

2008



# CHAPTER MANUAL

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# REGENT UNIVERSITY

## Mission Statement

*Approved by the Board of Trustees on April 27, 2002*

### *PREAMBLE*

Regent University is an institution of higher learning that exists to bring glory to God the Father and His Son Jesus Christ through the work of the Holy Spirit.

### *MISSION*

Our mission is to provide an exemplary education from a biblical perspective leading to bachelors, masters, and doctoral degrees for aspiring servant leaders in pivotal professions and to be a leading center of Christian thought and action.

### *VISION*

Our vision, through our graduates and other scholarly activities, is to provide Christian leadership in transforming society by affirming and teaching principles of truth, justice, and love as described by the Holy Scriptures, embodied in the person of Jesus Christ, and enabled through the power of the Holy Spirit.

SOLI DEO GLORIA.



# REGENT UNIVERSITY

## Alumni Relations Mission

### RECONNECTING

alumni with the University

### REACQUAINTING

alumni and faculty through gatherings

### RENEWING

passion for Christian leadership

### RESTORING

fellowship with God through prayer

### REACHING OUT

to others in community service

### READYING

current students for continued involvement

## OVERVIEW

The Regent University Alumni Association Chapter Manual is designed to assist you in planning and carrying out chapter programs and activities. It will also help you become more familiar with the responsibilities and duties of your office, as well as those of other chapter officers. This manual is designed to facilitate working together to create a smoothly functioning chapter.

Recognizing a need to communicate on a regular basis at the “grass roots” level, these chapters can keep alumni and friends informed about programs and needs of Regent University and offer local benefits and networking opportunities to alumni within the chapter’s area. The interest that you stimulate, the service you provide, and the information that you collect and disseminate help the University, the community, and the chapter members.

Because the chapter is a volunteer organization, and the time you and other members can spend may be limited, it is extremely important that each officer carry his/her share of the responsibility. For this reason, each affinity chair will be reporting not only to the Chapter President, but also to the Executive Alumni Board. The Executive Board will be available to encourage and provide input and resources to each chapter officer as they strive to create a successful, enduring chapter.

Let us give God the glory by the service we render to one another! Thank you in advance for your continued support and dedication to Regent University and the Alumni Association!

## MISSION

First and foremost, Regent University Alumni Chapters exist to connect (or reconnect) alumni with each other. Through a variety of planned chapter events, alumni have the opportunity to meet new friends and become reacquainted with old friends. As alumni continuously move to new areas, Alumni Chapters become a great way to network and find new churches, job opportunities, and social groups.

Secondly, Regent University Alumni Chapters are designed to help meet the objective of reconnecting alumni with the University. Keeping alumni educated, informed, and interested in activities and developments on Regent's campus is one of the best ways to engage alumni with the University. As Regent continues to grow and change, it is important that the alumni are communicated with about the mission and needs of the University. An informed and supportive constituency is vital in carrying out the mission of the University.

## CODE OF CONDUCT

It is imperative that associates of Regent University conduct themselves in a Christ-like and professional manner and maintain an exemplary and involved lifestyle. The University reserves the right to withhold or withdraw endorsement of all university affiliated groups that do not abide by scriptural principles as interpreted by the University Board of Trustees.

Regent University requires that members of the Alumni Association and their guests refrain from the illegal use of drugs and the abuse of addictive substances controlled by law at all chapter or university sponsored events.

Regent also prohibits the use of alcohol, illicit drugs, and tobacco on campus and does not allow the abuse of these substances by the Regent community. The Apostle Paul exhorted the body of Christ that, if they truly loved their fellow man, they would set aside their personal freedom by refraining from behavior that might be a stumbling block to their weaker brother. Regent University encourages members of the Regent community to exercise their personal responsibility and, guided by Paul's admonition, appropriately set aside their personal freedom and refrain from the use of alcohol, illicit drugs, and tobacco in the context of chapter activities.

## STATEMENT OF FAITH

Regent University is a Christ-centered institution. The Board of Trustees, along with the faculty, staff, alumni, and students of the University, are committed to an evangelical interpretation and application of the Christian faith. The campus community is closely identified with the present-day renewal movement, which emphasizes gifts, fruit, and ministries of the Holy Spirit. The following are Regent's articles of belief:

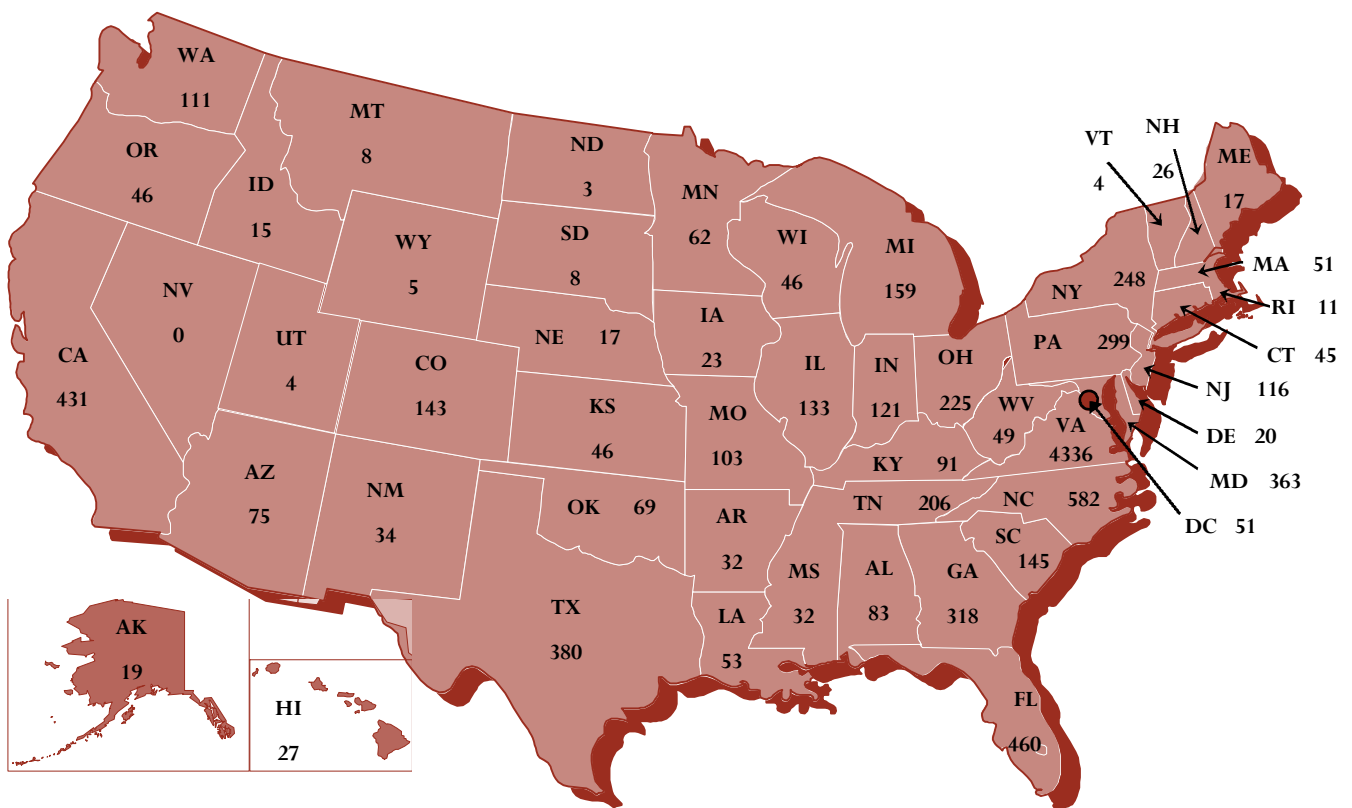
- A. That the Holy Bible is the inspired, infallible, and authoritative source of Christian doctrine and precept.
- B. That there is one God, eternally existent in three persons: Father, Son, and Holy Spirit.
- C. That man was created in the image of God, but, as a result of sin, is lost and powerless to save himself.
- D. That the only hope for man is to believe on the Lord Jesus Christ, the virgin-born Son of God, who died to take upon Himself the punishment for the sin of mankind, and who rose from the dead so that by receiving Him as Savior and Lord, man is redeemed by His blood.
- E. That Jesus Christ will personally return to earth in power and glory.
- F. That the Holy Spirit indwells those who receive Christ for the purpose of enabling them to live righteous and holy lives.
- G. That the Church is the Body of Christ and is composed of all those who through belief in Christ have been spiritually regenerated by the indwelling of the Holy Spirit. The mission of the Church is worldwide evangelization and the nurturing and discipling of Christians.

## IMPORTANT NUMBERS

SCHOOL/DEPARTMENT	PHONE	EMAIL
Alumni Relations (central)	888.294.ALUM	alumni@regent.edu
Communication & the Arts	757.226.4243	comalum@regent.edu
Divinity	800.723.6162	divcareer@regent.edu
Education	888.713.1595	eduschool@regent.edu
Global Leadership & Entrepreneurship	757.226.4074	glealumni@regent.edu
Government	888.800.7735	rsgalumni@regent.edu
Law	757.226.4915	lawcareerservices@regent.edu
Psychology & Counseling	757.226.4132	spcalumni@regent.edu
Undergraduate Studies	800.210.0060	

# ALUMNI... WHERE ARE THEY NOW?

50 STATES...



...AND 69 COUNTRIES!

Andorra	1	Hong Kong	6	Portugal	1
Antigua & Barbuda	1	Hungary	6	Puerto Rico	1
Argentina	1	India	5	Romania	5
Australia	5	Indonesia	1	Russia	2
Austria	1	Israel	3	Scotland	2
Bahamas	2	Italy	3	Singapore	11
Brazil	8	Japan	7	South Africa	18
Bulgaria	2	Kenya	2	South Korea	129
Canada	45	Korea	28	Spain	2
China	1	Kazakhstan	1	Sweden	1
Croatia	1	Lebanon	1	Switzerland	4
Cyprus	3	Lithuania	2	Taiwan	2
Ecuador	1	Malaysia	1	Thailand	4
El Salvador	2	Mauritius	4	Trinidad & Tobago	1
Estonia	1	Mexico	5	Turkey	1
Finland	1	Myanmar	1	United States	10,766
France	3	New Zealand	1	United Kingdom	4
Germany	16	Nigeria	5	Venezuela	1
Ghana	3	Norway	8	Virgin Islands	9
Greece	1	Panama	2	Vietnam	1
Guam	1	Paraguay	1	Zambia	1
Guatemala	3	Philippines	2	Zimbabwe	1
Haiti	1	Poland	6		

## STARTING & KEEPING A STRONG CHAPTER

A chapter is a location anywhere in the world where Regent graduates live and gather together for a variety of reasons. A formal chapter consist of a president and four (4) or more affinity group chairs who work together to facilitate networking, plan social events, and encourage relationship/support building opportunities each year for the alumni in their area. Informal chapters exist via the interactive online alumni community to accommodate those living in areas with smaller alumni concentrations.

The first requirement for a successful alumni chapter is strong, dedicated leadership. The chapter must ensure that capable officers are chosen – those who will dedicate time to initiate, plan, and promote a variety of opportunities which will appeal to Regent University alumni and friends in the chapter area. Chapter leaders should work well with all people, be imaginative and enthusiastic, and have administrative ability.

During the initiation of the chapter, leaders should also possess some entrepreneurial and organization skills and/or experience. The chapter must ensure that qualified candidates are nominated each year. The recruitment of new leaders is particularly critical if a chapter is to remain vital and is to represent all members of the chapter area. Once an alumni chapter has been established by informal affinity groups, members of the chapter will be given the opportunity to nominate potential officers. Officer candidates will be interviewed by current chapter leaders, members of the Executive Alumni Board, and the Alumni Office.

The second key to chapter success is dynamic organization. This calls for teamwork and the delegation of responsibilities. One person need not, cannot, and should not do it alone. In addition to chapter officers, a host of volunteers should be called upon for assistance.

Finally, social meetings/gatherings are the heart of the chapter's activities. Alumni like to belong to a "growing concern." Full chapter meetings may be held in conjunction with annual chapter events. Please consider the audience and pick quality meeting places, plan thoughtfully, formulate an agenda for the meeting, make those who attend feel welcome, and strive for wholesome fellowship.

## CHAPTER ORGANIZATION

### How Do I Organize a Chapter?

Committing to be a chapter leader for your area or state can appear to be a daunting task, but with careful delegation, prayer, and support from the Office of Alumni Relations, it is an entirely feasible undertaking. The Alumni Office, the Executive Alumni Board, and the school Alumni Representatives are available to provide assistance, resources, and encouragement when needed. Above all, remember Ephesians 3:23: “Now to Him who is able to do far more abundantly beyond all that we ask or think according to the power that works within us...” [NAS].

Contact the Alumni Office to assess whether or not your region is eligible to be recognized and sponsored as a formal alumni chapter (see Chapter Bylaws, II, 1).

*If your region does not meet the specified criteria, schedule a meeting with the Manager of Regional Alumni Programs to discuss opportunities to host an informal chapter via the Alumni Association’s online community ([www.regentalumni.org](http://www.regentalumni.org)).*

Upon confirming eligibility, use the contact information provided by the Office of Alumni Relations, as well as the Annual Needs Assessment and the expertise of the Executive Alumni Board and your Alumni Representative, to identify others in your area from your school who would be interested in participating in your affinity group. You may also begin to identify others in your area who graduated from one of the remaining seven (7) schools and who may be interested in starting other affinity groups.

Hold a “non-committal committee meeting” for those who may be interested in being involved in a leadership role. Be sure to explain the level of commitment and possible duties involved. The Manager of Regional Alumni Programs will be available at any time to assist you through navigating this phase. Some criteria to think about in recruiting a chapter committee:

- Spiritual Health: Are they walking with God, growing and maturing?
- Location: Do they live close enough to accomplish the necessary tasks?
- Vocation: Will their occupation allow them to commit?
- Age: Look for diversity in ages.
- Relationship: Do you personally know someone in your area who will be willing to serve?
- Commitment: Choose committee members who you are confident will get the job done.

Informal affinity groups will continue to function independently until the region has recruited at least four (4) affinity leaders. At such time, the Executive Alumni Board and the Office of Alumni Relations will begin to accept nominations and applications for chapter president. Upon review of the presidential applications, the Executive Alumni Board will conduct interviews and select the chapter president. The president, in turn, will accept applications for affinity chair positions and will coordinate interviews with the Executive Alumni Board as appropriate.

### **What Is an Affinity Group?**

An affinity group represents a group of alumni who have similar interests and backgrounds. For the purpose of formal chapter organization, they are initially created by school affiliation, representing each of the eight (8) schools at Regent University: Global Leadership & Entrepreneurship, Government, Law, Education, Psychology & Counseling, Divinity, Communication & the Arts, and Undergraduate Studies.

### **Chapter Structure**

Regent University alumni chapters have adopted an executive structure paralleling the University’s Executive Alumni Board.

Chapter officers consist of one (1) president and eight (8) affinity chairs, representing each of the University’s eight (8) schools. Officer selection process and responsibilities are detailed in the Chapter Bylaws.



## ALUMNI OFFICE ROLE

The Alumni Office assists in chapter organization, provides information about how to begin and organize a chapter, and provides guidance in planning and implementing chapter events.

The Alumni Office will:

- Provide support, guidance, advice, and feedback to chapter presidents.
- Facilitate appropriate connections between chapter members and university personnel.
- Supply chapter contact lists for use by the executive committee.
- Maintain upper level administration of the chapter website.
- Offer financial resources for events at a rate of \$0.50 per chapter constituent within the regional area per event, not less than \$200 and not to exceed two (2) events per year.
- Provide administrative support for events, including but not limited to creation, printing, and mailing of invitations, collection of RSVPs, phone and email support, collection of events fees, etc.
- Supply the chapter executive committee with tools and resources, including university premiums/giveaways and university and school-specific updates. Depending on the theme of your events or needs of your area, the Alumni Office will send materials such as campus updates, fliers, brochures, articles, project updates, etc.
- Administer all chapter surveys or questionnaires, including any required printing and mailing.
- Provide templates for chapter newsletters, invitations, and business cards of the executive officers. Newsletters will be mailed twice a year, at the discretion of the Alumni Office and the executive committee.

## EXECUTIVE ALUMNI BOARD ROLE

The Executive Alumni Board serves as a peer support network and accountability for the chapter executive committee.

The EAB will:

- Provide support and encouragement to chapter leaders.
- Avail themselves as a resource and liaison between the chapter and the university.
- Brainstorm with chapter leaders to develop new initiatives and to successfully grow and maintain the chapter.
- Provide accountability to the chapter executive committee, reviewing chapter progress every six (6) months and making recommendations and goals as appropriate.
- Help chapter presidents identify potential chapter leaders (affinity chairs).
- Interview and recommend chapter presidents and participate in the selection of chapter affinity chairs.
- Work closely with alumni office to assist chapter in whatever way necessary.

## EXECUTIVE COMMITTEE ROLE

The Chapter Executive Committee serves alumni on a regional level to nurture relationships and to keep alumni informed and involved.

The executive committee will:

- Stay in touch with regional alumni via phone, email, and mail, providing resources and information as appropriate.
- Provide opportunities for fellowship, networking, and personal development to alumni on both a chapter and affinity group level.
- Create a bi-annual newsletter, using the template provided by the Office of Alumni Relations, to keep alumni informed of chapter activities and opportunities. The executive committee will submit the bi-annual newsletter to the Alumni Office at least two (2) weeks prior to scheduled mailings.
- Maintain the content on the chapter subgroup within the online alumni community. The Alumni Office will provide all appropriate training and information.
- Plan and host at least one (1) full chapter event per year.
- Provide affinity group opportunities on a regular basis, as laid out by the Executive Alumni Board representatives.
- Submit a review of chapter and affinity group activities to the Executive Alumni Board every six (6) months. Written reviews must be submitted to the chapter president at least three (3) weeks prior to the bi-annual EAB meeting. Chapter presidents are responsible for compiling reviews and submitting them to the EAB at least two (2) weeks prior to the bi-annual meeting. The EAB meetings are traditionally held the last weekend in October and the last weekend in April. Any shifts in this schedule will be communicated to the chapter presidents by the Manager of Regional Alumni Programs or the Volunteer Coordinator.

## CHAPTER SUCCESS TIPS

**Offer a VARIETY of programming:** Include programs that focus on the arts, family events, dining out, seminars, athletic events, etc. Pick a theme, decorate, and give door prizes. Utilize locations special to your geographic area. Any additional events, beyond the recommended one (1) or two (2) full chapter events, are at the discretion of each individual chapter and the officers that govern it.

**Organize a telephone or email committee:** Have the committee call or email members a few weeks prior to an event as a reminder. Personal invitations go a long way.

**Set chapter goals:** Set no more than three (3) main goals per year that are in line with your Chapter's purpose. Utilize SMART goals (Specific, Measurable, Attainable, Realistic, and Timely) and break goals down into short term objectives.

Examples:

- Connect via phone with 20% of alumni in the \_\_\_\_ region within the first 6 months; 30% within the next year.
- Increase the % of alumni represented at each consecutive event by at least 3%.
- Fund a scholarship of \$\_\_\_\_ for a Regent student from our area by \_\_\_\_.
- Create a networking database, small Bible study, or a prayer chain within \_\_\_\_ months.
- Establish a mentoring program with current or prospective student from our area within one year.

**Maintain continuity:** Appoint a chapter member to be a historian for the Chapter; this person can keep records to pass to succeeding presidents and volunteers. Keep a notebook of rosters, agendas, minutes, activity reports, interest surveys, information updates, photos of activities (if available), etc.

**Maintain communication:** Keep the alumni office informed about events, meeting agendas and minutes, address changes, etc. In exchange, the Alumni Office will be better able to offer additional support and resources.

**Send handwritten notes or make personal phone calls to members to ask them to join and/or volunteer:** Alumni will be more apt to join if they feel that this will be a personally fulfilling experience. Offer incentives to chapter alumni who recruit new participants (the Alumni Office may be able to help supply these incentives). Personally invite volunteers to: bake cookies for student events, serve on an award selection committee, assist with phone calls for events, write letters to prospective students, help build a chapter

notebook, write newsletters, etc. Once again, time commitment can be minimized by distributing notes to be written among the executive committee, taking advantage of any previously established relationships.

**Invite local personalities and community leaders to events:** High school principals, junior college presidents, directors, state and local legislators, owners of local businesses, etc. can all be assets to the chapter. Extend an invitation when your event has a theme relevant to them.

**Minimize board meetings:** Have fewer board meetings, and make them shorter. Assign a facilitator for each board meeting to move the meeting along. Set an agenda of topics for discussion. Set limits on each subject, allowing the bulk of the meeting to last no more than one hour. Stay focused on the agenda. Attempt to notify chapter committee members of any upcoming events/meetings at least four (4) weeks in advance.

**Survey yearly:** This once-a-year Annual Needs survey (see “Forms”) can assist your chapter in program development. Distribute the survey at an annual meeting or include it in your newsletter. Drive them to the internet version whenever possible. Communicate with members and create programs that they desire. Evaluate the results and make changes for the future.

**Delegate, delegate, delegate:** Use information provided by the Office of Alumni Relations in combination with the Annual Needs survey to determine members that desire to contribute or possesses specialized gifts, talents, or resources that could benefit your organization. Do not be afraid to ask for help or get others involved.

**Always maintain a positive attitude:** It is most important to ALWAYS maintain a positive attitude when working with your chapter. Negative feelings are contagious, as are positive ones. Infect fellow alumni with your Regent University spirit and the will be sure to continue to support you and the chapter!

## CHAPTER EVENTS

### **Affinity Group Events**

Affinity groups aim to serve the unique needs and desires of the schools which they represent. Affinity group activities and events are left to the discretion of the governing affinity chair. The Alumni Office encourages the affinity chairs to stay in regular contact with the alumni within their affinity group and to seek to provide opportunities for fellowship, networking, or development unique to their group's interests. One might consider invitations to dinners, sporting events, fine arts opportunities, or seminars. Affinity Group events may be informal and need not be costly. They may be as simple as extending an invitation to meet at a pre-existing event through the University or the Community. Affinity group events will be financed by the chapter-raised funds or by the event attendees (i.e. attendance fees). Affinity groups will not receive additional compensation for events from the Office of Alumni Relations. Affinity chairs should work closely with their Executive Alumni Board representative and their school's Alumni Representative and should form committees within their affinity group as needed.

Examples of Affinity Group opportunities to consider:

- Prayer support networks
- Dinner at someone's home
- Picnics or potlucks
- Dinner out at a restaurant
- Local sporting events
- Local theater or fine arts events with dinner or dessert before or after the performance
- Networking breakfasts before work, broken down by neighborhoods or areas
- Meet at local seminars or development workshops and fellowship afterwards
- Etc.

### **Chapter Events**

Each chapter should consider hosting at least one full-chapter event per year. Chapter presidents will be responsible for the coordination of the chapter events and should draw heavily on their affinity chairs for the planning, school coordination, marketing, and implementation of the full chapter events. The Office of Alumni Relations will provide the chapter with \$0.50 per regional constituent, totaling not less than \$200, towards their event budget. The Alumni Office will also aid in the administration of the chapter event (see "Alumni Office Role").

## ORGANIZING AN EVENT

Planning, organization, and delegation are the keys to successful events. Event planning forms have been created for your convenience (see “Forms” section). Use them and the expertise in the Alumni Office to aid you through the process.

### **Decide what type**

of event would be beneficial for your chapter. Keep in mind the diversity of ages and interests of the alumni in your area. Concerts, BBQs, receptions, family picnics, a golf outing, a weekend retreat are all possible event ideas. Be creative and run your ideas by the Alumni Office. Refer to “Event Ideas” for further inspiration.

### **Decide on a location.**

Find a location that fits the theme of your event and your budget and is easily accessible to as many local alumni as possible. Consider things like parking provisions, rental costs, traffic considerations, etc. Some possible suggestions may be:

- The home of a fellow alumnus
- The beach
- A local church
- A hotel
- A conference center
- A country club
- A local park
- A restaurant

### **Choose a date.**

Review several options for you event and contact the Alumni Office with your potential dates and event ideas. Whenever possible, strive to select you dates for the next academic year by the month of June. This will enable the Alumni Office to have a tentative plan for the year. Typical chapter events require at least twelve (12) weeks of preparation, so please plan accordingly. All details must be finalized at least six (6) weeks prior to the event to allow sufficient time for the creation and mailing of invitations within the Alumni Office.

### **Factor in your cost.**

Although you can be reimbursed up to \$0.50 per alum for food and other expenses, some events may cost more while others may not cost anything. We do not expect chapter leaders to cover the cost of event expenses. Home baked goods and donated items are suggested to reduce the cost and give your event a special feel. You may also choose to charge a nominal fee to the alumni attending your event. The Alumni Office will print all cost and registration

information on your invitation, and will provide the means to accept credit card payments for events. The Alumni Office respectfully requests that you do not exceed the designated monetary limit per event. The university does not have a large budget for chapter events and spends a significant amount of money on printing, postage, and additional travel expenses related with sending faculty/staff to your event.

### **Choose your menu.**

Food is important to your event. Decide whether you will hire a caterer or provide your own refreshments. Keep in mind that some event venues have specific requirements about use of caterers or provision of refreshments. Make sure to inquire early in your planning process about any restrictions or requirements that may exist. If you choose to supply your own food, make arrangements with your executive committee (or others) to bring food and drinks in order to divide up the labor and expenses. Finger food, desserts, or hors d'oeuvres and coffee, punch, soda, or water are served at most events.

If your event is in another person's home (host home), be sure to work out the details with your host. If a local restaurant, business, or bakery donates food for your event, be sure to notify the Alumni Office with the date, amount, and purpose of the donation so that they can receive a tax deduction. Also make a point to recognize their contribution at the event and to send a formal thank you to their place of business. Sample donation request letters can be found in the "Samples" section. For two full chapter events per year, you may be reimburse up to \$0.50 per alumni constituent in the defined chapter area with a guaranteed minimum of \$200 (*i.e. If you have 1,000 alumni in your chapter area, you would receive \$500 per event. If you have 300 alumni in your chapter area, you would receive \$200*).

### **Submit your contracts.**

The Alumni Office will handle all contracts and service agreements, including all payment terms. Because the chapters do not function as an independent organization, they are required to adhere to the same tax laws, donation policies, payment agreements, etc. as the university. For this reason, the Alumni Office will handle the majority of the chapter's financial transactions to avoid any unnecessary complications.

### **Recruit volunteers.**

The executive committee should not need to be solely responsible for the creation and implementation of events. Use the responses from the Annual Needs surveys to identify alumni in your area who may be willing to participate and volunteer for your event.

### **Follow-up on invitations.**

Follow-up phone calls to the invitations mailed by the Alumni Office can make a difference in encouraging attendance for your event. They provide a personal connection between the mailed invitations and the event itself. The Office of Alumni Relations will provide a list of

names and phone numbers to those who have signed confidentiality agreements on file. Divide the lists among the executive committee and any willing volunteers to expedite the process.

**Conduct an event review.**

Meet with your executive committee and review your event. Discuss the things that went well and brainstorm about ways to avoid any complications or problems that may have occurred. During the wrap-up phase of your event, work with the Alumni Office to send event review surveys to the alumni in your area. Their feedback will be invaluable to you as you plan future events. Fill out the Chapter Event Review and submit it, along with any event receipts, to the Alumni Office within one month of your event. If any financial reimbursement is necessary, those receipts must be submitted to the Alumni Office within one week of the event. Make arrangements ahead of time with the Manager of Regional Alumni Programs to have those receipts delivered.

**Write thank you notes.**

Be sure to thank all volunteers, businesses, or VIPs who participate and/or help with your event. Maintain good relationships so that they will be willing to contribute in the future.

## CHAPTER EVENT HOST

The executive committee will need to act as a host at your chapter event in several ways. You may handle this yourself or choose to delegate to a committee member or friend.

- Greet guests as they arrive. Make them feel comfortable and at home. Keep an eye out for anyone who is looking awkward or uncomfortable. Make introductions as necessary.
- Open the event with a welcome. Introduce any guest speakers, your executive committee, members of your planning committee, and any Regent University faculty or staff that may be present at your event.
- Be sure to recognize any contributions made, either monetary donations or investments of time, to the event. Vocalize your “thank yous” to any guest speakers, the committee that helped with the event, and the host and hostess who may have opened their home or secured the facility.
- Announce upcoming chapter events and Regent alumni events. Provide any university news or important updates as provided by the Office of Alumni Relations.
- Pray to bless the meal or refreshments, as appropriate.
- Close the event. This can be done with prayer, a “thank you for coming,” or other appropriate closing.

Don't forget to also write your thank yous! This task can be easily delegated among the executive committee in order to minimize the time commitment required. The Alumni Office would be happy to provide Regent Alumni Association thank you notes so that you can write to participating faculty, businesses, hosts, and committee members. Thank you notes not only let those people know how much you appreciate them, but also reflect well on the university.

## VOLUNTEER MANAGEMENT & APPRECIATION

Of course, no organization can survive with the efforts of many. Chapter leaders must be able to identify and encourage alumni to assist in organizational workings.

Some of the best leaders are those who utilize volunteers and delegate responsibilities effectively. “But, how do we find volunteers?” you ask? Some effective possibilities:

### **Who are potential volunteers?**

- Alumni who have previously attended similar events
- Alumni who are involved in the community
- Parents or spouses of current students, whether or not they themselves are alumni
- Past members of the Student Alumni Ambassadors in your local area (the Alumni Office will be happy to help you identify these individuals)
- Alumni who were involved on campus as students (the Alumni Office can also help you identify these individuals)
- Spouses and/or friends of active members or chapter members
- Annual Needs survey respondents

### **What things should I remember when working with volunteers?**

- They are exactly that...volunteers who are servants of God, and should be treated with respect.
- Have something for them to do and make sure they know the responsibilities and are comfortable with them. Be as prepared and organized as possible so that they are not being “thrown into the fire.”
- Make sure you do not overwork them; offer choices by having different shifts for them to work.
- Establish consistent communication, especially if the volunteers are working on pre-event preparation. Ensure that they have all of the information and resources that they need in order to efficiently complete their assigned task. Regularly inquire about their progress and offer you support in overcoming any obstacles they may discover along the way.

- Thank them and/or recognize them appropriately in front of their peers for their contributions.
- Create opportunities for volunteers to make meaningful contributions to your chapter and not just do the “busy work.”

### **Want to know the top complaints of volunteers?**

- “I called. They never called me back.”
- “I sent in my information. I never heard anything.”
- “I showed up when I was supposed to. They did not have anything for me to do.”
- “I told them I do not want to do make phone calls, but that is all they called me to do.”
- “No one ever says ‘thank you’.”
- “They act like I’m in the way.”

### **How can I be a better leader?**

- Rely on your volunteers. You cannot manage the chapter on your own. Be realistic about what you as a chapter leader have the time and ability to do.
- Delegate responsibility and authority.
- Involved as many alumni as possible to create a strong support base and ownership for activities.
- Stick to deadlines. Be organized and use timetables and schedules. Good, experienced volunteers need controlled conditions and sufficient time to accomplish their tasks. Communicate with your volunteers. Remember to keep them in the loop and be flexible. Be willing to allow things to be done in a slightly different way than you might do them.
- Allow for creative input from your volunteers and always RESPECT them and their decisions.

*“Wise planning will watch over you. Understanding will keep you safe.”*

Proverbs 2:11

## EVENT IDEAS

### Dinner

- Appropriate for featuring a keynote speaker from Regent or from the community
- Prospective student or honor student reception, dinner, or party
- More formal sit-down opportunity for the chapter
- Typically should not include children

### Reception

- An opportunity for fellowship which does not necessarily need a program
- A kickoff or follow-up for a university or community event
- An initial activity in an area with a high concentration of alumni and friends which provides an opportunity to encourage participation in the chapter
- A preliminary event before a more formal social/dinner
- A mixer to recruit students

### Breakfast or Luncheon

- Usually suited for a smaller, more specialized group
- A good opportunity for planning future events
- Great consideration for affinity groups
- May include networking breakfast or luncheon opportunities broken down by neighborhood or general area (i.e. a smaller community meets once a month at a specific restaurant before work and invites non-alumni members from the community)

### Cookout, Barbecue, or Picnic

- A good event for the entire family
- Generally, a great spring and summer fellowship activity
- Opportunity to host prospective students from your or to invite newly admitted students. Include a time for Q&A and for networking so that new students can take advantage of the knowledge and resources of more experienced alumni, both in their professional and scholastic lives. Ask the Alumni Office to generate a list of students for your chapter.
- Pre-baseball, soccer, hockey, etc. game picnic

## Cultural Event

- An opportunity to utilize events in the community
- Should usually be combined with some form of reception or gathering before or after the event
- Includes events such as theater productions, concerts, festivals, or even movies

## Other Activities

- Golf tournament
- Community service project
- Seminar/social for alumni/friends with similar interest
- Set up booths at county and community fairs
- Speed networking – set up in a similar format to speed dating – talk to the Alumni Office for further details

## Optional Fundraising Ideas

- Fellowship auction: People developing this project could collect donated items from faculty, staff, or community leaders based on their interests, hobbies, or talents. For example, there may be a community leader who loves to play golf and would donate a round with him/her.
- Silent auction: A group of individuals can win items/prizes by submitting their bids in writing. In order to be a bidder, participants pay an entrance fee. A reception can be held at the same time as people are walking around bidding on items.
- Choir or band night: Host a musical event featuring local talent and charge admission to it. Keep in mind that you will need a big enough space to hold the event as well as arrangements with the community.
- Open mic: This is a way to build on the talents of chapter members or the community as a whole. Open mic can be any comedy sketches, karaoke, dramatic readings – anything that is clean and uplifting!
- Dinner party: Host a dinner party where items are donated (food, music, location, etc.) and charge a fee. Perhaps offer a complimentary gift or favor of low cost for each participant. Let the attendees know that their patronage will support a student, the university, or the chapter.

## SCHOLARSHIP SPONSORSHIP

Alumni chapters are welcome to sponsor scholarships for students from their area attending Regent University if they wish. With ever-increasing fees and tuition costs, scholarships play a much larger role in higher education than ever before.

Scholarships can be fully endowed or funded annually. This is entirely the chapter's choice and is limited only by fundraising abilities. Chapters that choose to establish an endowed scholarship are given the opportunity to have the fund named in honor of the chapter or in honor or memory of a special chapter member. An endowed scholarship can be established with a minimum initial contribution of \$25,000 collected over a period of no more than five (5) years. Endowed scholarships are awarded from the earnings of the fund and are initially distributed at a rate of 5% of the principle each year. They are established in perpetuity, allowing additional contributions to be added to the principal after the \$25,000 minimum has been reached. Endowed scholarships that fail to reach the required \$25,000 minimum within 5 years are reallocated to the general unrestricted fund.

Annual scholarships are awarded as contributions are received. Earnings do not accrue. For annual scholarship awards, you may choose to give one large scholarship or several smaller ones. Regardless of how a scholarship is funded, arrangements must be made through the Office of Alumni Relations, which will work with the Regent University Advancement Office to set up an account.

For more information, call the Alumni Office at 888.294.ALUM.

## CHAPTER BYLAWS

### Article I – NAME AND PURPOSE

#### Section 1. **Name.**

The name of our organization is the (*ANY TOWN, USA*) Chapter of the Regent University Alumni Association.

#### Section 2. **Purpose.**

The purpose of the chapter is to assist the Regent University (hereafter “University”) Alumni Office and other appropriate University office with:

- A. Promoting active alumni participation and involvement through on-campus and regional programming;
- B. Communicating the University’s mission, plans, and programs;
- C. Identifying and encouraging the enrollment of quality and diverse students;
- D. Developing philanthropic support from alumni;
- E. Recognizing the University’s alumni distinguished by their loyalty, professional achievement, and community service;
- F. Assisting both students and alumni of the University in career planning, placement, and transitions;
- G. Fulfilling the University’s vision “to provide Christian leadership in transforming society by affirming and teaching principles of truth, justice, and love as described in the Holy Scriptures, embodied in the person of Jesus Christ, and enabled through the power of the Holy Spirit. *Soli Deo Gloria.*”

### Article II – MEMBERSHIP

#### Section 1. **Alum Members**

Each University graduate living in the (*ANY TOWN, USA*) region (*defined areas between zero (0) to 150 mile radius with at least 80 alumni constituents*) is eligible for Chapter membership. To become an alum member, a graduate’s application must be approved by the University Registrar’s Office, the graduate must be in good standing with the University, and the graduate must pay annual dues if set by the chapter’s executive committee (hereafter “executive committee”). Only alum members are eligible to vote at the annual meeting and are eligible for selection to a position as described in Article III.

## Section 2. **Associate Members.**

The executive committee may grant associate membership to current University students who have completed a minimum of twelve (12) credit hours of course work and who are in good academic standing with the University. Current University students enrolled in a minimum of six (6) credit hours of course work are not required to pay dues. Associate membership may also be extended to former Regent University students who have completed at least twelve (12) credit hours (classified by the university as “Alumni Non-Degree”), provided that these members remain in good standing with the university.

## Section 3. **Honorary Members.**

The executive committee may grant honorary membership to those persons other than alum and associate members who show interest in and loyalty to the chapter and Regent University. All those who have received honorary degrees from Regent University shall be eligible for honorary membership. Honorary members are not required to pay dues.

## Section 4. **Chapter Dues.**

Those members required to pay annual dues shall pay them in the amount set by the executive committee. The executive committee shall use these dues to pay the chapter’s general operating expenses. The university-wide Alumni Association shall not assess dues for chapter membership. Each individual chapter may vote to invoke member dues, provided that paying for membership brings with it additional privilege and/or responsibility. Chapter events will continue to be made available to all alumni, regardless of membership through chapter dues, for the purpose of encouraging chapter involvement. Any additional chapter services (job banks, networking groups, directories, etc.) may be contingent on membership.

## Article III – EXECUTIVE COMMITTEE

### Section 1. **Officers.**

The officers shall be President and eight (8) affinity chairs – Communication and the Arts Affinity Chair, Divinity Affinity Chair, Education Affinity Chair, Global Leadership and Entrepreneurship Affinity Chair, Government Affinity Chair, Psychology and Counseling Affinity Chair, Law Affinity Chair, and Undergraduate Studies Affinity Chair – and shall be known as the executive committee. This committee shall meet at the call of the president. All committee members are voting members.

### Section 2. **President.**

The president shall act in a general executive capacity and shall preside at all meetings, appoint committees, and in general perform all the usual duties attending the office. The president shall be responsible for coordinating the identification and selection of all affinity

chairs and shall oversee the activities of all affinity groups. The president shall oversee the compilation of the bi-annual chapter newsletter and the chapter website and shall coordinate the planning and implementation of a minimum of one (1) chapter event per year. The president shall be accountable to the Executive Alumni Board and shall submit a bi-annual review of chapter activities in conjunction with the bi-annual Alumni Board meeting. The president is an ex-officio member of all chapter committees. At the completion of his/her term, the president shall chair the chapter's nomination committee. The president shall serve for a one (1) year term and may be selected for only two (2) consecutive terms. The president serves at the pleasure of the Executive Alumni Board and the Office of Alumni Relations.

### Section 3. **Affinity Chairs.**

The eight (8) chapter affinity chairs shall oversee the chapter affinity groups, defined as regional alumni from each of the eight (8) schools: Communication and the Arts, Divinity, Education, Global Leadership & Entrepreneurship, Government, Law, Psychology and Counseling, and Undergraduate Studies. There shall be one (1) affinity chair to represent each of the eight (8) schools, with a minimum of four (4) schools represented to define an officially recognized chapter.

The affinity chairs shall have such powers and shall perform such duties as shall be assigned to them by the president, with approval from the Executive Alumni Board. Affinity chairs shall be responsible for the coordination of networking, social opportunities, and dispersion of information for the affinity group members. They shall serve as a facilitator of opportunities relevant to the unique interests of the group which they represent. They shall provide support to the chapter president in the production of a minimum of one (1) full chapter event and two (2) chapter newsletters each term. Affinity chairs may be appointed to serve in traditional officer roles at the discretion of the executive committee.

Affinity chairs shall report to the chapter president and to the associated school's Executive Alumni Board representative. They shall submit a bi-annual review of the affinity group's activities to the chapter president prior to each of the bi-annual Executive Alumni Board meetings. At the completion of his or her term, the affinity chairs shall serve on the chapter's nomination committee and aid in the selection of the next term's executive committee. Affinity chairs shall serve a one (1) year term and may be selected for no more than two (2) consecutive terms. Should the office of the president become vacant, the affinity chairs shall have the opportunity to apply or nominate a candidate for interim president, pending approval from the Executive Alumni Board and the Office of Alumni Relations. Affinity chairs serve at the pleasure of the Executive Alumni Board and the Alumni Office, with the support of the chapter president.

#### Section 4. **Nomination of Officers.**

At the completion of a one year term, the chapter president shall chair the nominating committee, consisting of the former chapter affinity chairs, members of the Executive Alumni Board, and the Office of Alumni Relations. The nominating committee shall be responsible for identifying and encouraging potential leadership within the chapter. The nominating committee shall provide opportunity for all chapter members in good standing to apply for an executive committee position and shall determine the deadline for applicants from the general membership. The nominating committee shall review all applications and shall conduct phone interviews of each candidate within two (2) weeks of receiving a candidate's application. The Office of Alumni Relations will verify the candidate's listed recommendations and will ensure that all candidates are in good standing with the University.

#### Section 5. **Selection of Officers.**

At the conclusion of each candidate interview, the nominating committee shall discuss the strength of the candidate's application. The chair of the nominating committee shall submit a summary of the discussion following the completion of all interviews for the vacant position. Candidates shall be voted on by a quorum of nominating committee members (See Article V, Section 2). Officers shall be named by a simple majority of quorum votes. All nominations and selections are subject to approval by the Alumni Office. Newly selected and approved officers shall assume office immediately following completion of the former executive committee member's term.

#### Section 6. **Attendance.**

If, during any term year, any member of the executive committee fails to attend two (2) scheduled meetings and fails to attend at least one (1) chapter-sponsored event, the executive committee, by a majority vote, may declare that officer's membership on the executive committee vacant.

#### Section 7. **Executive Committee Vacancy.**

The president, with the approval of the executive committee and the Executive Alumni Board, shall appoint an alum member to fill a vacancy occurring among the officers, and such appointees shall serve the remainder of the unexpired term.

#### Section 8. **Depositories.**

The money of the chapter shall be held in an account established by the Regent University Office of Alumni Relations. All monetary transactions – deposits, contracts, and money exchanges for vendors – will be processed through the University Purchasing Office. Any

personal expense shall be reimbursed from the chapter account subject to approval by the Alumni Relations Office.

## Article IV – COMMITTEES

### Section 1. **Appointments and Term.**

The president, with the approval of the executive committee, shall appoint a chairperson for event committees as deemed necessary. The affinity chairs, with the approval of the chapter president and the Executive Alumni Board, shall appoint a chairperson for affinity group sub-groups or sub-committees as deemed necessary. Upon establishment of standing committees, the president, with the approval of the executive committee, shall appoint standing committee members as deemed necessary.

### Section 2. **Duties of Chairperson**

Chairpersons shall preside over their respective committees. Chairperson shall be responsible for recruiting volunteer committee members according to their needs. Upon request of the president, or when deemed necessary by the chairperson, an oral status report of the committee's activities shall be presented at an executive committee meeting.

### Section 3. **Chairperson Vacancies.**

The president, with the approval of the executive committee, shall appoint an active member to complete the term of a committee chairperson that becomes vacant.

### Section 4. **Committee Activities.**

Committees shall meet at the call of their chairperson. Written reports may be presented to the executive committee. Such reports must be submitted to the president at least five (5) days in advance of the executive committee meeting.

## Article V – MEETINGS & PROCEDURE

### Section 1. **Meetings.**

- A. Executive Committee. The executive committee shall meet at least quarterly to develop an annual plan and quarterly objectives and to review the chapter's progress.
- B. General Membership. The general membership shall meet at least annually to provide opportunities for socialization, networking, personal development, and/or to engage the members in an activity that supports Regent's recruitment, fundraising efforts, and/or outreach.

- C. Affinity Group Members. Affinity group membership may meet at the discretion of the respective affinity chair. Frequency and type of meetings and/or activities shall be at the discretion of the executive committee, with recommendations for the Executive Alumni Board.

## Section 2. **Quorum and Voting.**

A majority of voting members constitutes a quorum for the transaction of business at all executive and nominating committee meetings. For the transaction of business at all chapter membership meetings, a quorum of 10% (for chapter areas of less than 400 alumni) or 5% (for chapters greater than or equal to 400 alumni) of alumni constituents is necessary. Votes may be taken by voice, by a show of hands, by ballots (including proxy), or electronically via the chapter website. The action of a majority of the members whenever a quorum is present at any duly convened meeting, including electronically, shall constitute the action of the whole membership of the chapter, pending approval by the Executive Alumni Board and the Office of Alumni Relations.

## Section 3. **Amendments.**

These bylaws may be amended by a simple majority vote of the chapter quorum, with approval by the Executive Alumni Board and the Office of Alumni Relations. Chapter members may propose changes to the bylaws by submitting proposed amendments to the executive committee at least 30 days in advance of a general membership meeting. The executive committee, in turn, must submit all proposed changes immediately to the Office of Alumni Relations, who will distribute the proposals to the Executive Alumni Board.

## Section 4. **Procedure.**

Robert's Rules of Order or a formally adopted set of Standing Rules of Order shall govern proceedings at all committee meetings and general membership meetings.

## Section 5. **Records and Reports.**

Official records of chapter meetings and activities shall be maintained by an appointee from the executive committee. Official financial reports of all chapter monies and transactions shall also be maintained by an executive committee appointee. Copies of all reports shall be submitted to the Office of Alumni Relations semi-annually, on or before December 1 and July 1, in conjunction with the University fiscal reporting year.

## CHAPTER BYLAWS

### OPTIONAL ADDENDUM FOR WELL-ESTABLISHED CHAPTERS

#### Article III – EXECUTIVE COMMITTEE

##### Section 3b. **Executive Representative.**

The executive representative shall represent the membership at-large on the executive committee and shall chair the alumni relations committee.

#### Article IV – COMMITTEES

##### Section 5. **Standing Committees.**

The standing committees of the Chapter shall be the Executive, Finance, and Nominating.

##### Section 5a. **Executive Committee.**

The executive committee shall consist of the chapter president, the executive representative, and the eight (8) affinity chairs – Communication and the Arts Affinity Chair, Divinity Affinity Chair, Education Affinity Chair, Global Leadership and Entrepreneurship Affinity Chair, Government Affinity Chair, Psychology and Counseling Affinity Chair, Law Affinity Chair, and Undergraduate Studies Affinity Chair.

##### Section 5b. **Finance Committee.**

The finance committee is responsible for the fiscal integrity of the alumni chapter and its programs. It accomplishes this by overseeing income from events and campaigns so that the chapter can most effectively achieve its mission. This committee prepares and presents the chapter budget, reviews requests for funding, and makes recommendations to the executive committee in this regard.

##### Section 5c. **Nominating Committee.**

The nominating committee shall consist of the immediate past president, the former chapter affinity chairs, members of the Executive Alumni Board, and the Office of Alumni Relations. The nominating committee shall be responsible for identifying and encouraging potential leadership within the chapter. The nominating committee shall provide opportunity for all chapter members in good standing to apply for an executive committee position and shall determine the deadline for applicants from the general membership. The nominating committee shall review all applications, conduct phone interviews, and make selection recommendations.

## Section 6. **Ad Hoc Committees.**

The ad hoc committees should include an alumni relations committee, a student relations committee, and committees for various special events.

### Section 6a. **Alumni Relations Committee.**

The alumni relations committee, chaired by the executive representative, shall plan and execute the activities of the chapter so as to promote goodwill and interaction between the alumni and the university. The alumni relations committee shall include up to four (4) alumni representatives, appointed by the chapter president.

### Section 6b. **Student Relations Committee.**

The student relations committee, chaired by the chapter president, shall plan and execute the activities of the chapter so as to promote goodwill and interaction between the alumni and the student body and shall recommend methods for improvement. This committee shall also include up to four (4) student representatives, appointed by the president of the Student Alumni Ambassadors and the Office of Alumni Relations.

### Section 6c. **Special Event Committees.**

Special event committees shall serve on an as needed basis and shall meet at the call of their chairperson. Special event committees shall plan and promote the events of the general chapter, at the discretion of the executive committee.

# ROBERTS RULES OF ORDER MOTIONS

Based on *Robert's Rules of Order Newly Revised (10<sup>th</sup> Edition)*

**Part 1. Main Motions.** These motions are listed in order of precedence. A motion can be introduced if it is higher on the chart than the pending motion.

<b>Purpose:</b>	<b>You Say:</b>	<b>Interrupt?</b>	<b>2<sup>nd</sup></b>	<b>Debate?</b>	<b>Amend</b>	<b>Vote?</b>
Close meeting	"I move to adjourn."	No	Yes	No	No	Majority
Take break	"I move to recess for..."	No	Yes	No	Yes	Majority
Register complaint	"I rise to a question of a privilege."	Yes	No	No	No	None
Make follow agenda	"I call for the orders of the day."	Yes	No	No	No	None
Lay aside temporarily	"I move to lay the question on the table."	No	Yes	No	No	Majority
Close debate	"I move the previous question."	No	Yes	No	No	2/3
Limit or extend debate	"I move that debate be limited to..."	No	Yes	No	Yes	2/3
Postpone to a certain time	"I move to postpone the motion to..."	No	Yes	Yes	Yes	Majority
Refer to committee	"I move to refer the motion to..."	No	Yes	Yes	Yes	Majority
Modify wording of motion	"I move to amend the motion by..."	No	Yes	Yes	Yes	Majority
Kill main motion	"I move that the motion be postponed indefinitely."	No	Yes	Yes	No	Majority
Bring business before assembly (a main motion)	"I move that [or to]..."	No	Yes	Yes	Yes	Majority

**Part 2. Incidental Motions.** No order of precedence. These motions arise incidentally and are decided immediately.

<b>Purpose:</b>	<b>You Say:</b>	<b>Interrupt?</b>	<b>2<sup>nd</sup>?</b>	<b>Debate?</b>	<b>Amend?</b>	<b>Vote?</b>
Enforce the rules	“Point of order.”	Yes	No	No	No	None
Submit the matter to assembly	“I appeal from the decision of the chair.”	Yes	Yes	Varies	No	Majority
Suspend the rules	“I move to suspend the rules.”	No	Yes	No	No	2/3
Avoid main motion altogether	“I object to the consideration of the question.”	Yes	No	No	No	2/3
Divide motion	“I move to divide the question.”	No	Yes	No	Yes	Majority
Demand a rising vote	“I move for a rising vote.”	Yes	No	No	No	None
Parliamentary law question	“Parliamentary inquiry.”	Yes	No	No	No	None
Request for information	“Point of information.”	Yes	No	No	No	None

**Part 3. Motions That Bring a Question Again Before the Assembly.** No order of precedence. Introduce on when nothing else is pending.

<b>Purpose:</b>	<b>You Say:</b>	<b>Interrupt?</b>	<b>2<sup>nd</sup>?</b>	<b>Debate?</b>	<b>Amend?</b>	<b>Vote?</b>
Take the matter from table	“I move to take from the table...”	No	Yes	No	No	Majority
Cancel previous action	“I move to rescind...”	No	Yes	Yes	Yes	2/3 or Majority with notice
Reconsider motion	“I move to reconsider...”	No	Yes	Varies	No	Majority

# SEMI-ANNUAL EXECUTIVE COMMITTEE REPORT

## Regent University Alumni Association

\_\_\_\_\_ Chapter

President:

Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ St.: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Primary Phone: (     ) \_\_\_\_\_

Alternative Phone: (     ) \_\_\_\_\_

Communication and the Arts Affinity Chair:

Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ St.: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Primary Phone: (     ) \_\_\_\_\_

Alternative Phone: (     ) \_\_\_\_\_

Divinity Affinity Chair:

Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ St.: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Primary Phone: (     ) \_\_\_\_\_

Alternative Phone: (     ) \_\_\_\_\_

Education Affinity Chair:

Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ St.: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Primary Phone: (     ) \_\_\_\_\_

Alternative Phone: (     ) \_\_\_\_\_

Global Leadership and Entrepreneurship Affinity Chair:

Name: \_\_\_\_\_  
Address: \_\_\_\_\_ City: \_\_\_\_\_ St.: \_\_\_\_\_ Zip: \_\_\_\_\_  
Email: \_\_\_\_\_  
Primary Phone: (     ) \_\_\_\_\_  
Alternative Phone: (     ) \_\_\_\_\_

Government Affinity Chair:

Name: \_\_\_\_\_  
Address: \_\_\_\_\_ City: \_\_\_\_\_ St.: \_\_\_\_\_ Zip: \_\_\_\_\_  
Email: \_\_\_\_\_  
Primary Phone: (     ) \_\_\_\_\_  
Alternative Phone: (     ) \_\_\_\_\_

Law Affinity Chair:

Name: \_\_\_\_\_  
Address: \_\_\_\_\_ City: \_\_\_\_\_ St.: \_\_\_\_\_ Zip: \_\_\_\_\_  
Email: \_\_\_\_\_  
Primary Phone: (     ) \_\_\_\_\_  
Alternative Phone: (     ) \_\_\_\_\_

Psychology and Counseling Affinity Chair:

Name: \_\_\_\_\_  
Address: \_\_\_\_\_ City: \_\_\_\_\_ St.: \_\_\_\_\_ Zip: \_\_\_\_\_  
Email: \_\_\_\_\_  
Primary Phone: (     ) \_\_\_\_\_  
Alternative Phone: (     ) \_\_\_\_\_





*Global Leadership and Entrepreneurship.* \_\_\_\_\_

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*Government.* \_\_\_\_\_

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*Law.* \_\_\_\_\_

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*Psychology and Counseling.* \_\_\_\_\_

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*Undergraduate Studies.* \_\_\_\_\_

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Affinity Group Needs and Concerns:

*Communication and the Arts.* \_\_\_\_\_

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*Divinity.* \_\_\_\_\_  
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*Education.* \_\_\_\_\_  
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*Global Leadership and Entrepreneurship.* \_\_\_\_\_  
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*Psychology and Counseling.* \_\_\_\_\_  
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Affinity Group Semi-Annual Development Plan:

*Communication and the Arts.* \_\_\_\_\_  
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*Divinity.* \_\_\_\_\_  
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*Education.* \_\_\_\_\_  
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*Global Leadership and Entrepreneurship.* \_\_\_\_\_  
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*Psychology and Counseling.* \_\_\_\_\_  
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Additional Comments: \_\_\_\_\_  
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**Submit semi-annually to the Office of Alumni Relations prior to the semi-annual  
Executive Alumni Board meeting.**

*Also available for electronic submission at [www.regentalumni.org](http://www.regentalumni.org).*

# EVENT CHECKLIST

## Getting Started

- Schedule chapter committee meeting
- Decide on type of event
- Notify the Alumni Office of potential dates for the event (preferably 6 mos. – 1 yr. in advance)

1) \_\_\_\_\_ 2) \_\_\_\_\_ 3) \_\_\_\_\_

- Choose the location for the event

\_\_\_\_\_

Backup Location: \_\_\_\_\_

- Decide if faculty/staff or guest speaker would be appropriate and discuss possibilities

1) \_\_\_\_\_ 2) \_\_\_\_\_

3) \_\_\_\_\_ 4) \_\_\_\_\_

## Volunteer Assignments

- Event coordinator (incl. management of budget) \_\_\_\_\_
- Guest speaker arrangements (if applicable) \_\_\_\_\_
- Location reservations \_\_\_\_\_
- Invitation design and approval \_\_\_\_\_
- Email follow-up \_\_\_\_\_
- Phone calls \_\_\_\_\_
- Food/refreshment arrangements \_\_\_\_\_
- Clean-up crew \_\_\_\_\_
- Greeters \_\_\_\_\_
- Opening/closing prayer \_\_\_\_\_
- Introductions/announcements \_\_\_\_\_

Other: \_\_\_\_\_

Other: \_\_\_\_\_

Other: \_\_\_\_\_

### To Do (Pre-Event)

Location reserved

By \_\_\_\_\_ on \_\_\_\_\_ at \_\_\_\_\_  
*Volunteer Name Date Time*

Guest speaker arranged

Invitation/letter sent

By \_\_\_\_\_ on \_\_\_\_\_ at \_\_\_\_\_  
*Volunteer Name Date Time*

Follow up phone call

By \_\_\_\_\_ on \_\_\_\_\_ at \_\_\_\_\_  
*Volunteer Name Date Time*

Response received

\_\_\_\_\_ on \_\_\_\_\_  
*Type (i.e. phone, email, etc.) Date*

Contact sent

By \_\_\_\_\_ on \_\_\_\_\_ at \_\_\_\_\_  
*Volunteer Name Date Time*

Contract received

\_\_\_\_\_ on \_\_\_\_\_  
*Type (i.e. phone, email, etc.) Date*

Payment made (if any)

By \_\_\_\_\_ on \_\_\_\_\_ at \_\_\_\_\_  
*Volunteer Name Date Time*

Food

Decide what to serve

\_\_\_\_\_  
\_\_\_\_\_



\_\_\_\_\_

\_\_\_\_\_

- Possible caterers

1) \_\_\_\_\_ 2) \_\_\_\_\_

3) \_\_\_\_\_ 4) \_\_\_\_\_

- Obtain price quotes from caterers

#1: \_\_\_\_\_

#2: \_\_\_\_\_

#3: \_\_\_\_\_

#4: \_\_\_\_\_

- Preliminary contract negotiated and submitted to Alumni Office for approval

By \_\_\_\_\_ on \_\_\_\_\_ at \_\_\_\_\_  
*Volunteer Name Date Time*

- Additional supplies needed

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

- Additional volunteers arranged (if needed)

Setup \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Serve \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Cleanup \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Advertisement

○ Invitation chosen or design submitted \_\_\_\_\_  
*Date*

○ Fax or email important information to the Alumni Office (at least 2 mo. in advance)

*Name of Event* \_\_\_\_\_

*Date* \_\_\_\_\_ *Time* \_\_\_\_\_

*Location* \_\_\_\_\_

*Location Address* \_\_\_\_\_

*Price breakdowns for alumni (if any)* \_\_\_\_\_

*RSVP Deadline* \_\_\_\_\_

*Theme* \_\_\_\_\_

*Additional directions or information* \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

○ Final invitation approved \_\_\_\_\_  
*Date*

○ Invitation mailed \_\_\_\_\_  
*Date*

○ Information submitted for chapter website \_\_\_\_\_  
*Date*

○ Follow-up emails sent \_\_\_\_\_  
*Date*

\_\_\_\_\_

*Date*

\_\_\_\_\_

*Date*

○ Follow-up phone calls made (if any) \_\_\_\_\_  
*Date*

Donations (if any)

○ Donation letter sent for approval to the Alumni Relations Office

*By* \_\_\_\_\_ *on* \_\_\_\_\_ *at* \_\_\_\_\_  
*Volunteer Name* *Date* *Time*

○ Letter sent to organizations

*By* \_\_\_\_\_ *on* \_\_\_\_\_ *at* \_\_\_\_\_  
*Volunteer Name* *Date* *Time*

- Follow up phone call

By \_\_\_\_\_ on \_\_\_\_\_ at \_\_\_\_\_  
*Volunteer Name Date Time*

- Response received

\_\_\_\_\_ on \_\_\_\_\_  
*Type (i.e. phone, email, etc.) Date*

- Donation received

\_\_\_\_\_ on \_\_\_\_\_  
*Type (i.e. check, gift card, supplies, etc.) Date*

- Documentation sent to the Alumni Office for tax purposes (includes amount of any monetary donation, items donated listed with quantity and prices, name and address of donor, purpose of donation, etc.)

By \_\_\_\_\_ on \_\_\_\_\_ at \_\_\_\_\_  
*Volunteer Name Date Time*

### Do you have

- Name tags (*arranged with Alumni Office*)
- Check-in list (*arranged with Alumni Office*)
- RSVP count (*arranged with Alumni Office*)
- Appropriate signage
- Thank you cards
- Giveaways, premiums, and/or thank you gifts

### To Do (Post-Event)

- Write thank you notes

- Guest speaker

By \_\_\_\_\_ on \_\_\_\_\_ at \_\_\_\_\_  
*Volunteer Name Date Time*

- Volunteers

By \_\_\_\_\_ on \_\_\_\_\_ at \_\_\_\_\_  
*Volunteer Name Date Time*

○ Donors

By \_\_\_\_\_ on \_\_\_\_\_ at \_\_\_\_\_  
*Volunteer Name Date Time*

Turn in sign-in sheets and Activity Report to the Alumni Office

By \_\_\_\_\_ on \_\_\_\_\_ at \_\_\_\_\_  
*Volunteer Name Date Time*

Turn in receipts for reimbursement (if necessary)

By \_\_\_\_\_ on \_\_\_\_\_ at \_\_\_\_\_  
*Volunteer Name Date Time*

### Event Committee Names & Phone #s

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### Additional Notes

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THE CHRISTIAN LEADER

STORY / CLASS NOTES SUBMISSION FORM

Name: \_\_\_\_\_

Class Year: \_\_\_\_\_ School: \_\_\_\_\_

Email: \_\_\_\_\_

Contact phone: Home (        ) \_\_\_\_\_

Work (        ) \_\_\_\_\_

Best time to reach you: Daytime        Evening

Briefly describe your news/story/update information:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Is this news a:

- Career promotion?
- Birth announcement?
- Wedding/engagement announcement?
- Feature story?
- Other? Specify: \_\_\_\_\_

Are you willing to have this information printed in The Christian Leader magazine or other University publications?        Yes        No

Signature: \_\_\_\_\_

*All information reported here is subject to editing or withholding by the publications staff of Regent University.*

For more information about Regent in the News, The Christian Leader, or other publications, please visit us at [www.regent.edu/alumni](http://www.regent.edu/alumni) or contact us at [alumni@regent.edu](mailto:alumni@regent.edu) or toll free at 888.294.ALUM.

**Electronic form is available online at [www.regentalumni.org](http://www.regentalumni.org).**

If returning this form by mail, please send to:  
Office of Alumni Relations, 1000 Regent University Drive, ADM 116, Virginia Beach, VA 23464

## ALUMNI CHAPTER WEB PAGE UPDATE

This information will be used to update your chapter web page. PLEASE submit information at least **every other month** so that alumni in your chapter area are getting the most up-to-date information about the chapter. Additional forms, surveys, registrations, and electronic tools will be available for chapter use upon request. Please contact the Alumni Office for additional information and to receive web administration rights and privileges.

**Chapter location** (*Name of chapter*): \_\_\_\_\_

**Name** (*of person submitting the information*): \_\_\_\_\_

**Phone number** (*for chapter members to contact you*): \_\_\_\_\_

**Email address:** \_\_\_\_\_

**Past Event Report** (*preferably with pictures attached*):

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**Future Events:**

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**Other News:**

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*Also available for electronic submission at [www.regentalumni.org](http://www.regentalumni.org).*



**Activity cost** (*attach copies of all corresponding receipts*):

Total cost: \$ \_\_\_\_\_

Cost breakdown:

Food	_____	\$ _____
	_____	\$ _____
	_____	\$ _____
	_____	\$ _____

Subtotal: \$ \_\_\_\_\_

Location \$ \_\_\_\_\_

Equipment	_____	\$ _____
	_____	\$ _____
	_____	\$ _____

Subtotal: \$ \_\_\_\_\_

Supplies	_____	\$ _____
	_____	\$ _____
	_____	\$ _____
	_____	\$ _____
	_____	\$ _____

Subtotal: \$ \_\_\_\_\_

Misc.	_____	\$ _____
	_____	\$ _____
	_____	\$ _____
	_____	\$ _____
	_____	\$ _____

Subtotal: \$ \_\_\_\_\_

**Signature:** \_\_\_\_\_

Please submit this report, along with copies of the attendance records and receipts, to the Office of Alumni Relations within one (1) month of the chapter event.

**Also available for electronic submission at [www.regentalumni.org](http://www.regentalumni.org).**

## ANNUAL NEEDS ASSESSMENT

Chapter location: \_\_\_\_\_

### Contact Information:

Name: \_\_\_\_\_  
(First, M.I., Last)

Class Year: \_\_\_\_\_ Maiden Name: \_\_\_\_\_

Spouse: \_\_\_\_\_ Class Year (if applicable): \_\_\_\_\_

Home Phone: (        ) \_\_\_\_\_ Work Phone: (        ) \_\_\_\_\_

Email Address: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

This is an address update:    Yes                  No

Company/Employer: \_\_\_\_\_

Job Title: \_\_\_\_\_

### Demographics:

How many children do you have? \_\_\_\_\_ Ages of children: \_\_\_\_\_

**What should the purpose of our Regent alumni chapter be?** *(check as many as apply)*

- Local ministry projects
- Fellowship with local alumni
- Support and mentoring of new grads in the area
- Networking groups for jobs and contacts for Regent alumni
- Recruitment and PR for Regent University (events for incoming students and current students, attending college fairs, housing admissions staff when traveling, etc.)
- Continuing education/current faculty guest speaker or seminar
- Other: \_\_\_\_\_

**I would be interested in the initial brainstorming luncheon/dinner.**

- Yes
- No
- Not sure yet

**I am interested in helping with future alumni events.**

- Yes
- No

**Ways I'm interested in helping are:**

- Being a member of a leadership team
- Event planning
- Phone calls to local alumni
- Job networking/mentoring/internships
- Cooking/baking
- Hosting an event in my home
- Finding a location for a local event
- Prayer support
- Attending local events
- Other (*please specify*): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**How often should events be held?**

- Quarterly
- Annually
- Semi-annually
- Other (*please specify*): \_\_\_\_\_

**Please check any activities that would interest you:**

- Family attractions/theme parks
- Recruitment for Regent University
- Musical performances

- Local ministry projects
- Dining out
- Theatre
- Picnics/informal
- Sporting events
- Events for new students/recent grads
- Events that benefit a scholarship fund
- Other (*please specify*): \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Additional comments or suggestions:**

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**Please return this survey to:**  
 Regent University Office of Alumni Relations, 1000 Regent University Dr., ADM 116,  
 Virginia Beach, VA 23464

*Also available for electronic submission at [www.regentalumni.org](http://www.regentalumni.org).*

# CONFIDENTIALITY AGREEMENT

## ALUMNI ASSOCIATION CHAPTER CONTACT INFORMATION

### TERMS OF USE

The Regent University Alumni Association chapter contact information is provided by the Alumni Association and the University to chapter representatives and is designed to facilitate communication among alumni for chapter or University-related purposes.

#### I. Privacy and Security

The University, Alumni Association, and the chapter representatives have not, do not, and will never sell alumni information to anyone. All alumni information is strictly guarded for use by individual alumni chapter representatives and the Alumni Association for chapter and University-related purposes only.

#### II. Policy and Guidelines for Proper Use

To safeguard the privacy of Regent University alumni, the Alumni Association and the University have adopted many guidelines and policies that are used by the University to govern conduct, particularly conduct that occurs within alumni chapters.

In addition to the University's policies and guidelines, alumni chapter representatives must abide by the following specific rules and regulations:

A. Use of information or communications available to alumni chapter representatives for any commercial, personal, public, or political purpose is strictly prohibited. Prohibited activities include, but are not limited to, solicitations for commercial services, contact for personal gain, or mass mailings for commercial purposes. Information available through the Regent University Alumni Association may be used for specific chapter and University-related purposes only.

B. Unauthorized copying, reproduction, republishing, uploading, downloading, posting, transmitting, or duplicating any of the material is prohibited. You may download or copy any material provided by the Alumni Association for home, noncommercial, and chapter use only.

C. All contact information provided to the alumni chapter representatives shall not be used at any time for job searching or unsolicited networking. Information for such purposes may only be used with the express written permission of the individual(s), specifying what information they will permit general access to.

D. Contact information shall not be distributed to chapter members under any circumstance without the express written permission of the individual(s). If contact information is requested by a chapter member, alumni chapter representatives may offer to submit the requestor's (hereafter Subject A) to the sought individual (hereafter Subject B). It is then Subject B's responsibility to either contact Subject A directly or to give written permission for the alumni chapter representative to release



## SAMPLES DISCLAIMER

All materials included in this section of the Alumni Chapter Manual are for reference purposes only. Information used in these samples was borrowed from various resources or created for demonstration purposes only. The facts do not pertain to any existing alumni chapter or organization.

The formats for all samples and forms are included on the enclosed CD for your convenience. You may choose to use the existing formats, or are free to create your own, according to your chapter's needs. If you have any questions or need any additional information or assistance, please do not hesitate to call the Manager of Regional Alumni Programs in the Office of Alumni Relations.

**Regent University**  
**Office of Alumni Relations**  
**1000 Regent University Dr., ADM 116**  
**Virginia Beach, VA 23464**  
**1.888.294.ALUM**  
**Fax: 757.226.4434**  
**[alumni@regent.edu](mailto:alumni@regent.edu)**

## MEETING AGENDA SAMPLE FORMAT

*[Region / Name]* Alumni Chapter of Regent University  
Executive Committee Meeting Agenda  
Friday, January 28, 2005 at 7:00 p.m.  
*[Location of meeting]*

- I. Call to order and opening prayer
- II. Minutes of *[Date of last meeting]* meeting
- III. President's report
  - A.
  - B.
  - C.
- IV. Affinity group reports
  - A. Communication & the Arts
  - B. Divinity
  - C. Education
  - D. Global Leadership & Entrepreneurship
  - E. Government
  - F. Law
  - H. Psychology & Counseling
  - I. Undergraduate Studies
- V. Committee reports *[if applicable]*
- VI. New business
  - A.
  - B.
  - C.
- VII. Old business
  - A.
  - B.
- VIII. Next meeting
- IX. Closing prayer and meeting adjourned

## MEETING MINUTES SAMPLE FORMAT

*[Region / Name]* Alumni Chapter of Regent University  
Executive Committee Meeting Minutes  
Friday, January 28, 2005 at 7:00 p.m.  
*[Location of meeting]*

Present:

Absent:

*[Name]* opened the meeting with prayer at *[Time]*.

Reading of the minutes: *[Note who presented any motions or changes]*

President's report:

Affinity group reports

Communication & the Arts:

Divinity:

Education:

Global Leadership & Entrepreneurship:

Government:

Law:

Psychology & Counseling:

Undergraduate Studies:

Committee reports *[if applicable]*:

New business:

Old business

Next meeting will be held on *[Day]*, *[Date]*, at *[Time]* at *[Location]*.

*[Name]* closed in prayer.

Meeting adjourned at *[Time]*.

# BUSINESS DONATION REQUESTS AND THANK YOU LETTERS

## SAMPLE FORMATS

Most of the donation request and thank you letters shown here are samples borrowed from an event hosted years ago by a student organization at another campus. For our purposes, the campus' name and heading have been changed throughout the letters. An alumni chapter's fundraising approach may be slightly different, with different goals and incentives, but the overall idea is the same. Use the idea behind these letters as a springboard for your own script. The first sample letter is a letter that was recently used by one of our current chapters and yielded positive results.

These letters demonstrate several key components that should be included when requesting donations:

**Personal:** Attempt, through phone calls, internet research, or informal inquiries, to obtain the name of the person actually responsible for making donation decisions. Demonstrate that you've done your homework. Address the letter directly to him/her when possible.

**State your purpose:** Clearly state the purpose of your event. Be specific about what the donation will be used for. If you're requesting donations for a fundraising event, explain what the proceeds will benefit. What is your goal? How will the business be helping? Do they serve a purpose in your overall goal?

**Keep it to one page:** Don't make the letter look overwhelming to read. Keep it as concise as possible. A donation request letter should never exceed one page.

**Create enthusiasm:** Your own enthusiasm and passion for what you are doing will motivate others to get involved. Let it shine through even in your most formal letters. If you're raising scholarship money, communicate how important scholarships are to local students. Make the business feel like they are playing an important role in what you are doing.

**Be specific:** Try to be as specific as possible. Be courageous and straight forward. Ask for exactly what you need. Tailor your request to their business. For example, if it is an office supply store, perhaps you would ask for invitations, name tags, folders, etc. to offset the administrative costs of your event. Don't underestimate their generosity. If what you ask is too much, then negotiate to something that is more reasonable for their resources. Many times, company decision makers will assume the worst when you request "a donation." However, if you are specific and reasonable about your needs, there is less left to their imagination, which ultimately yields greater rewards. Once again, do your homework. Some companies have specific budgets for local community donations (i.e. Wal-Mart – many local Wal-marts have a specific budget allocated to donations for the year...if you approach them at

the beginning of their fiscal year, they will often be willing to donate more). Gift certificates are a popular donation and can be used to purchase supplies and other needs.

**Benefits:** Always be sure to include what is in it for them. How will they benefit? What will you do to make it worth their while? Think like a CEO...what would appeal to you?

**Follow-up:** Wait a few weeks after sending your letter, then make a follow up phone call to inquire about the status of your request. Be friendly, understanding, and patient. Be reasonably persistent.

**Maintain a relationship:** Regardless of whether a donation is given, response to your request should always be followed up with a thank you note. Thank them for their time and consideration. Don't burn bridges! Your thoughtfulness even in the face of rejection will be remembered. They may be more willing to work with you at a future date if you consistently maintain the relationship. If your request is granted, immediately write a thank you note! Show your enthusiasm for how their donation will be used. Upon completion of the event, write a second thank you note sharing the outcome of the event that they sponsored. Make them feel like an integral part of the event.

**The letters in this manual:**

Page 67: Request for donations used by the Washington, D.C. Metro Chapter

Page 68: Request for prize donations

Page 69: Generic request

Page 70: Thanks for considering (rejected)

Page 71: Thanks for the donation

Page 72: Thanks for what you helped us accomplish

{LETTERHEAD GOES HERE (PROVIDED BY THE ALUMNI OFFICE)}

May 18, 2006

Ms. Randy Whiteside, Target Manager  
3101 Jefferson Davis Highway  
Alexandria, VA 22305  
703.706.3840

Dear Ms. Whiteside:

On Saturday, June 17, 2006, from 11:00 a.m. until 3:00 p.m., the Washington, D.C. Metro Chapter of the Regent University Alumni Association will be sponsoring an anniversary picnic at Chinquapin Park, one of Alexandria's popular recreational sites. The purpose of our picnic is to encourage each of our 800+ local alumni members to become more active in the alumni chapter, providing networking opportunities, service projects, scholarship fundraisers, etc. that will benefit our D.C. metro community and current and future students of the Washington, D.C. campus of Regent University.

As an affluent community business, we ask Target to join us in our mission of connecting local alumni, students, and the community in promoting education as a tool for success by providing an in-kind donation for our cause. Knowing that our local alumni and current D.C. students are avid Target shoppers and that your company has a specific donations budget, we are asking if you would help alleviate some of our costs by providing non-perishables such as paper plates, plastic silverware, aluminum catering pans, paper towels, aluminum foil, napkins, or trash bags. Because we are classified as a non-profit organization through the University, all donations will be tax deductible. Target will also be thanked publicly at the picnic, will be publicized in the chapter newsletter, and will be recognized through national publications from the University's Public Relations Department.

Procurement of all donations can be arranged with Ms. Loretta Osei-Gray, who can be reached at the following:

**Email:** [loreose@alumni.regent.edu](mailto:loreose@alumni.regent.edu)  
**Phone:** 703.568.6912

Please include an itemized price list of all donated items addressed to Regent University c/o Michelle Carrick. This information will be used for official confirmation of tax deductible gifts, which will be mailed to you within three (3) weeks of receipt of the donation.

**Thank you for your time and consideration! We look forward to working with you!**

Sincerely,

Loretta Osei-Gray, Vice President  
Washington, D.C. Metro Chapter

Cc: William Condon, President  
File copy with Haywood Thomas, Secretary  
Michelle Carrick, Alumni Chapter Coordinator, Office of Alumni Relations

{LETTERHEAD GOES HERE (PROVIDED BY THE ALUMNI OFFICE)}

January 25, 2005

ABC Corporation  
Tom McMullen  
5678 Sesame Street  
Virginia Beach, VA 23462

Dear Mr. McMullen:

As you well know, on September 11, 2001, New York City experienced devastating losses that affected millions of people throughout the city and around the world. Already a very needy area, New York's spirit was attached as lives were lost, marriages shattered, and buildings burned. After searching for a way that [Regent University] students and the surrounding community might be able to assist in New York relief efforts, we are excited to inform you of an opportunity to join us for an exciting event.

On February 8-9, 2001, *Crown & Sceptre*, a unique service honorary at [Regent University], will be hosting a dance marathon, "United We Dance," benefitting New York relief efforts. As a united campus and community, students are raising personal pledges and will be dancing from 9 PM until 9 AM. **All** proceeds will benefit the American Family Assistance Fund of *World Vision*, a Christian missions organization which is allocating money to churches in the New York City area to use in serving needy families through food, shelter, clothing, or emotional support.

Overall, we hope to raise \$10,000 for our brothers and sisters in New York! This substantial amount of money will be raised through dancer's pledges and community donations, involving the entire town in this relief effort. Today, we wish to ask you to join us in *our* vision – our "world vision" – through a donation to Crown & Sceptre's "United We Dance" dance-a-thon. Throughout the night, numerous door prizes will be raffled off to dancers; however, the dancer and group who receive the most pledges and dance the longest will be awarded the "Grand Prizes" of the night. For a Grand Prize, we envision a Spring Break trip planned and promoted through your travel agency – an incredible prize for an incredible cause! Because we are a non-profit organization and **all** money raised will go towards World Vision, we do not have enough funds to pay for a trip ourselves; thus, as a [Regent] alum and local business owner, we are hoping you/your business may be able to work with Crown & Sceptre in donating a Spring Break trip as a grand prize for the "United We Dance" event. Besides substantially helping with the dance-a-thon, your travel agency will be promoted to the college students and community through local newspaper articles, a *Collegian* article (our school newspaper), and information at the actual dance-a-thon. For your benefit, it is also important to remind you that any promotion can be looked at for tax purposes as a donation.

We hope that you will join us in our united efforts to heal broken hearts! Our main contact person for all donation is [Name Here], and you can reach her through the following means:

**Email:** [Kermit@regent.edu](mailto:Kermit@regent.edu)  
**Phone:** 555.555.5555  
**Mail:** 123 Candy Cane Lane, Virginia Beach, VA 23464

**Thank you for your time and consideration!**

Sincerely,  
The Crown & Sceptre Business Committee

{LETTERHEAD GOES HERE (PROVIDED BY THE ALUMNI OFFICE)}

January 25, 2005

ZYX Corporation  
9123 Sesame Street  
Virginia Beach, VA 23462

To Whom It May Concern:

As you well know, on September 11, 2001, New York City experienced devastating losses that affected millions of people throughout the city and around the world. Already a very needy area, New York's spirit was attached as lives were lost, marriages shattered, and buildings burned. After searching for a way that [*Regent University*] students and the surrounding community might be able to assist in New York relief efforts, we are excited to inform you of an opportunity to join us for an exciting event.

On February 8-9, 2001, *Crown & Sceptre*, a unique service honorary at [*Regent University*], will be hosting a dance marathon, "United We Dance," benefitting New York relief efforts. As a united campus and community, students are raising personal pledges and will be dancing from 9 PM until 9 AM. **All** proceeds will benefit the American Family Assistance Fund of *World Vision*, a Christian missions organization which is allocating money to churches in the New York City area to use in serving needy families through food, shelter, clothing, or emotional support.

Overall, we hope to raise \$10,000 for our brothers and sisters in New York! As Martin Luther King, Jr. stated, "We may have all come on different ships, but we're in the same boat now," and we are *not* going to let this ship sink! This substantial amount of money will be raised through dancer's pledges and community donations, involving the entire town in this relief effort. As an affluent community business, we wish to ask you to join us in *our* vision – our "*world vision*" – through a donation to *Crown & Sceptre's* "United We Dance" dance-a-thon. Perhaps there is a way your business is able to help through a tangible contribution to the actual event (such as food, paper goods, decorations, or door prizes) or a monetary gift. We would like to work with you to determine the most effective way to help. All businesses who donate will be publicized in a local newspaper article, a *Collegian* article (our school newspaper), and at the actual dance-a-thon. For your benefit, it is important to remind you we are a non-profit organization, so any promotion can be looked at for tax purposes as a donation as well.

We hope that you will join us in our united efforts to heal broken hearts! Our main contact person for all donation is [*Name Here*], and you can reach her through the following means:

**Email:** [Kermit@regent.edu](mailto:Kermit@regent.edu)  
**Phone:** 555.555.5555  
**Mail:** 123 Candy Cane Lane, Virginia Beach, VA 23464

**Thank you for your time and consideration!**

Sincerely,  
The Crown & Sceptre Business Committee

{LETTERHEAD GOES HERE (*PROVIDED BY THE ALUMNI OFFICE*)}

January 25, 2005

XYZ Corporation  
Irene Kozler  
1234 Sesame Street  
Virginia Beach, VA 23462

Ms. Kozler:

Thank you so much for your time and consideration of our request. Though we are disappointed that you will be unable to participate, we understand your position and are grateful for your quick response. We look forward to finding a way to include XYZ Corporation in our future events. Please let us know when you have other opportunities for partnership with your company. We would love to stay involved with you and with our community.

Sincerely,  
Big Bird  
Crown and Sceptre President

{LETTERHEAD GOES HERE (*PROVIDED BY THE ALUMNI OFFICE*)}

January 25, 2005

XYZ Corporation

Irene Kozler

1234 Sesame Street

Virginia Beach, VA 23462

Dear Ms. Kozler:

Thank you so much for your generous donation! I know our student body will be thrilled with the special treat! More importantly, you are contributing to the accomplishment of the greater goal. Full stomachs make happy dancers, and happy dancers raise larger sums of money! World Vision has already expressed their gratitude and amazement at the generosity of our local community. They are so impressed that they have agreed to write several press releases cover the event for various Christian newspapers and magazines throughout the country. We will be sure to mention your generosity in interviews!

Once again, we so appreciate your donation! I cannot even begin to express the importance of individual contributions on the success of our overall goal.

Many thanks,

Big Bird

Crown and Sceptre President

{LETTERHEAD GOES HERE (PROVIDED BY THE ALUMNI OFFICE)}

February 15, 2005

XYZ Corporation  
Irene Kozler  
1234 Sesame Street  
Virginia Beach, VA 23462

Dear Ms. Kozler:

After many months of hard work and generous contributions from companies like XYZ Corporation, United We Dance has been successful! We are so excited and wanted you to share in our joy!

We have hit our \$10,000 goal!!! All in all, it was an incredible experience! Throughout the night we have about 300 people attend the dance-a-thon; 60 danced for the entire 12 hours. We opened the night at 8:50 p.m. with introduction and prayer from a World Vision representative. The first song began precisely at 9:00 p.m. The night itself went by surprisingly fast! We broke it up with different “theme hours” (decades, luau, Christian, mismatch, crazy hair, and patriotic) and games, where people could enter costume contests and win fantastic prizes. We definitely had an abundance of food from the generous donations of our community. The XYC Corporation donuts were a favorite! Many of our contestants were very impressed with your generosity and gained new respect and admiration for your company. By 9:00 a.m. on Saturday, we were all exhausted but content. It was incredible to see firsthand how God blessed the entire event, from when we started planning back in November to clean-up on Saturday! Word is already spreading like wild fire around campus. Those who didn’t participate are clamoring for another opportunity next year. We took many pictures which we would be happy to share with you if you’re interested. The World Vision PR team is already busy conducting interviews and our local papers, as well as our campus papers, have stories ready to launch. As promised, your name and donation will be mentioned in each.

Thank you again for all of your help! The special little “extras” added so much to the overall event and greatly contributed to its success. We know we couldn’t have done it without you!

Many thanks,

Big Bird  
Crown and Sceptre President

## NEWSLETTER IDEAS

The Office of Alumni Relations will provide your chapter with newsletter templates to use semi-annually. Please submit your electronic document to Michelle McGrath at mmcgrath@regent.edu. All chapter newsletters should be sure to include chapter contact information (including the chapter webpage) and any applicable announcements.

### Other Possible Content

- From the President's desk – *this could be anything from a letter from the president to the president's favorite quips*
- Coverage and photos of past chapter or affinity group events
- Announcements or articles about upcoming chapter or affinity group events
- Introduction, photos and/or fun facts about the executive committee
- Local community interest articles
- Service project or chapter/affinity group outreach opportunities
- Alumni news or class notes – *this is where you could highlight a few exciting tidbits about the alumni in your areas (i.e. marriages, births, career news, etc.)*
- Article highlighting one (1) or two (2) alumni from the area – *you can talk about what they're doing now, what their passionate about, etc.*
- Things to come section – *what can alumni expect in the future for the chapter? Share some of your ideas or your vision or ask for volunteers for future initiatives if appropriate*
- University news or events – *contact the Alumni Office for important information*
- Introduction to a discussion topic to be hosted in your online chapter community
- Affinity group highlights

## A TIME TO BUILD!

This chapter leader “Toolbox” is designed to provide you with the basic administrative tools necessary to sustain your chapter. You will find all of the forms and samples that appear in this manual on your Toolbox CD. You can also find all of the appropriate forms online in your chapter community ([www.regentalumni.org](http://www.regentalumni.org)).

These basic tools, when combined with patience, innovation, passion, and determination, can build a solid foundation for your chapter. Remember that our office (888.294.ALUM) is always here to assist you in any way that we can!

You are in our prayers as you guide your chapter to success. We look forward to seeing what God will do through you!

[TOOLBOX CD]

“Coming together is a beginning, staying together is a progress, and working together is success.” ~Henry Ford