

TOP 20 TIPS FOR SUCCESSFUL CHAPTER LEADERS

1

PARTICIPATE IN THE ALUMNI CHAPTERS SIGNATURE EVENTS

Use events like Dawg Day of Service and “Welcome to the City” to foster unity between chapters across the Alumni Association, and create consistency for alumni and friends who have moved.

2

HAVE AND MAINTAIN SOCIAL MEDIA ACCOUNTS, ESPECIALLY A FACEBOOK PAGE, THAT CONNECT ALUMNI AND TELL THE UGA STORY

Social media is an overwhelmingly useful tool for chapter leaders. Use it to advertise upcoming events, share stories and updates from UGA and the Alumni Association, and to highlight exceptional local alumni. Uploading pictures after an event can help to encourage attendance at future events, and sharing chapter news has never been easier!

3

RECRUIT AND MAINTAIN YOUR CHAPTER BOARD

Arch chapter boards should contain a president and vice president, and Pillar chapters should have a president. The most effective chapters have diverse board members who bring creativity and new ideas from varying experiences and perspectives.

4

HAVE REPRESENTATION AT ALA EVERY YEAR

Have your chapter president attend the official UGA Alumni Leadership Assembly each year, and all chapter leaders are invited and encourage to attend.

5

HOST THE RIGHT AMOUNT OF CHAPTER EVENTS FOR CHAPTER TYPE

Arch chapters should host at least six events per year in at least four of the seven event categories. Pillar chapters have no annual requirements for events, but are encouraged to keep alumni engagement high in their area.

6

USE CHAPTER LISTSERVS RATHER THAN PRIVATE EMAIL LISTS TO SEND MESSAGES, EVENT REQUESTS

Alumni Association event request templates and official listservs are the best way to get and stay in touch with chapter members and local alumni. Using these mediums to communicate with Bulldawgs in your area will help to design the most effective chapter programming.

7

SHARE STORIES OF EXCEPTIONAL ALUMNI IN YOUR AREA WITH THE UGA ALUMNI ASSOCIATION

If you learn of chapter leaders who are making a difference philanthropically, academically, or otherwise, be sure to share that information with UGA. We love to recognize and highlight those who represent our university!

- 8 SUPPORT STUDENT SCHOLARSHIPS WITH BOARD GIVING AND FUNDRAISING EVENTS, BUT DON'T GET BOGGED DOWN WITH FUNDRAISING**
Keep the focus of chapter events on engaging alumni, not raising scholarship funds. Consider fundraising as just part of the alumni engagement plan, rather than the overall focus.
- 9 SUBMIT CHAPTER GRANTS FOR EVENTS THAT WILL NEED ADDITIONAL FUNDING**
Rather than raising funds to support your chapter's events, use raised funds for student scholarships! Support the cost of events with your chapter's annual spending account and the chapters grant program.
- 10 USE ONLINE CHAPTER RESOURCES TO STAY UPDATED ON CHAPTER TIPS AND TRICKS**
The Alumni Association has a wealth of chapter tips, tricks, and resources online for chapter leaders. Please use these resources to help you and your board with best practices.
- 11 EVALUATE WITH FELLOW BOARD MEMBERS, REGULARLY REVIEW YOUR CHAPTER'S PROGRAMMING AND COMMUNICATION**
Ask if you are being effective and relevant regularly!
- 12 HOST A WIDE RANGE OF TYPES OF EVENTS TO KEEP THINGS FRESH**
Chapter members sometimes grow weary of the same events again and again. Listen to new chapter members and chapter board members in order to keep the creativity flowing!
- 13 SHARE YOUR SUCCESSES WITH OTHERS, AND DON'T TRY TO RECREATE THE WHEEL**
Utilize Alumni Chapters Staff, the Chapter Leaders Facebook page, and other leaders at ALA to find out about what has worked, and what doesn't work. Always offer advice and tips to other chapter leaders, and seek it out for your own board!
- 14 USE THE DEMOGRAPHICS IN YOUR AREA WHEN PLANNING EVENTS**
Use the demographics of your chapter to determine the types of events you could host. Using your report from the UGA Alumni Association strategically can result in far better event participation!
- 15 HIGHLIGHT YOUR CITY**
Tours of your city are a great way to integrate UGA with your local area—seek out food, walking, or Segway tours in town! These events are especially great for interacting with new alumni in the area.
- 16 MAXIMIZE BOARD PARTICIPATION IN EVENTS**
Make sure your board members are greeting guests at events and taking time to get to know them. The more that event attendees feel welcome and appreciated, the more likely that they will stay engaged with the chapter and the Alumni Association!

17

MAKE TIME TO NETWORK

If hosting a ticketed event, make sure to offer a pre- or post-event reception where alumni can gather and network with chapter leaders and fellow Bulldawgs.

18

APPLY FOR CHAPTER AWARDS

If you are an Arch chapter, ensure that your chapter is rewarded for exceptional work by applying for chapter awards at the end of each year.

19

FOLLOW UP AFTER EVENTS

A new person came to your last event, now what? To help ensure that they become engaged in your chapter, think about sending them a personal note or message about the next event or meeting. Taking ten minutes the day after your event to follow up with all new attendees can make a world of difference.

20

TELL UGA ABOUT NEW ATTENDEES

In order to keep your chapter e-mails as effective as possible, be sure to collect the emails of all new event attendees and submit them to alumnichapters@uga.edu.