- Appreciate the people who have taken the time to be present for leadership meetings.
- Let them know of your appreciation.
- Don't let the meeting drag on. Have an established end time and make sure you are finished by then.
- Send out a reminder to the leadership team about the meeting time and place a day or two before the meeting.
- Keep minutes at every meeting and have the Communications Chair send out the electronic minutes after every meeting. That way, members are reminded of their responsibilities and who is assigned to what.

Working with Volunteers

Recruiting and retaining volunteers is imperative to a successful alumni club. It is the responsibility of the entire alumni club to seek out new volunteers and engage them with UD.

How volunteering benefits the volunteer:

- **Professional skills:** Volunteering in the right role can provide volunteers an opportunity to improve professional skills in a friendly setting.
- **Professional development:** Some employers may acknowledge your volunteer experience as a professional development opportunity.
- **Résumé builder:** Volunteerism is a great asset in an employee. By listing your volunteerism and involvement with UD on your résumé, it demonstrates your time management ability as well as your willingness to give back to the community.
- **Networking:** Volunteering connects volunteers not only with other alumni, but with community and university officials who are always willing to help build your professional and personal networking base.
- **Fun:** Volunteering allows alumni to have some fun outside of the daily grind. Volunteering for UD should be a fun experience in which both the university and volunteer get something rewarding.

Identifying and recruiting volunteers:

- Look to friends, referrals and surveys when recruiting volunteers.
- Find team players.
- Keep in mind people with diverse backgrounds and ages who could bring something new to the group.
- Don't assume people are too busy.
- Don't be afraid to ask.
- Be honest about the position duties, challenges, opportunities and time requirement.

Why do people volunteer?

- To meet new people.
- They have a passion for certain events.
- Networking.
- They believe that what they are doing has value and contributes to UD.
- Sense of fulfillment that is more than just personal gain.

Working with volunteers:

- Connect, engage and involve the alumni volunteers in the club.
- Make sure they are involved in decisions of the club/event.
- Delegate responsibilities that challenge them and their abilities.
- Keep them well informed.
- Show appreciation for a job well done.
- Emphasize the importance of the work they do.
- Train your volunteers in all aspects of the job.

SECTION FOUR: PROGRAMMING

Alumni Club Events Programming Guide

A. Important Event Planning Principles and Practices

A little bit of advance thought will go a long way toward ensuring events are successful. The following questions and answers reveal practices and principles to consider when planning regional club activities:

Who is the target audience?

- Is an event aimed for just alumni or also for families, current students, prospective students and/or friends? Within any of these categories, there are a variety of interests to be served.
- It's acceptable to plan activities that may have more appeal to a certain demographic (e.g. families, young alumni, prospective students, etc.), as long as other events are planned that attract a different demographic and/or a wide array of Blue Hens.

When should events be held?

- Think about what days and times will provide the greatest opportunity for club events, recognizing that different constituencies will be more or less likely to attend functions at certain times.
- Varying the time slots for events over time can ensure that many types of schedules are accommodated.
- Club boards should spread events out over time as much as possible.

Where should events be held?

- Take into consideration the demographic distribution of the local alumni population (i.e., if most people work downtown and live in the suburbs, then events on the weekend might be best located in the suburbs), as well as the particular draw a certain venue may have (i.e., holding an event in a trendy new location or a historic site may draw more people than a hotel meeting room).
- Varying venues prevents alumni from becoming tired of one location and encourages people from different parts of the region to participate.
- Look to free or low-cost locations whenever possible, such as alumni homes, public parks, civic facilities, and spaces that Blue Hens can make available through their own connections (e.g., corporate conference rooms). Whenever possible, coordinate gatherings to support University signature events (i.e. Homecoming, Alumni Weekend).
- Club board members are encouraged to hold events in locations that are accessible to those in wheelchairs and/or with limited mobility.

How much should events cost to attend?

- Consider how much the event costs to run (see below), what the refund policy will be (if any), and perhaps most importantly, what alumni will be willing to pay.
- People are more likely to attend if they feel the price reflects the opportunity provided and constitutes a good deal.
- Set event fees at multiple price points throughout the year, so that people with different budgets can attend an occasional event without creating financial hardship.

How much should events cost to run?

- Events should generally break even or achieve a small surplus between the cost of running the function and the income gathered from attendance fees.
- A few other notes related to event costs:

- **Non-Paying Guests** – Include the expenses of non-paying guests—such as featured speakers—in the event budget.
- **Cash Bar** – Many clubs do not host cocktails for their events, only providing non-alcoholic beverages as part of the attendance fee.
- **Require RSVPs** – Asking alumni to pay in advance (and specifying there will be no refunds after a certain date) will make certain the club can provide an accurate count to venues and caterers, as well as ensure all expenses are covered.

How many people should attend?

- The goal is usually to have as large an attendance as possible and as is fitting at events; but be realistic in setting attendance goals that take into account past trends.

How should events be promoted?

- Advertise events through a variety of communication mediums. Other mechanisms to promote activities include:
 - Mention upcoming gatherings at each event and, if possible, have flyers or copies.
 - Always send information to the Office of the Alumni Relations; this ensures events will be included on the Alumni Relations website calendar of events, Alumni Relations Facebook page, UDaily, *Messenger*, UD Twitter account, etc.

What is a reasonable event promotion timeline?

- Spread the word about events as far in advance as possible, to allow people to make plans to attend.
- For major functions, at least 4 to 6 weeks is a fairly standard practice.

How should events be managed?

- It is the responsibility of the clubs to manage the event in its entirety. In some instances someone from the AR office will be in attendance, etc. All board members or regional representatives are expected to attend all events to provide ample networking and engagement opportunities.
 - **Registration Table** – Have a registration table for attendees to check in and/or pay and receive a nametag (Alumni Relations Office can supply nametags).
 - **A/V Check** – Review the available equipment (and the fees involved in using the equipment) and be sure everyone is clear about who will provide auxiliary cables, technical support, etc.

How should an event be evaluated?

- Soon after an event is over, evaluate the function's success, as well as the effectiveness of the whole event process. Was the gathering well-attended and well-received by the membership? What was the net cost for the club? Were lessons learned that will help the club plan successful future events? This feedback should be provided to the Alumni Relations Office, as soon as possible, not to exceed two weeks after the event.

B. Types of and Ideas for Alumni Club Events

Aside from the logistics and mechanics just mentioned, the most important remaining question is “what.” What kinds of events might regional clubs organize? Here is a sample of program ideas:

- **Annual meeting** – Most active clubs hold at least one event every year that is an annual club board meeting.
- **Luncheon, dinner and/or reception** – Some clubs hold pay-your-own-way monthly breakfasts or luncheons without a planned agenda, providing Blue Hens a chance to gather and talk with each other.

On the other end of the spectrum, a meal can serve as the occasion for an annual meeting and/or a distinguished speaker.

- **Educational programs** – The University of Delaware is an educational institution that promotes lifelong learning, and regional clubs can help fulfill this mission by providing interesting educational opportunities to their members. This could include a presentation by a local Blue Hen or notable community member, seminars or small group discussions themed around certain issues.
 - **Career networking and mentoring functions** – Some clubs hold functions specifically designed for local Blue Hens to have the chance to make business and career connections. This kind of event may or may not have a speaker addressing related issues (i.e., how headhunters work, how to write a stand-out résumé, etc.).
 - **Yield events** – Once the Admissions Office has made its offers of admission, regional clubs are strongly encouraged to invite admitted students and their families to an event so they can be persuaded to matriculate and be welcomed to the Blue Hen family! An admitted student gathering can be a stand-alone event, or it can be incorporated into another association function. To obtain a list of admitted students within a region, please contact the Office of Alumni Relations.
 - **Student “Send-off”** – Many clubs hold a summer “send-off” party for students heading off (or back) to campus in the fall. This can be a stand-alone event, or it can be combined with another regional function within the right time frame.
 - **“Welcome to the Neighborhood”** – Many clubs hold a welcome event for alumni who just graduated to welcome them to the area and to provide networking opportunities.
 - **Family-friendly events** – Don’t forget the little Blue Hens! Many clubs plan some family-friendly events, to which constituents can bring their children and grandchildren.
 - **Spectator sporting events** – Watching a game can be a fun group activity. There are many different ways to plan a club event around spectator sports:
 - **University of Delaware’s Away Games** – Many Blue Hens will rally to attend a match-up of UD versus a local college team. To view a full list of upcoming sporting events, please go to UD’s Athletic Department Web site at www.bluehens.com. Even if a University sporting event is not being held nearby, UD’s televised games (usually basketball or football) can still make for a great gathering, whether held in a local sports bar or in someone’s home.
 - **Local Professional Games** – Many major- and minor-league teams will offer a special package for groups. Regional clubs may also want to ask their board members if anyone has corporate connections to utilize box seats or to someone who would be willing to speak to the group and/or offer a behind-the-scenes view.
 - **Participatory recreation** – Alumni clubs have sponsored ice skating, cycling trips, golf or tennis tournaments, and softball games (with Blue Hens, or against another local alumni club from a peer institution).
 - **Cultural programs** – Local museums, galleries, symphonies, theatrical houses and observatories may have exhibits or presentations that would lend themselves well to group participation.
 - **Culinary adventures** – Happy hours, wine tastings and cooking classes are great events.
 - **Book club** – Local participants choose the books to be read and discussed.
- Community service or civic engagement projects** – Many alumni clubs engage in a project of community service or civic engagement, such as literacy training, student mentoring, book drives, nature conservation, neighborhood rehabilitation, etc.
- What else?** – This list is by no means comprehensive, and regional clubs are encouraged to be innovative and creative in their programming. You can come up with many other good ideas through such mechanisms as:

- **Survey** – Asking your alumni about the kinds of events in which they'd like to participate through a survey may yield new suggestions for interesting events. Surveys should be conducted with the help of the Office of Alumni Relations.
- **Utilizing Alumni Resources** – Local Blue Hens may be well connected to limited-access venues and/or local civic or professional organizations. When possible, take advantage of the resources your constituents can provide.
- **Visit the Campus** – Though many alumni return to campus for Alumni Weekend and Homecoming, returning at other times during the year when classes are in session and regular activities occur can provide you with a better sense of what the University of Delaware is like today. While on campus, be sure to stop by the Office of Alumni Relations and say hello!

Event Planning Timeline

6 months prior to events	<ul style="list-style-type: none"> ● Begin planning your calendar of events for inclusion in the <i>Messenger</i> or <i>UDaily</i> ● Choose date, time and location (ensure there are no conflicts) ● Begin budget and consider application for extra funding (i.e. UDAA SAP application) ● Start talking with sponsors (if needed) with Alumni Relations ● Design print invitation with AR (if needed)
4 months prior to events	<ul style="list-style-type: none"> ● Start considering invitation to speakers, if applicable ● Meet with facilities and/or catering managers ● Choose theme (if needed), activities, etc. ● Set ticket prices
12 weeks before event	<ul style="list-style-type: none"> ● Begin drafting copy for listing on UDconnection.com and email marketing ● Send invitation to printer (if needed) ● Set menu (if needed)
11 weeks before event	<ul style="list-style-type: none"> ● Invitation to mail house (AR)
7 weeks before event	<ul style="list-style-type: none"> ● All print invitations should be delivered (AR)
4 weeks before event	<ul style="list-style-type: none"> ● Online registration is live; email marketing goes out; post event on Facebook page ● Venue walk-through, if applicable ● Finalize logistics/review event details
2 weeks before event	<ul style="list-style-type: none"> ● Confirm decorations, etc. ● Plan hour-by-hour agenda of how the day should go, where volunteers are scheduled, and a diagram of how the event should be set-up, if applicable ● If attendance is not as expected, consult with AR about canceling, rescheduling or postponing the event
1 week before event	<ul style="list-style-type: none"> ● Inform volunteers of duties, time, what to wear, etc. ● Online registration closes (AR) ● Email to registrants with updates, information, reminders ● Collect nametags, giveaways, raffle items; coordinate with AR
Day of event	<ul style="list-style-type: none"> ● Arrive early! ● Check on catering, A/V and general set-up ● Set-up registration table ● Have fun! Take pictures!
Post event (1 week)	<ul style="list-style-type: none"> ● Send handwritten thank you note to those exceptional volunteers ● Send email thank you to all event participants; be sure to include pay-at-door registrants ● Send any photos and write up you may have to the Office of Alumni Relations for potential placement in the <i>Messenger</i> or <i>UDaily</i> ● Hold an event wrap-up meeting or discussion

Event Photos and Articles

We encourage you to take pictures and write articles so that we can share the good work you're doing with the UD community.

If you have a specific story idea:

- Contact the Office of Alumni Relations to discuss. Please provide as much information as possible, including: your name and daytime contact information (phone and e-mail).
- If event-related: event name, date, location, purpose/type of event, substance of event (name of speaker, topic, who will be there, list of alumni, etc.), and what makes this event unique.
- If not event-related: basic story idea, what makes this person/place/thing exceptional.
- If post-event story: submit photos and brief summary of event to representative with any unique/exceptional details (numbers, records set, anecdotes, etc.)
- The Office of Alumni Relations will be responsible for getting all information into the *Messenger* or *UDaily*. DO NOT contact their staff directly.
- Alumni Relations will contact you if more information is needed.
- Submitting information is not a guarantee of publication.

Here is some reporting and writing advice that will increase your chances of creating a good story for the magazine about your club event.

Writing

- Identify your purpose or intent. What do you hope to communicate or express?
- Be aware of your audience. Your readers are fellow alumni, parents of students, faculty members, and friends of UD. About half live in Delaware and the Mid-Atlantic. The other half live all over the United States and abroad.

Qualities of a good story

- **Information:** a good story is based on content, not language. The writer must gather specific, accurate pieces of information to include in the story. You must actually report, not just write.
- **Relevance:** There should be a reason for your story. A story should pass along information, challenge readers' beliefs, or simply help them go about daily life.
- **Context:** Readers need perspective to understand a story. You personally might have followed the particular event from the planning stages to the event's fruition, but the readership of *Madison* may have not. You'll need to fill everyone in on the history in order for people to understand the present.
- **Start with the basics:** Every reporter learned in school that every article should address the five Ws - Who? What? When? Where? Why? (Who was involved? What happened? When was it? Where was it? Why did it happen?). If you answer those questions (as well as How) substantively, you should have a solid start.

Tap the journalism, communications or public relations major from your club to attend the event and report on and write the article. Covering the story (in words and photos and on deadline) will be second nature to these grads. Capture and communicate the serendipitous moments that naturally happen whenever and

wherever UD alumni get together. Listen in on conversations and write down the dialog. You might find a legacy, a business partnership in the making, a friendship re-ignited, an alumna/alumnus who should be honored by the UD community, a common UD experience that spans generations.

Photography

- The cliché is true. A picture is worth a thousand words. Often the best way to tell a story is through one or several great photos and captions spelling out the five Ws (above) and identifying the people in the photos.
- Use a camera that is a minimum of 4 megapixels
- Photos must be of top quality. Set the camera to the highest-resolution possible. 300 dpi (dots per inch) is the optimum resolution for print. Most family-affordable digital cameras are best for web pages and personal prints. Magazine reproduction, however, requires much higher quality than most people are aware of.
- Your club-appointed photographer should take care when covering social occasions. Is everyone holding a beer or glass of wine? Three or four innocent photos like that can create an inaccurate picture of the significance of your club event and undermine the hard work of volunteers.
- Don't take photos of people's backs and take close up shots; not full body.

Giveaways and Raffle Items

The Office of Alumni Relations will provide items like: key chains, car decals, pom-poms, pens and other promotional items as appropriate at event registration tables, etc. For major events, they may donate items to the club to promote the general UDAA and UD.

Legal Guidelines

The University of Delaware and the UD Alumni Association wish to not be associated with the following kinds of activities:

Alcohol

- Drinking games - including, but not limited to: beer pong, flip cup, Beirut, card games, keg stands, beer funneling and any other alcohol related binge drinking games
- Improper distribution of alcohol - distributing to minors, serving guests without proper ID, distributing alcohol in public venue without a license or third-party vendor

Risky behavior

- Gambling - including, but not limited to: pools, tournaments, card games, brackets
- Posting of inappropriate pictures and/or comments of club activity on club websites, Facebook pages/groups, Twitter, and other online social networks.
- Holding events at inappropriate venues: venues that do not uphold the integrity of the University of Delaware

Some of these activities are considered illegal, and even criminal. The UD Alumni Association and the Office of Alumni Relations will not approve events that violate University policies and the law at large. Alumni groups that violate these expectations will be at risk of losing their alumni club status.

SECTION FIVE: COMMUNICATIONS

Alumni Lists and Privacy

The Office of Alumni Relations will provide each club with an updated contact list of local alumni as needed. In order to receive this list, a confidentiality agreement must be on file with the Office of Alumni Relations. This list is to be used solely to assist with the recruitment of alumni club leaders, members, and to promote items that only relate to the operation of the alumni club. The information provided in the contact list can only be used for University and Alumni Relations' purposes and communication between alumni club leaders and members. Use of this information for any commercial, political or solicitation purpose is prohibited. Please do not reproduce or share this information with those outside of the leadership positions.

If a local alumna/alumnus asks you to share the information, please refer to the policy and direct them to the Office of Alumni Relations. We can assist them with what they need. They can also refer to the Online Community through our website: UDconnection.com.

Club Mailings & Marketing

The need for a club mailing (i.e. postcard) will be discussed and determined by the Office of Alumni Relations and the individual alumni clubs. The decision will depend on need, budget, and the type of event being held. When the Office of Alumni Relations produces a mail invitation or postcard, such as the Summer Baseball Series postcard, the Office of Alumni Relations will cover the expense of the mailing. All marketing pieces will need to be approved by the Office of Alumni Relations before they are distributed.

The Office of Alumni Relations will provide assistance with marketing all events through the Alumni Relations website, email blasts, Facebook posts, Twitter, UDaily, the *Messenger*, etc. If necessary, the Office will also assist the club with making phone calls. All events should also be marketed & promoted by the club through all channels the club warrants relevant to the event (i.e. the club's Facebook page or handouts at an event).

Web Management and Social Media Policies

Each alumni club will have a designated page on UDconnection.com. The Office of Alumni Relations will be responsible for updating the information on this page in a timely manner as it is provided to them by the alumni club. All clubs are required to create & maintain a Facebook page with the guidance of the Office of Alumni Relations. The Office of Alumni Relations will provide support and training for the board members who will be responsible for the club Facebook page.

Logo and Marketing Guidelines

All logo and marketing guidelines are presented to us by the Communications and Public Affairs office. Several tools can be referenced on their website at: <http://sites.udel.edu/cpa/>, including the *UD Brand Style Guide*. All alumni clubs must follow these guidelines.

Communication Style

The Office of Alumni Relations has formally adopted the AP (Associated Press) style as its style, in order to be consistent with the newspapers and magazines you read every day, and also to match the University of Delaware's standard style. Here are some common examples of the style requirements:

Incorrect: Philadelphia Alumni Club, Philadelphia UD Alumni Association

Correct: University of Delaware Philadelphia Alumni Club, UD Philly Alumni Club

Incorrect: Ud Club, UDeL Club, Udel Club, Delaware Club, Delaware Alums

Correct: UD Alumni Club

One man is an alumnus; one woman is an alumna; several men, or a group of men and women are alumni; several women are alumnae. The casual reference to "alum" should be avoided.

SECTION SIX: ALUMNI CLUB FUNDING

The Office of Alumni Relations may provide assistance to clubs for events and programs throughout the fiscal year. The Office of Alumni Relations will offset expenses for one signature event per club each fiscal year (July 1st – June 30th). A signature event must be approved by Alumni Relations. These events typically have an exceedingly large number of alumni in attendance and have proven to be successful based on historical data (i.e. major league baseball events or networking conferences etc.) For additional information, please reference the document *Alumni Club Funding* which will be provided by the Office of Alumni Relations.

Other Funding Sources

Check with local businesses that may be willing to donate food or waive the room rental fee for the event. Another source of funding for a club event is to ask alumni or parent(s) of alumni to host the event. If you have alumni or parents that are interested in hosting an event, please work with your Alumni Relations staff member on this task. The Alumni Relations staff member will be able to ensure that this individual is not already being contacted with another request from the University.

Protecting against losses – For very expensive events, some clubs will ask a few loyal, generous alumni to guarantee a contribution, up to a specified amount, that would cover any losses if the event does not break even. These individuals can then be thanked for their “sponsorship” of the event.