

Alumni Volunteer Toolkit

A step-by-step guide for
UMSL Alumni Association
affinity organizations
leaders and volunteers

Table of Contents

UMSL Alumni	3
The Importance of Volunteer	4
Office of Alumni Engagement Resources	5
Alumni Affinity Organizations	6
Determining the Best Structure	7
Establishing an Affinity Organization	8
Strategies for Success	9-10
Organization Leadership	11
Succession Planning	12
Ideas for Programs and Events	13
Program Planning: step by step	14-15
Effective Communications	16-17
Insurance and Contracts	18
Alcohol	19
Event Registration and Fees	20
Resource Allocation and Guidelines	21
The Alumni Life Cycle	22
Online Forms and Templates	23

We believe UMSL alumni represent the past,
present and future of what UMSL is all about.

Our alumni help create UMSL's reputation.

Our alumni keep UMSL competitive and guarantee it
remains a university that is the right place at the right time
for present and future generations of alumni.

Our alumni are the key to our future success because they
invest their time, talent and philanthropy.

Our alumni are our greatest advocates.

UMSL alumni are the heart of our future.

You—the alumni volunteer

Building alumni affinities is a joint effort shared among—

- a volunteer corps of highly motivated, and well informed alumni
- the UMSL Office of Alumni Engagement
- the UMSL Alumni Association Governing Board of Directors

Dedicated alumni are instrumental to our success and help UMSL build real relationships and connections with fellow alumni in purposeful, exciting ways.

Our UMSL Alumni Association affinity organization program offers alumni volunteers—both local and nationwide—the opportunity to stay involved with and connected to UMSL’s current students and fellow alumni. By volunteering your time, energy and talent in this program, you have joined a group of dynamic alumni leaders who are committed to supporting the University and linking alumni with each other.

We hope by staying informed and involved, UMSL alumni will be inspired to support the University of Missouri-St. Louis and ensure its continued excellence. The work you and your affinity organization do to keep alumni within your community connected back to UMSL is essential.

No matter the structure you choose for your affinity organization—chapter, network, or group—developing meaningful engagement is the **key focus** for the UMSL Alumni Association. As you give your time and energy, please know that you are shaping the strategic direction of the UMSL Alumni Association and future generations of proud UMSL alumni.

Thank you for taking this first step in the journey.

Let's get started...

The ideal volunteer

- Is an UMSL alumnus or alumna
- Commits to participating on the steering committee and works with fellow alumni to develop meaningful engagement programming
- Along with other committee members, serves as public contact for the affinity organization and provides contact information that is published on the UMSL Alumni webpage
- Follows guidelines of the Alumni Association detailed in this Toolkit

How we can help you—

UMSL's Alumni Engagement team is committed to partnering with you to create a vibrant alumni affinity organization. We look forward to developing your organization and celebrating its many accomplishments.

Growing a flourishing, active alumni affinity organization requires commitment and innovation from numerous alumni volunteers. To assist you in this process, the Alumni Engagement teams provides a number of services to help pave the way for success.

- **Professional advice:** Each alumni affinity organization is assigned a staff liaison to provide advice and assistance with organizing, implementing and achieving your organization's annual goals.
- **Communications resources** including:
 - **E-communications** promoting programs, events and volunteer opportunities
 - **Webpage** for your affinity organization
 - **Social media** access and best practice advice
 - **Event promotion** on Alumni Association website and campus calendar
 - **On-line registration response forms**
 - **E-commerce** gateway for event registration fees
 - **Mailings** when resources are available
 - **Survey** creation, publishing, collection and analysis
 - **Go To Meeting** access for hosting virtual committee meetings and conference calls.
- **Event liability coverage** for approved alumni affinity organizations events
- **UMSL Spirit** package including UMSL alumni name badges and decorations to make your alumni feel UMSL pride.
- Assistance and guidance with **identifying alumni and faculty speakers** for programs.
- **Volunteer Toolkit** complete with checklists, timelines, and logistical details.
- **Membership in the UMSL Alumni Leaders Council** where you'll have the opportunity to routinely learn and share best practices, successes and challenges with fellow alumni affinity organization leaders and take part in an annual one day intensive conference with workshops and resources to help you develop your alumni affinity organization.

Alumni Affinity Organizations

UMSL alumni affinity organizations—

- Bring together alumni who have a shared interest or common goal
- Work to advance the University
- Build and strengthen individual relationships and connections

An alumni affinity organization may be created around any shared interest or geographic location, such as—



Academic

Arts & Sciences

Business Administration

Education

Engineering

Fine Arts &
Communications

Nursing

Optometry

Pierre Laclède
Honors College



Professional

UMSL Alumni Attorneys



Cultural

African American Alumni

Diversity in the
Literary Arts



Interests you
enjoyed as a
student

SGA

The Current

Greek Life

Residence Life

University Program Board

Student Athletes



Geographic

Chicago

Washington, DC

Florida



Lifestyle Interests

Travel

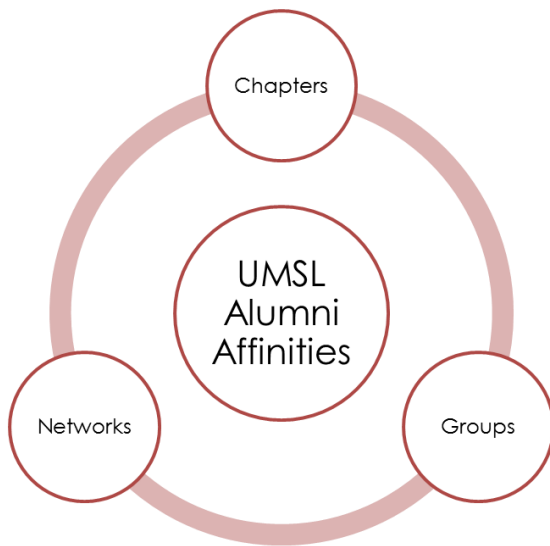
Hobbies

Lifelong Learning

One size does not fit all

There's more than one way to build your affinity organization. We recognize that one size doesn't fit all, so the Association has made things easier for alumni who want to form an affinity organization to begin by choosing the structure that best suits its needs.

The UMSL Alumni Association provides three structures for affinity organizations—



The difference between the structures is illustrated below. Chapters are generally for more mature alumni affinity organizations that have a solid volunteer network and leadership succession plan. Newly established alumni affinity organizations may start out as a network or group and may grow into another structure as the organization matures.

Chapters

- Sponsor a minimum of 3 or more engagement activities per year
- Led by a committee or board
- Annually elect officers or chair
- Follow guidelines or by laws (see p. x)
- Develop annual goals and strategy
- May request annual Association allocation to support activities
- Receive assistance from Office of Alumni Engagement

Networks

- Sponsor a minimum of 1-2 engagement activities per year
- Led by a committee
- Committee selects chair
- Follow guidelines (see p. x)
- Develop annual goals and strategy
- May request annual Association allocation to support activities
- Receive assistance from Office of Alumni Engagement

Groups

- Sponsor 1 engagement activity per year or less frequently
- Works with Office of Alumni Engagement to coordinate engagement activity
- Follow guidelines (see p. x)
- Develop goal and objectives for engagement activity
- Consult with Office of Alumni Engagement to determine funding assistance options for activity.

Getting Started—establishing your affinity organization

1. Contact the UMSL Office of Alumni Engagement

We're here to help you explore the best approach in organizing your affinity organization by examining—

- The best structural fit—chapter, network or group?
- Alumni data to determine the number of alumni in the desired affinity (regional, academic, special interest, etc.). We'll also look at academic degrees, generational groupings, geographic location, e-mailable alumni, and other factors that will best inform us about the affinity.

2. Survey

Once the pool of alumni is determined for the affinity, the Office of Alumni Engagement will send an alumni interest survey to measure interest and gather ideas about engagement programming. The survey will also help in identifying and recruiting volunteer leaders who will serve as the initial steering committee for the affinity organization.

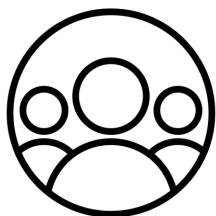
3. Plan

The steering committee and your UMSL Alumni Engagement liaison will work together to develop a strategic plan for initial programs and activities including—

- Initial goals for the organization
- Communications plan
- Engagement programming
- Funding

4. Launch

Once the plan is in place, we will work together in launching the initial program that will bring together alumni for your organization.



Your alumni engagement staff can help you explore strategy and organizational structure..

Organizations may start with one structure—such as a group—and find that their group is growing in interest and activities so that the network structure better fits its organization's needs.

Strategies for Success

Rewarding, meaningful and worth your time—this is how we hope you will define your experience as a volunteer leader of your affinity organization. The Alumni Engagement staff is here to help you establish your chapter, network or group with ease and organization. The Association's goal is to engage alumni who want to be involved with the University and each other, to share ideas and best practices and pave the way for our alumni to help UMSL in its educational mission. Following are some simple approaches that will help us all be successful.

1. Develop a strategy—begin by thinking through these questions—

- What do our alumni within this affinity want and need because of their unique connection to UMSL? Consider the following:
 - Connections and friendships with other alumni
 - Professional network opportunities and help with their own career paths
 - Connection with UMSL faculty
 - A desire to help UMSL
- What does UMSL need from our affinity organization?
 - How are we uniquely suited to help UMSL students?
 - How can we be ambassadors for UMSL?
 - Can we play a role in attracting students to UMSL?
 - Who should be our partners in our organization's efforts?
- How do our alumni want to spend their time, such as—
 - Helping a student or faculty member
 - Attending an event
 - Connecting virtually using technology
 - Behind the scenes work that builds and strengthens the organization
- How do we engage alumni from different generations and at different stages in the Alumni Life Cycle?
 - How do we engage Millennials, GenXers and Baby Boomers?

Strategies for Success

2. Engagement is more than events

- Alumni want to be engaged in different ways. While many enjoy attending events, others want to give their time in ways that directly help students, faculty or other alumni.
- Alumni affinity organizations can explore a variety of ways to engage fellow alumni. Begin with considering 3 primary goals for your affinity organization. More goals can be added as the organization matures. These initial goals may include—

Developing stronger connections among one another within the alumni affinity.

Student-alumni engagement that helps our students with the same share interests more effectively navigate their academic experience.

Educational opportunities that are uniquely valuable and beneficial for your organization.

A desire to benefit UMSL by supporting student recruitment or facilitating student internships and co curricular learning opportunities.

3. Dive in a make a plan for the year.

- Most affinity organizations will start out as a **network** and will plan a *minimum* of 2 engagement programs per year—one in the fall and one in the spring is a great way to start.
- Keep in mind that all programs should have a built-in social component, so aim for more than one focus for all engagement activities.
- Effective engagement programs come in various categories including
 - Educational featuring UMSL faculty or notable alumni
 - Cultural including theatrical, music, dance, visual art, literary
 - Student Engagement
 - Service
 - Theatre, music, and dance performances attract alumni of all ages. Add a reception beforehand for socializing.
 - See program planning for more ideas on page x.

Building the Right Team

Teamwork is vital in building and maintaining a successful alumni affinity organization. The steering committee that has a strong core leadership with clear responsibilities will pave the way for effective programming and connections. We recommend building a steering committee that best suits your organization's needs. At a minimum, each steering committee should have a Chair and at least 2 other members with defined responsibilities. Following are recommended guidelines—

The Steering Committee may be comprised of the following—

- Chair
 - Serves as primary liaison with Alumni Engagement staff
 - Ensures a strategic plan—including an annual calendar of programs and initiatives—is prepared for each fiscal year
 - Appoints and recruits alumni volunteers as needed
 - Convenes and chairs steering committee meetings
 - Represent your affinity organization on the UMSL Alumni Leaders Council.
- Communications chair
 - Develops communications/marketing plan for each program in coordination with the Alumni Engagement staff
 - Maintains and monitors social media posts
 - Provide content for program information and webpage
 - Coordinates personal outreach efforts
- Student-Alumni Engagement chair
 - Partners with Alumni Engagement staff and relevant campus partners such as Student Life, Admissions or Career Services to create effective Student-Alumni programming.
- Event/Program chair
 - Coordinates logistics for education, cultural and community service programs using guidelines outlined on page x.
 - Ensures all activities comply with Alumni Association guidelines described on page x.
- Other positions may be created as the organization develops its own strategy such as a finance chair if the organization sponsors multiple engagement programs.

Succession Planning and Creating Energy

Volunteer leadership service takes time and energy. We recognize that our volunteers are **giving** these resources while at the same time managing careers, family, other volunteer and social commitments.

We also know it's important to create a volunteer environment and experience that embraces fresh ideas and diverse perspectives.

So—to safeguard against volunteer burnout and to create an energized experience, optimal terms of volunteer service are—

- Chair—one 2 year term.
- All other steering committee members—a maximum of (2) two-year terms.
- Steering committee members serving a second two year term may want to consider rotating responsibilities. Ideally the next chair will come from members of the steering committee.
- If alumni volunteers want to continue serving in a leadership capacity following the maximum 2 terms, considering taking at least a one year hiatus before serving again.
- Some organizations may find that one year terms suit their affinity more effectively. If so, simply apply the same formula as described above.

Building Your Volunteer Pipeline

Securing volunteers for sub-committee service (short-term and longer-term projects) will build your pipeline for volunteer leaders.

- Always be on the look out for alumni who attend your events and programs and seek ways to involve new faces.
- Keep track of volunteers, contact information and special interests.
- Promote teamwork so that all volunteers feel supported.
- Say thank you.
 - A public thank you at your event
 - Send a handwritten note
 - Share the efforts of your volunteers for a shout out on the affinity organization webpage and the quarterly UMSL Alumni Volunteers newsletter

Ways to detour the volunteer roadblocks—

- Recognize when it's time to take a break—lack of enthusiasm and commitment by a steering committee leader or member can spread. Life gets busy and can be demanding. It's perfectly ok to change course.
- Let go and delegate. Your fellow volunteers want to help, so delegate tasks and responsibilities.
- Follow a succession plan.
- Don't take on more responsibility than you can handle. The perfect volunteer is just waiting for the opportunity to help and get involved.

Ideas for Programs and Events

Volunteer leaders provide the ideas and insights that allows the UMSL Alumni Association to deliver engaging and successful programming.

Alumni programs come in all different shapes and sizes. From wine tastings and networking mixers to community service projects and speaker receptions—alumni events are hosted across the United States for the purpose of engaging UMSL alumni.

Every event begins with a well-developed idea and succeeds with a coordinated marketing effort. Before planning an event for your affinity organization, answer the following:

Considering the following —

- Gatherings featuring faculty or alumni speakers
- Theater or museum outings
- Dinner with 12 Tritons (6 student/six alumni)
- Community Service Project
- Summer Sendoffs for local students entering UMSL
- Hosting visiting student groups (e.g. athletic teams, choirs)
- Welcome to the City for new UMSL graduates in your area
- Alumni Book clubs
- College nights and high school visits (alumni admissions representative activities)
- Recruitment reception for potential students and families
- Recruiting extern or intern hosts
- Professional sporting events
- Boat cruises
- Family-oriented picnics
- Wine-tasting parties
- Cooking classes
- Young alumni events (networking and pub nights, etc.)
- Monthly luncheons (featuring alumni or faculty speakers)
- Networking events (include both professional and social compo-

- What is the purpose of the event?
- What will be accomplished by bringing a group of alumni together?

Initial planning with a view toward the long-term and the ability to always offer follow-up, is fundamental to retaining engaged alumni.



Program Planning: step by step

Setting the dates

The ideal time to set dates for programs and events is at the beginning of the planning year (July). Even if your organization is not able to determine the exact date, at least establish the time of year or month for each program for planning purposes.

10-12 weeks

- Select date based on speaker, host or venue availability
- Your chair or program chair will advise your alumni staff liaison of date and event
- Ensure date does not conflict with major university events
- Note venue manager contact information
- Note caterer contact information
- Determine venue payment policy and payment due dates
- Determine catering payment policy and payment due dates
- Confirm verbally and/or through contract that venue has liability insurance (this is standard process and every reputable venue should have it)
- Develop communications plan

8 week prior

- Submit completed Event Planning Form and forward to your alumni staff liaison
- Submit all contracts to your alumni staff liaison (please note: only authorized alumni staff members may sign contracts)
- Your alumni staff liaison will coordinate contract approvals, payment approvals and payments
- Prepare content for communications and forward to alumni staff liaison

6 weeks prior

- Your alumni staff liaison will coordinate e-communications; e-registration forms; website postings and links
- Once e-communications begin (5-6 weeks prior to event), promote program via social media and personal networks.

Program Planning: step by step

4 weeks, 2 weeks and 4 days prior to event

- Continue to promote program via social media and personal networks
- Check the "See Who's Coming" page to determine marketing needs
- To increase responses, emphasize a different "value-added" or selling point in these follow-up email communications. Consult with your alumni staff liaison on ideas for market segmentation and communications.

At the event/program

- Track all attendees as they arrive and record no-shows or those who "walk in" without prior registration
- Collect checks, made payable to UMSL Alumni Association, from all walk-ins and record their names; note alumni names and guests names.
- If a balance is due to the venue or caterer, immediately submit the final invoice to your alumni staff liaison for payment processing

After the event/program

- Send photos taken with smartphones or tablets to your alumni staff liaison for posting on your organization's webpage
- Provide verbal or written summary on event so that we can share the recap with alumni who were not able to attend.
- Send final list of attendees and no-shows to alumni staff liaison
- Send all receipts (scanned receipts are acceptable) and checks to your alumni staff liaison immediately after the event.
- For any personal reimbursements, please make sure to include the reimbursement form with your name, alumni affinity organization name and date of event. Once received, reimbursement take up to 2 weeks to process. You will be advised if the reimbursement will take longer than 2 weeks by your alumni staff liaison.

Effective Communications

Communicating to Alumni

A communication plan is essential in facilitating effective and successful engagement. Ideally, our goal is to employ an integrated plan that includes multiple platforms of communication including—

- **E-communications**
- **Website**
- **Social media**
- **Printed and mailed communications**

If resources were available, printed and mailed communications would round out the communication plan, but realistically, we are not able to produce and mail invitations for every program. However, there are times when it is appropriate to invest in printing and mailing invitations. If your organization wants to explore this idea, discuss this with your staff liaison.

The Office of Alumni Engagement is here to help in a variety of ways. Follow these simple steps and your communications plan will be well underway. As soon as a date is set for your program, develop a communication plan.

What your Communications Chair will need to do:

- Contact your Alumni Engagement staff liaison and advise of the program date so that space on the e-communications calendar can be reserved.
- A minimum of **eight (8)** weeks prior to your program, provide the following to your staff liaison:
 - Event Description
 - Day, Date, Time
 - Venue Location including street address and zipcode
 - Parking Information and Instructions
 - Event fee per person
 - Any special messaging
 - Market Segment

Examples: alumni living in the Chicago metro region, alumni who majored in Nursing and live in the St. Louis metro region, or alumni who were members the student government association.

E-communications

Once the above information is received, the Office of Alumni Engagement will:

- Provide a unique on-line registration page to accept registrations and event fees.
- Create html email message with content copy and appropriate graphics.
- Provide you the opportunity to approve the email message and registration page.

Effective Communications

- ❑ Extract alumni email addresses on the day the email is to be sent so we can ensure we are using the most up-to-date data.
 - ❑ No later than 4 weeks prior to event, initial email will be sent.

Alumni Association Website and Your Alumni Affinity Organization's Webpage

Based on the information you provide for the initial email communication, the Office of Alumni Engagement will:

- ❑ Post your planned program on your affinity organization's webpage with a hyperlink to the registration form.

As alumni affinity organizations are formed, we will work with your communications chair to develop and maintain your webpage content on a routine basis.
- ❑ Post your program on the Alumni Association calendar with a hyperlink to the registration form.
- ❑ On occasion, your program may be featured on the rotating banner on the Alumni Association website.

Social Media

- ❑ The same day the email is sent, the Office of Alumni Engagement will post messages on UMSL Alumni LinkedIn and Facebook pages.
- ❑ If your organization has its own social media pages, your communications chair will re-post messages on those sites
- ❑ **Social Media Ambassadors** - As your organization grows, your communications chair will share social media messages with alumni in your affinity organization who are willing to share messages on their own social media pages. A good starting point in developing Social Media Ambassadors is with each steering committee member. Soon, you will have an active social media network.

Communications After Each Engagement Program or Activity

- ❑ Your staff liaison will coordinate with your communications chair in creating a poll or short survey to send to participants immediately after your program or activity.
- ❑ The day following the program or activity, the Program Chair or the Communications Chair will send a list of alumni who attended the program or participated in the activity.
- ❑ The Office of Alumni Engagement will send a thank you email from the alumni affinity organization thanking the alumni for their participation and asking them to complete the short poll or survey.

Insurance

The UMSL Alumni Association and its recognized alumni affinity organizations (chapters, networks and groups) are insured under a **Commercial General Liability and Umbrella Liability insurance** program with Secura. This coverage is provided for the normal operations and activities of the Association and its alumni affinity organizations. No insurance coverage is provided for activities outside the scope of alumni affinity organization activities. The insurance policies provide insurance to cover bodily injury and property damage liability as a result of alumni affinity organization activities, subject to normal insurance policy exclusions. This insurance is separate from the university's insurance.

Proof of Insurance—Insurance Certificate

Entities or organizations such as restaurants, private clubs, municipal parks, theatres or other possible venues for alumni activities *may* ask for proof of insurance coverage. An insurance certificate can be provided when required. The insurance certificate is customized for the specific requirements and date needed by the facility or "certificate holder."

If a facility your alumni affinity organization wishes to use does require a proof of insurance, contact your alumni engagement staff liaison. We will need at least two weeks for turnaround time for the contractual requirements to be reviewed; request, obtain and review the insurance certificate; and email the insurance certificate directly to the facility requesting the insurance certificate.

Contracts

All invoices for recognized alumni affinity organization activities will be paid by the UMSL Alumni Association. Therefore, all contracts with venues, caterers, restaurants, clubs or other facilities must be carefully reviewed and signed by either the associate vice chancellor of alumni engagement or the executive director of the UMSL Alumni Association. The following will need to be verified and understood prior to the review and signature:

- Is the day, date and time for the contracted activity correct?
- Is the projected number of attendees correct?
- Is there a deposit required?
- When is the remainder of the fee required (prior to the activity, at the time of the activity or after)?
- What are the terms of payment?
- Does the contract provided by the facility request any additional requirements such as an insurance certificate?
- Does the facility have a valid alcohol permit and license (if applicable)?

Alcohol

Host liquor liability insurance coverage is provided when a recognized alumni affinity organization is acting as a social host. Insurance coverage is provided for the alumni affinity organization when it hosts an event where alcohol is served, as long as the organization **does not sell, manufacture or distribute alcohol**. This host liquor liability insurance is for the alumni affinity organization, not for the bartender or the facility owner—they need their own liquor liability insurance coverage, and they must comply with applicable laws.

So how does this work?

If your organization is hosting an event in a **restaurant**, the restaurant will have its own permit and insurance. Verify that the restaurant has the appropriate permits and insurance for alcohol service.

If you choose to use a **catering company**, they, likewise, must have verified permits and insurance.

If your organization is using a venue that does not have its own permit, then a **bartending service** must be contracted.

How this plays out—

- Your alumni network is planning a wine and cheese networking reception and is charging a registration fee to cover the costs. This is perfectly acceptable if the wine is being served by an insured and permitted restaurant, caterer or bartending service.
- Your alumni group wants to host a happy hour at a popular restaurant in Soulard. There is no registration fee and everyone is expected to purchase his/her own drink. As long as the restaurant's permits and insurance are in good order, this scenario works.
- Your alumni chapter is hosting a dinner and a winery has offered to donate the wine. You design the registration fee to cover the cost of the venue rental, meal, service and gratuity. The venue you are using requires that you hire an approved catering company. The caterer is allowing the donated wine to be served but must charge a corkage fee in order to serve the wine and be covered by their own insurance. In hopes of cutting costs, someone from the steering committee offers to open and pour the wine. The caterer cannot allow this to be done because the company would not be covered for alcohol liability. The Alumni Association cannot allow for this to be done because the Association and its recognized organization cannot distribute alcohol. The bartender and corkage fee must also be considered when establishing registration fee.

Event Registration and Fees

Establishing the registration fee

While your alumni affinity organization may receive funding from the Alumni Association or the university, this annual allocation is to be used to support and supplement your overall engagement activities and programs for the fiscal year (July-June). This allocation can go a long way with effective planning.

If your program has costs associated with it, it is necessary to assess a registration fee for alumni activities for 2 important reasons:

- It helps cover the cost of the activity.
- It adds value to the activity. People are much more likely to be a “no show” at an event they did not have to pay for than one they have paid a registration fee.

There are many things to consider when establishing an event fee:

- Venue rental
- Food and beverage
- Service fee and gratuities
- Additional fees such as corkage fee or bartender fee
- Parking
- Décor
- Audio-visual
- Printing for programs or signage

On-Line Registration

The Office of Alumni Engagement can build and maintain an on-line registration form for your affinity organization's program. We can tailor it to request name, degree, class year, email address, phone number, number of guests and guests names.

If your program does have a registration fee associated with it, the UMSL Alumni Association has an established, secure ecommerce account so that credit card payments can be made on-line. For alumni not comfortable using on-line forms, we also provide our telephone number for those wishing to process their registration fee differently.

Our on-line registration process produces an attendance list and is easily accessible for view.

Once the on-line registration is closed for the event, the funds received are attributed to your organization's revenue account and are used to pay your organization's program costs.

Your staff liaison will keep you updated on the status of revenue received and expenses paid.

Resource Allocation & Guidelines

Affinity Organization Finances

Each affinity organization must submit an annual budget requests to the UMSL Alumni Association Finance Committee by **May 1** of each year. This information is increasingly important as the number of affinity organizations grow locally as well as regionally. Remember, the goal of all events is to promote alumni engagement. The UMSL Alumni Association will offer financial support for programs that include current student engagement, new events striving to increase engagements and other strategic programs. Your alumni staff liaison will help you with this process.

Alumni Association allocations may **not** be used for the following:

- Sponsorship of events not directly related to UMSL
- Charitable gifts
- With the exception of student engagement events (Summer Sendoff), beverage or food unless a registration fee is charged.

Event Payments

The primary financial goal for events and programming should be to break even. Aim to cover your event costs on a per-person basis, but even if an event is free, consider charging a small fee. Not only will people perceive your event's value as greater, but you will help ensure that those who RSVP do in fact attend. Experience has shown that charging too little signals a sub-par program and may decrease attendance.

Your alumni staff liaison is responsible for creating an online registration page as a mechanism to collect event registration fees.

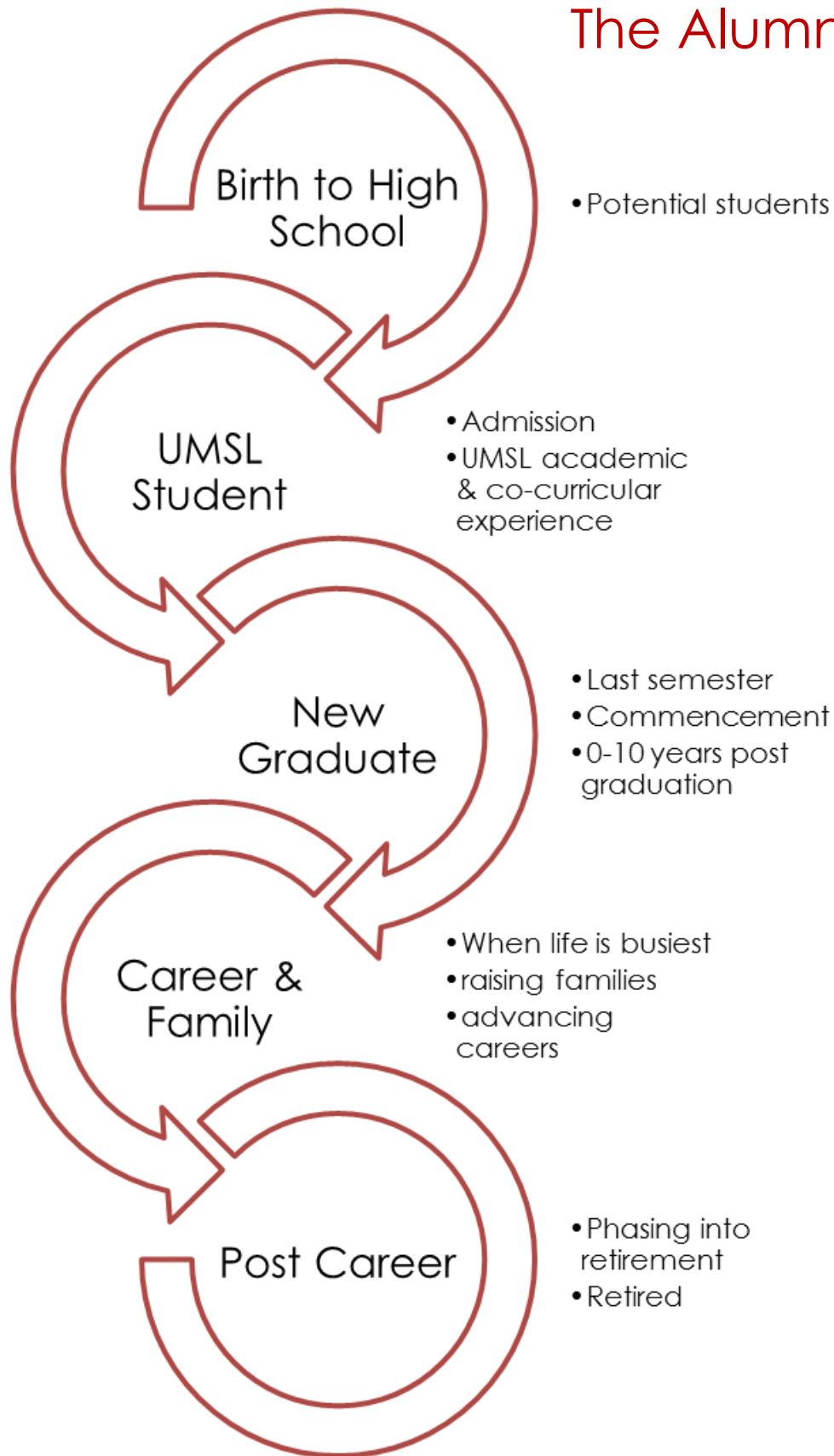
Reimbursing a volunteer for expenses

In the event that a volunteer spends his or her own money on any aspect of a group event, that money can be reimbursed as long as a signed reimbursement request, and an original or scanned itemized receipt is forwarded to your alumni staff liaison. It is in the best interest of the volunteer to check with your staff liaison prior to making any purchases with his or her own money.

Contracts

As stated on page 18, any and all contracts/contractual obligations related to alumni affinity organization programs and events must be signed by an authorized university official within the UMSL Office of Alumni Engagement. A volunteer's signature on a contract, estimate or invoice is not legally binding for the Alumni Association. Volunteers should have contracts faxed or emailed to your staff liaison as soon as possible.

The Alumni Life Cycle



Online Forms and Templates

The following forms and templates are available online for your alumni affinity organization's use:

- [Annual Report Form](#)
- Program Planning Form
- [Program Attendance Sign-In Template](#)