

ALUMNI CLUB LEADERSHIP MANUAL

Thank you for your interest in a leadership role in a McDaniel College Alumni Club!

McDaniel College Alumni Clubs are officially recognized alumni affinity or regional groups led by volunteers who plan events and programs intended to build bonds among alumni, strengthen the connection between alumni and the College and connect alumni to current students.

The success of an Alumni Club depends on the commitment of our volunteers working in partnership with our Institutional Advancement (IA) staff. The IA Department strives to connect alumni into the mission of the College through time, talent and treasure and Alumni Club Volunteers make a real difference by reaching out to local alumni and keeping them engaged with the College.

This document outlines the Alumni Club Volunteer role, the basic expectations for an active and thriving Alumni Club and how the IA staff and the College support our Alumni Clubs.

If you have questions about the information presented in this document, contact the IA Office at alumni@mcdaniel.edu or 410-857-2296 for more information.

Starting a New Alumni Club: Step-by-step Guide


1. Fill out our online **Alumni Club Application Form**.
2. An IA staff member will follow up with:
 - a. the number of known College alumni in your defined region
 - b. names of active College alumni in your defined region who might be interested in volunteering
3. Meet with the Executive Director of Alumni Relations to discuss the Club's potential (we average a five percent attendance rate at events), Club manual, budget and Club policies. *This meeting can be over the phone, web or in person. It may also be suggested that you meet with a current club leader to learn their thoughts as well.*
4. Coordinate a pilot event to determine alumni interest in your Club. *Pilot events are often happy hours open to all McDaniel College alumni within a 50-mile radius of the event location.*
5. As part of the promotion of the pilot event, a survey (<https://www.surveymonkey.com/r/H6V96XQ>) will be shared with alumni to gauge interest, activities and willingness to serve as an Alumni Club Volunteer.
6. After the pilot event, the results of the survey should be reviewed by interested Club leaders. Attendees can then create the Club's charter and annual program plan to submit to the Alumni Council's Outreach Committee for official approval. *The Outreach Committee approves these documents at their biannual meetings.*

7. Receive Alumni Council approval and begin working with the IA Office to establish Club branding including a Club website, Facebook page, LinkedIn group and other materials.
8. Coordinate Club events and programs in accordance with this Alumni Club Leadership Manual and your Club's Annual Program Plan.

Starting a New Alumni Club: Developing Club Materials

ALUMNI CLUB CHARTER

The Alumni Club Charter provides structure and purpose to the Club. Every Club is required to have an officially approved charter in order to conduct Club events through the College (template below). All charters are submitted to and approved by the Alumni Council's Outreach Committee during their regular meetings held quarterly each year.

 <p>McDANIEL COLLEGE ALUMNI ASSOCIATION <small>Founded in 1867 as Western Maryland College</small></p>	<h3>ALUMNI CLUB CHARTER</h3> <hr/>
<p>This Alumni Club Charter hereby recognizes the McDaniel College [insert Club region/affiliation] Alumni Club as a chartered alumni group of the McDaniel College Alumni Council.</p>	
<p>The purpose of this group shall be to plan events and programs intended to build bonds among alumni, strengthen the connection between alumni and the College and connect alumni to current students within the region/affinity designated.</p>	
<p>MEMBERSHIP. Membership in this Alumni Club is limited to degreed alumni of the College; however, loyal non-alumni friends may attend meetings and participate in programs.</p>	
<p>OFFICERS. This Alumni Club is authorized to bi-annually elect one or more alumni to serve as Club Leaders and oversee the implementation of the Alumni Club's Annual Program Plan. Club Leaders commit to spending approximately 40 hours per year (including event attendance) in support of this role and will track and report their time commitment annually in the Alumni Club's Annual Program Plan.</p>	
<p>MEETINGS. Regular Alumni Club meetings shall be held [insert time frame here].</p>	
<p>AMMENDMENTS. This Charter may be amended by a two-thirds (2/3) vote of the Alumni Club membership at any meeting. A change in the Charter must be submitted to the Outreach Committee of the Alumni Council in writing for approval.</p>	
<p>DATE/SIGNATURES. Date of approval by the Outreach Committee of the Alumni Council including signature of founding Club Leader(s), Executive Director of Alumni Relations, President of Alumni Council and Chair of Outreach Committee.</p>	

ALUMNI CLUB ANNUAL PROGRAM PLAN

Each Club must submit its first Annual Program Plan (template next page) to the Alumni Council's Outreach Committee for approval with their Charter.

Each following year, the Club must submit its Annual Program Plan (see sample below) to the Alumni Council's Outreach Committee by May 1.

McDANIEL COLLEGE
ALUMNI ASSOCIATION
Founded in 1867 as Western Maryland College

[INSERT CLUB REGION/AFFILIATION] ALUMNI CLUB ANNUAL PROGRAM PLAN
JULY [YEAR] – JUNE [YEAR]

The McDaniel College [insert Club region/affiliation] Alumni Club is a chartered alumni group of the McDaniel College Alumni Council.

In the previous year, this Club completed [#] events and activities that engaged [#] percent of our membership (# of attendees) and did not exceed our annual budget. Our Club Leadership contributed a combined estimate of [#] hours in support of the Club.

This year, we hope to engage at least five percent of our known membership through the coordination of the events and activities outlined below. We understand that our Club budget is \$XXX for the year and will not exceed that budget in our planning efforts.

EVENTS PLANNED.

- Social event. We will organize a happy hour event in July
- Service event. We will participate in a city clean-up event wearing McDaniel gear in August
- Career networking event. We will host a career panel discussion in October
- Athletic event. We will organize a watch party around a basketball game in our region (December – March depending on athletics schedule)

CLUB LEADERSHIP.

The following alumni will be serving as Club leaders throughout the duration of this annual plan – [insert names, class years, e-mail and cell phone here].

DATE/SIGNATURES. Date of approval by the Outreach Committee of the Alumni Council including signature of founding Club Leader(s), Executive Director of Alumni Relations, President of Alumni Council and Chair of Outreach Committee.

DISSOLUTION/DE-CHARTER

An active Alumni Club requires a minimum of five (5) active members, a minimum of one (1) activity each year and an annually submitted Program Plan. A Club can decide at any time to dissolve and terminate their relationship with the Alumni Council. The Alumni Council reserves the right to de-charter a Club at their discretion.

The Alumni Council Outreach Committee will review all Alumni Club Charters and Program Plans and must approve by a two-thirds (2/3) vote of the Committee.

Starting a New Alumni Club: Club Finances

Once an Alumni Club has been officially approved by the Outreach Committee of the Alumni Council, an annual stipend will be committed to the Club from the Alumni Relations budget in IA. These funds do not roll over from year to year and are due to monies available in the budget.

All Club expenses must be approved by and any contracts associated with programming needs must be signed by the Executive Director of Alumni Relations.

These funds can only be used to support programming expenses such as venue rental, food and beverages, decorations and a speaker's travel/meal expenses associated with events that have been approved by the Executive Director of Alumni Relations.

Starting a New Alumni Club: Event Planning Tips

- 1) Over-estimate your budget needs. If you think an event will cost a certain amount, always add an extra 10 percent in your budget estimate to cover unexpected additional costs. This will help you to not go over budget.
- 2) Communicate, communicate, communicate. Make sure your alumni, your Club leadership, and your IA staff liaison know about all alumni events and plans. If any one of these groups doesn't know the details, your event may not be successful. Learn more about Event Publicity on page 5.
- 3) Confirm all event details in writing whenever possible, and reconfirm your facility, A/V and catering details the day prior to the event. You never know what details may have been overlooked since your initial outreach. Always have a backup plan in case of inclement weather.
- 4) Always try to arrive at the event 45 minutes to one hour prior to the start time to ensure you have everything set up and ready for any early arrivals. This will also allow you time to troubleshoot any problems that arise.
- 5) Make sure a Club Leader is designated to serve as a greeter and staff the registration table to track all attendees and have a greeting spot for all attending alumni. Nametags will be provided for attendees by your IA staff liaison whenever possible.
- 6) As the Club Leader or event host, you should always have event remarks prepared for a program or for casual conversation. If you have a guest speaker, you should always have an introduction prepared. Coordinate with your IA staff liaison to craft these remarks.

An outline of program remarks can include the following:

- a) Welcome attendees, introduce yourself and your role with the Alumni Club
- b) Share a College update of relevance
- c) Share information on how alumni can get involved with the Club and the College
- d) Thank everyone for coming and encourage them to have a great time.

- 7) Immediately following a Club event, please submit an attendee list to the Institutional Advancement Office so that we can adequately track participation at our Club events and follow up with all attendees.
- 8) Don't forget to track the volunteer hours you put into planning, coordinating and executing your Chapter Leader duties!

Starting a New Alumni Club: Event Publicity through the College

All Club communications need to be coordinated through your IA staff liaison who will then promote Club events through our communications.

ONLINE

To post Club event information on our College Web site, Facebook, Twitter and LinkedIn (if applicable), we need the following event information:

- Name of event
- Date
- Location (name and full address)
- Contact person name
- Description
- Time (start and end)
- Cost
- Registration deadline
- Speaker (if applicable)
- Parking/transportation information
- Cancellation policy/inclement weather process

The following information would also add value to your event listing:

- Menu
- Audience – alumni only, alumni and guests, alumni and children, etc.
- Disability accommodations
- Dress code
- Directions
- Entertainment

When IA staff receive the above information, we'll follow up with the noted Club contact and confirm details before publicizing.

E-MAILS

E-mail is an easy and cost effective way to reach alumni. For each event, the IA Office will pull an e-mail distribution list and send an announcement to all alumni within a 50-mile radius of the event.

Event e-mails will be distributed as follows:

1. Initial event announcement at least six weeks prior to the event date
2. Event reminder e-mail at least one week prior to the event date
3. Event registration reminder e-mail to all registered attendees day prior to event
4. Event follow up e-mail to all attendees day following event

MAILINGS

Mailed invitations and postcards are expensive and should only be used for high profile events and activities. Make sure you factor in invitations and postcard printing and mailing costs into your event budget when used.

Please also ensure that when you're planning a mailing that you send the invitation information to our IA Office two months in advance of your event. This allows us to work with our graphic designer, printer and mailing house and get the invitations out in a timely matter.

Starting a New Alumni Club: Time to Take Action

Now that you've read through all the information provided on how to start an Alumni Club, it's time for you to take action!

The first step in starting a new Alumni Club is to submit our online **Alumni Club Application Form** (<http://alumni.ucmerced.edu/ClubApplication>)

If you have questions about the information presented in this document, contact the IA Office at alumni@mcdaniel.edu or 410-857-2296 for more information.

We look forward to hearing from you!