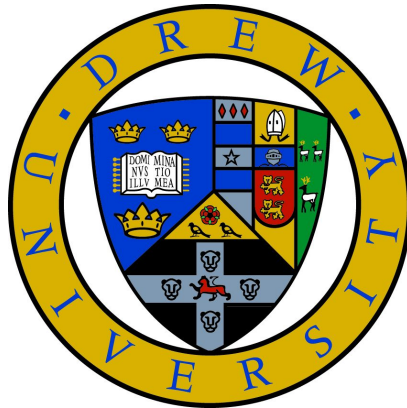


Drew University



Regional Volunteer Handbook

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OBJECTIVE

Regional Clubs play an important role in the university's alumni engagement and education efforts. Working in collaboration with the Office of Alumni and Parent Relations, Regional Clubs organize programming in their local area to encourage alumni interaction and to strengthen alumni connections to Drew.

Key Goals:

- Develop diverse, relevant and engaging programming and activities
- Encourage personal and professional connections among alumni
- Promote the exchange of information between the university and its graduates
- Foster an inclusive environment where diversity and individual differences are valued and embraced
- Communicate the importance of supporting the university as a volunteer and through philanthropy

VOLUNTEER POSITION DESCRIPTION

VPD: Regions with 1,000+ alumni

Boston | New York City | Philadelphia | Washington, D.C.

Club Structure:

- 1 Regional Club Chair
- 4 - 10 Regional Club Members
 - Club members should represent the diverse population of alumni living in the region and Drew alumni at large, including graduation year, professional backgrounds, race/ethnicity, etc.

Meetings:

- The Alumni and Parent Relations (APR) professional liaison will coordinate two conference calls annually. Calls will typically take place in August and January.
 - All club members are strongly encouraged to participate in these calls.
- The Club Chair can coordinate additional meetings to check in on progress of event planning/special projects.
 - It is recommended, but not necessary, to host two additional meetings so that there is club communication quarterly.
 - If necessary, the APR liaison can provide a conference call line.
 - Regional Clubs should make efforts to meet in person at least once a year to foster and encourage strong club affiliation. This can occur at a club member's office building, mutually convenient location for the club, or even at a club hosted event.
- Club Members should try to attend all meetings when possible. If there is a conflict with the date/time of the meeting, please let the meeting coordinator know.

Events:

- The Regional Club will plan 3-4 events per year, ideally one event each quarter.
 - Each member is expected to participate in the planning of at least one event a year. Please see pages 8-14 for event planning resources.
- As a group, the Regional Club should research possible event ideas that appeal to a variety of alumni.
- When possible, Club Members are strongly encouraged to attend alumni events in the region. Club involvement and enthusiasm will drive other alumni to return to future events.

VPD: Regions with <1,000 alumni

North Carolina | Southern California | Atlanta

Club Structure:

- 1 - 6 Regional Club Members
 - Club members should represent the diverse population of alumni living in the region and Drew alumni at large, including graduation year, professional backgrounds, race/ethnicity, etc.
- If the club determines a chair is necessary, the chair will assume all responsibilities outlined in the above section.

Meetings:

- The Alumni and Parent Relations (APR) professional liaison will coordinate one conference calls annually. Calls will typically take place in August or January.
 - All club members are strongly encouraged to attend the call.
- Regional Clubs should make efforts to meet in person at least once a year to foster and encourage strong club affiliation. This can occur at a club member's office building, mutually convenient location for the club, or even at a club hosted event.

Events:

- The regional club will plan 1-2 events per year.
 - Please see pages 8-14 for event planning resources.
- As a group, the Regional Club should research possible event ideas that appeal to a variety of alumni.
- When possible, Club Members are strongly encouraged to attend alumni events in the region.

Additional Engagement Efforts

The Regional Club volunteers are encouraged to actively cultivate strong Drew communities by engaging alumni using the following tactics:

- Facebook
 - Event promotion (pre- and post-event updates)
 - Community building (informal job postings, upcoming alumni performances, etc.)
 - Drew Updates
- LinkedIn Regional Club Groups
- Special discounts, such as free shipping from the Bookstore for limited periods of time or Admissions application fee waivers
- Welcome letters to new alumni in the region

RECRUITMENT/ SUCCESSION PLANNING

Recruitment:

- Every board member plays an important role in the recruitment of new board members.
- Special consideration for board membership is given to alumni who regularly attend events.
- To encourage young alumni participation, a Young Alumni Chair position can be created.
 - This position is suggested to have a 2 year term.
 - The Young Alumni Chair will act as a regular Club Member with the focus on the needs and recruitment of young alumni.

Succession Planning:

- Club Chair:
 - Suggested succession plan:*
 - Each Club Chair term lasts for 2 years and can be renewed once.
 - Terms end on June 30.
 - The departing Club Chair is responsible for onboarding the next Club Chair to take over the position.
 - The departing Club Chair will serve for one year as an advisor to ensure a seamless leadership transition.
- Club Members:
 - Club members serve one year terms. Board members will be asked to re-commit to staying on the board following each term ending on June 30. There is no limit on how many terms a club member can serve.

If at anytime you find that you need to step down from your role as a Regional Club volunteer, please reach out to your APR liaison to let her/him know.

EVENT PLANNING

REGIONAL CLUB MEMBER RESPONSIBILITIES:

What are Regional Club Members responsible for?

Regional Club Members are responsible for creating the event idea, coordinating with the venue and hosting the event. Please use the following timeline to know what to expect when planning an event.

8 - 10 weeks before the event:

Create event idea with the club, usually done on a conference call, but can be coordinated via email. During this call, discuss:

- Event type and purpose, suggested date and time, and potential venues

Once an event is conceived by the club or a club member, the event lead should:

- Coordinate a time with your APR liaison to set up an **event consultation** to confirm details of the event and to discuss blackout dates, budgets, and venue options

Following the event consultation, the event lead will:

- Reserve date and time with venue
 - If the venue is unavailable, the club lead will coordinate with the club to discuss an alternate venue, date, and/or time
- Confirm details with venue, such as:
 - Venue/ room capacity
 - Bar options (cash, open, combo)
 - Food
 - Group discounts policy

*Consider costs of venue, food, bar, etc with your event budget in mind

6 - 8 weeks before the event:

- Connect venue manager and APR liaison to handle any contracts or payments
- Coordinate with APR liaison on marketing and promotion of the event (See Marketing section on page 10)
- Promote event on Regional Club social media page(s)

1-2 weeks before the event:

- Confirm all details with the venue:
 - Date, time, location, updated RSVP count
- Confirm catering with venue
 - Each menu must have a vegetarian option. Other than that, the volunteer gets the fun of choosing the menu!

48 - 72 hours before the event:

- Confirm final RSVP count

Day of the event:

- Take Pictures
- Promote
- Have fun!

Post Event (within 1 week):

- Provide attendee list to APR liaison (please note walk-ins and no-shows)
- Update APR liaison on pros and cons of the event, include suggestions for how to improve the event if it is replicated

EVENT PLANNING:

ALUMNI AND PARENT RELATIONS RESPONSIBILITIES

What is Alumni and Parent Relations responsible for?

The APR liaison will help volunteers brainstorm ideas and solutions for potential difficulties, market the event, take RSVP's, and sign any contracts. Please see below for a detailed outline of what the APR liaison is prepared to do as far as logistics and budgetary support.

8 - 10 weeks before the event:

- Event consultation between APR liaison and event lead to discuss:
 - Blackout dates, budgets, and venue options.
 - Please note, the APR liaison's role is to offer recommendations, but the club will lead and plan the event.

Following the timeline above is essential so that the APR liaison can assist with:

- **Marketing:**
 - Email:
 - E-blasts are sent to the following constituents within 50 miles of the venue's zip code
 - Alumni from the College of Liberal Arts, Caspersen School, and Theological Seminary
 - Parents of current students
 - An initial email will be sent approximately 4 weeks before the event. A follow up email will be sent at approximately 2 weeks out. If necessary, a third email will be sent approximately 1 week out from the event.
 - Facebook:
 - Events are marketed on Drew Alumni House Facebook 1-2 times by the Drew Communications department
- **Venue Logistics:**
 - Contracts:
 - Once the date, time, and location are discussed between the volunteer and the venue manager, the APR liaison will sign all contracts/ credit card authorization forms.
- **Registrations:**
 - The APR liaison will work with Communications to create an RSVP page.
 - The cost of the registration will be determined by the APR department, with input from volunteers. Regional Club registrations are intended only to offset the cost of the event.

- The APR liaison will keep a list of all RSVP's and communicate updated RSVP lists to the Regional Club periodically. (Typically 2 days after an e-blast goes out.)
- **APR Staff Attendance:**
 - APR will attend events when possible and appropriate. APR will support set-up and walk-in registration.
 - When APR cannot attend an event, we are happy to ship blank nametags and a Drew pennant if needed.

Appendix

Event Ideas by Type:

Academic

- Panels
- Lectures

Admissions

- Reception for incoming freshmen and their parents
- Yield events

Athletic

- Support Ranger Athletics
- Group outing to a professional game

Community Service

- Volunteer with a local organization

Cultural

- Museum
- Performance

Family-Friendly

- Zoo
- Apple Picking

Networking

- Networking Happy Hour
 - Alumni <-> Student
 - Alumni <-> Alumni
- Industry specific networking event

Social

- Cocktail party
- Happy hour
- Young Alumni Event
- Luncheon
- Holiday Party

A-Z Event Ideas:

A: Art show, author reading, alumni speaker, apple picking

B: Boat cruise, baseball game, Broadway show, bike tour, book club

C: college speaker, cocktail reception, community service project

D: Dinner theater, dessert reception

E: Exhibits, embassy tour

F: Faculty lecture, first-year send-off, family event

G: Gallery Event

H: Holiday party, Habitat for Humanity project, happy hour

I: Ice cream social, ice-skating

J: Jazz concert, joint event with other college alumni associations

K: Kayaking

L: Lecture

M: Museum tour

N: Networking event

O: Opera, outdoor concert

P: Presidential reception, picnic

Q: Q & A session

R: Restaurant event, readings

S: Service project, symphony, sports game

T: Theatre

U: 'Ur' choice!

V: Volleyball game

W: Wine tasting

X: Xylophone factory tour, museum exhibit

Y: Yacht club event

Z: Zoo, zumba class

Event Proposal Checklist:

Type of event: _____

Target population: CLA Alum CSGS Alum Theo Alum Current Parents
 Affinity Group: _____

Venue: _____

Date: _____

Time: _____

Staffing:

Alumni House staff member requested? Yes No

Special Guest/ Speaker requested? Yes No

If yes, who? _____

Venue Logistics:

Estimated Cost of the Event: _____

Proposed Registration Fee: _____

Guest Min: _____

Guest Max: _____

Catering Min: _____

Cancellation Policy: _____

Deadlines:

Food Order: _____

Final RSVP count: _____

Equipment needs: Microphone Podium Stage Projector/Screen

Laptop Other: _____

Calendar of Events:

You can use this calendar to draft a schedule of events for the year. Clubs of 1,000 + alumni should have 3-4 events scheduled throughout the year. Clubs with fewer than 1,000 should plan to have 1-2 events a year.

Month	Event *Gray=sample calendar of events
July	
August	
September	Welcome to the City (Young Alumni)
October	
November	
December	Holiday Happy Hour
January	
February	Museum Tour
March	
April	Sports Game
May	
June	June Happy Hour

Recruiting Resources

Regional Club Volunteer Key Skills

Know an alum who has the following skills or is looking to build the following skills? Recommend her/him to your APR liaison!

- Graduate of Drew (undergrad or grad)
- Event planning - ability to plan and coordinate events, including budgeting, scheduling, site selection, acquiring necessary permits, coordinating transportation and parking, arranging for speakers or entertainers, arranging decor, event security, catering, coordinating with third party vendors, and emergency plans.
- Strategic thinking - ability to formulate objectives and priorities, and implement plans consistent with the long-term interests of the club. Capitalizes on opportunities and manages risks.
- Team building - ability to inspire and foster team cooperation and spirit. Facilitates cooperation and motivates team members to accomplish group goals.
- Accountability - ability to hold self and others accountable for measurable high-quality, timely, and cost-effective results. Determines objectives and sets priorities. Accepts responsibility for mistakes.
- Influencing/Negotiating - ability to build team consensus through give and take; gains cooperation from others to obtain information and accomplish club goals. Ability to negotiate with vendors during event planning.
- Oral/written communication - ability to communicate effectively with club members, regional alumni, and Drew alumni office staff in order to accomplish group goals.
- Social Media - ability to utilize social media outlets as a platform for alumni outreach and event publicity
- Expert knowledge and awareness with the local geographic area, including popular venues and transportation systems. Is familiar with the overall region.
- Marketing - ability to promote Club events, attracting regional alumni and increasing participation.
- Networking - ability to connect with and assist recent Drew grads moving into the area with employment needs, housing needs, etc.

Tips and Suggestions from the Regions

1. Host an annual in-person club planning session to build relationships among the club members. - North Carolina
2. Draft a welcome letter to young alumni in order to welcome them to the region and provide contact information of regional volunteers. - Boston
3. Build a rapport with event venue manager or point of contact (POC); makes doing business easier. - Washington, D.C.