ALUMNI REGIONAL CHAPTER AND AFFINITY GROUP HANDBOOK

Office of Alumni Relations
and the
Alumni Association

Binghamton University
# TABLE OF CONTENTS

Letter from the Alumni Association and University Presidents ........................................ 4

Binghamton University and Alumni Association Mission Statements .......................... 5

SECTION I

General Information ................................................................................................. 6

SECTION II

How to get started .................................................................................................... 9

SECTION III

Planning Activities .................................................................................................... 16

APPENDICES

Event Sponsorship Policy ........................................................................................ 20

Alumni Office Contact Information ........................................................................... 21

Updated April 2015
A Message from the Alumni Association and University Presidents

Dear Volunteer,

Thank you for coming forward to fulfill a leadership role in an Alumni Association regional chapter or affinity group. While all forms of alumni volunteerism are impactful, regional chapters and affinity groups are especially important because they establish a presence for Binghamton University and the Alumni Association around the country and the globe. Regional chapter and affinity group engagement are critical toward the successful attainment of the goals in our Binghamton University Plan for Alumni Engagement 2015-2020.

We realize your time is valuable, so the information contained in this handbook is intended to make your chapter and affinity group activities easier to manage, and even enjoyable! As you go forward, please encourage other alumni to help with planning events and programs. (In fact, our Binghamton University alumni network exceeds 120,000 members!) This will lighten the load, and help to get others involved in a meaningful way.

Our vision is for chapters and affinity groups to offer a wide variety of experiences — educational, cultural, athletic, and family fun. Offering activities on a regular basis will help to maintain the momentum gained from successful events and programs. Regional chapters and affinity groups are living entities, yours to create, develop and grow. The Alumni Association is here for you to offer support, so please do keep in touch.

Raymond G. Russolillo ’80
Alumni Association President

Harvey G. Stenger
Binghamton University President
Binghamton University
Binghamton University is a premier public university dedicated to enriching the lives of people in the region, nation and world through discovery and education and to being enriched by its engagement in those communities.

Alumni Association Mission Statement
To foster a life-long relationship between Binghamton University and its alumni.

Alumni Association Mission
The mission of the Binghamton University Alumni Association is to reach, serve and engage all Binghamton alumni. The Association connects alumni to the University and to each other, provides valued service and supports the University's mission of teaching, research and service. It does so by encouraging collaboration and inclusiveness, continuing the tradition of excellence and building pride.

Alumni Association Vision Statement
The Binghamton University Alumni Association is a dynamic and inclusive organization that is recognized as a valuable resource by the Binghamton University community. A dedicated Board of Directors partners effectively with campus partners to offer programs that foster campus traditions and perpetuate a passion for a life-long involvement with the University. Students for a short time. Alumni for a lifetime.
The Office of Alumni Relations thanks you for expressing interest in becoming more engaged with Binghamton University. This guide is meant to assist you in understanding alumni chapters and affinity groups, provide general guidelines for what events and programs are typically supported, and discuss resources that are available from the Alumni Association. Your assistance with these efforts helps to accomplish the goals of the Binghamton University Plan for Alumni Engagement, which in turn provides a more valuable experience for other Binghamton alumni and students. If you have questions or concerns, please contact Kevin Lobdell, associate director of alumni relations, at 607-777-6922 or klobdell@binghamton.edu.

**Regional Alumni Chapters — General Overview**

Alumni chapters, historically known as “networks” or “clubs,” provide Binghamton alumni with opportunities to connect and network with other alumni wherever they live, around the world.

- Chapters permit alumni to interact with each other both socially and professionally.
- Chapters inform alumni about happenings on campus.
- Chapters may provide an array of social, educational or career-oriented programs for alumni.
- Chapters are a common link for alumni who live far away from campus or who have an affiliation to a particular group or club at the University.
- Chapters represent the University and enhance the prestige of the University on local, state, national and international levels.
- Chapters provide entry to many volunteer opportunities, such as the Alumni Admissions Volunteer program, allowing alumni to positively impact the university without returning to campus.
Affinity Groups – General Overview
Affinity groups (also known as special-interest groups or affinity clubs) enable alumni with a certain affiliation to the University to form an identity as an alumni group, host events and meet for a common reason.

Because more than half of Binghamton University’s alumni are located in Greater Binghamton or in the New York City metropolitan area, the Alumni Association primarily helps with affinity events in these regions. However, it is also possible for an affinity group to exist virtually, especially with the popularity of social media vehicles like Facebook and LinkedIn.

Examples of alumni affinity groups include the TAU Alumni Society, Harpur Law Council, Varsity Club, and BACAN (Binghamton A Cappella Alumni Network).

Whereas regional chapters are based on the demographics and alumni population of an area, affinity groups celebrate an alumni group’s connection to Binghamton University, usually through involvement as a student in an organization or club.

Chapter Criteria
There are more than 120,000 living Binghamton University alumni. The Binghamton University Alumni Association has created a regional chapter program as a means for those alumni to stay connected and engaged with the University regardless of where they live. The Office of Alumni Relations has established general guidelines to determine whether an area is likely able to support an alumni chapter.

If you represent a smaller area with an active group of Binghamton University alumni, you can make a strong case for recognition and support based on your commitment to meet most of these guidelines.

- The chapter should be formed to promote the interests of Binghamton University, its alumni and the Alumni Association.
- There should be at least 250 Binghamton University alumni within 60 miles of the chapter location.
- The chapter will organize at least one event/program per year.
- The chapter should participate annually in the Alumni Global Day of Service.
- The chapter must be led by identified chapter leaders or a leadership committee.
- Chapter leaders must be alumni or associate alumni (attended the University, but did not graduate) of Binghamton University. Some programs and events may be open to students, parents, friends, et al., but the chapter leaders must be alumni.
- The chapter should strive to develop programming that supports the missions of the University, and the Alumni Association, as well as the overarching philosophies of inclusiveness and engaging as many alumni as possible.
Affinity Group Criteria
Similarly to the regional chapter program, the Binghamton University Alumni Association has created an affinity group program as a way to engage alumni with one another around a particular cause or organization that is meaningful to them. Affinity groups provide a meaningful vehicle to keep alumni connected with Binghamton University.

• An affinity group should be formed to promote the interests of Binghamton University, its alumni and the Alumni Association.

• The University’s alumni database should have at least 250 alumni who are coded as being part of a particular affinity group in order for it to be recognized.

• The group should have an association with another on-campus office in addition to the Alumni Relations Office.

• The group should be led by an alumnus/alumna chair or chairpersons.

• The group should develop a committee of alumni who share the responsibility of the group goals and promote its activity.

• The group should strive to develop programming that supports the missions of the University and the Alumni Association.

• The group should communicate with their group at least once annually.

• The group should coordinate and host one regional or on-campus event annually to connect.

• The group should organize a reunion during Homecoming at least once every five years and is encouraged to participate annually in Homecoming.

• The group should engage with undergraduate members of its affinity group when possible.

• Groups are encouraged to participate in Alumni Association driven opportunities (e.g., Homecoming, Alumni Leaders Conference and Alumni Global Day of Service)
A Binghamton University alumni chapter or affinity group can be successful in many different ways. Considering how your chapter or affinity group will be organized is an important first step, and the Alumni Relations office can help you get started. Each chapter and affinity group is unique. Although leadership, identity, and types of activities will vary, each chapter or affinity group can make a difference in how alumni are connected and engaged with the University and they can enrich the student experience.

Starting

STEP ONE

• Please read this handbook thoroughly. It answers a good deal of frequently asked questions and contains helpful information as you consider your role as a leader.

• Contact the Alumni Relations office for information on:
  • The number of alumni in your region/area/affinity group.
  • In the case of an affinity group, the alumni office can assist with coding alumni in the database who are associated with your group.
  • Perspective and counsel on formation.
  • Considering an initial program or event.
  • Designing, printing and mailing of event flyers, e-mails, etc.
STEP TWO
• Identify a core group of passionate fellow alumni who might be willing to serve as chapters or affinity group leaders. Consider a small brainstorming session with these key alumni to measure the interest in forming a chapter or affinity group.

• Remember: one person should not do it all!

STEP THREE
• Identify individuals who will likely be serving as leaders. Usually at least two leaders are required. Larger areas or groups should identify more alumni or a committee to help lead the chapter or affinity group.

• Plan a first event to announce the establishment of the chapter or affinity group. This initial event should be a networking gathering or reception at a reasonable cost that will be used to recruit new alumni volunteers and to bring Binghamton University alumni and friends together to connect with each other and the University. Some objectives of this first meeting may be to select chapter or affinity group leaders, discuss a program/event strategy, brainstorm on how chapter activities can engage area alumni, or brainstorm how to engage affinity group members, etc.

• Event/program examples can be found later in this handbook.

STEP FOUR
• Notify the Alumni Relations office of actions taken at the first meeting and provide a list of the leaders and other attendees. Provide any relevant information, such as minutes, meeting notes or next steps.

• Request formal chapter affinity group recognition from the Alumni Relations office. The Alumni Association Board of Directors may be consulted in regards to chapter or affinity group approval.

Chapter Leader Responsibilities
• Agree to serve as the Chapter Leader for your region for a two-year term. Toward the end of the second year, you can choose to renew for another two-year term or pass the responsibility to another graduate. The alumni relations staff chapter liaison will have ongoing conversations regarding chapter leadership and succession planning.

• Agree to have your name and e-mail address posted on the Alumni Association’s chapter website: binghamton.edu/alumni/events-chapters/regional-chapters.html. You can create a separate e-mail account for this purpose. Using a format similar to this (BinghamtonDCChapter@gmail.com) may be helpful.

• Participate in appropriate leadership/training programs offered by the Alumni Relations office and the Chapters and Affinities Committee.

• Establish a social media presence for your chapter. Social media guidelines appear later in this handbook.

• Use proper planning in executing alumni events and programs. The Alumni Relations office can help; this handbook has forms and processes to help you plan effectively.

• Provide regular updates and event/program wrap-up information to the Alumni Relations office.
• Spread the word and encourage alumni in your area to attend the planned events.

• Work to develop a committee of local alumni to help with brainstorming, planning and execution of events. This group will create a natural succession of chapter leaders.

• Consider appointing regional chapter planning committee members into the following roles. This will spread out the chapter responsibilities and get additional alumni involved. Additional roles can be created as necessary within each chapter.

  • Co-leader: chapters may have up to three co-leaders who collectively carry out the vision for the chapter’s activity and delegate responsibility.

  • Secretary: individual who is responsible for notifying regional chapter planning committee members of upcoming meetings, preparing agendas with leaders or co-leaders, taking minutes at meetings and distributing them to the committee members afterward.

  • Volunteer Coordinator: individual who maintains the committee contact list used for internal chapter communication.

  • Social Media Manager: individual who is responsible for managing a chapter’s social media sites in alignment with the guidelines in this document.

  • All regional chapter planning committee members are expected to do the following:
    o Attend planning meetings scheduled throughout the year.
    o Promote and attend chapter events throughout the year.

Affinity Group Leader Responsibilities

• Agree to be the leader for your Affinity Group. You can create a separate e-mail account for this purpose. Using a format similar to this (BinghamtonAffinityX@gmail.com) may be helpful.

  • Term of office: Each affinity group chairperson(s) shall serve a term as determined by each organization’s own governing guidelines

• Participate in appropriate leadership/training programs offered by the Alumni Relations office.

• Agree to have your name and e-mail address posted on the Alumni Association’s affinity group website: binghamton.edu/alumni/events-chapters/affinity-groups.html

• Establish a social media presence for your affinity group. Social media guidelines appear later in this handbook.

• Use proper planning in executing affinity group events and programs. The Alumni Relations office can help; this handbook has forms and processes to help you plan effectively.

• Provide regular updates and event/program wrap-up information to the Alumni Relations office.

• Spread the word and encourage other alumni to get involved in your affinity group activities.

• Work to develop a committee of affinity group members to help with brainstorming, planning and execution of events. This group will create a natural succession of affinity group leaders.
Services Provided by the Alumni Association

- **Provide demographic data** (number of alumni, etc.) and, in some cases, specialized alumni rosters for the regional area/affinity group. The alumni database can provide lists based on a number of variables. Note: The Alumni Office will generally NOT provide general alumni lists, contact information, etc.

- **Send messaging on behalf of the chapter or affinity group.** In most cases, e-mail messaging is preferred, but for unique or significant events, a printed and mailed piece can be requested. The Alumni Relations office can assist in the design and delivery of all approved messages.

- The Binghamton University Alumni Association website ([binghamton.edu/alumni](http://binghamton.edu/alumni)) serves as a repository of almost everything related to Binghamton alumni. **Each chapter/affinity group can apply for its own webpage**, jointly managed by Alumni Relations office staff and chapter leaders.

- **Use of a specialized logo.** The Alumni Relations office will provide a chapter logo for your use on communications. Affinity groups can request a logo from the Alumni Association or use one of their own once approved by the staff.

- **Accept reservations and payments** for approved alumni events/programs via an online registration process. RSVP’s are also accepted by phone and in person. Credit cards, checks and cash are all accepted.

- Each year, the University sends three issues of *Binghamton University Magazine* to all alumni. Regional chapter/affinity group information, updates and other news can be included in the magazine. The Alumni Office can also **promote regional chapter/affinity group activity** through its online newsletter, *Alumni Connect.*

- **An Alumni Relations office staff person may be present at chapter/affinity group events** and our staff members are always available by phone to help with event ideas, planning and attendance and strategy decisions. Chapter or affinity group leaders and staff will determine when it is appropriate and necessary for a staff member to attend an event/program.

- **Supplies for events will be provided** as needed and appropriate (e.g., Binghamton signage/banners, raffle items or giveaways, nametags, printed materials).

- **Financial support may be provided** for approved events and programs. (See *Financial Policies* section.)

General Policies

- Chapters or affinity groups must be approved by the Alumni Relations office, and will be supported according to these policies and guidelines.

- Chapters or affinity groups must be largely volunteer-driven. The driving force for any group is a core of passionate alumni volunteers, although support and resources are available from the Alumni Association. If a chapter’s volunteer leaders are not promoting regular activity, support from the Alumni Office may be denied.

- Neither University funds nor information may be used or distributed to support or endorse political activities, including any religious or social action. Activity of this sort endangers the tax-exempt status of the Alumni Association.

- The Office of Alumni Relations maintains and updates the alumni database and online community on behalf of the University. Privacy of the alumni database is a priority. Any provided alumni information is the property of the Binghamton University Alumni Association and may not be sold or used for any purpose other than official University business. General solicitation mailings to alumni are not permitted.
• Chapters or affinity groups must support approved University alumni initiatives, such as recruiting, networking, advocacy, and in some cases fundraising. Chapters that aim to support new or other causes must gain written approval from the Alumni Relations office.

• All communications (e.g., event invitations, announcements, newsletters, etc.) written or electronic, should meet standards of professionalism, and may be subject to approval by the Alumni Relations office. Facebook and other social networking sites that are used by alumni to advocate a chapter or affinity group or event should maintain an acceptable level of professionalism and propriety.

• Chapters and affinity groups may not create and maintain their own websites. Approved chapters and affinity groups will be assigned an official webpage, jointly maintained by chapter or affinity group leadership and Alumni Relations office staff. The office retains the right to review and edit all electronic materials.

• All chapters and their volunteers are expected to abide by the bylaws and all other rules, regulations and policies of the Alumni Association.

• Binghamton University, the Binghamton University Alumni Association and the Office of Alumni Relations recognize that alumni have a right to express their opinions in media communications. However, personal opinions should not give the impression that they are representing or otherwise making statements on behalf of the University, the Alumni Association, or the Office of Alumni Relations. All alumni opinions should carry the following disclaimer:

  “The views and opinions expressed here are those of the author and not necessarily those of Binghamton University, the Binghamton University Alumni Association or the Office of Alumni Relations. Any comments on the content of this opinion should be directed to its author.”

• Alumni may speak on behalf of the Alumni Association only with the consent of the senior director of alumni relations or a designee.

• In the event that any bylaw, rule, regulation and/or policy of the Alumni Association is not followed, the Association reserves the right to take appropriate action, including the termination of a chapter/support of an affinity group or event.

• The Office of the Alumni Relations may require participants of specific events they determine inherently risky to sign a “Waiver and Release of Liability”. (available online)

Financial Policies
The Office of Alumni Relations may allocate funds for approved alumni programs. Requests for funding should be received in writing at least two months prior to a proposed event to allow time for budget approval, planning, printing and mailing invitations, etc. Funding for events and programs is limited. To request funds and begin the planning process for any event or program, please submit a completed Event Request Form. Visit binghamton.edu/alumni/events-chapters/

• Typical event costs include invitation printing, postage/mailing, food expenses, venue costs/ticketing, and other miscellaneous event expenses. Funding support will be approved by the Alumni Relations office on an individual basis.

• In most cases, chapters or affinity groups will be expected to charge alumni a fee to attend events to offset expenses. Events should “break even”, unless funding support has been approved by the Alumni Relations office.

• Chapters and Affinity groups can help offset the cost of events by obtaining sponsors. An event sponsorship policy can be found in the Appendix on page 20.
• Only Alumni Relations office staff members are authorized to sign contracts prior to an event. Chapter or affinity group leaders cannot sign a binding contract on behalf of the Alumni Association.

• Itemized receipts are required for reimbursement and as proof of payment of pre-approved event expenses.

• Chapter or affinity group leaders are not expected to personally pay for any expenses related to a chapter event. However, in approved circumstances, qualifying out-of-pocket expenses incurred by the chapter leaders in the execution of an event will be reimbursed if proper receipts are submitted. Please contact the office in advance to determine the appropriateness of an expense before a commitment is made.

• If possible, event attendees are required to pay to attend events beforehand (i.e., they will have to register online or mail their checks to the Alumni Relations office before an event), or call in with credit card information. The chapter leader or University representative must maintain a record of those attending and an accurate record of any funds collected.

• Chapter or affinity groups are not permitted to maintain financial accounts, charge dues or conduct fundraising raffles.

• Any ventures to raise funds for a specific purpose must be discussed with the Alumni Relations office and Binghamton University Foundation. The Foundation will furnish the network with the University’s fundraising rules, policies and regulations.

• The Binghamton University Alumni Association’s tax-exempt, not-for-profit status covers only goods and services purchased in New York state.

Hosting an event or special alumni program is a popular method of connecting alumni with each other and with the University. A successful event/program can enhance alumni engagement in a chapter by encouraging networking, volunteerism and social interaction — all against the backdrop of shared experiences at Binghamton University.

Social Media Guidelines
The Binghamton University Alumni Association uses social media to reach alumni with University news, on-campus and regional event information, and opportunities to connect in person or online for professional/career development. Social media such as Facebook, Twitter, LinkedIn and Instagram are fabulous tools for engaging alumni globally and, when leveraged effectively, they can serve as forums to engage graduates within specific geographic regions or those who are connected to a particular affinity group.

The social media guidelines in this document are a set of best practices intended to help you, our regional chapter or affinity group volunteer, achieve success in engaging alumni within your local area. Our overarching goal is to help regional chapter or affinity group leaders craft content that is interesting to our alumni, builds a sense of community, appears at optimal frequency, and is consistent with messaging being used across the Alumni Association.

Promoting and Cross-promoting — What is the value proposition of your chapter or affinity group’s social media presence? It is the ability to customize content to your local audience. The bulk of the content on your social media sites should be germane to your local chapter/affinity group’s activities. We do encourage you to share content that is on the Alumni Association’s social media properties. In addition, feel free
to follow other chapters or affinity groups and showcase what they are doing, especially if your chapter or affinity group will be sponsoring a similar activity in the future. Chapters and affinity groups are welcome to launch their own pages on Facebook and Twitter. On LinkedIn, however, chapters are strongly encouraged to have subgroups within the larger Alumni Association Professional Network group (linkedin.com/groups?gid=53165).

**Optimal Frequency** — Regional chapters or affinity groups should strive to post content to social media sites at least once each week. Daily, and several times each day, may be too much, depending on the nature of the specific social media platform. Ideally, the content should be a diverse array of University news articles, chapter or affinity group event information, photos, videos and links. Photos are very engaging and should be used as much as possible; they can be effective in attracting attention to almost any type of content you wish to share. The Alumni Association’s Facebook page (facebook.com/BinghamtonUniversityAlumni) and the University’s Facebook page (facebook.com/BinghamtonU) are two examples of social media properties that display engaging mixes of content.

**Personality and Tone** — Personality, tone and “voice” will, of course, vary depending on the specific medium for which you are writing. Facebook and Twitter can be more fun, while LinkedIn will be more professional. Within reason, and never in a way that violates good taste, do have fun with social media. If you aren’t having fun, your audience won’t either.

**Authentic Conversations** — Social media aren’t simply extensions of e-newsletters; they are forums for conversation. Don’t be shy about asking a question in order to get our alumni talking about something. Please be prompt in responding to comments and questions from your followers or group members.

As the saying goes, be ready for anything. Social media, when executed well, are populated by authentic conversations. In an ideal world, all the content on your social media pages reflect favorably on the University. In the real world, that is simply not attainable. According to best practices, comments should not be deleted, unless they are profane, obscene, illegal, reasonably objectionable or are otherwise not appropriate for the group. Audience members disengage if they sense that social media are heavily censored. Please offer commentary on behalf of the chapter or affinity group, but resist the natural temptation to respond in kind to negative comments because that will only escalate conflicts. If someone makes a comment that is violent or threatening in nature, please alert the Alumni Relations office immediately and report it to the site’s administrator.

When using social media platforms, you should always observe the specific platform’s rules, respect the intellectual property of others, and comply with any applicable laws.

**Issues for Escalation to the University** — If you come across specific or sensitive questions, comments or other issues from users of the social media platforms that are more appropriate for an official response from the University, please forward those matters to Steve Seepersaud, alumni communications manager, at 607-777-5686 or sseepers@binghamton.edu. Do not respond yourself to such issues.

**QUESTIONS OR CONCERNS**
We are aware that no single document can cover every possible scenario within the realm of social media. If you have a question or concern about how something should be handled, or has been handled, please contact Steve Seepersaud, alumni communications manager, at 607-777-5686 or sseepers@binghamton.edu.
Event Planning
One of the most important components in hosting a successful event is personal outreach encouraging other alumni to help plan or to just attend. Feel free to phone or e-mail old acquaintances and classmates to get them involved. Talk to alumni to determine what kinds of events are desired or may be popular, or organize a committee to help with event planning. Remember that events are meant to be a method of engaging alumni in your chapter's area or among your affinity group members. Remember that the alumni in your area form your affinity group and are a diverse group with different interests and passions. Please plan diverse programs to accommodate the needs of your audience.

Events should have a definite purpose and appeal to alumni. Planning should occur as far in advance as possible, typically eight weeks prior. Below, you will see important points to consider. You should also complete an Event Request Form to obtain approval from the Alumni Office. See binghamton.edu/alumni/events-chapters

- **Date:** Select your event date well in advance. Your date **must** be approved by the Alumni Relations office to avoid conflicts with other events. Be sensitive to religious dates, and other special days of celebration. Weekends and weekdays vary in success from area to area. Please review the Binghamton University Alumni Engagement Planning Calendar to avoid potential conflicts (www.tinyurl.com/bingvolunteers).

- **Time:** Weeknight events should allow commuters time to return home or should be early enough and in a central location to allow alumni to stop in before going home. Depending on the type of event, choosing between weekends (sports events, picnics) and weekdays (after-work networking events, lectures, etc.) will help you maximize attendance.

- **Venue:** The ability to choose an appealing and appropriate venue can singlehandedly ensure either success or failure. The venue could be a new place or a unique spot that people might not think to go on their own. It should be centrally located with ample parking, accessible by public transportation and offer sufficient space. The Alumni Association carries general liability insurance on all volunteers working on alumni-sponsored activities.
• **Cost:** Admission costs should be as reasonable as possible. Price will affect attendance, because alumni who attend will be charged a nominal amount. In most cases, look for the event costs to offset the anticipated expenses. Requests for costs to be partially subsidized should be noted on the **Event Request Form**.

• **Mailing/E-mails/Advertising:** The Alumni Relations office will design, print and mail all invitations and correspondence. Please note that a mailing is not the only key to event attendance. An e-mail reminder, generated by the office, can be sent to target alumni before an event occurs. The Alumni Relations office can also post events on the Alumni Association website, social media sites, and other publications.

• **Supplies/Gifts:** The office will provide supplies that you may need for an event. This may include nametags, registration sheets, brochures, gifts for alumni, banners, and other event-related items.

• **Photographs:** The Alumni Association encourages coordinators to take photographs at network events and submit the best pictures along with a paragraph describing the event for publication in **Alumni Connect**, social media or other university publications.

**Timeline for Event Execution**

It is critical to plan an event well in advance. You will need the time to address event details and give the invited alumni in your area sufficient time to RSVP and make attendance plans. Furthermore, providing ample time ensures that your event will get proper support from the Alumni Relations office.

**Eight weeks prior to event date:**
- Determine event plans and submit completed **Event Request Form**.
- Consider “Save the Date” message.

**Six weeks prior to event date:**
- Venue, caterer, tickets, etc., are secured.
- Event is approved by the Alumni Relations office.
- **Event Implementation Form** completed and submitted to office. See [binghamton.edu/alumni/events-chapters](http://binghamton.edu/alumni/events-chapters)
- Begin social media marketing/messaging.

**Four weeks prior to event date:**
- Alumni receive invitations to event (e-mail/print).
- RSVP/payment module launched.

**Two weeks prior to event date:**
- Full event audit/review with Alumni Relations staff. Check RSVP information, review event contracts, volunteer/staff roles, etc.

**One week prior event date:**
- RSVP Deadline
- Final review with Alumni Relations office, venue, volunteers.
During the event:
- Arrive 30-60 minutes early depending on needed set-up and preparation time. Meet staff members or other volunteers and review duties.
- Handle all registration and personally greet/welcome guests. Gather business cards at the door.
- Interact with guests and recruit new volunteers.
- Post real-time social media updates . . . and have fun!

After the event:
- Provide event notes, registration/sign-in sheets, pictures, etc. to the Alumni Relations office. Execute all planned follow-up.
- Post pictures and notifications to Facebook site.
- Use feedback from the recently completed event to start making plans for the next chapter or affinity group activity.

Program Examples

Networking Mixer
One great way to kick off the start of a chapter or affinity group is to host a reception at a local restaurant, pub or other venue to allow alumni from your area to meet up and network. At an event of this sort, alumni can interact in comfortable environment with no formal structure or expectations. Events like this are great for recruiting new volunteers and leaders. Consider having a drawing or raffle to collect business cards, and provide this information to the Alumni Relations office.

Young Alumni (BOLD) Event
Alumni who have graduated within the past 10 years are designated as BOLD (Bearcats of the Last Decade) alumni. Young alumni tend to have specific ways of interacting and communicating, and also tend to have specific needs to consider. Events that feature business networking, social activities, or professional development tend to be popular programs for BOLD alumni.

Binghamton University Speakers/Presenters or Notable Alumni
The Alumni Relations office can frequently arrange to have a speaker (administrator, dean, faculty member) from the University present an update to your group on what is happening on campus, or on exciting developments in their areas. Our office staff can also help identify notable alumni in your area to be the focus for an event.

Binghamton Athletics-Related Events
The Binghamton University Bearcats compete in 21 sports at the Division I level. Intercollegiate athletics strengthens school spirit, provides exposure for the institution, and inspires loyalty and pride among students and alumni alike. Hosting an event in conjunction with a Binghamton Bearcats game is a great way to connect alumni in a fun, social, and Binghamton-themed environment.

Other Sporting Events
Hosting an event around a local sports outing can be a good way to bring alumni together for an activity the whole family can enjoy.
Tours, Galleries, Museums, Theaters
Special guided tours of local galleries and museums often attract alumni who never seem to find the time to make arrangements themselves. A reception immediately after allows everyone to relive the experience and share their impressions, and encourages further interaction among alumni.

Industry or Topic Panel
Arrange a panel consisting of three to four alumni, faculty, staff or other experts from a specific industry or topic area to conduct a panel discussion as part of an alumni gathering. These events provide opportunities for attendees to learn new information and connect with alumni who may have similar interests.

Speed Networking
This is a more structured approach to networking that allows attendees to connect with a greater number of other alumni during a short period of time. After the formal speed networking portion of the event is over, alumni have time to reconnect with people of interest whom they met earlier. This event is great for introducing alumni to people whom they might not otherwise meet.

Alumni Global Day of Service
Chapters and affinity groups are a natural fit for the Alumni Global Day of Service initiative and are encouraged to organize at least one service project each year. Larger areas and groups are encouraged to organize more than one service location in their area. Further information can be found on the Alumni Global Day of Service website: binghamton.edu/alumni/get-involved/global-service/index.html.
Event Sponsorship Policy

The Alumni Association hosts and co-hosts more than 50 regional and affinity events annually that attract an attendee total exceeding 2,500. Event sponsorship allows us to enhance our alumni engagement activity and have a larger impact. With additional resources, we will be able to have more events that engage a larger number of alumni. Our event sponsorship opportunities are listed below.

Sponsorship Criteria:
- Sponsorship payment must be received by the Alumni Relations office prior to any promotion of a sponsor in coordination with an event.
- The Alumni Association reserves the right to refuse sponsorships deemed inappropriate for the subject of the event.

Level 1: $500
- Name/logo recognition on postcard/e-mail invites to the event (2 or 3 e-mail invites for each event)*
- Name/logo recognition on event follow-up e-mail
- Name/logo on display at the check-in table
- Company pamphlets or other literature present at the check-in table
- Name/logo listed on the Alumni Association’s regional event/affinity group sponsor webpage for as long as the event appears
- One representative from the sponsoring company may attend the event at no cost

Level 2: $1,000 – All items under Level 1 plus the following:
- Name/company tagged as a sponsor on chapter/affinity group’s Facebook page as events are promoted (2 time minimum for each event)*
- Name/logo recognition in event coverage in Alumni Connect e-newsletter
- Name/company recognition during event remarks as a sponsor
- Two representatives from the sponsoring company may attend the event at no cost
- Promotional e-mail sent out on behalf of sponsor to all event attendees after event

*Sponsors will be included in all promotion leading up to an event upon being confirmed and receiving their sponsorship payment.
CONTACT INFORMATION

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