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The Kent State University Alumni Association wishes to extend appreciation and thanks to the University of Missouri-St. Louis Alumni Association. Materials in this guide are adapted from UMSLs Volunteer Toolkit, the University of Georgia Alumni Association Playbook and material from other colleges and universities.

KSUAA Volunteers ThanKS2U



Dear Kent State University Alumni Association Chapter Leader,

The Volunteer Engagement Team of the Kent State University Alumni Association thanks you for your contributions to the Kent State University Alumni Association. As volunteers, you are worth your weight in [blue &] gold as you share your time and talents with your alma mater. Your work as a chapter volunteer plays a critical role in building lifelong relationships between Kent State and its graduates. Without you, KSUAA would not be able to build lifelong relationships between Kent State and its graduates.

Your participation as a chapter leader is much appreciated. With your help, KSUAA created the model for alumni chapters to enhance your experience as a volunteer. The chapter model is divided into four categories:

- **Leadership/Board Management,**
- **Communications,**
- **Alumni Involvement Events and**
- **Philanthropy.**

In addition to detailing requirements, expectations and best practices for each area, the model illustrates ways in which KSUAA can support alumni chapters. These improvements, along with training opportunities, will support chapter board leaders and KSUAA in accomplishing the organization's mission. We look forward to growing, changing, learning, and creating new experiences with you, our volunteers.

Flashes Forever,

Joy Wesoloski
Associate Director

Jill Pecoraro, M.Ed. '09
Assistant Director

Marquita O. Rodgers, M.Ed. '09
Program Coordinator



Spring 2019

THE KENT STATE UNIVERSITY ALUMNI ASSOCIATION

HISTORY & BACKGROUND

John E. McGilvrey, Kent State's first president, founded the Kent State University Alumni Association (KSUAA) in 1911. President McGilvrey planned the alumni association before students came to campus, before any buildings were finished, before he had a faculty, and even before he came to Kent. Alumni continue to support Kent State University in many ways. With more than **245,000*** alumni worldwide, the alumni association continues to strengthen our life-long engagement and philanthropic relationships with alumni.

VISION STATEMENT

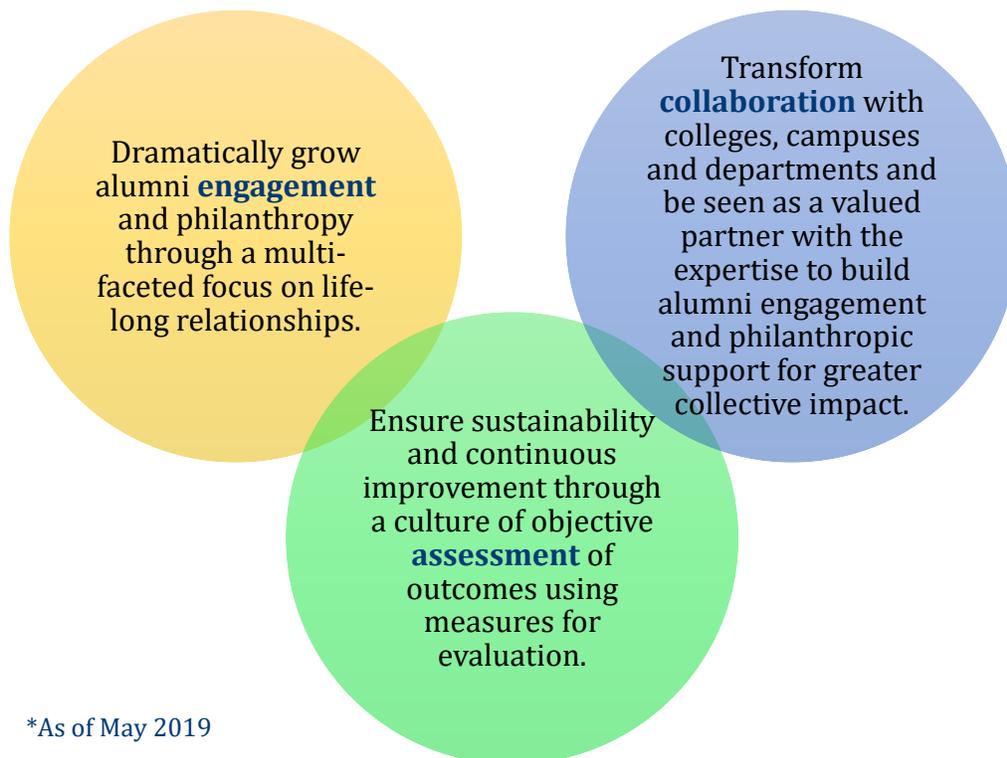
To be the catalyst for building lifetime relationships between Kent State University and its graduates.

MISSION STATEMENT

To foster strong emotional bonds and meaningful engagement with Kent State University through programs and services for alumni and students.

GOALS

The alumni association has identified the following goals in furtherance of its mission.



*As of May 2019

THE ALUMNI VOLUNTEER <<

Building alumni chapters is a joint effort shared among

- A group of highly motivated and well-informed alumni volunteers.
- The Kent State University Alumni Association.
- The Kent State University Alumni Association National Board of Directors.

Dedicated alumni are instrumental to our success and help KSU build real relationships and connections with fellow alumni in purposeful, exciting ways. The work you and your chapter do to keep alumni within your community connected to Kent State is essential.

Our Kent State University Alumni Association (KSUAA) chapter program offers alumni volunteers the opportunity to stay involved with and connected to Kent State, current students and fellow alumni leaders who are committed to supporting the university and linking alumni with each other.

Developing meaningful engagement is the key focus for the Kent State University Alumni Association. We hope by staying informed and involved, KSU alumni will be inspired to support Kent State University and ensure its continued excellence. As you give your time and energy, please know that you are shaping the strategic direction of the alumni association and future generations of proud Kent State alumni.

Thank you for taking this first step in the journey. Let us get started...

THE IDEAL VOLUNTEER

- Is a Kent State alumnus or alumna.
- Commits to participating and working with fellow alumni to develop meaningful engagement opportunities.
- Along with other chapter leaders, serves as a public contact for the chapter and provides contact information that is published on the KSUAA webpage.
- Follows guidelines of the alumni association detailed in this toolkit!

KENT STATE UNIVERSITY ALUMNI ASSOCIATION CHAPTER BOARD <<

Chapters rely on great volunteers. Volunteers are the lifeblood of alumni chapters and would not be possible without you! A successful chapter needs a base of chapter leaders it can rely on to be active and engaged. Active chapter leaders keep the group current and energized, and allow the work to be divided among the chapter board. **See Chapter Leaders Vision Statement on page 8.**

MAJOR RESPONSIBILITIES

As a chapter leader, your major responsibilities include:

- **Participation in Meetings:** Chapter leaders are required to host (minimally) **three** scheduled meetings at quorum per year:
 - **April/May** to discuss the Chapter Operating Plan due by June 30, programming ideas for the next fiscal year and to hold board leaders elections.
 - **August/September** to coordinate details of fall events.
 - **January/February** to discuss spring programming and new board leaders' suggestions.
 - Confirm date of next chapter meeting at each meeting.
 - Chapter leaders are encouraged to meet in person for the three required meetings, but may also host meetings via audio, video or computer teleconference, if necessary and for additional meetings.
- **Planning Chapter Events:** Chapter leaders are expected to help plan and coordinate (minimally) **two events per year** for their constituents. This includes working closely with the staff liaison on planning the calendar of events and event details, identifying venues, publicizing events and tracking registrations.
- **Alumni Day of Service:** Chapters leaders are required to host at least **one** Alumni Day of Service site. The site should be secured and shared with the staff liaison no later than **December 20** each year.
- **Attend Events:** Chapter leaders are expected to attend all chapter events as representatives of the leadership team.
- **Recruitment:** Chapter leaders are expected to interact with event and meeting attendees to encourage more involvement with the chapter.
- **Philanthropy:** Chapter leaders are required to promote awareness of Kent State giving opportunities to their constituency and event attendees. Opportunities may include chapter scholarship or another Kent State area of interest.

TIME COMMITMENT

Time commitment for chapter leaders will vary based upon level of leadership, involvement and number of chapter meetings and events. Estimated time commitments for chapter leaders are 2-3 hours per month, or 24-36 hours per year.

CONDUCT OF KSUAA CHAPTER LEADERS

The success of the Kent State University Alumni Association depends upon volunteers helping with in a variety of programs. The alumni association values its volunteers and works to create services to support and enhance their involvement.

However, volunteers of the KSUAA conducting themselves in a manner inconsistent with the association's mission or expectations shared within this publication may be removed as chapter leaders.

The Volunteer Engagement Team staff is available to answer any questions you may have.

WAYS TO AVOID VOLUNTEER ROADBLOCKS

Life happens; priorities and interests change, competing demands for time emerge, doubts about competence and the value of our work surface, or we are exhausted. These and other experiences can lead to roadblocks for volunteers. We have identified the following to help manage your experiences.

- Recognize when it is time to take a break—lack of enthusiasm and commitment by a chapter leader can spread. Life gets busy and can be demanding. It is perfectly okay to change course.
- Let go and delegate. Your fellow volunteers want to help, so delegate tasks and responsibilities.
- Follow a succession plan.
- Do not take on more than you can handle. The perfect volunteer is just waiting for the opportunity to help and get involved.

Your alumni association staff liaison is here to offer suggestions and guidance on how to navigate roadblocks you may be experiencing.

“WHEN YOU COME TO A ROADBLOCK, TAKE A DETOUR.” ~MARY KAY ASH

CHAPTER LEADERS VISION STATEMENT

The Kent State University Alumni Association (KSUAA) strives to provide our chapter volunteers with outstanding experiences by cultivating their skills, interests and talents to achieve university and KSUAA initiatives. We want our volunteers to benefit from their efforts by:

- Building and expanding their alumni network and reconnecting with Kent State University classmates, friends.
- Developing professional and leadership skills with exclusive training opportunities.
- Providing the opportunity to make a difference in students' lives with mentoring and scholarship opportunities.
- Strengthening ties between Kent State University and their community.

We believe our volunteers are essential to creating opportunities that engage fellow alumni in meaningful ways that promote support for Kent State University and the alumni association.



POSITION DESCRIPTIONS

We outline chapter positions on the following pages. We ask chapters to fill each of the six positions prior to having two or more individuals in the same position. For example, instead of two vice presidents and no communications chair, have one vice president and one communications chair. If your chapter would like to consider additional positions, please consult with your staff liaison prior to implementation. Thank you!

**“THE BEST WAY TO FIND YOURSELF IS TO
LOSE YOURSELF IN THE SERVICE OF OTHERS.”
~MAHATMA GANDHI**

The Role of the President

The president is the overall manager and motivator of the entire chapter. The president should see the "big picture" and be the catalyst that keeps chapter activities moving rather than doing everything alone. Chapter leaders and committee chairs relieve the president from monitoring all of the details, and the committees allow everyone to contribute to the operation of the chapter.

- Serve (1) two-year term.
- Provide overall leadership and direction to the alumni chapter. Be familiar with all areas of the chapter's operations so you can lead effectively.
- Create and send meeting agendas.
- Preside over chapter board meetings.
- Attend and participate in all executive committee and chapter meetings.
- Participate in at least one alumni association sponsored training opportunity a year.
- Attend all chapter events and activities.
- Respond to communications from alumni association within 48-business hours.
- Have full knowledge of the duties of each leader, as well as their own.
- Responsible for replacing board leader(s) not performing their tasks.
- Maintain contact with staff liaison and alumni association office once per month.
- Establish chapter goals in support of the mission of the alumni association.
- Ensure board leaders fulfill their duties impartially, accurately and promptly.
- Enforce chapter and/or alumni association policies and procedures.
- Exercise overall financial responsibility for the chapter to ensure compliance with KSU and alumni association policy.
- Submit annually the Chapter Operating Plan by the designated deadline.
- Develop and maintain chapter-operating plan, in coordination with the board and submit plan updates to staff liaison semi-annually.
- Ensure the position has a successor.

**"EVERYBODY CAN BE GREAT, BECAUSE ANYBODY CAN SERVE."
~MARTIN LUTHER KING, JR.**

The Role of the Vice President

The vice president plays a critical role in the success of a chapter. They are responsible for serving in the place of the president in their absence or at their request. In collaboration with the president, the vice president has responsibility for developing and maintaining the chapter-operating plan, assessing progress toward goals and coordinating committee work. The vice president may play an integral role in program planning.

- Serve (1) two-year term.
- Attend and participate in all executive committee and chapter meetings.
- Assume all duties of the president if necessary; presiding over meetings in the absence of the president; serving as interim president during a presidential transition.
- Coordinate with the president to advise all chapter leaders in the completion of tasks and responsibilities.
- Develop and maintain chapter-operating plan, in coordination with president. (Submit plan updates semi-annually to staff liaison.)
- Work closely with the president and staff liaison to assess progress toward meeting chapter goals.
- Coordinate and oversee all chapter leader's progress with updates to the president.
- In conjunction with other chapter leaders, coordinate chapter programs and events.
- In conjunction with other chapter leaders, organize activities consistent with the goals of alumni association and the chapter.
- In conjunction with staff liaison, serve as contact for chapter in establishing and collaborating with campus partners.
- Ensure event revenues and invoices comply with KSU and alumni association policy.
- Participate in at least one alumni association sponsored training opportunity a year.
- Attend all chapter events and activities.
- Respond to communications from alumni association within 48-business hours.
- Ensure the position has a successor.

**"IT'S NOT JUST ABOUT IDEAS;
IT'S ABOUT MAKING IDEAS HAPPEN."
~ANONYMOUS**

The Role of the Sergeant-at-Arms

The sergeant-at-arms keeps order during meetings; provides support to the president; makes certain parliamentary procedures are followed; and decides all issues of parliamentary procedure according to Robert's Rules of Order. Additional information on Robert's Rule can be found at <https://www.kent.edu/alumni/alumni-chapter-resources>, www.robertsrules.org and www.robertsrules.com.

- Serve (1) two-year term.
- Attend and participate in all executive committee and chapter meetings.
- Take and submit meeting minutes. Arrange for replacement when unable to attend a meeting and for assistance with duties, if necessary.
- Organize meetings, follow protocols and keep board leaders in order. Secure chapter-meeting location and confirm location five (5) days before the meeting.
- Follow [certain] Robert's Rule of Order parliamentary procedures and call to order as well as adjourn all chapter meetings.
- Arrive at least 30 minutes before the meeting to unlock doors, arrange room, check room temperature (adjust if necessary) and set out materials. Return room to original configuration (if necessary), pack up materials, and pick up and dispose of any stray items or trash.
- Ensure items necessary for the meeting are present, e.g. agenda, talking points, promotional literature, ballots.
- Oversee and maintain chapter supplies.
- Provide support to the president. Carry out requests or orders made by the president of the chapter.
- In conjunction with other chapter leaders, coordinate programs and events.
- Participate in at least one alumni association sponsored training opportunity a year.
- Attend all chapter events and activities.
- Respond to communications from alumni association within 48-business hours.
- Ensure the position has a successor.

**"WITHOUT INVOLVEMENT, THERE IS NO COMMITMENT.
MARK IT DOWN, ASTERISK IT, CIRCLE IT, UNDERLINE IT."**

~STEPHEN COVEY

The Role of the Communications Chair

The communications chair works with the staff liaison and supports/provides timely and comprehensive information to chapter constituents about chapter, alumni association and Kent State events, via communication platforms. The chair creates and maintains a favorable image of the chapter's digital communications and continuously, effectively and efficiently shares alumni association's signature and chapter events.

- Serve (1) two-year term.
- Attend and participate in all executive committee and chapter meetings.
- Establish chapter Facebook page; search and research articles suitable for chapter Facebook page and post to Facebook at least two times weekly with chapter, KSU and alumni association-related information.
- In conjunction with staff liaison, maintain and build relationships with chapter constituents through consistent, accurate and timely digital communications.
- Promote and market via digital communications, alumni association signature events: Alumni Awards, Homecoming and Alumni Day of Service.
- Work with staff liaison for event marketing and promotional materials, e.g. alumni involvement events, social media.
- Follow all KSU and alumni association branding and communications guidelines. Maintain consistent brand image in all communications.
- Address or forward [any] comments received from constituents to staff liaison.
- In conjunction with other chapter leaders, coordinate programs and events.
- Participate in at least one alumni association sponsored training opportunity a year.
- Attend all chapter events and activities.
- Respond to communications from alumni association within 48-business hours.
- Preside over meetings in the absence of the president and vice president(s).
- Ensure the position has a successor.

**“RESPONSIBILITY IS THE POSSIBILITY OF OPPORTUNITY
CULMINATING IN INEVITABLE FULFILLMENT.”**

~SRI CHINMAY

The Role of the Alumni Involvement Events Chair

Overall responsibility for the logistical coordination of alumni engagement events, this individual is responsible for ensuring the chapter meets the alumni association requirements and expectations. In addition, the alumni involvement events chair is responsible for securing and registering the chapter's Alumni Day of Service site by December 20 each year, and serving as the onsite-leader the day of.

- Serve (1) two-year term.
- Attend and participate in all executive committee and chapter meetings.
- In conjunction with other chapter leaders, coordinate two (2) alumni engagement events: chapter events should fall within the following categories:
 - targets young alumni,
 - networking event that highlights an alumni story,
 - supports students or
 - promotes academic/civic interests.
- Complete alumni involvement event registration form and event coordinator post-event evaluation.
- Identify and coordinate Alumni Day of Service site(s) as well as serve as on-site leader for chapter's Alumni Day of Service site(s). Register site by December 20.
- Work with communications chair to promote and market events.
- Develop event budgets and submit grant requests if necessary. The alumni association provides \$500 of funding annually and a grant request process for chapter use to enhance events that meet requirements and expectations.
- Participate in at least one alumni association sponsored training opportunity a year.
- Attend all chapter events and activities.
- Respond to communications from alumni association within 48-business hours.
- Ensure the position has a successor.
- Preside over meetings in the absence of the president, vice president (s) and communications chair.

**“SERVICE IS THE VERY PURPOSE OF LIFE.
IT IS THE RENT WE PAY FOR LIVING ON THE PLANET.”
~MARIAN WRIGHT EDELMAN**

The Role of the Student Engagement and Young Alumni Chair

This individual will coordinate chapter activities for Kent State students as well as young alumni. Alumni ages 34 and younger are considered young alumni. These events will serve as a catalyst to encourage these individuals to become a part of the chapter. In collaboration with the staff liaison, this individual serves as a connection for the chapter in linking with campus partners.

- Serve (1) two-year term.
- Attend and participate in all executive committee and chapter meetings.
- Coordinate alumni engagement events with an emphasis on connecting young alumni with the chapter. The alumni association identifies young alumni as individuals ages 34 and younger.
- Coordinate alumni engagement events with an emphasis on in-coming and current students.
- If applicable, serve as liaison to and recruit individuals to participate in scholarship review committee.
- Participate in at least one alumni association sponsored training opportunity a year.
- Attend all chapter events and activities.
- Respond to communications from alumni association within 48-business hours.
- Ensure the position has a successor.
- In conjunction with other chapter leaders, organize activities consistent with the goals of the alumni association and chapter.

**“THE BEST THING ABOUT VOLUNTEERING IS WHEN YOU
CONNECT WITH PEOPLE AND KNOW THAT YOU ARE
MAKING A DIFFERENCE.”**

~UNKNOWN

KENT STATE ALUMNI ASSOCIATION CHAPTER POLICIES

ALCOHOL

Liquor liability insurance coverage is provided by the venue when a recognized alumni chapter is acting as a social host. Insurance coverage is provided for the alumni chapter when it hosts an event where alcohol is served, as long as the chapter **does not sell, manufacture or distribute alcohol.**

So how does this work?

If your chapter is hosting an event in a **restaurant**, the restaurant will have its own permit and insurance. Verify the restaurant has the appropriate permits and insurance for alcohol service. If you choose to use a **catering company**, they, likewise, must have verified permits and insurance. If your chapter is using a venue that does not have its own permit, then a **bartending service** must be contracted.

CIRCUMSTANCES FOR EACH EVENT VARY.
AS SUCH, WE ARE NOT ABLE TO PROVIDE EXAMPLES FOR ALL SCENARIOS.
WORK WITH YOUR STAFF LIAISON TO DETERMINE AVAILABLE OPTIONS.

ANNUAL CHARTER REVIEW

Each alumni chapter will have its charter reviewed annually by the Association Board. Affirmation of a chapter charter shall require an affirmative vote of the Association Board by simple majority of the members present.

If after review of a chapter's performance it is determined that the chapter is not in full compliance with charter requirements, the chapter will be placed in a non-compliant status. The placement of a chapter into a non-compliant status will require an affirmative vote of the Association Board by simple majority of the members present. Notice shall include the reason for the status change and a remedy that will enable the chapter to return to a compliant status. Chapters deemed non-compliant will be given one fiscal year to return to compliance. If the chapter remains in a non-complaint status at the conclusion of the fiscal year, the chapter's charter will be revoked.

A chapter's charter may also be revoked at any time if the chapter has not conducted its affairs in a manner consistent with policies, programs, and purposes of the Association or the University. Charter revocation shall require an affirmative vote by the Association Board by simple majority of the members present. Chapter board members will be notified of charter revocation by registered mail.

CONTRACTS, INVOICES & SERVICE ESTIMATES

Prior to securing services, an authorized university official within the KSU Office of Alumni Relations must sign all contract and payment obligations related to alumni events. A volunteer's signature on a contract, estimate or invoice is not legally binding for the alumni association.

Volunteers are not permitted to make personal payments for chapter activities on behalf of the association. Therefore, all contracts, invoices and estimates with venues, caterers, restaurants, clubs or other facilities must be carefully reviewed, approved and signed by either the executive director of the KSU Alumni Association, or designee prior to securing services.

The following will need to be verified and understood prior to contract review and signature: 

- Does the alumni office have the vendor's completed W-9 on file?
- Is the day, date and time for the contracted activity correct?
- Is the projected number of attendees correct?
- Is there a deposit required?
- When is payment required (prior to the activity, at the time of the activity or after)?
- What are the terms of payment, e.g. 30 days, 60 days or 90 days?
- What is the preferred method of payment, credit card or check?
- Does the contract provided by the facility request any additional requirements such as an insurance certificate?

- Does the facility have a valid alcohol permit and license (if applicable)?

Please send all contracts/invoices to staff liaison.

VOLUNTEERS MUST HAVE CONTRACTS, ESTIMATES AND INVOICES FAXED OR EMAILED TO YOUR STAFF LIAISON AS SOON AS POSSIBLE.

THE ALUMNI OFFICE WILL PAY ALL INVOICES THAT HAVE BEEN APPROVED BY THE ALUMNI OFFICE FOR REGISTERED ALUMNI INVOLVEMENT EVENTS.

TICKETED EVENTS POLICY

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

- If it is possible for attendees to order tickets individually and personally pay at the door or via a venue-owned website, this option should be utilized.
- The only payment option for group ticket purchases is for the alumni office to pay the vendor for the tickets. Volunteers are not permitted to pay personally for group ticket purchases for alumni association events.
- All vendors must complete and submit a W-9 to the alumni office prior to finalizing agreements.



**“VOLUNTEERS DON’T GET PAID,
NOT BECAUSE THEY’RE WORTHLESS,
BUT BECAUSE THEY’RE PRICELESS.”
~SHERRY ANDERSON**

RESOURCE ALLOCATION & GUIDELINES

Chapter Finances

Each chapter receives budget and marketing support from the alumni association to fund and promote alumni association activities. To help plan your budget for the year, each spring the chapter must work with the staff liaison on the chapters' operating plan for the upcoming fiscal year **(July 1-June 30)**. This information is increasingly important as the number of alumni chapters grow locally as well as regionally. Remember, the goal of all events is to promote alumni engagement.

In addition to providing funds to support marketing expenses, the alumni association annually provides **\$500** for programs that meet the metrics for the four types of events identified in the alumni association model for alumni chapters.

- Events that target young alumni.
- Networking events that highlight an alumni story.
- Events that target or support students.
- Events that promote academic/civic interest.

UNUSED BUDGET FUNDS DO NOT CARRY OVER TO THE NEXT YEAR.

Kent State University Alumni Association budget allocations may not be used for the following:

- Sponsorship of events not directly related to Kent State or the alumni association.
- Charitable gifts.
- With the exception of student engagement events (Student Sendoff), beverage or food unless a registration fee is charged.
- Food at chapter board meetings.



***“PEOPLE WILL FORGET WHAT YOU SAID,
PEOPLE WILL FORGET WHAT YOU DID,
BUT PEOPLE WILL NEVER FORGET HOW YOU MADE THEM FEEL.”
~MAYA ANGELOU***

KSUAA volunteers are not permitted to make out-of-pocket purchases for alumni activities as the alumni association is not permitted to reimburse volunteers. *See page 21 for volunteer reimbursement policy.* Chapters, working with their staff liaison, are expected to budget and request event funds, via the event planning form. The chapter's annual allocation will be used to cover these expenses.

CHAPTERS ARE NOT PERMITTED TO HOLD PRIVATE BANKING ACCOUNTS.
CHAPTERS MAY NOT ACCEPT PAYMENT OR REGISTRATION FEES OR COLLECT ANY MONEY
ON BEHALF OF THE KSU ALUMNI ASSOCIATION.



Grant Funding Requests

If needed, chapters will be able to seek additional funds for alumni involvement events via a grant process:

- Grant funding is designed to supply financial support for larger events that meet expectations outlined in the chapter model.
 - Applications must demonstrate the event meets one or more of the following criteria:
 - Strengthens and/or expands alumni outreach to all alumni in your region or affinity group,
 - Strengthens and/or expands the interaction between alumni and students to increase the alumni association's visibility among alumni and students,
 - Strengthens and/or expands the number of meaningful opportunities for collaborations and partnerships, or
 - Creates a greater awareness of the alumni association and your chapter and constituents.

To complete the Grant Funding Requests Form, please visit the *Chapter Leader Resources* page at www.kent.edu/alumni/alumni-chapter-resources.

Important Information to Know

- Grant funding requests must include an estimate for total requested funding and detailed responses to the grant request prompts.
- Approved grant funds are applied to the chapter's account upon use.
- Chapters cannot exceed awarded funding amount. **No additional** funding will be provided should a chapter exceed total funding amount awarded.



Use of Additional Requested Grant Funds

Additional funding can support eligible chapter event expenses only. The alumni association has the right to give partial funding, no funding or full funding based on the request.

- Funding is not intended for start-up or the chapters' general operating costs/events, i.e., supplies, meetings, recruitment events.
- Funding may not cover alcohol.
- Funding may not cover the costs of prizes, giveaways or events held as fundraisers.
- Funding will not cover attendance or entry fees for the event, i.e., tickets.

The alumni association staff or designee will review grant-funding applications for approval. Future grant funding for events will be contingent upon the accurate documentation and timely submission of event-related paperwork.

Grant Funding Request Timeline

Grant Schedule

Grant applications for events **February 15-May 14** must be submitted by **January 1**.

Grant applications for events **May 15-August 14** must be submitted by **April 1**.

Grant applications for events **August 15-November 14** must be submitted by **July 1**.

Grant applications for events **November 15-February 14** must be submitted by **October 1**.

Event Payments

The primary financial goal for events and programming should be to break even. Aim to cover your event costs on a per-person basis, but even if an event is free, consider charging a small registration fee. Not only will people perceive your event's value as greater, but also you will ensure those who RSVP do in fact attend. Your staff liaison is responsible for creating an online registration page as a mechanism to collect event registration fees.



Volunteer Reimbursement

Unfortunately, due to university policy, the alumni office is unable to reimburse volunteers for costs incurred because of volunteering. Volunteers cannot be reimbursed for personal out-of-pocket event expenses including, but not limited to, tickets for admission to an alumni event, supplies, phone calls, postage stamps, meals, travel costs or lodging. It is in the best interest of the volunteer to coordinate with the staff liaison on all purchases. Expenses incurred by a volunteer in connection with their volunteer work with the alumni association might be tax-deductible on your personal income tax return. Please consult a tax professional to determine eligibility.



Kent State University Alumni Association Promotional Items

Chapters are not allowed to hold raffles or other “games of risk/chance” at events. This means spirit items must be made available to all individuals attending the event.

The alumni association has limited spirit items available and is not able to provide items for each chapter activity. Be mindful of the alumni involvement events outlined in your chapter-operating plan, if/when requesting these items. If the chapter would like to request items, they can do so by contacting and working with the staff liaison. The alumni association has the final decision if KSUAA spirit items will be available for the event, the quantity and item. [Please refer any questions to your staff liaison.](#)

“Productivity is never an accident. It is always the result of a commitment to excellence, intelligent planning and focused effort.”

~Paul J. Meyer

MODEL FOR ALUMNI CHAPTERS

In furtherance of Kent State University Alumni Association’s objective of strengthening ongoing relationships with alumni, alumni chapters create opportunities and activities to engage alumni in meaningful ways that promote support for Kent State University and the alumni association.

In consultation with current chapter volunteers, KSUAA designed the model for alumni chapters that outlines expectations and requirements as well as best practices and support from the alumni association. The model identifies four areas in which alumni chapters can fulfill their mission. Listed below, these four areas can be found on the chart, which follows, and are discussed on the following pages.

- Leadership/Board Management,
- Communications,
- Alumni Involvement Events and
- Philanthropy

Alumni Chapter Resources are online at
[www.kent.edu/alumni/alumni-chapter-resources.](http://www.kent.edu/alumni/alumni-chapter-resources)



**“...THE ONLY WAY TO GET A THING DONE IS TO START TO DO IT,
THEN KEEP ON DOING IT, AND FINALLY YOU’LL FINISH IT...”**

~LANGSTON HUGHES

Leadership/Board Management

Ensure chapter boards are operating at the highest level from a leadership standpoint; identify, recruit and retain effective volunteers

Requirements

To maintain chapter status and receive funding from KSUAA each chapter must...

- Submit an operating plan by June 30 each year
- Maintain a leadership board of a minimum of seven KSU alumni (non-KSU employees)
- Hold at least three board meetings a year at quorum

Expectations

Assuming "requirements" are met, each chapter will be evaluated against these metrics...

- Chapter president communicates directly with chapter liaison via phone minimally once a month
- All board members participate in at least one KSUAA sponsored training opportunity per year
- Email meeting minutes to chapter liaison and all board members within five days after meeting

Alumni Association Support

How the alumni association can provide support to chapters...

- Provide resources and training opportunities to chapter board members in person and online
- Provide an alumni demographics report semi-annually
- Chapter liaison to provide support throughout the year in person, via email and phone
- Chapter liaison to participate in two board meetings per year
- Provide onboarding to all new chapter board members
- Provide year-end reports on chapter events and activities

Best Practices

Other action items for each chapter to maximize performance...

- At each board meeting, review chapter agreement, goals and annual operating plan
- Create agendas at least five days in advance and send to all board members and chapter liaison
- Ensure each board member has a role and takes responsibility to complete tasks related to that role
- In collaboration with chapter liaison, create a succession and transition plan for each board position

Communications

Amplify KSU's brand within the designated chapter constituency; consistently inform constituents of opportunities to engage with KSU

- For email/social marketing, submit event planning form five weeks in advance of RSVP deadline
- For print marketing, submit event planning form 3-4 months in advance of RSVP deadline

- Actively manage one social media presence (Facebook)
- Actively promote KSUAA & KSU social media efforts and campaigns
- Follow university branding and KSUAA communications guidelines

- Create an alumni chapter promo email that will be sent out semi-annually
- Provide a chapter web page

For registered events that meet submission deadlines and event expectations:

- Create a postcard invitation (2 maximum)
- Create an email invitation
- Create Facebook advertisement

- Collaborate with KSUAA for messaging to targeted alumni
- Post or share content on Facebook at least two times a week
- Join KSUAA LinkedIn group to promote chapter and upcoming alumni events
- Suggest content for chapter webpage
- Encourage alumni to visit chapter web and social media pages
- Submit updated alumni contact information to chapter liaison

Alumni Involvement Events

Strengthen bonds between fellow Flashes by hosting events that add value to their lives personally and professionally

Requirements

To maintain chapter status and receive funding from KSUAA each chapter must...

- Host at least two events per year that all alumni in chapter region/affinity are invited to participate in
- Host an Alumni Day of Service site
- Submit event attendance to chapter liaison within 48 hours of hosted event

Expectations

Assuming "requirements" are met, each chapter will be evaluated against these metrics...

- Chapter events should fall within the following categories:
- Targets young alumni
 - Networking event that highlights an alumni story
 - Supports students
 - Promotes academic/civic interest

Alumni Association Support

How the alumni association can provide support to chapters...

- Provide \$500 of funding annually to be used to enhance events that meet the above event expectations
- Provide a grant request process for chapters to receive additional funds for events that meet the event expectations
- Chapter liaison to provide chapter board with post event feedback within one week of submission of event attendance list
- Chapter liaison or designee will attend at least one registered event a year that meets event expectations

Best Practices

Other action items for each chapter to maximize performance...

- Event coordinator to complete a post-event evaluation after each event
- Identify successful alumni to serve as speakers
- Host KSU connection experiences for alumni
- Secure and register Alumni Day of Service site(s) no later than December 20 each year
- Follow established financial guidelines and procedures

Philanthropy

Increase awareness and perceived value of donating to KSU

- Promote the importance of donating annually to KSU using the tools, programs and procedures provided by KSUAA

- Chapter actively promotes KSU giving opportunities and/or giving to a chapter scholarship
- Board members donate any amount to a Kent State University area of interest each year

- Provide printed info cards about how alumni can donate to chapter scholarships
- Provide a "give to" button on chapter webpage on ksualumni.org
- Provide instructions and support for crowdfunding opportunities
- Provide a semi-annual report on donations raised for chapter scholarship and a giving participation rate of the leadership board

- Promote chapter scholarships/university giving with info cards, social media, chapter webpage and event remarks
- Reach Chapter Challenge goal to receive \$500 to be applied to a scholarship
- Collaborate with KSUAA to create a thank you message to donors

LEADERSHIP/BOARD MANAGEMENT

Building and sustaining successful chapters by recruiting and retaining effective chapter volunteers is one of the primary missions of the board. Your staff liaison will provide information on completing and submitting the annual chapter-operating plan.

Identifying, Involving and Preparing Interested Alumni Leaders

Here are some ideas on how to find interested alumni, get them involved, and prepare them for a leadership position in your chapter:

- Good places to start identifying potential new leaders are at your chapter events. Alumni that regularly attend events have enthusiasm and a passion for Kent State.
- Encourage potential leaders through personal contact. Contact people after they attend a meeting or event. Invite them to coffee and learn more about their interest in the chapter.
- Suggest potential leaders get more involved. Encourage them to help plan an event. Delegate tasks and responsibilities to potential leaders.
- Share the benefits of leadership. Becoming a leader is a great way to get involved with Kent State and connect with other alumni.
- Introduce potential leaders to your chapter board and staff liaison. Make them feel comfortable developing a working relationship.
- Choose new leaders in the spring. This will give current chapter leaders time to meet with the new leaders and make sure they have everything they need for the coming year.
- In consultation with your staff liaison, have an orientation for new leaders to cover important topics.
- Transfer the knowledge, information and materials new leaders will need to be successful. We recommend you develop a Leadership Transition Notebook.

LOCATE THE FOLLOWING CHAPTER LEADER RESOURCES
INTEREST FORM
INTEREST MEETING & TALKING POINTS
TRANSITION FORM
AT WWW.KENT.EDU/ALUMNI/ALUMNI-CHAPTER-RESOURCES.

COMMUNICATIONS

A communication plan is essential in facilitating effective and successful engagement. Consistently informing constituents of opportunities to engage with alumni chapters and amplifying the Kent State brand is our intent.

Kent State Branding & Style Guide

This guide ensures the university identity is always represented in a consistent manner that continues to build local, national and international recognition and provides Kent State with a visual signature for all forms of communication. The most current edition of the guide can be found at www.kent.edu/brand.

Social Media

To build and maintain an active social media presence, keep the THINK method in mind when posting on behalf of the alumni association.

- **T- Is it true?**
- **H- Is it helpful?**
- **I- Is it inspiring?**
- **N- Is it necessary?**
- **K- Is it kind?**

Posts made by chapters must adhere to KSU social media policy and guidelines, www.kent.edu/policyreg/administrative-policy-regarding-social-media-activity.

LOCATE THE FOLLOWING
CHAPTER LEADER RESOURCES
DIGITAL & SOCIAL MEDIA LINKS AND RESOURCES
PRINT MARKETING PROCESS TIMELINE
SOCIAL MEDIA ETIQUETTE
AT WWW.KENT.EDU/ALUMNI/ALUMNI-CHAPTER-RESOURCES.

Facebook

Kent State alumni communications staff creates a Facebook page for each chapter and shares administrative authority with select chapter leadership. Chapters should use Facebook to:

- Encourage alumni to visit chapter webpage.
- Encourage alumni to engage with your alumni chapter and Kent State University.
- Encourage alumni interaction through posting interesting photos, videos and questions.
- Publicize and discuss upcoming events and information.

When it comes to your social media presence, how your chapter utilizes it is up to you and your constituents. Chapters are encouraged to post content **at least twice a week**. The alumni office will not tell you what to write, but as representatives of the alumni association and Kent State, we trust that you will compose yourselves professionally and follow university guidelines. Please refer to **KSU Guide to Social Media**, www.kent.edu/ucm/social/guide-social-media, for additional information.

When logging on, you may want to ask yourself the following questions, to help avoid any potential to be offensive, inappropriate or not consistent with maintaining a positive image of the alumni association, Kent State or the alumni chapter.

- What is the purpose of my post?
- What outcome do I want?
- Am I promoting discussion?

Newsletters

While the alumni office is committed to supporting the communication efforts of chapters, we are unable to support the development of chapter newsletters. The alumni association helps update your constituents on chapter activities via chapter webpage, spotlights, info cards and promotional emails. These communication platforms in addition to your social media presence, will consistently inform your constituents about chapter happenings.

Print Marketing Process Timeline 🌸 🌸 🌸 🌸 🌸 🌸

The graphic below outlines the time, tasks and collaborations necessary to produce print marketing materials. Should you have questions, do not hesitate to ask your staff liaison.



ALUMNI INVOLVEMENT EVENTS

As chapters look to engage more alumni, the alumni association is committed to providing more guidance and assistance. This is an opportunity to host creative, innovative events. Alumni involvement events must strengthen bonds between fellow Flashes; add value to their lives personally or professionally, while nurturing the Kent State connection. We encourage and invite alumni across generations to participate in alumni involvement events. Due to the varying demographics within each chapter, certain activities may be more successful compared to others. In organizing your events, please be mindful of the maturity, ability and mobility of all alumni in the audience your chapter serves.

Open to All Alumni

Chapter events must be open to all chapter constituents. In order to be considered open to all alumni, the event must include the following, which will be identified by completing the **Alumni Involvement Event Planning Form** online www.kent.edu/alumni/volunteer-event-form.

- Publicity efforts tailored specifically to alumni constituents within the chapter's geographic area or affinity.
- Event goals that identify specific ways all alumni will benefit from attending.
- How the event appeals to your constituents and the realistic expectation that your alumni constituents will attend.
- That alumni have equal access to chapter events without regard to race, color, religion, national origin, sex, age, marital status, disability, veteran status, sexual orientation, gender identity or gender expression.

Purpose

To plan and execute a great event, you need to ask, "What is the purpose of the event?" and "How will we engage, attract and follow up with our audience around that purpose?" Most events will be educational or promote brand awareness.

"GOOD FORTUNE IS WHAT HAPPENS WHEN
OPPORTUNITY MEETS WITH PLANNING."
~THOMAS EDISON

Brand awareness is building loyalty of alumni for your chapter. Defining your chapter's brand is a journey of self-discovery; one style does not fit all. Branding communicates the characteristics, values and attributes of your chapter. As you plan your alumni involvement events around the four expectations found in the model for alumni chapters, give thought to alumni impressions of your chapter and their likelihood in becoming more involved.

WHERE TO START

Every event begins with a well-developed idea and succeeds with a coordinated marketing effort. Before planning an event for your chapter, answer the following:

- What is the purpose of the event?
- What will be accomplished by bringing a group of alumni together?
- Does the event meet the model for alumni chapter expectations for alumni involvement events?
- How does the event meet the long-term goal of involving, recruiting and retaining engaged alumni?

Events are important to any alumni association chapter. In order to bring clarity to the requirements and expectations for chapter events, each chapter will be evaluated on the **Alumni Involvement Events metrics** listed on the Model for Alumni Chapters on **page 24**. Events should fall within the following categories to maintain status and receive funding from the alumni association.

Young Alumni

We encourage you to think about and plan opportunities for young alumni to help them discover the advantages of being an invested and involved chapter participant. The alumni association identifies young alumni as those individuals **ages 34 and younger**. Targeting your activities around life events for these individuals may be a more effective strategy in facilitating their involvement. A way to create effective programming is to focus on professional and personal development events.

What follows are topics or areas of interest and focus for most young alumni. Hosting events around these may aid in attracting, engaging and involving young alumni.

- Identifying the first professional position or advancing to a mid-level position.
- Connecting with alumni to navigate the complexities of developing one's professional identity.
- Networking and building mutually supportive relationships with more established alumni.
- Coordinating activities where young alumni can use their newly gained knowledge to help others in the community.
- Clarifying professional, personal, familial, financial, etc., values and goals.



Events that may attract this population include but are not limited to:

- Plan welcome reception or event with Q&A session for new alumni or interns; topics can include awareness and importance of giving back: sharing career advice, donating to a KSU area of interest and becoming involved with the chapter.
- Coordinate a career day program with alumni representatives from local organizations, highlighting current opportunities; an alumni series, where alumni share knowledge and expertise from their profession that is relevant to the group such as personal finance, marketing tools, technology tips, etc.; or a dinner or reception, for topics of relevance to the chapter.
- Host event that will emotionally connect with young alumni, such as personal development topics: stress management, time management, career management, emotional awareness, etc.; or organize an event for a major volunteer day: Make a Difference Day, MLK Day of Service, etc., to work with local nonprofit organizations on projects.



Again, this is not an exhaustive list. In sharing a few areas of interest to this population, our hope is the chapter's creativity, imagination and brand will result in a successful event. We cannot wait to hear your fantastic ideas!

Networking & Alumni Story

Storytelling describes the social and cultural activity of sharing stories. What better way to connect with KSU alumni! By sharing their narrative, alumni will educate, entertain, instill value and preserve Kent State culture. Kent State University boasts many successful alumni worldwide, including CEOs, executive directors, athletes, and researchers, among many others; why not share their stories? Through storytelling, alumni can share their professional insights, knowledge and expertise as well as their personal journeys, passions and Kent State experience. In hosting this type of event, alumni will have a chance to meet and learn about other alumni by making Kent State connections, building relationships, and exchanging information, advice and referrals. The following tips will aid you in selecting your alumni storyteller.

- Select alumni, who can build, capture and hold the attention of an audience through either their delivery or their story.
- Happenings at Kent State, within the community and world, may intersect with the alumna or alumnus story. Alumni will be able to add their narrative to the discussion, whether professional or personal.
- The story should be relatable to your chapter. Achieve this by using language, settings, individual and descriptions that alumni can resonate with.
- Have a clear structure for the story. The story should answer: What sparks the story? What are the up and the down? What is the climax?
- Check our livestream site, www.livestream.com/ksuaa, for examples of past alumni association speakers.
- Watch TED Talks for examples of great storytellers. Check out this story, www.ted.com/playlists/62/how_to_tell_a_story.

**“IF YOUR ACTIONS INSPIRE OTHERS TO DREAM MORE,
LEARN MORE, DO MORE AND BECOME MORE,
YOU ARE A LEADER.”
~JOHN QUINCY ADAMS**

Student Support

A strategy of the alumni association is to strengthen the bond of early engagement between the university, its students and the alumni association. Our alumni chapters have an important role as they represent Kent State nationwide. An institutional culture promoting the life-long connection to Kent State is essential to continued chapter stability and alumni association continuity. By providing opportunities to participate in alumni-sponsored activities, chapters will aid students in:

- Expanding knowledge and skills useful for the future,
- Engaging in pursuing realistic academic, career and social goals, and
- Engaging with future alumni earlier.



As an alumni chapter, you will:

- Provide post-graduate experience and support for student success,
- Promote awareness of and the value of early involvement with the alumni association and
- Plan purposeful events to involve, inform and strengthen the alumni partnership.

Student focus during this period is on academic, extra-curricular, cooperative education and internship experiences. Organizing unique and appealing events for a variety of student interests will assist in identifying students to sustain chapter participation.

LOCATE THE FOLLOWING ALUMNI INVOLVEMENT EVENT RESOURCES

ALUMNI LIFE CYCLE

COORDINATOR POST-EVENT EVALUATION

PLANNING CALENDAR

PLANNING TIPS

REMARKS

AT WWW.KENT.EDU/ALUMNI/ALUMNI-CHAPTER-RESOURCES.

Academic/Civic Interest

How do you define academic/civic interests? In its broadest sense, academic/civic interests relate to subject matter for a particular field of study, such as history, nursing, social justice, business, etc. In hosting intriguing, educational events of academic/civic interest for multi-generational alumni in your area, you will fulfill the alumni association's mission to foster strong emotional bonds and meaningful engagement through programs and services for alumni and students.

Keep in mind these events may incorporate a Kent State connection. It is our hope the information shared below will set in motion the talents of the chapter, resulting in varied, exciting, inclusive events of academic/civic interest. The following will aid in interpreting and identifying events for your constituents.

- Sponsor events that encompass a "Kent State connection." Kent State connection activities include educational, informational events that demonstrate KSU pride or are equivalent to a signature campus event or special event.
- Collaborate with local business, institutions and organizations by cosponsoring, hosting or attending an event with a scholarly, instructive, informative or cultural purpose.
- Organize and participate in a group service-learning project.
- Invite KSU alumni to discuss how their academic and career interests intersect.

If you are unsure of the interests of alumni in your chapter, you can ask informally during a meeting, work with your staff liaison to distribute a survey, or pose the question on your social media page.

Hosting events is essential to **involving** alumni. Your **influence** as active volunteers who coordinate purposeful and meaningful events and your commitment as chapter leaders validate your dedicated **investment** to KSU. The alumni association is a resource. Take advantage of the expertise of staff who has coordinated numerous events from networking luncheons, faculty lectures, awards ceremonies and homecoming. We can provide additional information on ideas for alumni involvement events.

ALUMNI INVOLVEMENT EVENT PLANNING CALENDAR

The alumni association recommends using this timeline as a guide in planning your alumni involvement events. This suggested calendar will assist in making sure you meet the requirements, expectations and deadlines for your event!

18 - 16 weeks prior to event RSVP

- Meet with chapter board to brainstorm event ideas. Consider how events will connect alumni to one another and to Kent State. *What is the KSU Connection?*
- Determine if the event is going to require additional funding. If so, be mindful of grant request deadlines. Speak with your staff liaison for additional details.
- Select date based on speaker, host or venue availability.
- Advise your staff liaison of date and event.
- Ensure date does not conflict with major university events or major holidays. See **page 38** of this toolkit for examples of dates to avoid.
- Submit venue manager, caterer and other vendor contact information to staff liaison.
- Determine venue payment policy and payment due dates, submit to staff liaison.
- Determine catering payment policy and payment due dates, submit to staff liaison.
- Submit all contracts to your staff liaison (please note: only authorized alumni staff members may sign contracts).
- Your staff liaison will coordinate contract and payment approvals and payments.

16 - 12 weeks prior to event RSVP

- Submit completed Alumni Involvement Event Planning Form at www.kent.edu/alumni/volunteer-event-form. NOTE: if requesting print marketing, you must adhere to the **deadline** of submitting event planning form, which is **three-four months** in advance of the event RSVP deadline.

12 - 8 weeks prior to event RSVP

- Print marketing designed and printed.**

10 to 8 weeks prior to event RSVP

- Note: if only requesting email and social marketing, start event-planning process here, completing all the above steps prior to week six (6).**

5 weeks prior to event RSVP

- ❑ Submit completed Alumni Involvement Event Planning Form at www.kent.edu/alumni/volunteer-event-form. NOTE: if requesting email/social marketing, you must adhere to the **deadline** of submitting event planning form, which is **five weeks** in advance of the event RSVP deadline.

5 – 4 weeks prior to event RSVP

- ❑ *Print marketing mailed to constituents.*

4 weeks prior to event RSVP

- ❑ *Email marketing sent to constituents.*
- ❑ Promote program via social media and personal networks.

2 weeks prior to event RSVP

- ❑ *Targeted Facebook advertisement begins.*
- ❑ Continue to promote program via social media and personal networks.
- ❑ In conjunction with staff liaison, prepare welcome remarks.

1 week prior to event RSVP

- ❑ Check with your staff liaison to see who is coming, to determine if additional marketing is needed, inquire about vendor payments, if applicable and

At the event

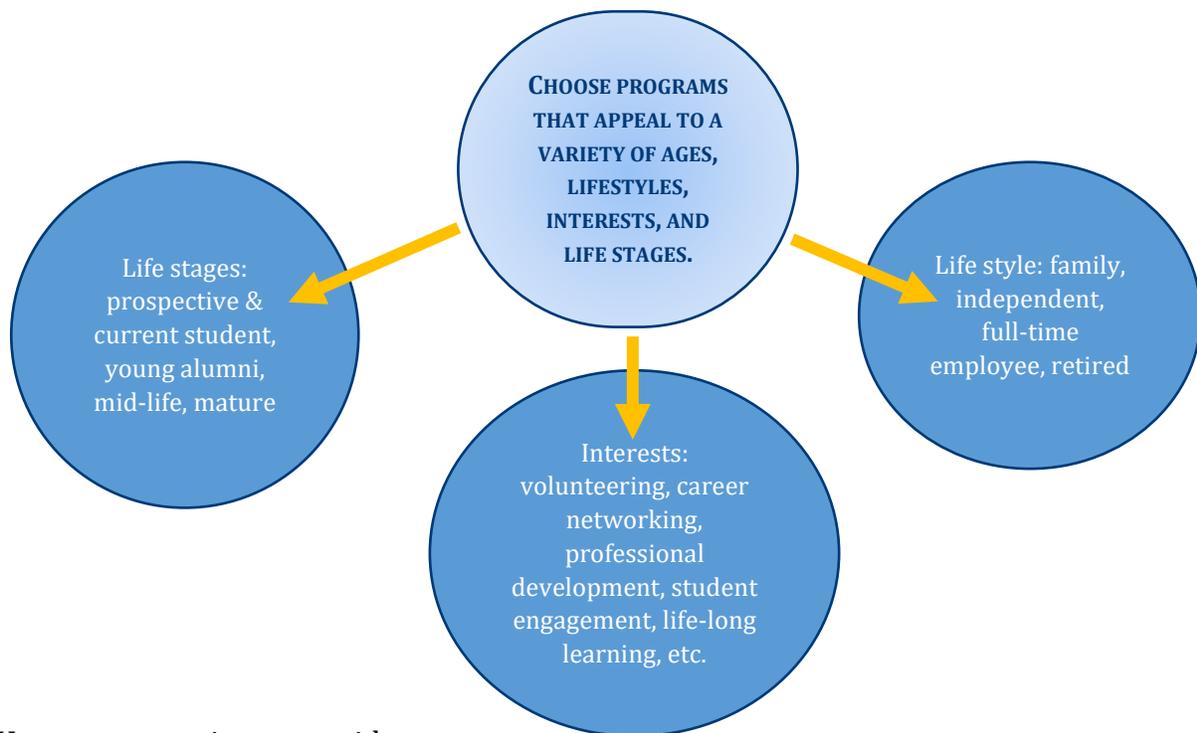
- ❑ Track all attendees as they arrive and record “no-shows,” or those who “walk in” without prior registration, using check-in procedure provided.
- ❑ If an event with cost, “walk-ins” will need to pay the vendor directly as volunteers are not permitted to handle funds.
- ❑ Deliver welcome remarks; encourage involvement with chapter, mention upcoming activities, ask attendees to complete post-event survey and donate to Kent State area of interest, and other timely updates.
- ❑ Take plenty of photos.

After the event

- ❑ Send event attendance to staff liaison within 48-hours of event.
- ❑ Upload photos to the chapter’s **Yogile** folder within 48-hours of event.
- ❑ Post photos from the event on your chapter’s social media page.

ALUMNI INVOLVEMENT EVENT PLANNING TIPS

Events are important to any alumni association chapter. It is through events that alumni connect with each other, while furthering the association's mission. Events may be academic, cultural, and social or may contain philanthropic themes; they may welcome new alumni or send off new Kent State students. **Plan, execute and evaluate your events.** It is important **thoughtful and meaningful evaluation** be done. Use the following to make your event a success! See the **Alumni Involvement Event Planning Calendar** for more information.



Here are some tips to consider:

1. When creating an alumni involvement event with your leadership team, be sure to address:
 - a. What is the goal and/purpose of the event?
 - b. What does success look like?
 - c. Which event category does the event meet?
 - d. Who is the target audience? What do they get out of it?
 - e. What is the budget? How many volunteer hours are needed?
 - f. What program elements are needed, such as food, speaker, location, etc.?

2. Choose events that meet alumni association expectations and you are passionate about hosting, as a successful event requires time commitment from its leaders. Diversify your calendar of events to attract different constituencies.
3. When choosing a date, check university and local calendars to make sure there are no conflicts with your potential date. **Dates to avoid: Kent State Homecoming, Annual Alumni Day of Service, KSU commencement, observed U.S. holidays.**
4. Working with your staff liaison, secure venue and other vendor(s). Staff liaison will work with vendors on terms of contracts and payment as well as travel and other arrangements for speaker, where applicable.
5. How are you going to promote the event? Using a “save the date” communication, followed by a “RSVP/ticket purchase,” then a final “reminder” communication is good practice. All registered events will have an event webpage on www.kent.edu/alumni/events for more information and a way to register online. These elements must be coordinated with your staff liaison.
6. Put yourself in the shoes of an attendee and ‘walk through’ your event, starting with the communications you receive (Do you understand what the event is?), to arriving onsite (Is it obvious where to park?); to enjoyment of the event (Can a person hear in the back of the room?).

**“ALONE WE CAN DO SO LITTLE.
TOGETHER WE CAN DO SO MUCH.”
~HELEN KELLER**

ALUMNI INVOLVEMENT EVENT REGISTRATION

Establishing the Registration Fee <<

Funding support from the alumni association for chapter events is allocated annually and is to be used to support and supplement your overall engagement activities and programs for the fiscal year **(July-June)**. This allocation can go a long way with effective planning.

If your program has costs associated with it, it is necessary to assess a registration fee for alumni activities for two important reasons:

- It helps cover the cost of the activity.
- It adds value to the activity. People are much more likely to be a “no show” at an event they did not have to pay for than one they have paid a registration fee.

There are many things to consider when establishing an event fee:

- Venue rental.
- Food and beverage.
- Service fee and gratuities.
- Additional fees such as corkage fee or bartender fee.
- Parking.
- Décor.
- Audio-visual.
- Printing for programs or signage.

If your program does have a registration fee associated with it, the alumni association has an established, **secure ecommerce account so credit card payments can be made online**. For alumni not comfortable using online forms, we also provide our telephone number for those wishing to process the registration fee differently. NOTE: the funds received are attributed to your chapter’s revenue account and are used to pay your chapter’s program costs.

CHAPTERS SHOULD NOT TAKE THEIR OWN RSVPS AND PAYMENTS. THESE MUST BE COORDINATED THROUGH THE ALUMNI ASSOCIATION.

Online Registration

The alumni office will build and maintain an online registration form for your chapter's program. We can tailor it to request name, degree, class year, email address, phone number, number of guests and guests' names. Our online registration process produces an attendance list. Once the online registration is closed and prior to the event, you will receive notification of registered attendees.

ALUMNI INVOLVEMENT EVENT GUEST CHECK IN PROCESS

For all chapter events, we will check-in participants using the app **Arrive** (formerly *Check-In Easy Guest List*). You will need to download this free app to an electronic device such as a cell phone or tablet from Google Play or the Apple Store. If you need assistance, do not hesitate to give our office a call. *NOTE: this app uses Wi Fi and cellular data; we recommend using Wi Fi if possible.*

Arrive (formerly Check In Easy Guest List) Instructions

1. Open the app and select **Log in with Access Code**.
2. Then enter your **email address**.
3. Then enter the **access code** provided to you by your staff liaison. The code is provided closer to the event. *NOTE: Each chapter event will use a different access code.*
4. You will then be directed to the **Dashboard**. Select guest list to view registrants.
 - a. **If your screen shows zero individuals registered, please log out and log back in. After doing so, the list should appear.**
 - b. We will also email a copy of the guest list to you prior to the event, should you experience any technology issues.
5. Scroll through **Guest List** and **tap on the circle** next to the person's name. A **green check mark** will appear. It is that easy! The guest is checked in.
 - a. If you select an **individual in error**, simply tap on the circle again, the check mark will disappear, and the individual will no longer be checked in.

- b. To **add someone** who is not listed, **tap on the plus (+) sign** and enter first and last name, email address and graduation year.
- c. To view who has registered but have yet to check in, tap **Yet to Check in**.

IF YOU WERE NOT ABLE TO USE THE ARRIVE APP TO CHECK IN GUESTS, THE EVENT ATTENDANCE LIST IS TO BE FORWARDED TO YOUR STAFF LIAISON WITHIN 48-HOURS AFTER THE EVENT.

AFTER RECEIPT OF YOUR ATTENDANCE LIST, THE ALUMNI ASSOCIATION WILL SEND A POST-EVENT SURVEY TO ATTENDEES TO ASSESS YOUR EVENT.

YOUR STAFF LIAISON WILL PROVIDE THE CHAPTER WITH ATTENDEE POST-EVENT FEEDBACK WITHIN ONE WEEK OF SUBMISSION OF EVENT ATTENDANCE LIST.

Arrive (formerly Check In Easy Guest List) Video

We have created a video for Check In Easy Guest List App. The video can be found at, bit.ly/KSUAACheckInEasy.



ALUMNI INVOLVEMENT EVENT PHOTOS

Your photos will be used to help celebrate your work, demonstrate your impact and inspire other alumni through our website, social media accounts and other marketing initiatives. Consider the following tips to capture dynamic photos!

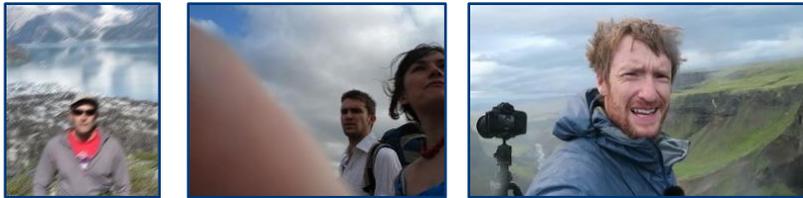
Photo Examples

We have included internet images of “good” and “bad” quality photography. Remember, we will use your photos to celebrate your chapter’s achievements in internal and external marketing efforts.



Good Quality Photos

Above are samples of candid individual and group photos. They are wonderful examples of capturing the moment.



Poor Quality Photos

Be sure to avoid recreating the images above.
 Make sure photo is not blurry; lighting is good.
 Be sure that the photographer's finger is not captured.
 Watch for items in the background such as food, drinks, etc.
 Make sure your subjects are ready for the photo.
 Make sure nothing is obscuring faces of individuals in the photograph.

*"Tell me and
 I'll forget.
 Show me and
 I might
 remember.
 Involve me
 and
 I will
 understand."
 ~Benjamin
 Franklin*



Yogile Photo Sharing 🌟

We are using Yogile to capture your chapter events! Yogile is easy photo sharing for groups. Simply snap your photos; then **identify and text** your best 5-7 to the **email address that is provided closer to the event**. That is it! Your photos will be used to help celebrate your chapter's engagement with Kent State alumni. *Note: wireless or internet connection is required to text photos.*

Yogile Photo Sharing Video 🌟

We have created a video for Yogile Photo Sharing, which can be found at, bit.ly/KSUAAYogile.

PHILANTHROPY

Philanthropy is defined as an “altruistic concern for human welfare and advancement, usually manifested by donations of money, property, or work...” (Dictionary.com, n.d.). Chapters have the opportunity to engage in Kent State philanthropic efforts via crowdfunding campaigns, the Giving Tuesday initiative and the Chapter Challenge program.

Donation-Based Crowdfunding

Crowdfunding is the practice of raising funds through the shared effort of friends, family, work acquaintances, and others connected to you. These mini-campaigns tap into the collective efforts of a large pool of individuals, primarily online via social media and crowdfunding platforms.

Crowdfunding campaigns where there is no financial return to the contributor is donation-based crowdfunding. Using Kent State’s crowdfunding platform, chapter donation-based crowdfunding initiatives may include fundraising for a book or chapter scholarship, or other designated strategy. The alumni association will provide information and support for chapter crowdfunding opportunities. Successful crowdfunding campaigns require effort on the part of the chapter and its leaders. Utilizing social media and sharing with your connections will enable you to reach your chapter’s goal. Please speak with your staff liaison for additional information on this fundraising opportunity.

Giving Tuesday

Giving Tuesday, often stylized as #GivingTuesday for purposes of hashtag activism, is the Tuesday after Thanksgiving in the United States. Started in 2012 as a response to post-Thanksgiving commercialization and consumerism, Giving Tuesday kicks off the charitable season, when many focus on their holiday and end-of-year giving. Chapters and chapter leaders are encouraged to participate in Kent State’s Giving Tuesday initiative.

*“IT’S NOT HOW MUCH WE GIVE BUT HOW MUCH LOVE WE PUT INTO GIVING.”
~MOTHER TERESA*

- **Make a gift.** Support a Kent State area of interest by donating on Giving Tuesday.
- **Fundraise.** As a chapter, set a goal and personalize your page. Fundraising pages can be shared through email, Twitter, and Facebook.
- **Spread the word.** Share your Golden Flash pride on social media and tell the world what Kent State means to you using the hashtag #KSUGives.
- **Share your Kent State story.** Tell the world why you love Kent State and why you give back. In the past, participants have been able to create a short testimonial video to share with their followers and family using the hashtag #KSUGives.

Typically, information is available late summer or early fall. Please speak with your staff liaison for additional information on this fundraising opportunity.

Chapter Challenge

The KSUAA Chapter Challenge is an opportunity for alumni chapters to promote university giving and provide additional chapter scholarship funding by earning **\$500** in additional funds. Chapters need to earn 600 points by June 30, 2019 in the following areas:

I. Leadership / Board Management

- **Criteria 1: Submit operating plan by June 30, 2018**
 - *Points – 50*
- **Criteria 2: Maintain a leadership board of a minimum of seven KSU Alumni**
 - *Points - 50 for seven board members*
 - *Bonus points- 5 for each additional board member with specific title/role*
- **Criteria 3: Hold three board meetings at quorum; submit minutes within five days to receive points.**
 - *Points – 50 after three meetings*
 - *Points awarded after three meetings have occurred. Partial points will not be awarded.*
 - *Bonus points - 10 points per bonus meeting*
- **Criteria 4: All board members participate in at least one KSUAA sponsored training opportunity per year.**
 - *Points – 10 for each board member who participates in training*

II. Communications

- **Criteria: Maintain at least one active Facebook social media presence with two posts per week.**

- *Points - 50, two post per week for the year*
 - *Posts can include original content, photos or sharing any posts from KSU and/or KSUAA*

III. Alumni Involvement Events

- **Criteria 1: Host at least two officially registered events per year that all alumni in your region / affinity are invited to participate**

- *Points -*
 - *30 points if event fulfilled one of the focus areas*

OR

 - *20 points for approved events outside of the focus areas*

AND

 - *5 points per alumnus/a if it is their first time attending any event*
 - *1 point per person for all other event attendees*

- **Criteria 2: Host an Alumni Day of Service Site**

- *Points -*
 - *25 points for each Day of Service site*

AND

 - *25 points if site is secured and submitted by December 20th*
 - *5 points per alumnus/a if it is their first time attending any event*
 - *1 point per person for all other event attendees*

IV. Philanthropy

- **Criteria 1: Giving Tuesday Crowdfunding page established**

- *Points – 50*

- **Criteria 2: Board members donate, in any amount, to a Kent State University area of interest**

- *Points – 10 for each board member gift*

Kent State Fight Song

Fight on for KSU,
Fight for the Blue and Gold!
We're out to beat the foe;
Fight on brave and bold!
Fight on for victory,
Don't stop until we're through.
We're all together,
Let's go forward, K-S-U!

Kent State Alma Mater

From the beauty land Ohio comes a universal praise,
'Tis the song of Alma Mater that her sons and daughters raise.
'Tis a Hail to Kent forever, on the Cuyahoga shore,
Now we join the loving thousands as they sing it o'er and o'er.
Hail to Thee, our Alma Mater.
O, how beautiful Thou art,
High enthroned upon the hilltop,
Reigning over every heart.