

Regional Chapter Handbook

FORDHAM UNIVERSITY | Office of Alumni Relations



FORDHAM UNIVERSITY
THE JESUIT UNIVERSITY OF NEW YORK

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What is a Regional Chapter?

Fordham University's regional chapter program has been designed to strengthen the relationship of alumni with the life of the University. The regional chapter network provides opportunities for alumni to participate in social, recreational and educational programs that encourage professional and social networking.

The regional chapter staff will be supported by the regional chapters officer who is a member of the Office of Alumni Relations (OAR). This person is your link to information about Fordham University and the benefits, services and advice that will help to make your chapter a success. Regional alumni represent Fordham University to the community at large and advance the Jesuit mission by supporting admissions efforts, career services, and fundraising.

Chapter Goals

- To allow Fordham alumni of all ages to gather together socially and stay connected with both Fordham University and fellow alumni
- To foster a dialogue about the current state of Fordham University
- To share pride in Fordham University
- To represent the ideals of the Jesuit education received at Fordham University
- To inform Fordham University of the accomplishments and service of Fordham graduates
- To maintain accurate records of all alumni within the chapter territory
- To facilitate networking among alumni
- To welcome new alumni moving into the chapter community
- To invite students' families to participate in the Fordham community
- To participate as Fordham University in community service
- To enhance career opportunities for students/alumni through externships, references and job placements
- To influence men and women to select Fordham University for an undergraduate or graduate education
- To welcome new students to the Fordham family
- To provide a mechanism for leadership development and continuity within local Fordham University chapters
- To encourage financial support for the University when appropriate

Regional Chapters are active in these cities and regions:

Eastern United States

Baltimore, Maryland
Boston, Massachusetts
Hartford, Connecticut
New Jersey
 Central New Jersey
 Northern New Jersey
New York
 Albany
 Buffalo
 Hudson Valley
 Long Island
 Rochester
 Syracuse
Pennsylvania
 Philadelphia
 Pittsburgh
Washington, D.C.

Midwest United States

Chicago, Illinois
Ohio
 Cincinnati
 Cleveland
Detroit, Michigan

Southern United States

Atlanta, Georgia
Charlotte, North Carolina
Florida
 Jacksonville
 Sarasota
 Naples (Southwest Florida)
 Miami (South Florida)
 Palm Beach
 Orlando
Puerto Rico
Savannah, Georgia/South Carolina Low Country

Southwest United States

Texas
 Dallas/Ft. Worth
 Houston

Western United States

California
 Los Angeles
 San Diego
 San Francisco

International

United Kingdom

How To Start a Regional Chapter

- Gather three to five alumni who are proud of Fordham, recognize the need and value of an alumni chapter, and have the energy, determination and time to commit to this project
- Contact the Office of Alumni Relations (OAR). The regional chapters officer will compile a list of alumni in your area, and then together, we will create an e-mail that will be sent to these people, asking them if they are interested in helping to form a new chapter.
- Keep a list of the people who express interest
- Invite the alumni on this list to an organizational meeting (the OAR can assist with the initial invitation). Your first meeting should address the goals of the chapter, explain the leadership positions and their duties and set a potential date for a first event.
- Plan a kickoff event
- Continue to recruit new members
- Plan a larger event

Regional Chapter Officer Structure

Chairperson/President:

- Serve as primary contact and liaison between the OAR and the regional chapter
- Assist in developing the calendar of events
- Assist in the planning of events that reach a variety of audiences and further the interest of the alumni chapter
- Monitor the implementation of the planned calendar of events; delegate responsibilities, appoint committees and follow up with the OAR
- Work with the OAR to appoint and train an informed and enthusiastic successor to ensure the continuation of the chapter

Vice Chairperson:

- Support chairperson/president and all chapter efforts

Fordham Alumni Student Team (FAST) Officer:

- Work with chapter alumni to support admissions efforts in regional city

Special Events Coordinator:

- Work with chapter chairperson/president and OAR to plan a calendar of events for the year
- Work with communications/public relations chairperson to create promotional e-mails, flyers, website content, etc.
- Work with the OAR to create invitations
- Provide the OAR with a copy of the final attendance sheet, a post-event report, suggestions, feedback and photos

Communications / PR Chairperson:

- Inform the OAR of any updated information for the chapter website
- Communicate with chapter members and local alumni via e-mail and event mailings
- Devise alternative ways to promote an upcoming event or activity

Young Alumni Chairperson:

- Cultivate young alumni participation in the chapter and develop events targeted to this particular audience

Partnership with the Office of Alumni Relations

Effective volunteer leaders depend on a strong supportive relationship with the OAR. Each partner in this relationship has specific responsibilities for the success of the alumni chapter.

The OAR will communicate with the chapter leaders on a regular basis to provide staff assistance and advice in planning events and recruiting local alumni. We will also support regional chapters in a variety of other ways, such as helping to:

- Plan, market, and subsidize one event per year. (Note: If a University representative visit is scheduled for your chapter, this will count as the subsidized event.)
- Find a Fordham representative to speak at your event
- Pay for postage and printing of two chapter mailings
- Send regular broadcast e-mails to all alumni living in your region
- Post events on the chapter web page
- Obtain event supplies (i.e. name tags, attendance sheets, publications, etc.).

Please check with us for the specific resources available to your chapter.

The OAR asks that alumni chapters:

- Provide opportunities for alumni to strengthen their commitment to and support of the University.
- Create and execute a diverse series of events.
- Provide web content and invitation copy in a timely manner.
- Identify and recruit enthusiastic alumni to help the chapter plan events.
- Provide updated lists of chapter leaders and members.
- Submit an annual report to the OAR.

Recruiting Members

- Ask! People are more willing to volunteer for a project when asked by someone who is currently involved.
- Keep an ongoing file of possible chapter volunteers and add to it by soliciting new names from local alumni.
- Announce in chapter mailings, e-mails and at chapter events that new volunteers are needed.
- Contact past event attendees.
- Plan special events with the goal of recruiting new volunteers.
- Get in touch with current Fordham students — their energy, enthusiasm, and fresh ideas can enhance your chapter's events and services.
- Assign each board member or volunteer the task of recruiting at least one new volunteer each year.
- Always leave space on mailings for alumni to indicate an interest in volunteering.
- Remind potential alumni volunteers of the many benefits of volunteering.

Benefits of Volunteering

You will:

- Meet alumni from around the world and develop lasting friendships.
- Help shape current and future life at Fordham University.
- Keep in touch with current Fordham students.
- Gain or enhance your leadership, communication, problem solving, consensus and team-building skills — skills that can help your professional career.
- Build your career skills as you are challenged with new roles or opportunities.
- Get satisfaction from giving back and making a real difference.
- Have lots of fun!

Mailing Guidelines

When planning a chapter event, allow enough time for printing and mailing of flyers or invitations. Ideally, invitees should receive their invitations six weeks prior to the event.

If you will require the OAR to design your invitation, you must allow a minimum of four weeks for our office to request printing bids on your job, and to fit your job into the designer's schedule, show you a layout and get your approval.

Sample timeline:

10 weeks out

- Determine time, location and format of the event. Confirm everything before sending copy to the OAR.

Nine weeks out

- Assemble list of invitees to determine quantities and cost
- Design invitation
- Invitation gets approved

Eight weeks out

- Submit invitation to printer
- Approve proof

Six to seven weeks out

- Print labels
- Mail invitations

E-mailing Guidelines

All e-mails regarding regional chapter events must be reviewed and approved by the regional chapters officer. The OAR needs one week's notice in order to send out a blast.

When to send an e-mail blast:

- If you are having a small event that does not require printed invitations
- If your event is too soon for invitations to be printed
- As a Save the Date before your invitation mailing
- To update your chapter on past and upcoming events, activities and so on
- To encourage new membership
- To welcome new leadership

E-mails cannot contain any graphics or images.

Website Procedures

Each regional chapter has its own web page on the www.fordham.edu website. Sites are used to recruit new members, advertise upcoming events, highlight past events and post photos.

The regional chapters officer is in charge of posting content and photos to the pages. Chapter leaders should be the point people for these materials and can then forward them along to the regional chapters officer.

Chapter leaders should be aware that it could take up to three days to post the information.

Chapters must use the Fordham University website only. Please advise us if any other alumni sites exist.

Local Newsletters

Good newsletters are informative, entertaining and can be essential to the success of the annual calendar of events, so many regional chapters decide to create one for their members.

The OAR will work with you to develop this newsletter. After you have supplied the copy and any additional information you wish included (e.g., photos), we will design it in a manner that is consistent with the University's format and then send it out for you on a mutually agreed upon schedule (monthly, quarterly, yearly, etc.).

Chapter newsletters must be electronic to save on postage costs.

If you need a hard copy version mailed to members, this will be considered one of your allotted mailings.

News Items to Include:

- Articles on upcoming events
- Reports on past events
- Interest survey form
- Local information
- List of chapter leadership
- Chapter member highlights

Branding

All chapters are allowed to use the most current Fordham seal on their printed and electronic materials. (Old logos must be identified and taken out of circulation.)

The chapter will be asked to make an event as University-oriented as possible. For instance, you could decorate with maroon and white, use the Fordham seal on signs, and display Fordham photographs or other memorabilia.

The OAR has additional Fordham banners to be used at various events. If you know you will need a banner for an event, please contact the regional chapter officer at least two weeks prior to the event to have one sent to you.

Please note that banners must be sent back to Fordham's office no later than one week after the event.

The OAR will provide a give-away for the annual University-funded event.

Membership Lists

Membership lists of all of the active members must be kept and maintained by the chapters.

Updated lists must be sent to the OAR once per quarter (March, June, September and December).

Updating Contact Information

People who are updating their contact information, new members or members with a change of address MUST do it through the OAR.

If chapter leaders decide to collect this information, they must also share it with the OAR so that we can update our database.

Planning an Event

Each chapter must fill out and return a “Special Event Planning Form” (sample at back of this section) before they can proceed with planning their event.

In planning chapter events, keep in mind the following questions:

- Who is this event for - all members, young alumni?
- Why are we holding this event - social, networking, spiritual?
- What are our goals for this event?
- When is the best time to hold the event?
- Where is the ideal location?

Event Ideas

Some previously successful event ideas include:

Fall

- An event focused on athletics (live or televised)

Winter

- Holiday celebrations
- Family style receptions

Spring

- Communion Mass and brunch
- Picnic
- Golf outing
- Community service project

Summer

- Family barbeque
- Professional baseball game
- Boat cruise
- A reception for incoming freshmen from your city*

*We are encouraging all chapters to hold a Welcome Reception for incoming freshmen. This is a great way to get alumni together sharing their experiences and introducing new students to all that Fordham has to offer.

Year-round

- Networking nights/mentoring opportunities
- Happy hours/informal social events
- Receptions featuring a speaker
- On-campus brunches or receptions
- Wine tastings
- Chocolate tastings
- Luncheon lecture series
- Have a team in a local running, walking or biking fundraiser (running, walking or biking as a team)
- Form an alumni sports team in a local league (softball, basketball, volleyball and more)

When planning one of your large events, you may want to consider honoring some of your chapter members. Awards such as the Distinguished Alumni Award, the Young Alumni Achievement Award and the Service to Fordham Award are a nice way of singling out the special efforts of your members. They may also add more allure to your event and entice more people to attend.

Timelines for Planning an Event

10 to 12 Weeks weeks before the event

- Complete Event Planning Form and submit it to the OAR
- Finalize plans for the event (date, time, place, cost, R.S.V.P. contact, information contact, event description)
- Make billing or deposit arrangements for venue and caterer

Six to seven weeks before the event

- Mail invitations (the OAR will provide the chapter with two mailings per fiscal year)
- Have event posted on chapter web page

Three Weeks weeks before the event

- Count replies and update the caterer and the OAR
- If the number seems like it is less than anticipated, the OAR can send reminder e-mails and volunteers can make personal calls to local alumni
- Recruit volunteers to help on the day of the event

Two weeks before the event

- Request materials from the OAR (nametags, signs, cocktail napkins, etc.)

Five days before the event

- Confirm details with caterer

Day of event

- Arrive at least one to two hours early to check the room seating, audiovisual equipment, bar and other areas and set up registration table
- Check with the caterer to ensure that the food will be served on time and that no last minute changes need to be made
- Locate restrooms and coat check
- If payments are being taken at the door, be sure to have cash on hand to make change
- Volunteers working the registration desk should take accurate attendance, make note of attendees who registered in advance and those who walked in to ensure an accurate record of attendance.

Promoting Your Event

The better you market your event, the better your attendance will be. Here are some marketing tips that have worked in the past:

Broadcast e-mails

The OAR has the capability to send broadcast e-mails to alumni in your region. Some alumni have not yet given the University their e-mail addresses and a small number of others have requested that they not be contacted by e-mail. However, this is a fast and effective way of reaching alumni with news of events.

The OAR needs 10 days advance notice to send a broadcast e-mail.

Chapter web pages

Each chapter is given a webpage under the regional section of www.fordham.edu. The OAR continually updates these pages based on information they are provided by the chapters. All events can be listed here.

Alumni e-newsletter

The OAR sends out a monthly newsletter. Large or high profile events can be listed here with a link to the chapter web page.

Direct Mail Invitations

If a University official will be attending your event, we will prepare and mail a formal invitation and cover all costs of the event.

Speakers

Depending on his schedule, the president of Fordham University tries to visit several chapters each year. If the president cannot make it to your event in any particular calendar year, the OAR will work with you to find another Fordham representative to speak on behalf of the University.

Event Planning Form

Please complete the form below with preliminary information on your upcoming event. This will help us to publicize the event in the most effective manner possible. It is not necessary to complete all sections at this time. The regional chapter officer will contact you about the next steps.

The form should be submitted 10 weeks prior to your event.

Sponsoring Club

Event Date

Event Time

Event Location

Admission Fee(s)

R.S.V.P. Contact

R.S.V.P. Method

R.S.V.P. Deadline

Event Description

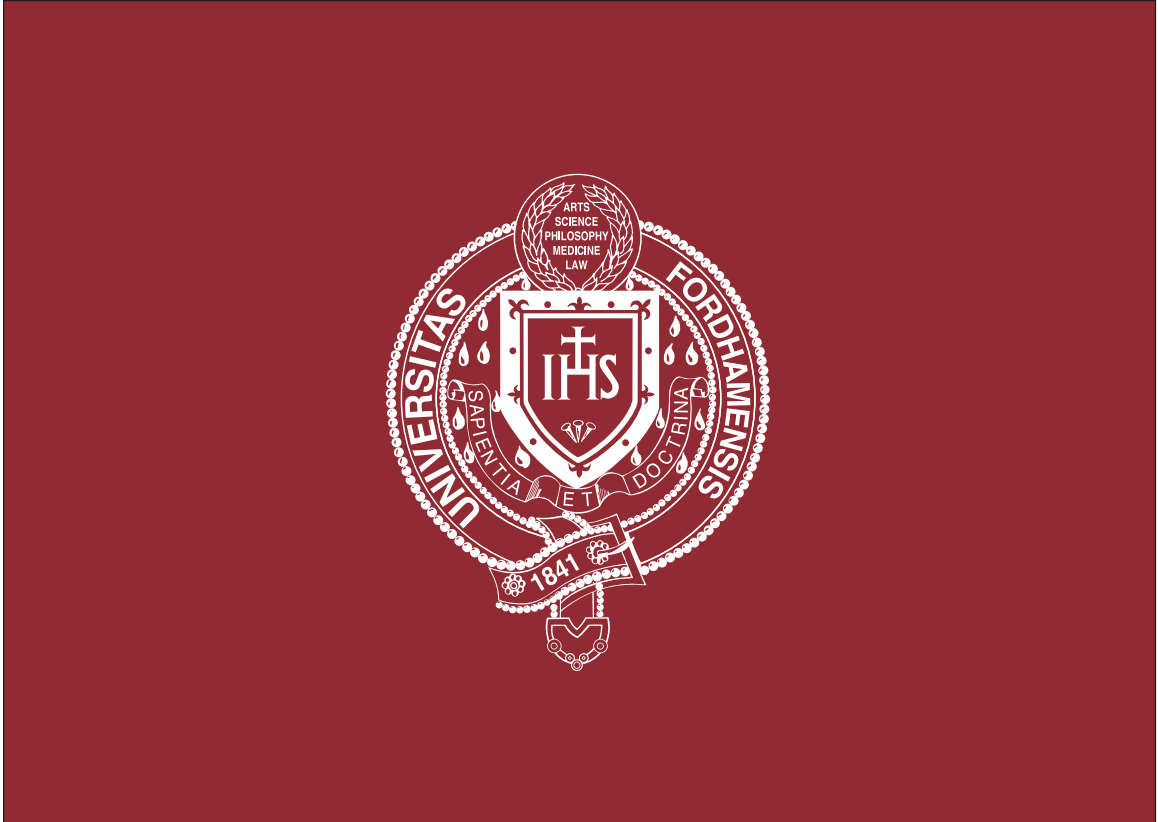
Desired Communication - please check all that apply:

- broadcast e-mail
- direct mail
- newsletter
- website calendar listing

Primary Event Contact (if different from R.S.V.P. contact)

Sample Invitation

Front



SAMPLE NOT ACTUAL SIZE

ACTUAL SIZE OF FOLDED INVITATION = 5 INCHES X 7 INCHES

Sample Invitation

Inside



The Reverend Joseph M. McShane, S.J., President of Fordham University
and the Fordham Club of the Delaware Valley
request the pleasure of your company at their alumni reception

Tuesday, 13 June 2006
6–8 p.m.

Cocktails and hors d'oeuvres


The Union League of Philadelphia
140 South Broad Street
Philadelphia, PA 19102

SAMPLE NOT ACTUAL SIZE

ACTUAL SIZE OF FOLDED INVITATION = 5 INCHES X 7 INCHES

Sample Invitation

Response Card Sides 1 & 2



Fordham Club of the Delaware Valley Alumni Reception
with The Reverend Joseph M. McShane, S.J., President of Fordham University
Tuesday, 13 June 2006 | 6-8 p.m.
R.S.V.P. before Tuesday, 6 June 2006.

Please complete both sides. If you prefer, you may register online at www.fordham.edu/regionalclubs.

Name	School/Year	

Address	Apt.	


City	State	Zip Code

Day Phone	E-mail	

Guest Name	School/Year (if Fordham alumnus/a)	

Guest Name	School/Year (if Fordham alumnus/a)	

Guest Name	School/Year (if Fordham alumnus/a)	



Fordham Club of the Delaware Valley Alumni Reception
with The Reverend Joseph M. McShane, S.J., President of Fordham University
Tuesday, 13 June 2006 | 6-8 p.m.
R.S.V.P. before Tuesday, 6 June 2006.

_____ space(s) @ \$40 per person for a subtotal of : \$ _____. (This includes a \$5 gift to the Fordham Annual Fund.)

I have enclosed an additional gift to the Fordham Annual Fund in the amount of: \$ _____.

I am unable to attend, but enclose a gift to the Fordham Annual Fund in the amount of : \$ _____.

Please make checks payable to Fordham University. Total amount enclosed: \$ _____.

Please charge \$ _____ to: _____ Visa _____ MasterCard _____ American Express

Card Number: _____ Expiration Date (MM/YY) _____ / _____

For questions, please contact Sara Hunt, alumni relations officer, at (212) 636-6523 or shunt@fordham.edu.

SAMPLE NOT ACTUAL SIZE

ACTUAL SIZE OF RESPONSE CARD = 6.25 INCHES X 4.75 INCHES

Finances

Regional Chapter Event Costs

Chapter events need to be conducted on a cost-recovery basis. Event costs should be estimated as accurately as possible. However, you may add a small amount to the actual cost of an event to cover unexpected expenses.

Fordham Regional Receptions

If a regional chapter is part of the University's tour of scheduled visits, then the OAR will cover the costs and provide a representative to speak on behalf of the University.

Mailings

The OAR will no longer allow chapters to charge dues. If a University official will be attending an event, we will prepare and mail an additional formal invitation and cover all costs.

Chapter Dues

The OAR will no longer allow chapters to charge dues. If dues have been collected in the past to pay for items like printing and postage, the OAR will work with you to determine a way to provide for these expenses without charging membership.

Avoiding Additional Expenses

You can eliminate postage costs when you allow the OAR to handle your mailings. However, you can almost entirely eliminate postage costs by using e-mail or telephone as a preferred method of correspondence. For instance, all replies for chapter events should be handled in this manner. Post office boxes are not necessary and will not be reimbursed.

Chapter Bank Accounts

Chapters should not have their own bank accounts. If current bank accounts exist, they should be closed immediately. Donations and registration fees paid by check should be made out to Fordham University and sent to the regional chapters officer in the OAR.

Scholarships

A few of our chapters currently collect donations for a scholarship fund. The Fordham Chapter of Washington, D.C., for instance, works with the University to identify students in the D.C. area and solicits donations from its members throughout the year. Need and merit are usually among the criteria used in the selection process. If you are interested in raising money for a scholarship, please contact the regional chapters officer.

Sponsorship

If your chapter is hosting an event or sending out an additional mailing and needs extra funding, consider asking a local business to become a sponsor. The sponsor's logo and/or name can be added to the invitation, website or other areas in exchange for a donation.

Note: You must have the sponsor approved by the OAR before moving forward. If the sponsor is approved and you move ahead with your plans for the event, the OAR will ensure that the sponsor is recognized for their gift.

Regional Chapter Annual Report

An annual report is requested by the regional chapters officer in order to provide updated information to Fordham University's Office of Alumni Relations. The information should cover the twelve month period between July 1 – June 30 of the current fiscal year.

Club Name

Date

Person Completing This Report

Title

Chapter Profile: Please list the names and titles of your chapter leaders or board members.

How many members are currently in your chapter? (Please attach your most current membership list)

Alumni: _____ Parents: _____ Students: _____ Friends: _____

Please describe the transition plan (if any) in place for your chapter leadership.

Please describe the strength of the chapter. Are there specific challenges you are facing?

Chapter Activities

Please list each event during the past year (July 1 – June 30).

Event	Date	Attendance

Which event did you feel was the most successful? (Feel free to include more than one.) Why?

Please use the space below for any questions, comments, suggestions or concerns that you would like to share.

Signature

Date

Please return this to the regional chapters officer. Fax it to (212) 636-7855 or mail it to:
The Office of Alumni Relations, Fordham University, 888 Seventh Ave., 7th Floor, NY, NY 10019.

Alumni Benefits

All alumni are able to access a wide variety of benefits simply by virtue of completing their degree at Fordham University. While a full description of these benefits is available on the OAR website at: www.fordham.edu/Alumni_Relations/Benefits/index.asp, a brief overview is listed below:

Drake Beam Morin Career Services

The world's leading provider of career management programs and services has aligned its global resources with Fordham University to provide a comprehensive portfolio of career enhancing programs and tools including:

- Job leads
- Networking opportunities
- Career consultation
- Assessment tools

Rampass

With Rampass, you receive access to all Fordham campuses as well as a host of special benefits and discounts, including:

- Car rentals from Avis, Budget, Hertz, National and Alamo
- Select hotel accommodations with Choice Hotels, including Comfort, Clarion, Sleep, EconoLodge and Rodeway Inns
- Discount on purchases from Barnes and Noble bookstores at Rose Hill, Lincoln Center and Tarrytown
- Two-for-One ticket discounts at athletic games
- Discounted rates at Reebok Sports Club/NY

MBNA Visa Credit Card

This credit card is offering a great introductory annual percentage rate (APR) and competitive APRs thereafter.

TheStreet.com

TheStreet.com's RealMoney.com puts more than 40 of Wall Street's best minds to work for you. Throughout the market day, our contributors share their strategies, insights and stock recommendations with you in real time via our website and daily e-mail bulletins. This team of experts closely analyzes financial markets, companies and current events in order to deliver you incisive, independent investment analysis and recommendations.

Fordham alumni receive RealMoney.com at a discount of 30 percent off the annual retail cost for the first year of your subscription.

Auto/Home Insurance

Thanks to Fordham University's group buying power, you can save money on auto and home insurance. As a member of the Fordham family, you could save up to \$300 or more a year on auto insurance with Group Savings Plus®.

You will enjoy:

- An exclusive group discount of up to 10 percent off our already competitive rates
- Rates guaranteed for 12 months, not six
- Convenient payment plans, including automatic checking account deduction, with no down payment or direct billing at home
- Additional savings based on your age, driving experience and auto equipment (such as anti-lock brakes and airbags)
- Round-the-clock claims service
- 24-hour emergency roadside assistance
- Personalized service and special savings from a company that has been helping people live safer, more secure lives since 1912.

Group Insurance

You may qualify for Fordham's low cost term life insurance plan from RELIASTAR Life Insurance Company.

Catastrophic Insurance

When the extraordinary expenses of a catastrophic illness or injury are incurred, this plan is designed to take over when basic hospitalization insurance, major medical insurance and Medicare run out. Fordham alumni are eligible to apply for \$1,000,000 Catastrophe Major Medical Insurance that includes nursing home and home health care benefits. This plan offers automatic acceptance, no health or medical questions, and is available regardless of age.

Princeton Club of New York

Your status as an alumnus of Fordham University makes you eligible to apply for membership to the Princeton Club of New York, a Manhattan club that is affiliated with Princeton University in New Jersey. Since December of 1994, when this relationship was established, several thousand Fordham graduates have attended numerous alumni events held at the Club, and hundreds have become members.

The Princeton Club has added new amenities, renovated its meeting, dining and guest rooms, expanded its athletic facilities, and now offers a relaxed dress code. The convenient midtown location makes it a great place to meet college friends and business associates.

Jostens Merchandise

The Fordham alumni signet ring is available for a limited time in 10K or 14K gold, featuring a richly detailed recreation of the University seal in striking bas-relief. Rampass holders receive special discounts.

Custom License Plate

Show your support for Fordham and apply for your official license plates! If you are a student, parent or fan of Fordham and live in the state of New York, you are able to purchase an official Fordham University license plate. The plates are available for residential and commercial use and are a great way to show your Fordham spirit.

Fordham Publications

Guide to alumni events (once per year)

Inside Fordham magazine (twice per year)

Monthly alumni e-newsletter