



ALUMNI

# *Chapters* PROGRAM REPORT

ALUMNI LEADERSHIP  
ASSEMBLY  
2023





# ALUMNI

## Agenda

Chapter Playbook Updates and Best Practices

---

Impact Reports

Chapter Leader Recruitment

Event Planning Timelines

Finances

Grant Funding

Social Media



# ALUMNI



## VISION

Every Bulldog Committed to Georgia.

When the world calls, Bulldogs answer.

UGA fosters lifelong relationships with our alumni, because we are committed to the growth, success and connection of the Bulldog family.

## MISSION

Our mission is to help UGA alumni and friends turn their love for the University of Georgia into meaningful action: mentoring a student, leading an alumni chapter, or creating a scholarship. All alumni, donors, parents, and friends of the university can make a difference.

Inspiring Bulldogs. That's what we do.





# ALUMNI

## Chapters IMPACT

2022 was a year for the record books

1,265

Chapter  
Programs

977

Game Watching  
Parties

2,448

Event  
Registrations

365

Chapter Leaders



246 Unique Chapter Programs

42 Welcome to the City Events

92 locations with Chapter led GWPs

72% of Chapter Leaders donated to UGA

**\$393,731** donated to UGA by Chapter Leaders





ALUMNI

# GWP REPORT: CHECK-IN SNAPSHOT



**WIN**  
**A FOOTBALL**  
**SIGNED BY**  
**KIRBY SMART!**

ENTER HERE



ALUMNI.UGA.EDU/GWPATTEND

Enter on regular season gamedays to win. Limit one entry per person. Winner will be contacted by UGA Alumni Association staff by the Tuesday following the game.



- Total GWP Locations: 92
- Total Game Watching Parties: 977
- Total Number of Check-Ins: 7,393
- Total Linked Constituents: 2,190
- Game with most Check-Ins: vs. Oregon 977
- Chapter with most Check-Ins (at single event): Volusia/Flalger with 61 vs. TN

*Record Breaking*

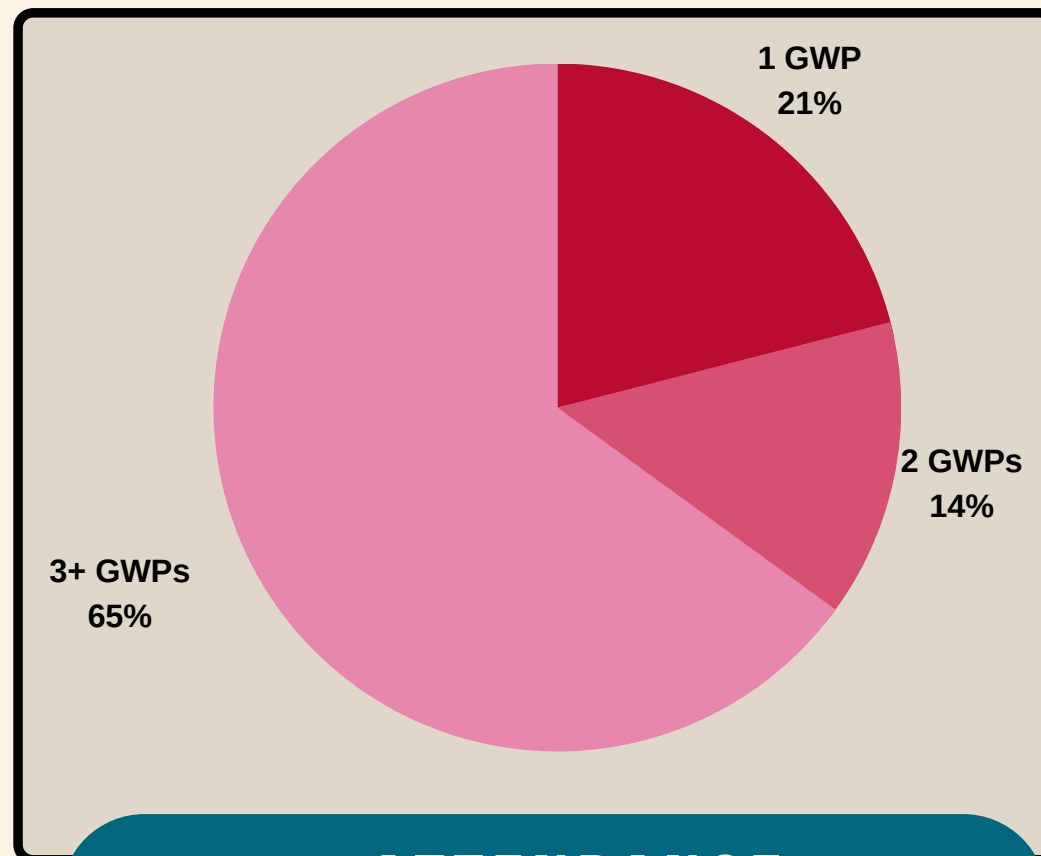




ALUMNI



# GWP REPORT: GUEST SURVEY



ATTENDANCE

4.37 OUT OF 5



OVERALL ENJOYMENT

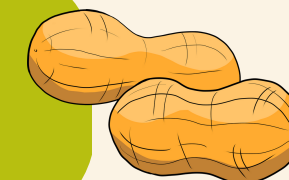
SENT TO 1,900 ALUMNI  
238 RESPONSES

65% WANT TO ASSIST THEIR  
LOCAL CHAPTER

RESPONSE

What can be improved?

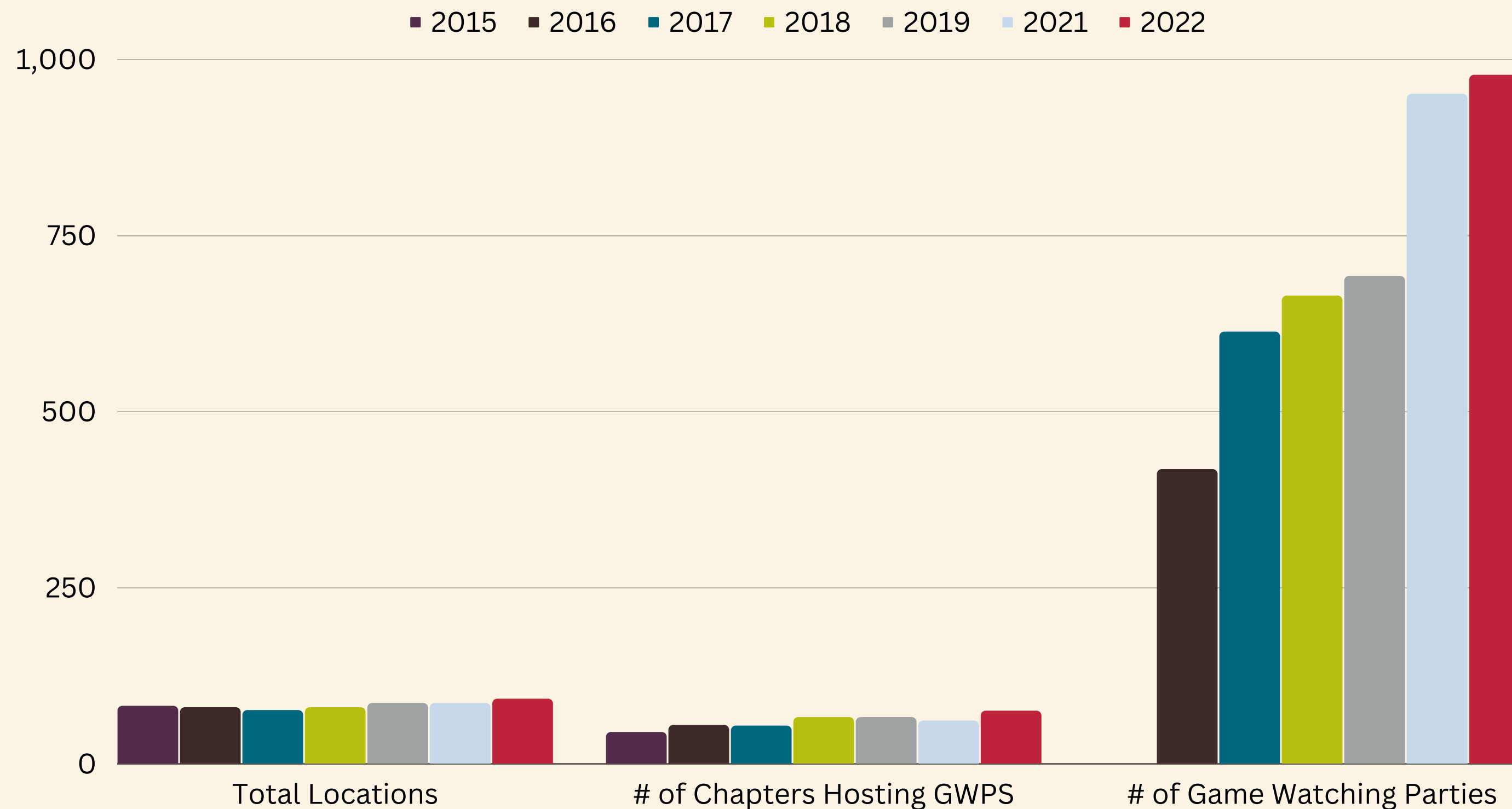
More Giveaways, Food/Drink Specials, Venue Improvements, and...  
boiled peanuts





ALUMNI

# GWP 8 YEAR SNAPSHOT







# ALUMNI

# Championship MINDSET

## CHAPTER LEADER QUALITIES

- Demonstrated passion for UGA and its mission
- Proven willingness to donate time and resources
- Strong communication and interpersonal skills
- Representation of 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
- Willingness to have an in-depth understanding of UGA policies and procedures
- Positive, enthusiastic, and proactive attitude.



“When you talk about the SEC, you never get a chance to rest...At the end of the day, if you're not beating the teams on the road **recruiting** that you have to beat on the field, then you're probably not going to win many championships.” – Kirby Smart







# ALUMNI

# ALWAYS BE RECRUITING



1



## BYLAWS

Create a clear succession plan and job descriptions for board roles annually.

2



## ANNUAL STRATEGY

Goals help determine the size of your board, the positions you need, and create a path for achievement.

3



## WORK THE ROOM

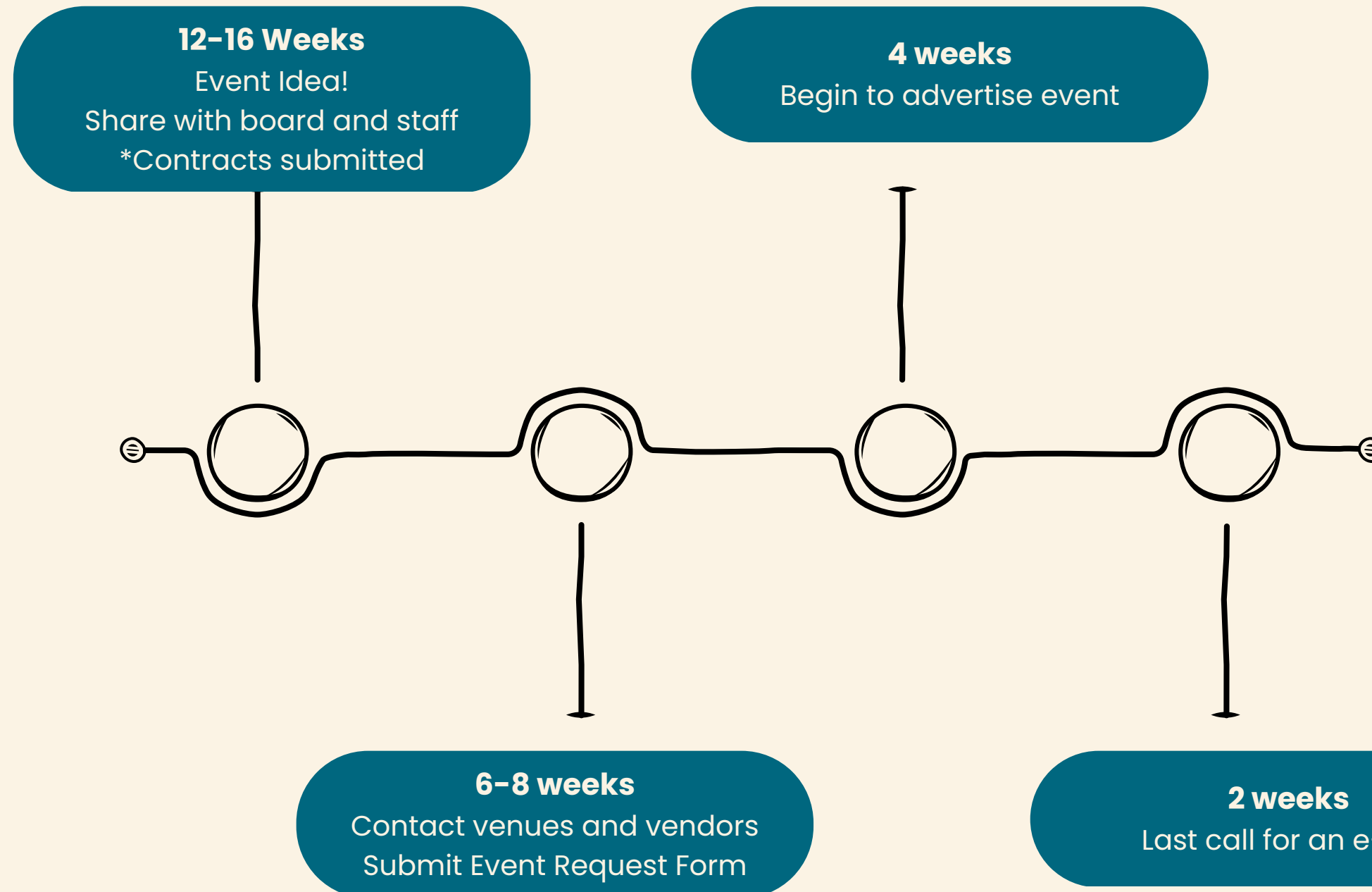
Welcome guests and get to know all the bulldogs at each event.  
Share insights on potential recruits with fellow board leaders and follow up to gauge interest.





# ALUMNI

# EVENT PLANNING TIMELINE



Event Request forms must be submitted at least 4 weeks prior to event.

Events with \$\$ component must be submitted at least 12 weeks prior to the event.



# ALUMNI

## Chapter FINANCES



All Chapters receive annual chapter funding at the beginning of the fiscal year (July 1).

Pillar Chapters: \$250 annually

Arch Chapters: \$500 annually

### How to Spend Funds

Direct payment of vendor or reimbursement of chapter leader

Chapter leader reimbursements must be submitted within 30 days of event occurring.

- snacks for chapter events
- gift for a visiting speaker
- décor for event
- venue reservation
- chapter supplies not otherwise available through the Alumni office
- chapter banners/signage
- business cards
- koozies and other merchandise





# ALUMNI

## 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.

### How to Use

- applications will be accepted on a rolling basis throughout the year
- submit at least 12 weeks (3 months) to allow time for staff review, approval, contract support, and marketing plan implementation
- \$5 built/baked in gift no longer required (may not be the best strategy)
- requests over \$2,500 will continue to be reviewed by Chapters Committee
- requests over \$5,000 require proven event success from prior year and the event must engage 100+ alumni in the chapter region







# ALUMNI



TAG @UGAALUMNI IN YOUR POSTS



# *Social* MEDIA

- Assess goals of your channel
- Follow brand guidelines
- Create a content calendar
- Share content from UGA accounts
- Evaluate content before you share
- Encourage bulldogs to like, follow & share





*Never*  
**BARK ALONE**

---

[alumnichapters@uga.edu](mailto:alumnichapters@uga.edu)









