

NEVERTM BARK ALONE.

CHAPTER LEADER PLAYBOOK



ALUMNI



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LETTER FROM THE EXECUTIVE DIRECTOR

The Bulldog spirit is famous. When a friend is asked to describe you, they likely mention your alma mater as quickly as they mention your profession or family, and that your Georgia-themed décor and outfits are some of your favorites. No matter how you show it off, it won't surprise anyone that you volunteer your time to connect the Bulldog family to one another. For this, we say: thank you.



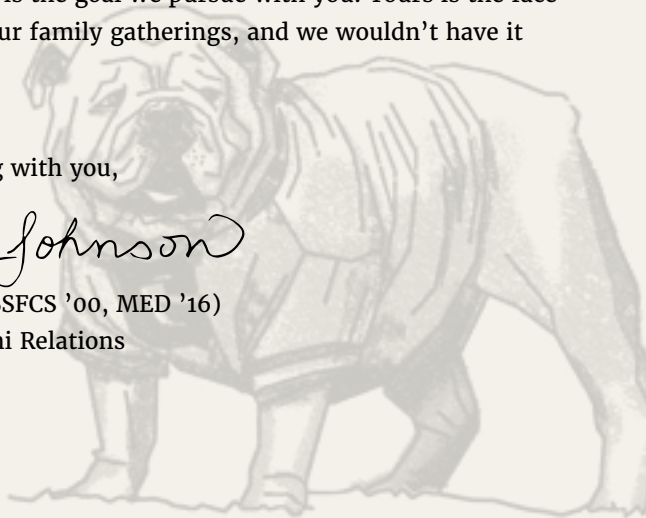
Our vision at the Alumni Association is to see every Bulldog committed to Georgia, and we couldn't pursue it without you. With more than 350,000 living alumni, the task before us is larger than any individual. But it's not bigger than all of us, and that's why we're so grateful for your efforts.

There are many things that committing to Georgia can mean: enjoying an alumni event, networking with other Bulldogs, and especially donating to a UGA cause. Elevating Georgia in the mind of its alumni so that they decide to take one of these actions is the goal we pursue with you. Yours is the face people will associate with our family gatherings, and we wouldn't have it any other way.

We look forward to working with you,

A handwritten signature in black ink that reads "Meredith H. Johnson".

Meredith Gurley Johnson (BSFCS '00, MED '16)
Executive Director of Alumni Relations



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UGA, THE ALUMNI ASSOCIATION, AND ALUMNI CHAPTERS

UGA Mission Statement

The University of Georgia, a land-grant and sea-grant university with statewide commitments and responsibilities, is the state's oldest, most comprehensive, and most diversified institution of higher education. Its motto, "to teach, to serve, and to inquire into the nature of things," reflects the university's integral and unique role in the conservation and enhancement of the state's and nation's intellectual, cultural, and environmental heritage.

The Pillars of the Arch

As members of the University of Georgia community, we aspire to uphold the principles manifested in the three Pillars of the Arch: wisdom, justice, and moderation.

WISDOM.
JUSTICE.
MODERATION.

UGA Alumni Association Mission Statement

The UGA Alumni Association advances the academic excellence, interests, and traditions of Georgia's flagship university by inspiring engagement through relevant programming, enhanced connections, and effective communications.

Chapters Mission Statement

The Alumni Chapters Program works to advance the mission of the UGA Alumni Association through meaningful experiences that strengthen ties between alumni and their communities and inspire alumni to deepen their connections with the university.

ABOUT THE UGA ALUMNI ASSOCIATION

Taglines:

Never Bark Alone

Year-round | Worldwide | Lifelong

Wherever your next chapter takes you, your Bulldog family will be there.

Being a Bulldog is more than a memory or a degree. It's a deep-rooted community, united by the Arch and the Hedges, by Broad Street and Milledge Avenue and by the sound of Glory, Glory.

We are UGA Alumni, and we Never Bark Alone.

All UGA graduates and former students are members of the UGA Alumni Association – no fees, application or dues are required.

Our more than 80 chapters and four affinity groups are just a few of the many ways we bring more than 350,000 living alumni together. Through scholarships and fellowships funded by generous alumni donors, UGA Alumni also support our future dreamers and doers, risk-takers, and culture-shapers.

We offer career development resources to help you continue to build your career, and we bring campus to you via social media and virtual events when you can't attend a UGA event in-person.

UGA Alumni embody the Georgia spirit, and we're empowering the next breed of Bulldogs.

About UGA Alumni Chapters

Chapters of the Alumni Association bring UGA graduates together in communities around the world. Whether you recently graduated, are changing careers, or are cheering on the Dawgs, we'll help you connect with your Bulldog family.

Chapters create thousands of opportunities worldwide each year to connect Bulldogs. From professional growth to community service, our communities are strengthened when UGA grads come together.

ARCH CHAPTERS, PILLAR CHAPTERS, AND POINTS OF CONTACT

UGA alumni chapters exist to connect alumni, promote the University of Georgia and the UGA Alumni Association around the world, and to strengthen ties between alumni and their communities. Managing an alumni chapter is a big responsibility and requires the efforts of multiple board members working together in order to be truly successful.

There are two types of alumni chapters: Pillar chapters and Arch chapters. Alumni can serve as a chapter leader for Arch or Pillar chapters, or as a “Point of Contact” for their region. All chapters begin as Pillar chapters.

POINT OF CONTACT



PILLAR CHAPTER



ARCH CHAPTER

Standards for Pillar Chapters

- Have a chapter president
- Submit a Chapter Charter Application annually
- All Chapter Leaders must sign the Memorandum of Understanding outlining the expectations of a Chapter Leader
- All events and programs support the mission of the Alumni Association
- Host events
- Maintain social media page(s) with up-to-date chapter information
- Each member of a chapter’s board must make an annual gift to UGA
- Have a Chapter Leader attend the Alumni Leadership Assembly

Standards for Arch Chapters

- Have a Chapter President and Vice President
- Submit a Chapter Charter Application annually
- Applications, Memorandums of Understanding, and chapter bylaws outline Chapter Leader expectations and must be submitted annually by Chapter Leaders
- Have at least one Chapter Leader attend the annual Alumni Leadership Assembly
- Host a minimum of six events from at least four event categories (see “Events” chapter on page 19)
- All events and programs support the mission of the Alumni Association
- Participate in the annual, nationwide programs set by the UGA Alumni Association (for example: Game-Watching Parties, Welcome to the City, etc.)
- Maintain social media page(s) with updated chapter information and regular posts
- Commit to raise funds for the UGA Foundation and increase alumni participation, to the best of the chapter’s ability
- Each member of a chapter’s board must make an annual gift to UGA

Standards for an Alumni Point of Contact

If you want to support UGA and alumni engagement in your community, you can be an Alumni Point of Contact. This is often a good fit for regions with fewer than 500 alumni. These are the expectations for Alumni Points of Contact:

- Submit a Point of Contact Application once per year
- Sign a Memorandum of Understanding
- Respond to inquiries from local alumni

If you are interested in becoming an Alumni Point of Contact and learning more about the expectations above, please contact Alumni Association staff at alumnichapters@uga.edu.

CHAPTER CHARTER PROCESS

Every chapter is required to submit a Chapter Charter Application annually in order to start a chapter or maintain chapter status. All Arch Chapter Leaders and Pillar Chapter Leaders must sign a Memorandum of Understanding.

Chapter Leaders will be sent the Charter Application and Memorandum of Understanding through a Chapter Leader Update email from UGA Alumni Association staff. The application requires all Arch chapters to submit their bylaws. Any chapter that does not re-submit a Chapter Charter Application by January 31 of each year will no longer be considered an active chapter and will have their web page taken down and their funding removed.

Chapter Charter Application

Completing the Chapter Charter Application is required for all Chapters. Chapters may be approved or denied at the discretion of the UGA Alumni Association. All chapters must establish or reaffirm chartered status in consultation with a staff member after their application is submitted. In the Chapter Charter Application form, you will:

- Identify the chapter as either Arch or Pillar
- List the Chapter Leaders serving on your board
- Report on the previous year's events, successes and opportunities
- List events and goals for the coming year
- List the chapter's social media accounts
- Submit Arch chapter bylaws

Memorandum of Understanding

The Memorandum of Understanding outlines the expectations of a Chapter Leader, including agreements to:

- Carry out the UGA Alumni Association mission
- Fulfill the expectations of a Pillar chapter or Arch chapter
- Represent UGA and the Alumni Association in a professional and respectful manner
- Appropriate and responsible use of access to both listserv communication and alumni data
- Maintain the activity of the chapter's social media pages
- Assist in the transition of the next chapter leadership
- Commit to raise funds for the Alumni Association Scholarship and/or UGA Foundation
- Make an annual gift to a UGA cause

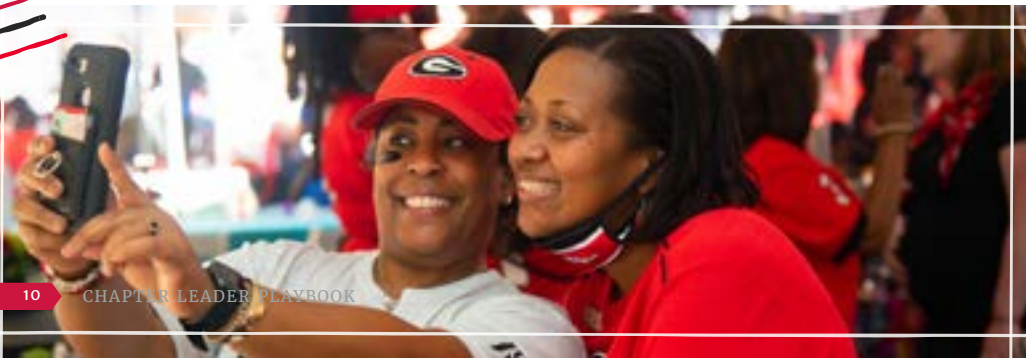
The Arch Chapter Conversation

When a Pillar chapter applies to become an Arch chapter, the chapter president must have a phone call with an Alumni Association staff member to discuss the following:

- If the chapter is ready to meet the expectations of an Arch chapter
- If the president is ready to meet the expectations of an Arch chapter president
- If the chapter is ready to create and submit bylaws

Timeline for the Chapter Charter process:

- **January 31:** Due date for Chapter Charter applications and Memorandum of Understanding
- **January 31 through mid-February:** Alumni Association reviews applications and confirms each chapter's status
- **End of February:** Alumni Leadership Assembly – Chapter status must be established with the Alumni Association in order to participate in this event



Support from the Alumni Association

All Pillar and Arch chapters receive:

- An invitation for a set number of representatives from your chapter to attend the annual Alumni Leadership Assembly
- A designated staff contact for coaching
- Supplies for chapter events from the Alumni Association office, upon request
- Alumni Association evites to promote chapter events, upon request
- Annual chapter funding (default funding) and the ability to apply for grant funding (special one-time funding)
- Official UGA Alumni Association chapter web page
- Administrative access to chapter listserv to communicate and engage with chapter members
- An official UGA chapter logo
- Monthly Chapter Leader Update emails with important opportunities, resources, and information
- Access to the Facebook group for UGA Alumni Association Chapter Leaders

In addition, Arch chapters also receive:

- Up to two grant funding applications to be approved annually
- Annual overview of alumni demographics and numbers in the area
- Eligibility for chapter awards at the Alumni Leadership Assembly
- Unique promotional marks for use at the discretion of the UGA Alumni Association

CHAPTER BOARD

A successful chapter needs a base of Chapter Leaders it can rely on to stay active and engaged. Volunteers are the lifeblood of the Alumni Association and advancing our mission wouldn't be possible without you!

Job Descriptions

Below are job descriptions for Chapter Leaders. All chapters are required to have a president; Arch chapters are required to have a vice president. Chapter Leaders may absorb the responsibilities of other positions if serving on a smaller board.

PRESIDENT	
	<ul style="list-style-type: none">• Must be an alumnus of UGA• Provide leadership and direction to the chapter• Establish chapter goals in support of the mission of the Alumni Association• Attend chapter events and activities• Preside over chapter board meetings• Honor the Memorandum of Understanding• Exercise overall financial responsibility for the chapter• Ensure all event contracts and invoices are submitted in compliance with UGA and Alumni Association policy• Attend, or designate another Chapter Leader to attend, the annual Alumni Leadership Assembly and report back to the chapter• Maintain contact with Alumni Association staff• Submit a Chapter Charter Application to the Alumni Association annually• Ensure the position has a successor at the end of their term

VICE PRESIDENT

- Preside over meetings in the absence of the president
- Coordinate programs and events with the president and other Chapter Leaders
- Serve as liaison to other alumni groups to plan collaborative events (e.g. other schools' alumni groups)
- Coordinate with the chapter president to advise Chapter Leaders in completing tasks and responsibilities
- Serve as interim president, if necessary, during a presidential transition

DIRECTOR OF EVENTS

- Plan and coordinate events with president and other Chapter Leaders
- Work with vendors and venues for event details
- Handle event logistics
- Work with director of communications and other Chapter Leaders to advertise and market events
- Develop event budgets and submit grant requests if necessary

DIRECTOR OF GAME-WATCHING PARTIES

- Coordinate UGA football Game-Watching Parties for the chapter
- Pick a location for the Game-Watching Parties
- Coordinate with Chapter leadership about which games will have Game-Watching Parties
- Work with director of communications and other Chapter Leaders to handle marketing and advertising of Game-Watching Parties
- Submit required Game-Watching Party information to the Alumni Association by given deadline

DIRECTOR OF COMMUNICATIONS

- Coordinate Chapter communications with Chapter Leaders
- Maintain board meeting minutes and distribute to Chapter Leaders
- Utilize social media to promote the chapter and chapter events, share images and engage alumni online
- Connect with new attendees at events to add them to chapter listserv
- Recommend to new alumni that they update their contact information with the UGA Alumni Association
- Support chapter president and vice president with listserv communication
- Coordinate event communication with other chapter leaders

DIRECTOR OF PHILANTHROPY

- Coordinate philanthropic initiatives for the chapter
- Ensure all board members contribute annually to a UGA cause



LIAISON TO AN AREA

(For example: Liaison to the Orange County Area, Southern California Chapter):

- Represent a unique region within a chapter area
- Serve as the point of contact for events in that area

AFFINITY REPRESENTATIVE

(For example: Young Alumni Representative, Women of UGA Representative, Black Alumni Representative)

- Represent a group of alumni and friends who are linked by a common interest, purpose, or identity
- Plan events targeted for specific affinity groups with other chapter leaders

More information about affinity groups and how to get involved can be found online at alumni.uga.edu/networks

Tips for Effective Chapter Management

- Chapter Bylaws are required for Arch chapters and optional for Pillar chapters, and are a great way to set expectations and lay the framework for leadership term limits and transitions. Talk to your Alumni Association staff contact to figure out if having bylaws would be a good fit for your pillar chapter.
- Chapter boards may vary in size. The ideal size of your chapter board depends on many factors, including size of the geographic area, number of people who want to be involved, and the number of events the chapter hosts each year.
- When you set expectations for Chapter Leaders, be specific.

LEADERSHIP TRANSITIONS

When it is time to transition leadership, there are a series of steps that should be taken. Following these procedures will ensure that chapter engagement remains consistent and that chapter members have the best experience possible. Remember that your Alumni Association staff contact should always be alerted to leadership transitions so all necessary steps are taken.

Chapter President

When there is an outgoing president (typically when they've completed their two-year term), the following steps should be taken. If any of the following steps are unsuccessful, please speak with your Alumni Association staff contact for additional guidance

- Alert the chapter board and your Alumni Association staff contact, then begin seeking a replacement.
 - The outgoing chapter president should communicate to the chapter board that they will be stepping down and to ask for those interested in the position to send them an email. The chapter president and chapter leadership should collectively review applicants and select a new candidate.
 - If the outgoing chapter president is unable to find a replacement, they should train the vice president to serve as interim, and the chapter board should continue seeking a replacement.
 - In this case, it is helpful to host a Chapter Leader Interest Meeting for local alumni. The Alumni Association will send an email to everyone in the chapter area encouraging them to attend to learn more about becoming a chapter leader. Please reach out to Alumni Association staff for help with this process.
- Once a new chapter president is selected, post a chapter president profile on social media pages, plan a board meeting, and alert the Alumni Association of the change by completing a Chapter Leader Transition Form online.
- If possible, the outgoing and incoming president should meet to discuss chapter business, upcoming events, and long-term plans. If this is not possible, alert your Alumni Association staff contact to help ensure a smooth transition is possible.

EVENTS

Other Chapter Leaders

At all chapter events, be sure to note highly engaged and involved alumni who may be interested in serving as a chapter leader. If a chapter leader must step down, try reaching out to these alumni individually to seek a replacement. A Chapter Leader Interest Meeting is also helpful in recruiting a new chapter board. If these steps do not garner interest, announcing open positions via social media or through email can help generate interest. Remember to alert the Alumni Association to any changes by emailing your staff contact.

Chapter Leader Qualities

- Demonstrated passion for UGA and its mission
- Proven willingness to donate time and resources
- Strong communication and interpersonal skills
- Values diverse backgrounds and perspectives
- Professionalism and ethical conduct
- Demonstrated leadership ability and the capacity to motivate others
- Relevant industry experience and connections
- Consistent level of active engagement and commitment
- In-depth understanding of university policies and procedures
- Positive, enthusiastic, and proactive attitude

Leadership Removal Process

In the event that there is a member of the board that has not upheld their commitment based on the expectations set by the Memorandum of Understanding and the board, please reach out to your Alumni Association staff contact to discuss options and next steps.

Chapters are encouraged to plan diverse events that engage alumni with various interests. Some alumni are interested in a sporting event, while others are more interested in networking. Being creative with varying your programming helps get more people involved with the chapter and works to keep them engaged.

Arch chapters must host at least six events per year in at least four of the seven event categories listed later in this chapter. Pillar chapters must hold at least one event per year. Annual and nationwide events are available for all chapters to participate in and will count toward required events for Arch chapters.

Arch chapters must plan their events while considering the Path of Commitment (see the section of that name in the “Communications” chapter) and follow this set of criteria. Following these criteria will allow chapters to set goals and determine if their events or programs are successful.

Event Registration and Attendance

We highly recommend requiring registration and/or a sign in sheet for your event. This allows the Chapter and the Alumni Association to track attendance and engagement and to measure success. It also creates an opportunity for post-event follow-up and outreach. If the event does not require registration, at a minimum make sure to have printed sign-in sheets at your event, encourage sign-in at the start of the event, and submit your sheets to Alumni Association staff at the conclusion of your event.

Criteria

The following criteria should be present for the event or program to meet our goal of cultivating lifelong commitment to UGA.

- It supports the UGA mission and adds value for alumni
- Supports UGA's priorities
- There is a call to action: connect, give, learn
- There is a defined audience
- Has a measurable goal to be evaluated after the event occurs
- A review of resources and stakeholders occurs
- Check the university calendar to ensure there is no duplication of vents or program efforts in your city
- Ask: are there other UGA entities outside of the Alumni Association that should be involved in the execution of the program?

EVENT CATEGORIES AND IDEAS

Alumni Connect

An event that allows alumni to connect and engage in a social setting. Examples include:

- **Alumni Mixer:** An event to connect alumni. These usually have appetizers, beverages, and space for socializing.
- **Ticketed Sporting Events:** An organized outing to a game. Support UGA teams by checking their schedules for games in your area! For these events, please review the ticketed event policies.
- **Game-Watching Parties:** Take place during UGA football games. These usually occur at a local restaurant or sports bar that will play the game. Consider having UGA basketball game-watching parties in your area as well.
- **Intramural Leagues:** A great way to connect a smaller number of alumni for a long period of time. Joining a local kickball, softball, etc. league together as a chapter gives members the opportunity to meet regularly.
- **Bowling Night, Wine Tasting, Mini-Golf Outing:** Gives alumni the opportunity to connect while doing something fun in your city.
- **SEC Tailgate:** A great opportunity to meet fellow SEC fans in the area by hosting collaborative events with alumni chapters from other institutions. These could be mixers, sporting events, or something else.

- **Local Events:** Activities are going on all around your area, whether they are museum openings, sporting events, community festivals, etc. that will be of interest to alumni. Take advantage of this and create a positive UGA presence.

Academic Interest

An event that fulfills UGA's mission to create lifelong learners. Examples include:

- **Educational Speaker:** Have a local expert or UGA faculty speaker come to your chapter to speak and educate chapter members.
- **Tour a Museum or Historical Site:** Chapter members enjoy events that highlight the local area. Consider museums, landmarks, and historical venues for tours and information sessions.
- **Book Club:** Select a book for chapter members to read. Advertise the event far in advance and gather to discuss, debate, and review the piece.



Professional Development and Networking

These kinds of events help alumni make business connections and grow professionally. Examples include:

- **Bulldogs After Business Hours:** This is similar to an Alumni Mixer, but it takes place after work hours and encourages attendees to bring business cards and network with one another.
- **Bulldog Breakfast Club:** Meet before the workday begins to network with local alumni over a cup of coffee and breakfast.
- **Virtual Networking Hours:** Network with fellow alumni through UGA's Virtual Networking Hours. These events are coordinated by Alumni Association staff, so please contact staff for further information on upcoming events.
- **Mentor Matching Night:** Host an event that facilitates the matching of appropriate mentors with interested mentees.

Student-Focused

An event during which local alumni support or connect with UGA students. Examples include:

- **Give That Dawg a Bone:** Participate in the UGA Admissions card-writing campaign from January through March. Share fond UGA memories and encouraging messages with newly accepted UGA students. Sign up to participate at alumni.uga.edu/admissions/.
- **Freshman Send-Offs:** At the end of summer and before first-year students move to Athens, your chapter could help to host a Freshman Send-Off event to wish them well.
- **Participate in a local college fair:** Have chapter members learn how to officially market UGA to prospective students. This will mean they are able to volunteer at local college fairs on behalf of UGA. Please reach out to the Alumni Association staff for details.
- **Host IMPACT Students:** Each winter and spring break, UGA students travel the country to provide service to others. If IMPACT students are heading your way, Alumni Association staff will notify you. Consider hosting a dinner, picnic, or helping them volunteer

Service

An event that invites alumni and friends to serve and engage with the community. Examples include:

- **Volunteer with a Local Service Organization:** River cleanups, serving in soup kitchens, or volunteering at a clothing bank are all great ways to engage alumni in their community and the UGA community.
- **Host a Drive:** Coat, canned goods, or school supply drives are easy components to add to any chapter event or board meeting. Donations for these events must be supplied by chapter members and cannot be purchased with annual or grant funding.

Philanthropy

An event that has a fundraising component that supports a UGA cause. Examples include:

- **Option to Donate at Registration:** Add a donation option to event registrations to promote giving in conjunction with event attendance. This is done through the Event Request Form.
- **Use Baked-in Gifts:** Charge registration for an event, and have part be a donation to the university and part cover event fees. Event invitation will inform chapter members that they are making a partial donation.

Affinity (Common Interest)

This is an event that caters to any group of people linked by a common interest, purpose, or identity. Our official Alumni Association Affinity Groups include Women of UGA, Black Alumni, Latino Alumni, and Young Alumni programming. Examples of affinity groups include:

- **Identity-based**
- **Common interest or industry specific** (Veterans, Health Care, School/Unit, club/sports)
- **Student Activity Involvement** (Student Alumni Council, Arch Society, Red Coat Band, Student Government Association, athletics, fraternities and sororities, etc.).

There are many types of affinity group events you can host. Examples include:

- **Affinity Networking Luncheon:** An opportunity for an affinity group to gather for business lunch and network with each other in a more intimate setting.
- **Affinity Book Club:** A recurring meeting of an affinity group to discuss, debate, and review a chosen piece of literature.
- **Affinity Happy Hour:** A gathering of an affinity group to socialize and bond over common interests.

Nationwide Events

Nationwide events will be available for all chapters to participate in and will count toward required events for Arch chapters. These events will take place either on the same day for all chapters or within a designated range, and will be promoted by our communications team. Nationwide events include:

- **Game-Watching Parties:** Never bark alone! Host game watching parties during the football season for the chapter to gather and watch the game with local Dawgs.
**These events occur during the fall*
- **Welcome to the City:** This is a nationwide event to welcome young alumni and those who have recently moved to the alumni network in their city.
**These events occur during the summer*
- **Other Events**
 - > **GIVING DAY** Each spring
 - > **BEAT WEEK** Each fall



DOUBLE DAWG DARE PROGRAM

The Alumni Association double-dawg-dares you to host the following events in your chapter area! These events will be worth double points for Arch chapters when hosted in the designated month.



FOUNDERS WEEK CELEBRATION

EVENT CATEGORY: Student-Focused

EVENT DESCRIPTION: Each year, the UGA Alumni Association proudly celebrates

the signing of the University of Georgia Charter that took place on January 27, 1785.

Celebrate the founding of UGA with a brunch or happy hour.



UGA BLACK ALUMNI AFFINITY PROGRAMMING

EVENT CATEGORY: Affinity

EVENT DESCRIPTION: For this month's Double Dawg Dare event, we will accept

any Black Alumni affinity programming! We suggest having a Bulldogs After Business Hours style or networking event focused on connecting Black alumni in the community.

Look for local bars or restaurants owned by Black business owners in the community to meet up at.

Pro tip: Official Black Wall Street directory is a valuable resource for finding Black-owned businesses to support (obws.com/)

(we suggest a Bulldogs After Business Hours for Black Alumni)



PARTICIPATE IN DAWG DAY OF GIVING

EVENT CATEGORY: Donorship

EVENT DESCRIPTION: Dawg Day of Giving is one exciting 24-hour, unified fundraising effort calling on the University of Georgia community to come together to support UGA. We're calling all Dawgs—alumni, donors, students, faculty, staff, parents and friends—to make a gift!

Identify opportunities to support Dawg Day of Giving activities and opt-in to the Alumni Association nationwide event. Each member of the board should make a gift to the college, program or UGA cause that means the most to them, help promote on social media using #CallingAllDawgs, and encourage fellow Bulldogs to make a gift.

For more information about Dawg Day of Giving please visit givingday.uga.edu



G-DAY GAME-WATCHING PARTY

EVENT CATEGORY: Social

EVENT DESCRIPTION: Who doesn't love cheering on the Dawgs in April?! Gather at your Chapter's game-watching party to call the Dawgs on G-Day. Pro tip: thinking of changing game watching party venues? This is a great way to test a new location out. Don't worry, you will be told what channel you can stream G-Day on in the March Chapter Leader Update.



DAWG DAY OF SERVICE

EVENT CATEGORY: Service

EVENT DESCRIPTION: UGA alumni are invited to join the chapter in a day of service with a local community service organization. This could include helping with a Habitat for Humanity build, volunteering at a food pantry, or spending the day at an animal shelter. Get creative and don't forget to have a fun aspect during these events.



WOMEN OF UGA ALUMNI AFFINITY PROGRAMMING

EVENT CATEGORY: Affinity

EVENT DESCRIPTION: For this month's Double Dawg Dare event, we will accept any Women of UGA Alumni affinity programming! We suggest having a Women of UGA Wine Night event. Reach out to any winery, wine bar, restaurant, wine store, etc. and set up a group wine tasting. Perhaps make an afternoon of it and incorporate other activities, such as canvas painting, chocolate tasting, or playing board games.



ACTIVE MILITARY OR VETERAN SERVICE EVENT

EVENT CATEGORY: Service

EVENT DESCRIPTION: Partner with Operation Gratitude to assemble care packages for deployed troops, host a letter writing event to thank active military or veterans, find a UGA alumni veteran to sponsor and send care a care package this month!



WELCOME TO THE CITY

EVENT CATEGORY: Professional Development and Networking

EVENT DESCRIPTION: This nationwide event allows the chapter to welcome new graduates and those who have recently moved to their city. This event is helpful in engaging recent graduates living in a new city, relocated dawgs looking to grow their network and longtime locals that haven't connected with the local alumni chapter.



BACK TO SCHOOL ACADEMIC EVENT

EVENT CATEGORY: Academic Interest

EVENT DESCRIPTION: Celebrate students returning to classes with a chapter academic focused event. For this month, we will accept any event that is academic focused. We suggest museum meetups, art exhibits, cultural festivals, local seminars, group classes like yoga, cooking, glass blowing, etc. Pro tip: classes can often be purchased inexpensively if you get a group rate.



UGA YOUNG ALUMNI AFFINITY PROGRAMMING

EVENT CATEGORY: Affinity

EVENT DESCRIPTION: For this month's Double Dawg Dare event, we will accept any UGA Young Alumni affinity programming. We suggest having one or more teams of young alumni compete at a local trivia night.



GIVE BACK GAME-WATCHING PARTY

EVENT CATEGORY: Service

EVENT DESCRIPTION: During this season of gratitude, host a game-watching party with the theme of Dawgs giving back. Work with a local charitable organization to host a drive (canned food, animal shelter supplies, socks and clothes for children in need, toiletries for women shelters, etc.)

Note: As a 501c3 nonprofit, the UGA Alumni Association cannot make monetary gifts to other nonprofits.



CHAPTER HOLIDAY PARTY

EVENT CATEGORY: Service

EVENT DESCRIPTION: A holiday celebration of fun, fellowship, and festivities. These events often include a small registration fee to attend to cover the cost of beverages and heavy hors d'oeuvres. Holiday parties are a great way to incorporate donorship as attendees are often encouraged to consider including a gift to the UGA Alumni chapters scholarship with registration.



EVENT REQUEST PROCESS AND POLICIES

Event Request Form

Chapters must submit an Event Request Form for all events. The form is found on the Chapter Leader Resources web page and must be submitted **at least two weeks** prior to the event. Events that require a contract with a vendor, speaker, or ticketing component must be submitted **six weeks** prior to the event. Events that go through the Grant Program must be submitted **at least eight weeks** in advance and do not require the submission of an additional Event Request Form.

Once submitted, events will be:

- Advertised to your chapter via official UGA evites, if requested
- Included on the Alumni Association online events calendar
- Added to the chapter web page
- Arch chapters are awarded points for the event

Event Request Forms ask for all relevant event details, including:

- Date, time, location, description, and category of event
- Registration details
- The opportunity to request event supplies
- Contact information for the event planner

3-4 months before the event:

- Meet with the chapter board to brainstorm event ideas
- Consider how events will connect alumni to one another and to UGA
- Determine if the event is going to require grant funding
- If event does require grant funding, submit a grant application by the grant deadline (p. 37)

Minimum 8 weeks before the event:

- Contact venues and vendors
- Give your Chapter time to draft contracts and send them to your Alumni Association staff contact to be signed
- Make a save-the-date post on social media pages for chapter members

3-6 weeks before event:

- **Submit an Event Request Form.**
- **Submit contracts six weeks before event.**
- Begin to advertise the event through the Chapter listserv, social media, and by word of mouth

At the event:

- Chapter board members should serve as hosts at events
- Welcome everyone as they come in and be sure to connect with new faces
- Encourage all attendees to fill out the sign-in sheet and opt into the chapter listserv
- If necessary, handle registration duties such as sign-ins, handing out drink tickets, etc.
- Take photos to post on social media and tag the main UGA Alumni account

After the event:

- Send a follow-up email to attendees who have been newly added to the listserv, thanking them for wanting to get involved
- Submit the sign-in sheet to the Alumni Association for record keeping
- Thank the chapter board members who helped with the event
- Share photos from the event on social media and send to Alumni Association staff
- Email or call your Alumni Association contact to let them know how the event went and let them know of any issues

Ticketed Events Policy

Chapters have the opportunity to coordinate events that involve tickets (athletic events, performances, etc.). Ticketed events often take longer than other events to coordinate, so chapter leadership should consider this when planning these events. If advanced tickets need to be purchased, consider the following:

- If it is possible for chapter members to order tickets individually via a venue-owned website. If this is a possibility, this option must be utilized.
- **Event Request Forms for ticketed events must be submitted at least six weeks prior to the event.**
- Chapter Leaders must ask the venue to complete a W-9, which needs to be submitted alongside the Event Request Form.
- If the venue does not offer group ticket orders through their own website but requires pre-ordered bulk tickets, Chapter Leaders should work with the Alumni Association to determine quantity and price of tickets. We encourage Chapter Leaders to be realistic in regards to attendance expectations for ticketed events. When in doubt, order fewer tickets to minimize the financial impact.
- If bulk tickets must be purchased in advance of the event, chapter leaders must use the Alumni Association to pay for the tickets.
- If all tickets are not sold, funds will be deducted from annual chapter funding.

To find the W-9 form, please visit the Alumni Chapter Leader Resources page online.



OTHER THINGS TO KNOW

Contracts

Send all contracts to the Alumni Association at least six weeks before the event. This process prevents chapter leaders from becoming personally liable for the contract.

Door Prizes

Chapters can choose to give away free door prizes at free chapter events. If the chapter would like to request prizes, they can do so through the Event Request Form. Chapters are not allowed to hold raffles or other “games of risk/chance” at the event. The Alumni Association will act as a liaison between other schools, colleges, departments and units for prizes when necessary.

Alcohol Policy

All chapter events must follow the official UGA alcohol policy. To review the complete alcohol policy, please visit the Chapter Leader Resources web page. Please remember:

- Advertising or referencing alcoholic beverages on official UGA-branded communications is strictly prohibited.
- Do not serve alcohol to any individual under 21 years of age.
- Anyone serving alcohol must be a designated bartender.
- Ensure food and non-alcoholic beverages are available to attendees.

Money

- Chapters are not permitted to hold private banking accounts.
- As a best practice, please refrain from collecting or handling cash at Chapter events and/or programs.
- Utilize our online registration system and work with staff in advance of your event to get it set up if there are costs to attend.
- If someone wants to donate to UGA, instruct them to visit give.uga.edu to make their gift online.

Chapter Recognition and Sponsorships

Chapters can have local businesses, companies, and/or individuals help offset costs for a chapter event. Local companies may want to provide door prizes, event supplies or a monetary gift. In return for providing gifts or services, they can receive gift recognition from the UGA Foundation. Sponsorships are great ways to further fund chapter events and support the University! Chapter event sponsors can be recognized on event marketing materials, as part of the event program, and on social media pages. Please contact Alumni Association staff for more information about sponsorships.

**Please note that sponsorship approval is subject to review and approval from Alumni Association staff and must align with the mission of UGA.*

Monetary Gifts

Individuals or businesses that would like to sponsor a chapter event are encouraged to make a monetary gift directly to the University. A check can be mailed directly to the Alumni Association and Alumni Association staff will ensure the funds are used towards the chapter event. This kind of gift also ensures that the sponsorship will be considered a tax-deductible gift. We strongly recommend sponsoring chapter events through this form of giving when possible.

Gifts of Service

Individuals or vendors may wish to make a contribution of services such as catering, music, floral arrangements, etc. They can be recognized with a gift receipt or letter of acknowledgment for covering the costs of a chapter event. Please reach out to your staff liaison for next steps and appropriate gift documentation paperwork.

Other forms of gifts may be possible on a case-by-case basis to sponsor a chapter event. Sponsorships must be consistent with the mission of the University and processed by Alumni Association staff.

FINANCES

ANNUAL CHAPTER FUNDING

All chapters receive annual chapter funding at the beginning of the fiscal year (July 1), so there is no need to fundraise to support chapter activities. The amount of annual chapter funding allocated to a chapter is provided based on chapter status (Pillar or Arch). Arch chapters receive \$500 annually and Pillar chapters receive \$250 annually.

Supplemental Funding and Grant Funding

Chapters will be able to seek additional funding in two ways: supplemental annual chapter funding and grant funding. Supplemental annual chapter funding is designed to extend the reach of original chapter funding. Grant funding is designed to financially support larger events in order to ease the burden on the chapter.

At the start of each fiscal year, the chapter account will be balanced to the original designated annual chapter funding amount. If a chapter spends all its annual chapter funding before the end of the fiscal year, the chapter may request more. Contact Alumni Association staff to inquire about annual chapter fund balances at any time. Approved uses of annual chapter funding include:

Event Supplies

- Light hors d'oeuvres for chapter events (this does not include providing food at board meetings)
- Gift for a visiting speaker (excluding gift cards)
- Cups, plates, cutlery, and tablecloths
- Venue reservations
- Chapter supplies not otherwise available through the Alumni Association office

Reusable Chapter Materials

- Chapter banner
- Sign for chapter events

Chapter Merchandise *(Only available for Arch chapters, see Guidelines for Trademarks, Logos and Merchandise)*

- Business cards (also available for Pillar chapters)
- Bumper stickers
- Koozies to distribute at chapter events

Unapproved Uses of Funding

Try not to use large percentages of your annual funding on low-impact, low-registration, or chapter-leadership-only events. Annual chapter funding comes from the UGA Foundation and the Foundation does not approve of certain uses of this funding. We cannot reimburse you for these expenses under any circumstances. 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
- Use grant funding for large expenditures



Supplemental Annual Chapter Funding

Chapters can apply for more annual funding through the Supplemental Annual Chapter Funding Application online. Supplemental annual chapter funding will be granted to chapters that have exhausted their annual funds and provide justification for why additional funds are needed. Supplemental Annual Chapter Funding Applications are accepted throughout the year and will be approved, modified, or denied by Alumni Association staff. Additional money for a single, larger event can be requested through the Grant Funding Application.

Grant Funding

Grant funding is available to Arch chapters when the cost of an event will exceed the chapter's remaining annual chapter funding. Arch chapters may submit 1 grant request per year per. Arch Chapters with an active local scholarship fund will be allowed to submit up to 2 grant requests per year. There is a maximum cap of \$10,000 per year for grant requests per Arch chapter.

Grant funding applications are more successful if the event achieves two or more of the following:

- Strengthens and/or expands alumni outreach to the broadest group of alumni or to a strategically targeted segment of the alumni constituency
- Strengthens and/or expands the number of meaningful opportunities for collaborations and partnerships
- Strengthens and/or expands the interaction between alumni and students to increase the visibility of the Alumni Association among

alumni and students

- Creates a greater awareness of the Alumni Association and your area chapter and constituent group
- Is UGA mission centric and adds value for alumni ultimately supporting UGA's priorities and the strategic vision of the Alumni Association

How to Use the Grant Program

Grant funding applications will be accepted on a rolling basis throughout the year and will typically require at least 12 weeks (3 months) time for staff approval, contract review, vendor payment and marketing plan implementation. These are strict deadlines and require chapters to create annual strategic plans and meetings with staff liaisons far in advance of grant funding submissions. Registration for events will not open until all contracts from vendors are reviewed, approved, and signed by the UGA Foundation. Please keep in mind that this process can take up to 12 weeks.

Grant funding applications are reviewed by the Alumni Association staff and submitted to the Alumni Association administration for review and approval. All requests over \$2,500 are reviewed by the Chapters Committee of the Alumni Association Board. All requests over \$5,000 will require proven event success from the previous year and the event must support the engagement of 100+ alumni in the chapter region.

Grant funding requests must include an estimate for total requested funding, not to be exceeded without further Alumni Association approval. Requests must also include goals that explain why the event is needed and how it will help achieve annual chapter goals. It is important to note that if 50% of the grant request is not made back in revenue, the Chapter may lose its ability to request future grants for the remaining calendar year. Future grant funding for events will be contingent upon the accurate documentation and timely submission of all invoices and receipts after the event.

To find the Grant Request Form, please see the Chapter Leader Resources online. If a grant funding application for an event is submitted by a chapter, no event request form is required.

How to Spend Chapter Funds

Chapter funds can be used through direct payment of the vendor or reimbursement of a Chapter Leader for event expenses. Whenever possible, direct payment of the vendor is the preferred method of payment. All payment forms are available online on the Chapter Leader Resources page.

Direct Payment of Vendor

- Send the following items to the Alumni Association at least 3 weeks before the event:
 - Invoice
 - W-9 from vendor
 - List of attendees
- Alumni Association mails a check to the vendor. Please note – it takes 2-3 weeks to process and send a check

Reimbursement of Chapter Leader

In order to expedite payment for reimbursed expenses, the following items need to be submitted within 30 days receipt:

- Chapter Leader pays for expenses.
- Send the following items to the Alumni Association:
 - Signed copy of the paid receipt
 - W-9 (requires social security number)
 - Non-Employee Reimbursement Form
 - List of attendees
- Alumni Association mails a check to the Chapter Leader. Please note – it takes 2-3 weeks to process and send a check

If you have an event and a vendor needs to be reimbursed, any payment from UGA or the UGA Foundation requires that the vendor be set up in the UGA system for payment. The IRS requires that UGA has a W-9 on file for every vendor.

COMMUNICATIONS

This section describes the communication tools available to get the word out about your events and programs. Several tools are yours to use as-needed (like your chapter's social media accounts and your area's listserv), and some require Alumni Association staff involvement. The more you plan ahead, the easier it will be for you to communicate with your audience regarding your event.

The Path of Commitment

To help visualize the process of engaging alumni with UGA, we use the “Path of Commitment.” It’s a number of steps that someone goes through as they decide to advocate for something. In our case, we move people toward advocacy for UGA like attending events, connecting Bulldogs to job openings, and supporting the university financially. Like any framework, these are generalizations and won’t capture everyone’s experience.



Your chapter has possible roles in every step, from someone becoming aware of a UGA event or fund, all the way to advocating for it: telling their Bulldog friends about a meaningful scholarship, or sharing the story of their friend who made UGA's 40 Under 40 list.

While the Alumni Association staff's ability to communicate across digital and physical media is robust, nothing beats word-of-mouth and personal connections within members of the alumni family – which is the part you are better at than anyone else. It's one of the many reasons we are deeply appreciative of Bulldogs like you!

Chapter Web Pages

All chapters receive a web page through the Alumni Association. This web page features Chapter Leader contact information and headshots, chapter information, recent and upcoming events, links to social media pages and more. To have the information on your page updated, contact Alumni Association staff.

Evites

Chapter leaders may request an evite to be created for any chapter event. Evites are sent to all UGA constituents (alumni, family and friends) within the chapter area to promote a chapter event. Chapter Leaders may request days for the evite to be sent within the Event Request Form, but final decisions on send dates are left to Alumni Association staff who manage the large volume of email traffic outgoing from UGA. Alumni Association staff will provide a draft of the evite within three business days of the submission for the chapter leader to approve. The Event Request Form must be submitted at least two weeks prior to the event to guarantee an evite can be sent.

Chapter Leaders have the option to not request an evite, but the Event Request Form must be submitted for all events. If the chapter elects not to use an evite, the event will be listed on the chapter web page but must be promoted by the chapter exclusively through social media and listserv communication.

Nationwide events do not require an Event Request Form, but instead an opt-in process is used via Alumni Association staff announcements; evites will automatically be sent to all participating chapter areas on behalf of Alumni Association staff.

Social Media Accounts

All chapters must maintain active social media page(s), and must post or repost content at least once per month. For Arch Chapters, social media pages should post or repost weekly. Having a strong social media presence is a great way to communicate directly with chapter members, show the personality of

the chapter through pictures and announcements, and create an online community for UGA alumni and friends in your area. All social media pages must use the appropriate chapter logo as their profile picture where able.

Chapters are permitted to have an account on social media platforms they would like. Alumni Association staff must have administrative access to all chapter social media accounts. For additional tips on using social media, see the Social Media Best Practices below.

Best Practices

- **Assess the goals of your channel** before creating or sharing a post. Is the post helping drive engagement, create awareness, or generate support for UGA? Ensure your content fits into the larger plan of your chapter's social accounts.
- **Follow brand guidelines** when you create content. This could mean looking at the main UGA Brand Guidelines, Alumni Brand, Chapter's Style Guide, or social toolkits when available.
- **Create a content calendar** to help maintain a steady posting schedule throughout the semester and engage alumni in your area. This could include nostalgic content, campus happenings, events in your region, or exciting updates. There are many tools to help with this. Plus, some platforms offer free versions of their services to help with scheduling or planning!
 - Meta (Facebook and Instagram) has a built-in scheduler for business accounts
 - Hootsuite is a platform that allows a variety of scheduling solutions
 - Airtable serves as an upgraded calendar to see all your plans in one place
 - Setting up a Google Sheet is a fast and easy way to share plans with your team
- **Share content from other UGA accounts.** Not all posts have to be original, you can share posts from @UniversityofGA, @UGAAlumni, and other schools / colleges on campus.

- **Encourage volunteers in your chapter to like, follow, and share** your chapter's social post to amplify the content. Utilizing your individual networks is one of the most effective methods to grow your chapter's online presence and reach.
- **Evaluate content before you share or promote it.** As representatives of UGA Alumni, each chapter's social media channels serve as a direct reflection of the University of Georgia and the Alumni Association.
 - UGA does not condone violence of any kind. Make sure you're not sharing content that promotes violence, fighting, cussing, or excessive alcohol consumption.
 - Posts should not use derogatory language that demeans UGA or other institutions.
 - Individual chapters should avoid fundraising for outside non-profit organizations.
- **Understand that UGA attracts a lot of attention during certain times of year**, specifically football season, and we need to make sure our presence is consistently positive. We want to create a warm and friendly community online.

If you have further questions regarding social media best practices for your chapter, please reach out to alumnichapters@uga.edu.

Chapter Listservs

A listserv is an email tool that allows chapter leaders to send an email to a group of people who have opted-in to that particular list; in your case, the list is specific to your local area. All chapters have access to a UGA listserv that can be used to communicate directly with engaged constituents in their areas who opt-in to receive listserv communications. Use of the listserv is at the discretion of Chapter Leaders, and only Chapter Leaders who have completed a Memorandum of Understanding may send email via the listserv.

How do I get access to the listserv?

To first gain access to your chapter's listserv, a chapter leader must sign a Memorandum of Understanding agreeing to use listserv communication and alumni data appropriately. Alumni Association staff will then add the chapter leader as an administrator, meaning the chapter leader will be able to send emails through the listserv and add individuals as recipients of the listserv.

The following sentence must be included in all listserv communications: "To unsubscribe from this list, please email alumnichapters@uga.edu."

How do I use the listserv?

Alumni Association staff will give the Chapter Leader the email address of the listserv. An email addressed to this email address will send a message 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.

How do people sign up for the listserv?

Alumni and friends can opt in to the listserv by providing their email addresses to a Chapter Leader or signing up through the link on each chapter's web page. Chapters are encouraged to have a sign-in sheet at each event that provides an opportunity for attendees to opt-in to the listserv (available on the Chapter Leader Resources page). The Alumni Association can send an email to all constituents in your chapter area to encourage them to sign up for the listserv.

Individuals cannot be involuntarily added to the listserv. Step-by-step instructions on how an authorized chapter leader can add individuals to a listserv can be found on the Chapter Leader Resources web page.

Listserv Information

- Email recipients cannot "reply all"
- A designated Alumni Association staff member will be included as a recipient on chapter listservs to review usage

Tips:

- Include a call-to-action in the first paragraph, i.e. “Register for our reception today”
- Try to send no more than one email per week
- Emails that are brief are more likely to be read by recipients
- Keep in mind you are representing the university. Best practices for listserv messages include:
 - Mention the chapter name in the subject line or at the top of the email
 - Include a greeting and a signature from whomever is sending the email
 - Use proper grammar and formatting
 - Use appropriate language
 - Be positive and spirited!



CHAPTER LOGOS

All chapters will receive an official UGA logo that can be used on social media, chapter emails, chapter web pages, etc.

Guidelines for Trademarks, Logos and Merchandise

The University's trademark policy applies to all designed artwork for chapter merchandise. No alterations of the university marks or logos are allowed. Prior to production, artwork must be sent to the Alumni Association for legal approval.

Only Arch chapters are eligible to have chapter merchandise created. The Alumni Association will assist in production of business cards and chapter artwork designs. All merchandise production is required to be done through a Fermata Partners licensed vendor. A list of these vendors is available online.

If the chapter does not have explicit permission from the Alumni Association, they are not authorized to use a mark, logo or verbiage, even if a printer is willing to print the job without it. It is the chapter's responsibility to acquire the approval before going to print. Chapters cannot print merchandise until official approval is granted. The Alumni Association team will work directly with vendors to print all merchandise.

Merchandising

Chapters may print T-shirts, hats or other branded items for individual purchase by chapter members. Usage of UGA likeness, branding and logos must be reviewed by UGA Alumni Association staff (see policy above). All merchandising policies must be followed, so chapters should alert the Alumni Association if they would like to create chapter T-shirts. T-shirts featuring chapter designs are only available for Arch chapters.

The Alumni Association will manage the T-shirt and merchandising process. Please keep in mind that this process has several steps and may take 1-2 months.

Business Cards

Chapters may use business cards to advertise social media pages, engage new members, and to promote the chapter to local alumni. All business cards should include information about social media platforms and may not include Chapter Leader names.

The business card process includes the following steps:

- If the chapter does not already have a design, create a design
- Input all chapter information into the standard chapter business card template
- Approve, have Alumni Association print and ship

Other Merchandise

If you are interested in other merchandise for your chapter (koozies, signage, etc.), contact Alumni Association staff for assistance.

Points System

Throughout the year, Arch chapters can earn points to qualify for the Chapter of Excellence and Chapter of the Year awards. Points are awarded as followed:

POINT SYSTEM	
100% GIVING PARTICIPATION BY CHAPTER LEADERS	5 POINTS
COMPLETING THE CHAPTER CHARTER APPLICATION	3 POINTS
FIRST CHAPTER EVENT IN EACH CATEGORY	3 POINTS
ADDITIONAL CHAPTER EVENTS IN EACH CATEGORY	1 POINTS

Double Dawg Dare events are worth double the points!

CHAPTER AWARDS

All chapters can be recognized for their accomplishments and efforts to support the UGA community each year. Chapters may nominate their own chapter and Chapter Leaders for any or all awards. Arch chapters are eligible for the Chapter of Excellence award, which does not require a nomination. Nomination forms and deadlines are emailed to Chapter Leaders each year.

Chapter of Excellence

Recognizes Arch chapters that have exceeded the expectations laid out by the Alumni Association. To earn this award, a chapter must:

- Earn a minimum of 20 points during the year
- Maintain an active social media account(s) with at least one post per month

Arch Chapter of the Year

Recognizes the Arch chapter that has gone above and beyond in their service to UGA and alumni. To be considered for this award, a chapter must:

- Earn a minimum of 25 points during the year
- Have every board member donate to UGA
- Have had at least one chapter representative attend the previous year's Alumni Leadership Assembly
- Submit a nomination form describing how the chapter has supported UGA's mission

Volunteer of the Year

Recognizes individuals who have gone above and beyond in their service to UGA and alumni. To be considered for this award, a nomination form must be submitted which outlines:

- Why the individual should be considered for Volunteer of the Year
- How their leadership impacts the chapter area
- How they support and connect alumni

Event of the Year

Recognizes events that excel in one or more of the seven event categories. To be considered for this award, a nomination form must be submitted which outlines:

- Why the event should be considered
- How the chapter advertised the event
- Estimated attendance
- How the event supported alumni, the chapter and UGA

Philanthropic Chapter of the Year

Recognizes chapters that have excelled in promoting donations to the UGA Alumni Association Scholarship or Georgia Fund. To be considered for this award, a nomination form must be submitted which outlines:

- How the chapter has promoted donations
- Chapter events with a giving component
- Marketing efforts to promote donations

Emerging Chapter of the Year

Recognizes chapters that have made significant steps in the development of their chapter. To be considered for this award, a nomination form must be submitted which outlines:

- New and additional programming efforts
- Development of new initiatives
- Other accomplishments and successes

Pillar Chapter of the Year

Recognizes the Pillar chapter that has gone above and beyond in their service to UGA and alumni. To be considered for this award, a nomination form must be submitted which outlines:

- New and additional programming efforts showcasing a diversity of events
- Have every board member donate to UGA
- Other accomplishments and successes

ADDITIONAL INFORMATION

FERPA

The Family Educational Rights and Privacy Act (FERPA) is a federal privacy law that restricts the disclosure of student records, such as report cards, transcripts, disciplinary records, contact and family information, and class schedules.

How does this apply to chapters?

Once a student accepts his/her admission into UGA, the Office of Admissions can no longer release his/her contact information. Contact information is available for the Give That Dawg A Bone letter writing campaign (before admission is accepted) as Alumni card writers are acting as volunteer agents in support of the Office of Admissions. Once an admitted student has deposited, they officially become a student of UGA, and their contact information is not available to volunteers for Freshman Send-Offs after admission is accepted.

NCAA COMPLIANCE

UGA Alumni Chapters are expected to adhere to the rules and regulations of the NCAA. For more information, visit compliance.sports.uga.edu.

Name, Image, and Likeness

University of Georgia Student-Athletes participating in intercollegiate athletics may now receive compensation for the use of their name, image, and likeness ("NIL"), with certain limitations. This policy is intended to promote compliance with applicable laws and policies, clarify Student-Athletes' rights to receive compensation for the use of their name, image, and likeness, and preserve Student-Athletes' eligibility. This policy is not intended to prevent or discourage Student-Athletes from earning compensation for their name, image, and likeness.

For a full list of the policy, visit georgiadogs.com/sports/2021/8/2/nil-policy.aspx

RESOURCES AND SUPPORT

Chapter Leader Resources web page:

The online Chapter Leader Resources web page has additional information and helpful forms that will be useful to you as a chapter leader. Please refer to this page for all forms you will need, including the Chapter Charter Application, event request form, reimbursement forms, etc. These resources are updated throughout the year, so be sure to check this page periodically for updates. The Chapter Leader Resources page can be found at alumni.uga.edu/chapters/chapter-leader-resources.

UGA Chapter Leaders Facebook group:

This Facebook group is a great networking tool for chapter leaders around the world. Chapter leaders use this space to post pictures, give updates, network, and share ideas that have been successful with their chapters. If you have difficulty accessing this group, please email Alumni Association staff for assistance. The Facebook page can be found online at facebook.com/groups/UGAChapterLeaders.

Share your success 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!

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.

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.

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.

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 Bulldogs.

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.

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.

Tell UGA about new attendees. To keep your chapter emails as effective as possible, be sure to collect the emails of all new event attendees and submit them to alumnichapters@uga.edu.



ALUMNI LEADERSHIP ASSEMBLY

Alumni Leadership Assembly (ALA) is the University of Georgia's annual gathering of UGA Alumni Association Chapter Leaders, affinity group council members, and board members. Passionate alumni and friends who lead UGA's four affinity councils and more than 80 alumni chapters return to the Classic City for a weekend packed with opportunities to explore how UGA has grown since graduation, to gain the knowledge and tools to effectively lead alumni chapters and affinity groups in support of the university's mission, and to connect with fellow alumni volunteers to exchange best practices. Traditionally, the Alumni Leadership Assembly occurs the last weekend in February.

Travel Stipend Process

For chapters located more than 300 miles from Athens: two Chapter Leaders, designated by the chapter president, are eligible to receive up to \$200 each to offset travel costs. The deadline to submit reimbursement is within 30 days of attending Alumni Leadership Assembly.

Who Should Attend – 2 representatives per Chapter

- New members of your chapter board
- Chapter president
- Chapter Leaders who want to change roles/take on new responsibilities

If your chapter would like to send more than 2 leaders to ALA, please reach out to staff liaison to request permission. Space is limited and there are no guarantees for more than 2 people to attend in person.





**UNIVERSITY OF
GEORGIA**
Alumni Association

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UGA Alumni Chapters
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2023 Edition

GO DAWGS.