

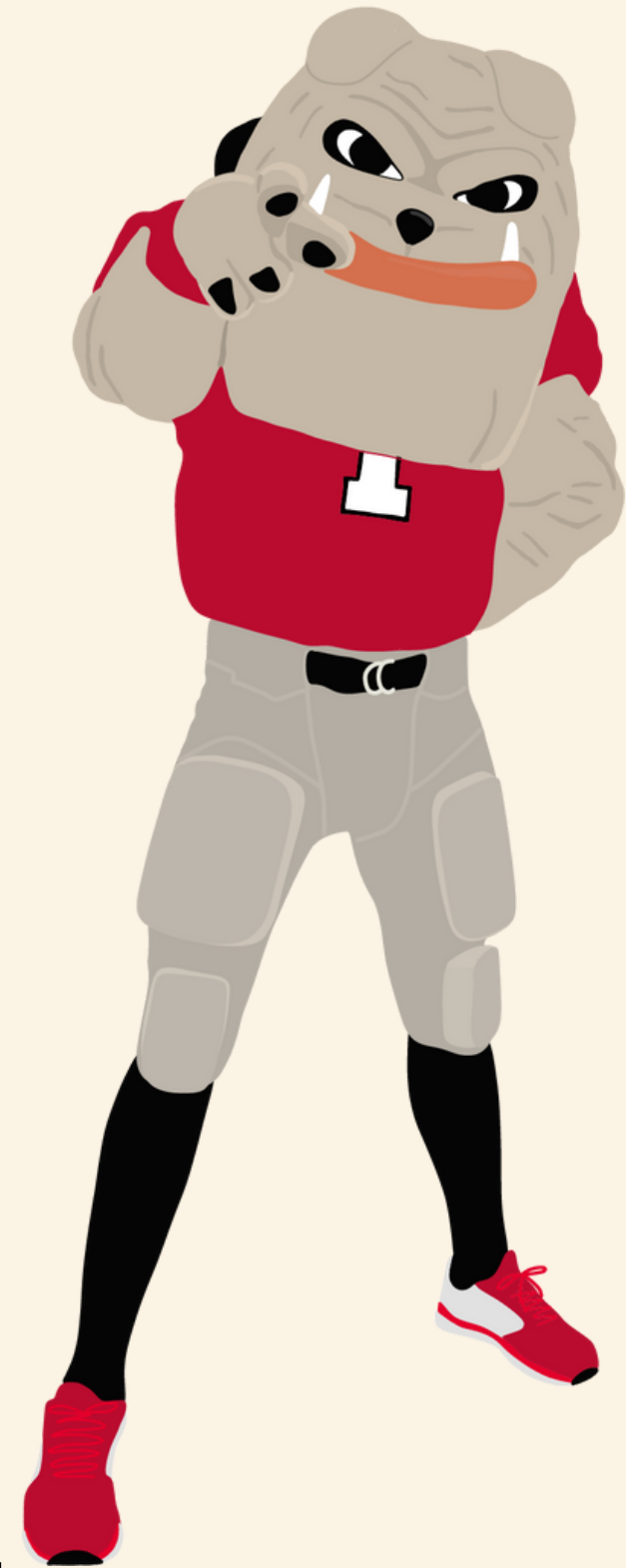


**ALUMNI**

*Chapters*

**UPDATES**

Alumni Leadership Assembly 2024





**ALUMNI**

**287**

Chapter  
Events

**965**

Game Watching  
Parties

**5263**

GWP Check-  
Ins

**53**

DDOG Events (2023-  
2024)

*Chapters*  
**IMPACT**

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

*ENTER HERE*

[ALUMNI.UGA.EDU/GWPATTEND](https://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.



**ALUMNI**

# *Chapters* **PROGRAM RESTRUCTURE**

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Why The Change?

Chapter Designations

Recognition Process

Event Categories

Event Timeline and Capacity

Board Positions

Chapter Funding



# ALUMNI

## DAR PRIORITIES

- Fundraising to support UGA strategic priorities through scholarship support, experiential learning, facilities and active learning, student wellness, and faculty support.
- Strengthening our donor pipeline through data-driven engagement with students, alumni, and friends.
- Expanding industry engagement and cultivating support for the Innovation District
- Engaging students in career development and mentorship

## 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.



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# CHAPTER DESIGNATIONS

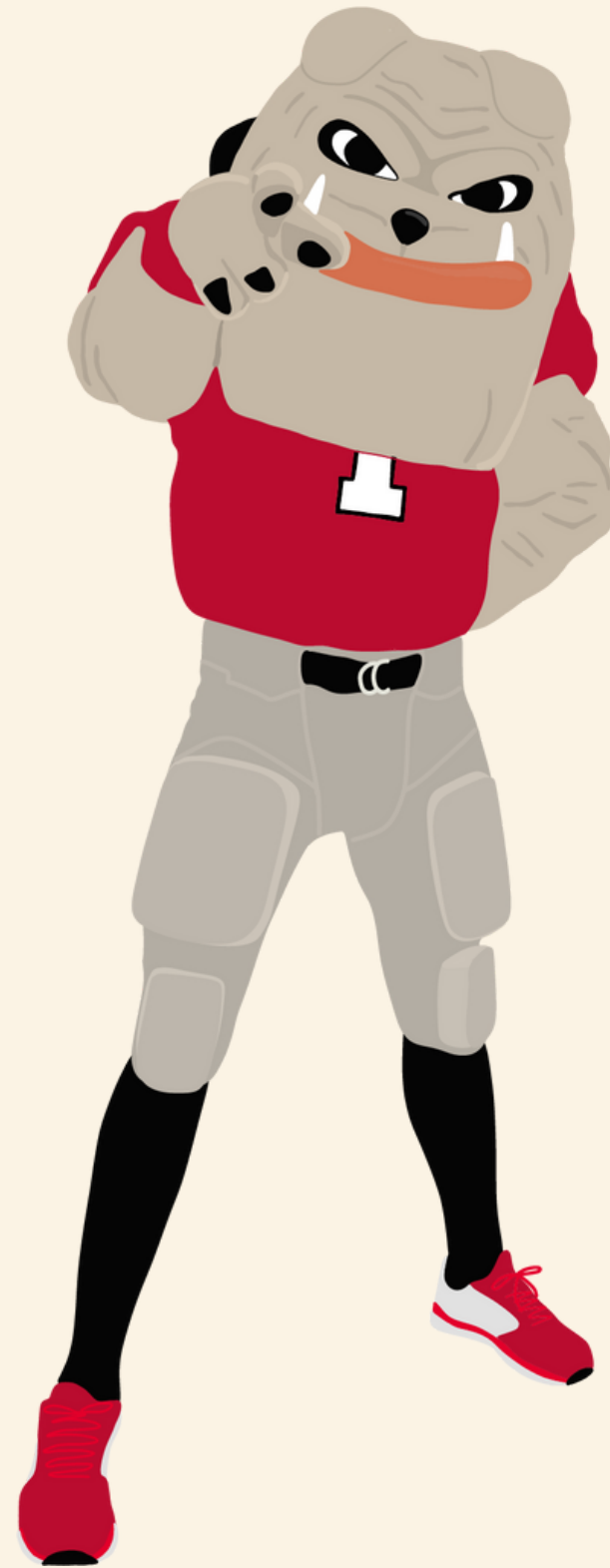
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# ALUMNI

## *Champion* CHAPTERS

- Previously known as “Arch” Chapters
- Chapter Leaders will no longer “apply” to be “Champion” Chapters
- Alumni Chapters staff will identify current and potential “Champion” Chapters based upon alumni concentration and relevant market data



## *Varsity* CHAPTERS

- Previously known as “Pillar” Chapters
- Regardless of the designation, we are hoping and expect you ALL to champion the mission of the University in your local communities.





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# CHAPTER RECOGNITION PROCESS

**1**



## CHAPTER APPLICATION/MOU'S

Alumni Chapters will now operate on a fiscal year process, rather than calendar year. Chapter Applications and MOU's will now be available in May.

**2**



## ANNUAL PLANS

Champion Chapters will now be required to submit annual plans with their Chapter Applications. ALL Chapters are encouraged to create one!

**3**



## TRAINING MODULES

New Chapter Leaders will be required to complete official training modules. (All volunteers will need to complete them this cycle)





# ALUMNI



# EVENT CATEGORIES

- Admissions & Student Outreach
- Athletics
- Community Service
- Cultural & Educational
- Social & Networking







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# Event Outcomes



**Every attendee must leave a Chapter event feeling better about their connection to UGA**

**Chapter events should further the academic mission of the university and work to enhance the experience of current and future UGA students in some way**

**When planning an event, ask yourself: "What are attendees learning about UGA and in what ways are they deepening their commitment to the institution?"**



# ALUMNI

## QUALITY

## QUANTITY

- May host a maximum of four (4) volunteer-led events each year
- Must hold at least two (2) volunteer-led events each year

### CHAMPION CHAPTERS

### GAME WATCHING PARTIES

### DAWG DAY OF GIVING

### ~~WELCOME TO THE CITY~~

### NATIONWIDE PROGRAMS

- May host a maximum of two (2) volunteer-led events each year
- Must hold at least one (1) volunteer-led event each year

### VARSITY CHAPTERS

Nationwide Programs are exempt from event caps\*





# ALUMNI

# EVENT PLANNING TIMELINE



## 12-16 Weeks

Event Idea/Further details from Annual Plan  
Share with board and staff  
\*Contracts submitted

## 4 weeks

Begin to advertise event

## 6-8 weeks

Contact venues and vendors  
Submit Event Request Form

Event Request Forms must be submitted at least 8 weeks prior to event.

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





# ALUMNI

# Chapter FINANCES



All Champion Chapters will maintain their \$500 allocation of Annual Chapter Funding but Varsity Chapters will no longer have a set budget.

We will now maintain a central budget line from which the Alumni Chapters staff can provide further financial support to ALL Chapter events when appropriate.

## What If Our Chapter Needs Funds?

WE HAVE FUNDS TO SUPPORT YOUR CHAPTER

- Contact your staff liaison about the potential use of funds
- Have a plan for how you intend to use them

## Uses for Funds Include

- venue reservation
- chapter banners/signage
- business cards

*\*We will no longer be purchasing/reselling blocks of tickets for sporting event\**



# Chapter BOARD POSITIONS

**ALL Chapters will be required to maintain the following 3 positions:**

- President
- Communications/Social Media
- Event Chair



In an effort to ensure Chapter Boards operate efficiently, we will now be limiting board positions to a maximum of (8).



**ALUMNI**

# Frequently Asked Questions

Why are you limiting the number of events we can have?

Can we host generic happy hours?

How will you determine who is a Champion Chapter?

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**QUESTIONS?**

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*Chapter*

# EVENT BRAINSTORM

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# ALUMNI

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**ALUMNI**

# Next Up:

**11:45am:** Lunch shuttle service to Bolton begins  
(you're welcome to walk)

**12:15pm:** Last Call for shuttle service to Bolton

**1:00pm:** Walk to the Miller Learning Center

**1:15pm:** Afternoon Keynote Begins (MLC 101)