

Chapter Communications

2017 Alumni Leadership Assembly



Alumni Association
UNIVERSITY OF GEORGIA

Trademark and Merchandise Guidelines

The university's trademark policy applies to all designed artwork.

No alterations of the university marks or logos are allowed.

Prior to production, artwork must be sent to the Alumni Association for legal approval. It is the chapters responsibility to acquire the approval before going to print. Chapters cannot print merchandise until official approval is granted.

All merchandise production is required to be done through a Fermata Partners licensed vendor. If chapters do not have explicit permission from the University of Georgia, they are not authorized to use a mark, logo or verbiage. The Alumni Association team will work directly with vendors to print merchandise.



Ordering Merchandise

If you would like to order merchandise with a chapter logo or design, please contact your Alumni Association staff contact to begin the order.

Arch chapters may order:

- Business Cards
- Flags or signage
- T-Shirts



Listservs

- **What is a listserv?**
 - It is an email tool that allows chapter leaders to send an email to many people.

Use your listserv to keep engaged chapter members up-to-date with news and announcements – sent directly from you!



Listservs

This is an opt-in listserv (alumni must sign up to receive emails) - individuals cannot be involuntarily added.

How do people sign up for the listserv?

- Button on every chapter web page
- Sign in sheet at events
- Contact a chapter leader or alumni chapters staff

How do I use the listserv?

- An email addressed to this email address will send an email to all individuals who have signed up to be a recipient of that list

Only Alumni Association staff and trained chapter leaders have the ability to send email via the listserv and all replies will be received only by the chapter leader.

Step by step instructions can be found on the Chapter Leader Resources web page





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CHAPTER LEADER RESOURCES

Source: <https://alumni.uga.edu/chapters/chapter-leader-resources/>

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Chapter Leader Resources

New 2017 Chapter Leader Resources:

- How to: chapter event interest survey
- Map of Bulldog 100 businesses
- Sign-In sheet template
- Sample annual calendar of events
- 2017 event planning calendar template
- List of available faculty speakers
- Annual chapter funding uses



Event Evites

Timeline for Chapter Event Evites

- Event Request Form is submitted
 - (2 weeks before the event)
- Draft is sent to the chapter leader within 3 business days
- Evite is approved by chapter and submitted to DARCOMM
- Evite is sent to chapter members within 1 week of Event Request Form submission





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Calling All Dawgs!

Ski Day with the Colorado Chapter

Join fellow UGA alumni and friends for a day of skiing and tailgating at Arapahoe Basin on Saturday, April 29! Please bring your own beverages and bring a potluck food item to share if you can. This event is free to attend, but you will need a lift ticket to ski or board. Please register below so we know how many to expect.

Hope to see you there!

When

Saturday
April 29, 2017
8:30 a.m. - 3:00 p.m.

Where

[Arapahoe Basin](#)
28194 US Highway 6
Keystone, Colorado

[REGISTER NOW](#)



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Calling all Dawgs!

Sign up for the Chapter Listserv

The Columbia, South Carolina Chapter has had a great start to 2017 and is excited to connect with even more alumni at future events. We want to be sure you never miss a Columbia Dawgs event again. Sign up for our local listserv below to receive up-to-date messages directly from your Columbia chapter leaders.

Hope to see you soon!

JOIN NOW

You can communication preferenceserv at any time by emailing alumnichapters@uga.edu. This will not unsubscribe you from official communications from the University of Georgia.



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Questions?



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Communications Breakouts

Listservs for Beginners.....	Tate 480
Social Media for Beginners.....	Tate 471
Advanced Social Media.....	Tate 473
Marketing Roundtable.....	Tate 472
Chapter Board Communications.....	Tate 482

