Chapter Playbook Overview

Want to start an alumni chapter? This guide provides an overview of alumni chapters at the University of Georgia. For more information, see the Chapter Playbook.

What is an Alumni Chapter?

UGA alumni chapters exist to connect alumni, strengthen ties between alumni and their communities, and promote the spirit and mission of the University of Georgia. There are two types of alumni chapters:

- ❑ **Pillar Chapters**
    - ▶ Host events
    - ▶ Maintain a chapter Facebook page or group
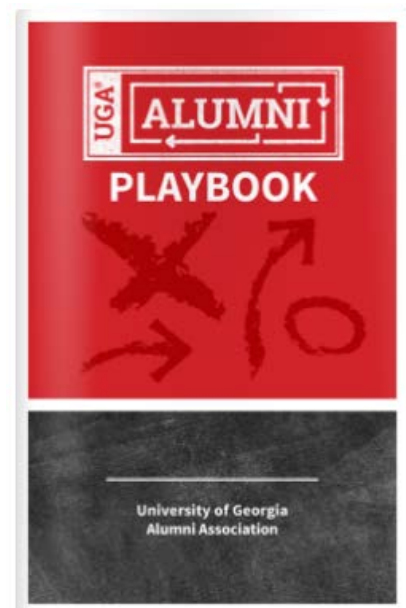   - ▶ Have at least one chapter leader

- ❑ **Arch Chapters**
    - ▶ Host at least six events per year in several event categories
    - ▶ Maintain a chapter Facebook page or group
    - ▶ Have at least two chapter leaders
    - ▶ Have at least one chapter leader attend the annual Alumni Leadership Assembly
    - ▶ Commit to raise funds for UGA to the best of their ability

How to Start a Chapter

Follow the steps below to start an alumni chapter in your area:

- ❑ Read the Chapter Playbook
- ❑ Complete a Chapter Charter Application
- ❑ Complete a Memorandum of Understanding
- ❑ Establish a chapter Facebook group or page
- ❑ Host an event, starting with completing the Event Request Form

Linked resources are available online at
alumni.uga.edu/chapters/chapter-leader-resources/

Chapter Support

The UGA Alumni Association provides the following support to alumni chapters:

Event supplies

Annual and grant funding

Emails to promote chapter events

Chapter listserv

Chapter web page on UGA Alumni Association website

Ability to sell merchandise

Event Categories

Chapters are encouraged to plan events in multiple categories to engage alumni with varied interests. For events ideas, see page 21 of the Chapter Playbook.

Alumni Connect

Student-Focused

Academic Interest

Donorship

Professional Development and Networking

Affinity

Chapter Funding

All chapters receive $200 to $450 in annual chapter funding to support events and activities, based on federally established per diem rates. Grant funding is available for large-scale events. Funds can be used through direct payment of the vendor or reimbursement of the chapter leader. For more information on annual funding and other funding opportunities, see page 34 of the Chapter Playbook.

Alumni Leadership Assembly

Chapter leaders are invited to join us in Athens, Georgia, for an inspirational weekend geared towards helping you lead your chapter. For more information, see alumni.uga.edu/ala/.

Questions?

Contact the Alumni Chapters team at alumnichapters@uga.edu or (706) 542-3267.

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