



## **UGA Alumni Association – Chapter of the Year Rubric Guide**

### **Number of event points – 25 points**

Chapters should be hosting many events throughout the year. Chapters should have at least 25 points to qualify for this award.

### **Diversity of Events – 25 points**

Chapters should have hosted events in at least four of the seven event categories to qualify for this award. We are looking for well-rounded chapters. Chapters who score highly in this category will have a well-balanced and strong event calendar aimed at engaging alumni from diverse walks of life.

### **Marketing and Outreach – 20 points**

Please use the data provided to determine if the chapter has demonstrated consistent and innovative efforts for chapter event and engagement. The chapter should at a minimum be maintaining an engaging and informative Facebook page, and using the chapter listserv effectively. Other examples of strong and effective marketing include using chapter emails, other forms of social media, print materials (business cards, flyers, etc.), boosting Facebook events, etc.

### **Chapter Giving – 15 points**

Use the data provided to determine if the chapter has demonstrated an effort to create a culture of philanthropy. This includes money raised by the chapter for UGA causes as well as 100% board giving.

### **Alumni Engagement – 15 points**

Chapters who score highly in this category will have an overall engaging calendar of events that encourages a diverse range of alumni to not only become involved in the chapter, but also stay involved. The chapter that wins chapter of the year should be planning, executing, and marketing high quality events that appeal to alumni from many demographics.