

Chapter Leader Onboarding

Module 4: Chapter Events



UNIVERSITY OF
GEORGIA / **ALUMNI**



Intended Learning Outcome

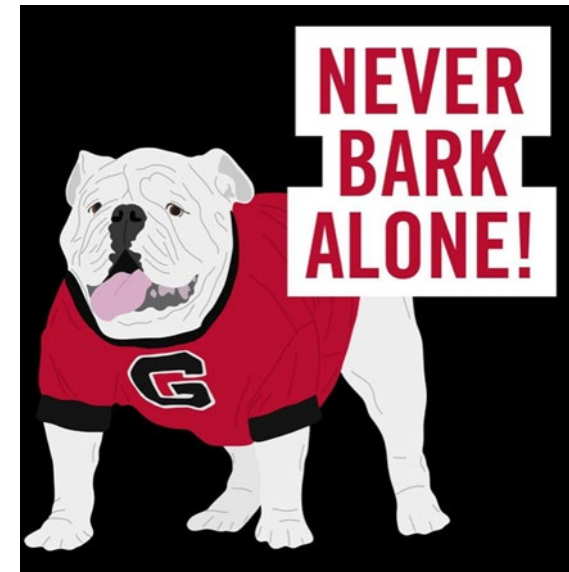
Compose an event request form following appropriate University and Alumni Association policies

Overview of Events

- Chapters are expected to plan diverse events that engage alumni with various interests
 - Football game watch parties might interest some alumni, while professional networking or museum tours might interest others
 - **Varied programming** will keep people **engaged and connected to UGA**
 - Chapters should host events that **deepen attendees' commitment to UGA**

Event Categories

- All Chapter events must adhere to the following 5 categories:
 - **Admission & Outreach**
 - **Athletics**
 - **Community Service**
 - **Cultural & Educational**
 - **Social & Networking**



Chapter Events

- **Champion Chapters**

- Host 2 to 4 volunteer-led events per year (exclusive of nationwide programming)
 - **Minimum of 2 events**
 - **Maximum of 4 events**

- **Varsity Chapters**

- Host 1 to 2 volunteer-led events per year (exclusive of nationwide programming)
 - **Minimum of 1 event**
 - **Maximum of 2 events**



Nationwide Events

- Champion Chapters are expected to participate in both Nationwide Programs, while Varsity Chapters are encouraged to participate in at least one. The two nationwide events are:
- **Game Watching Parties (occur each Fall)**
 - **Never bark alone!** Host game watching parties during the football season for the chapter to gather and watch the game with local Dawgs
- **Dawg Day of Giving (occurs each Spring)**
 - A 24-hour giving challenge to support all areas of need across UGA
 - Supports scholarships and resources for students, enabling innovative research, and helping the University of Georgia continue its pursuit to build a better tomorrow

Event Planning 101

- When planning a Chapter event, consider the following:
 - Every attendee must leave a Chapter event **feeling better about their connection to UGA**
 - Chapter events should **further the academic mission of the university** and work to **enhance the experience of current and future UGA students** in some way
 - When planning an event, ask yourself **“What are attendees learning about UGA and in what ways are they deepening their commitment to the institution?”**

Mission-Centric Events

- **Some examples of mission-centric events:**

- [NYC Dawgs Franklin College Mix & Mingle](#)
- [London Chapter International Business Week Global Alumni Panel with Terry College](#)
- [Athens Chapter G-Day Tailgate Supporting Bulldog Basics](#)
- [NE Georgia Mountains Gainesville Freshman Send-Off](#)
- [NYC Dawgs 2nd Annual Li-Lac Chocolates Factory Tour & Tasting](#)

Event Planning Timeline

- **Champion Chapters are required to submit an Annual Plan** during the Chapter Recognition process outlining their calendar of events for the year (discussed in Module 1)
 - All Chapters should begin thinking about the events they hope to host a year in advance
- The proper event planning timeline is:
 - **12-16 weeks:**
 - Further develop event details from Annual Plan
 - Communicate with Chapter board and Alumni Association staff
 - Submit contracts and Event Request Form
 - **6-8 weeks**
 - Contact venues and vendors
 - Submit Event Request Form (if not submitted yet)
 - **4 weeks**
 - Begin to advertise event

Event Request Form

- The Event Request Form (found on the [Chapter Leader Resources](#) page) must be submitted **8 weeks prior to an event** for approval by Alumni Association staff
 - Events with a monetary component must be submitted **12 weeks prior to an event**
 - Submit the Event Request Form as soon as possible
- **Components of the Event Request Form**
 - Your Information
 - Event Details (Name, date, time, location, event category, event description)
 - Contract or invoice details
 - How does the event connect to the mission of UGA and the Alumni Association?
 - Evite request (messaging and send dates)
 - Registration details
 - Supplies request and shipment details

Event Support and Communication

- **Event Evites**
 - Staff will provide email communications support for approved Chapter events
 - Best practice is **2 email sends per event**
 - **Evites must be requested on the Event Request Form**
- Beyond email communication, chapter leaders are able and encouraged to use Chapter listservs and Chapter-owned social media accounts to further promote events (discussed further in Module 5)

Evite Examples

Learn to Invest with fellow Dawgs!

 **ALUMNI**

**Join the Chattanooga Chapter for
Financial Investment Seminar**

Thursday, September 28
6 - 7 ET

Raymond James - Market Court
[537 Market Street, Suite 105](#)
[Chattanooga, TN](#)


Register

Join us for a seminar where financial advisor and UGA grad, Greg Reabold (BBA '16), will provide insight on investing during an election year! This free event will be held at the Market Court in Suite 105.

There is no cost to attend and food will be provided. Seats are limited, so please register using the button above by Sept. 21.

We look forward to seeing you and spending this time to be

Contemporary Art and Craft Brews!

 **ALUMNI**

**Join the Boston Chapter for a
Night at the Museum!**

Thursday, October 12
6-8pm EST

Institute of Contemporary Art
[25 Harbor Shore Drive](#)
[Boston, MA 02210](#)

Register

Join the Boston Dawgs for a visit to the [Institute of Contemporary Art \(ICA\)](#) in Seaport for a self-guided tour! **There is no cost for ICA admission on Thursday, but advance tickets are recommended, so please register so we can reserve all the tickets at once.** All current exhibitions are included with your ticket, including their latest "Forecast Form: Art in the Caribbean Diaspora, 1990s—Today" opening October 5th!

Event Supplies and Decorations

- To contribute to a positive attendee experience, the Alumni Chapters team can ship UGA branded event decorations and small giveaways on occasion
 - **These event supplies must be requested on the Event Request Form**



Annual Chapter Funding

- **Annual Chapter Funding**
 - Chapters are allotted funds to purchase assets for the Chapter (business cards, banners, etc.)
 - Use funds to increase value of the Chapter or Chapter events
 - Do not use on low-impact or chapter leadership-only events (appetizers at events, alcohol, etc.)
 - Chapter leaders are expected to be good stewards of UGA resources and funding
- **Supplemental Funding Request**
 - Additional funds are available for high-impact and mission-centric events
 - Funds will be rewarded at the discretion of Alumni Association staff

Annual Chapter Funding cont.

- Approved uses of annual funding include:

- **Signage (banners, etc.)**
- **Advertisement/social media boosts**
- **Speaker gifts**
- **Custom nametags for chapter leaders**
- **Chapter business cards**
- **Reusable UGA/Chapter flag and decor**
- **Chapter giveaways**
- **Venue reservations**

- Unapproved uses of annual funding include:

- **Other non-profit organizations***
- **Gift cards***
- **Alcoholic beverages***
- **Food at chapter board meetings**
- **Gifts for all event attendees**
- **Cost-to-participate events exceeding \$10/person**
- **Spending all annual chapter funding on one event**
- **Speaker fees***

*We cannot reimburse you for these expenses under any circumstances

End of Module Quiz

- After reviewing *Module 4: Chapter Events*, complete the following quiz. Alumni Chapters staff will review your responses.
 - [Module 4 Quiz](#)