

# UNCG Regional Alumni Clubs

A Guide for Alumni Volunteers





THE UNIVERSITY *of* NORTH CAROLINA  
**GREENSBORO**

**Alumni Association**

**Vision Statement**

This is our home; an association built by and for YOU. We are steeped in history, focused on the future, dedicated to service and infused by culture and diversity. Driven to support and nurture our current and future alumni. To give back what was given to us. To remember what was while working toward what can be.

We are the long-ago, the right now, the yet to come. We are UNCG Alumni.

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Stay connected with UNCG no matter where you live through Facebook, LinkedIn, Twitter, Instagram and the Alumni Association website. Share your own photos and updates and find out what's happening on campus, what your fellow alumni are up to, and where to meet for a happy hour or networking event.



**UNCG Alumni Association**



**UNCG Spartans Network**



**@UNCGAlumni**



**UNCGalumni**

# UNCG Regional Alumni Clubs

Thank you for volunteering to serve as a UNCG Alumni Club leader. UNCG Regional Alumni Clubs are geographic-based, volunteer-driven networks that reflect Spartan pride while advocating for the university abroad. Alumni Club volunteers serve as direct links between the university and the communities in which they live.

## What the UNCG Regional Alumni Clubs offer:

### For alumni

- Provide social events and networking opportunities for area UNCG alumni
- Facilitate connections between area alumni and UNCG with the latest news about the university to keep traditions and history alive through shared UNCG experiences
- Engage in life-long learning experiences for alumni through educational programming featuring the intellectual capital of the university and alumni in your area
- Keeping UNCG's motto of "service" alive and active in their respective communities

### For the university

- Serving as regional ambassadors for UNCG to alumni, potential students and their families
- Help recruit high quality students from your area by advocating for UNCG. This is accomplished by hosting or attending an admissions event for prospective students or a summer send-off for newly accepted freshman
- Advocate to area legislators, on behalf of UNCG and the UNC system, the value of public higher education

### For the UNCG Alumni Association

- Advocate on behalf of the Alumni Association the importance of a lifelong relationship with your alma mater
- Encourage annual giving support to UNCG
- Help recruit potential members to serve on the Alumni Association Board of Directors and relevant standing committees

**The UNCG Regional Alumni Clubs** are located in six metro areas on the east coast with additional locations being identified and considered for expansion. The current regional alumni clubs are:

**Alumni Club of Atlanta** – Includes the entire metro area

**Alumni Club of Charlotte** – Includes the entire metro area

**Alumni Club of the Triad** – Greensboro, High Point, Winston-Salem and surrounding area

**Alumni Club of the Triangle** – Raleigh, Durham and Chapel Hill and surrounding area

**Alumni Club of New York City** – Includes all 5 boroughs as well as the tri-state area

**Alumni Club of Washington D.C.** – Includes D.C. metro and parts of Maryland and Northern Virginia

# How to organize your UNCG Alumni Club

This volunteer guide serves as a quick reference to help you create exciting and informative alumni engagement activities. These activities will provide alumni with opportunities to participate in socials, networking events and community service projects in the local area.

Listed below are guidelines that will help you get your regional UNCG Alumni Club started and organized.

## 1. Identify Alumni Club Leadership

- Start first with alumni who have come to area UNCG events in the past
- Ask the Office of Alumni Relations to suggest possible leaders. Leadership prospects may include:
  - Recent graduates who want to build a network of friends
  - Alumni who served as student leaders
  - Alumni who have a special affinity connection (academics, similar careers, Greeks, athletics, Neo Black Society, etc.)
- Organize an initial planning meeting so that club leadership and organization may be determined. An Alumni Staff Liaison will attend this meeting to serve as a resource to you and your committee.

## 2. Club Leadership Structure

- Based upon best practices for university alumni clubs, the most effective structure is a task-specific structure in which each leadership position is limited to a two-year term in order to cultivate volunteer leadership participation and encourage alumni participation diversity.
- See suggested leadership structure on page 7
- The ideal club leader:
  - Is a graduate of UNCG or Woman's College or parent of a UNCG student
  - Exhibits enthusiasm for UNCG
  - Is interested in current issues and events as they pertain to UNCG
  - Is familiar with the local community
  - Has the ability to interact with a diverse group of people
  - Possesses effective organizational skills
  - Values the importance of networking
  - Fosters a spirit of collaboration and inclusiveness
  - Shows appreciation for everyone's time and effort
  - Shares the load – allowing others to take on responsibility for specific tasks
  - Remembers that the Alumni Club is doing work vital to UNCG
  - Recognizes the potential in others and nurtures new leaders

## 3. Alumni Club Events – Please follow the Event Planning Timeline on page 8.

Each club is encouraged to host these **four core events** each year:

- **Welcome to the City/Kickoff event** – Opportunity for recent grads to meet alumni living in their city soon after graduation. New alumni will be more likely to remain active members of the UNCG alumni community if engaged early. Held in late summer/early fall.
- **Service Project** – Carry on the university's motto of Service abroad with service projects for organizations like Habitat for Humanity, local food pantries and other non-profits.
- **Cultural Event** – Host an event at a museum or a with a guest speaker from UNCG
- **Networking or Social event** – A simple happy hour or a local sporting event with a pre-game gathering or social

Other events that clubs in certain regions may be encouraged to attend:

- **Chancellor Events**-*Special events requested by the chancellor's office.*
- **Summer Sendoffs** – *Informal gatherings for newly accepted students and their families held in the summer in certain regions.*
- **An event calendar for the entire year should be developed over the summer**



- **Variety is essential** – It is likely that alumni of all ages and interests live in your region. In addition to those events listed above, consider offering a variety of events so that at least one or more attracts different interests. These may include:
  - **Social or networking event featuring a speaker** - Consider a UNCG faculty member whose expertise is on a topic from which all will learn and enjoy. Or feature a local UNCG alumnus who stands out in your community.
  - **Family Fun** – Many UNCG alumni have children and grandchildren who will enjoy the UNCG connection. Consider events like a UNCG day or evening at the ballpark, zoo, or a picnic in a local park – it’s a great way to start recruiting our young stars to UNCG!
- **Choose locations carefully:** Hold events in venues that welcome everyone. Things to consider include accessibility, convenient parking, cost and comfort. (It’s difficult to feature a speaker in a bar or busy restaurant so give careful consideration when selecting a venue for your event)
- **Guest Speakers:** Alumni Engagement staff will help identify outstanding faculty members and topics of interests and will assist the Alumni Club in securing them to speak at one of your events. Once per year (and if resources are available) we will cover travel and accommodation for a faculty speaker.

**4. Marketing** – The Office of Alumni Engagement will provide the following items for you:

- **Demographic analysis** – this is especially helpful in planning meaningful programs. We’ll analyze your region’s alumni population and provide numbers based on graduation year, academic affinities, and other relevant information.
- **Electronic regional alumni lists** with names, class years, mailing addresses, email addresses, and phone numbers for your committee to use for personal contacts.
- **Sustainable and responsible communication** - In an effort to support the university’s sustainability measures, the Alumni Office will help provide:
  - Email invitation and a reminder email to all alumni with email addresses.
  - An online registration page for RSVP’s or money registration
  - A web page for your regional Alumni Club complete with calendar of events, volunteer contacts and social media outlets.
  - Showcase your events on the Alumni Association website calendar (live link to more detailed information and registration)
- **The committee chair and volunteers can be most effective by:**
  - Organizing a telephone and email campaign to ensure a strong turnout for your events. A personal invitation goes a long way in encouraging alumni involvement. Divide the email list among your committee members and ask each person to send personalized emails. Call alumni you know personally, and reach out to older alumni who may not have email addresses.
- **Take Pictures - lots of them**
  - Feature your events on the respective UNCG Alumni Club Facebook page.
  - They may be included in the class notes section of the UNCG Alumni magazine
  - Your success may inspire other regional clubs and create a little friendly competition.
- **Report on Your Activities** - Submit a report to the Alumni Office detailing any key outcomes such as alumni network connections.

**5. Event Supplies** - The Office of Alumni Engagement provides an event kit complete with:

- UNCG Alumni Association name tags
- Signs and pop up banners
- UNCG fact sheet
- UNCG Swag for giveaways

## **6. Event Logistics**

The Alumni Relations staff can provide assistance with programming ideas and guidance throughout the event planning process. Donegan Root and Crystal Josey are your primary contacts for the regional alumni clubs, but any member of the Alumni Office staff can assist you with questions or concerns. The general number for the Alumni Office is 336.334.5696.

## **7. Budgeting**

It is important that all alumni events are affordable for everyone. Since alumni programs are independently funded (we receive no funding from the State of North Carolina, student tuition or fees), conducting budget neutral events are essential. When possible, a registration fee may need to be assessed to pay for or offset the cost of events. The Alumni Office can set up an online registration page for each event that can accept credit card payment.

The Office of Alumni Engagement will help cover the costs of the four required events. Each club will receive a nominal allocation of funds for other club events. Oversight of allocations will be in coordination with the Alumni Club Staff Liaisons and the Alumni Association Board of Directors.

# UNCG Alumni Club Leadership Structure

## CHAIR OR CO-CHAIRS

*(Depending on size of alumni population in your region)*

- **Length of Commitment**
  - 1 year as chair
  - 1 year as past-chair in order to maintain continuity
- **Estimated Time Involvement**
  - 5 hours per month
- **Duties**
  - Represent UNCG and the UNCG Alumni Association in your geographic area
  - Participate in conference calls with all club leaders – every other month
  - Serve as the main contact for interested alumni in local area
  - Assist with alumni volunteer committee selection

## VICE-CHAIR

- **Length of Commitment**
  - 1 year
- **Estimated Time Involvement**
  - 3 - 5 hours per month
- **Duties**
  - Shadow chair to learn about all leadership duties
  - Chair at least one event
  - Represent UNCG and the UNCG Alumni Association in your geographic area
  - Collaborate and consult with the Alumni Office
  - Assist with alumni volunteer committee selection
  - Adhere to all policies and procedures of the university and Alumni Association

## EVENT CHAIR

- **Length of Commitment**
  - 2 years
- **Estimated Time Involvement**
  - 2 - 3 hours per month
- **Duties**
- Coordinate, plan and implement a minimum of 4 events per year that include:
  - Welcome to the City/Kickoff event
  - Service Event
  - Networking/Social Event – Happy hour or local sporting event with a pre-game gathering
  - Cultural event – museum tour, play, guest speaker
  - Other events may include: Sporting or athletic event, happy hour etc.

## COMMUNICATIONS CHAIR

- **Length of Commitment**
  - 2 years
- **Estimated Time Involvement**
  - 3 hours per month
- **Duties**
  - Coordinate all communication efforts in the regional market with the Alumni Office
  - Establish communication networks such as email and phone lists and social media
  - Provide event logistics to the Alumni Office for email and social media outreach
  - Coordinate social media communications for the regional Alumni Club
  - Post photos and event follow up to social media and Alumni Association website
  - Recruit “Social Media Ambassadors” to promote upcoming events and to post relative content on Facebook, Twitter and Instagram

# UNCG Alumni Club Event Planning Timeline

## **Eight weeks prior to the event:**

- Submit event information to the Alumni Staff liaison – Date, location, theme, target audience, etc.
- Determine budget for event and email budget request to the Alumni Staff liaison
- Coordinate event planning and logistics with other club volunteer committee members
- Reserve the venue or notify management of event
- Finalize all details such as date, time, location and registration cost per person
- Partner with the Alumni Staff liaison to determine a communication plan that utilizes a combination of email, social media and follow up phone calls
- Work with Alumni Staff liaison to create final content for an email blast

## **Six weeks prior to the event:**

- Using a list received from the Alumni Staff liaison, boost event promotion by contacting key alumni in the area to make phone calls, send personal emails or post on social media
- Establish a program timeline (if applicable) – who will offer greetings, introduce the speaker, give concluding remarks, etc.
- Alumni Office will send initial email communication to area alumni
- Alumni Office will create online registration page and post on main UNCG Alumni Association Facebook page

## **Four weeks prior to the event:**

- Post on Facebook about the event and share with others – be sure to include an online registration link. Feel free to share the event post from the main UNCG Alumni Association Facebook page.
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## **Three weeks prior to event:**

- Phone and/or send personalized emails to area alumni to encourage attendance
- Alumni Office will send reminder email communication to alumni

## **One week prior to event:**

- Confirm event with facility
- Alumni Office will send reminder email communication to alumni
- Post reminder on Facebook and include information on parking, rain plan, etc.
- Continue tracking responses and making follow up phone calls and emails

## **Day of event:**

- Alumni Office will send an email reminder to all alumni who registered for event
- Arrive early to set up nametag table
- Utilize the Check In Easy app to indicate who attends and collect email addresses or other pertinent information
- Welcome guests as you would in your own home. Ensure they get something to eat or drink before serving yourself
- No food at the check in table! Rotate with Alumni Office staff or other club volunteers to grab a bite when appropriate

## **Post-Event:**

- Email event photos to Alumni Staff liaison
- Post appropriate photos on Facebook, Twitter and Instagram
- Share any key outcomes with Alumni Staff Liaison
- Alumni Staff liaison will send post-event survey to participants
- Alumni Staff liaison will share results of survey with lead volunteer
- Follow up on any contacts or concerns from survey results