THANK YOU!

Thank you for your interest volunteering as an alumni chapter representative!

Whether you are starting a new alumni chapter or simply taking a new role in an established chapter, please take a moment to review these guidelines. Outlined in the pages that follow is everything you need to know—need to do and how the RIT Office of Alumni Relations can help!
The RIT Alumni Association was founded 100 years ago by a group of 200 graduates. Today, you are part of a network of 114,000 alumni worldwide. RIT’s Alumni Chapter network exists to connect you with RIT alumni around the world. They are the foundation of the Alumni Association. Alumni chapters are organized by geographic area and provide a great way to connect alumni, parents, students, and friends worldwide in the name of RIT. The chapters collectively host over 250 events and activities worldwide each year, involving over 7,000 alumni. These activities span all interests from educational workshops to performing arts to supporting RIT Athletics and everything in between.

Examples include:

- Educational events featuring RIT professors, administrators, or alumni speakers
- Cultural events, such as attending performances with seating for RIT alumni and friends, or visits to local exhibits with a special RIT tour
- Events welcoming incoming students or graduating seniors
- Networking events & happy hours
- Gatherings to cheer on your local sports team to victory – or going out to support your RIT Tigers when they come to town
- Hosting gamewatch parties for RIT athletic teams

Hard-working volunteers – along with the Office of Alumni Relations – plan and implement a full calendar of events and programming for each chapter. If you are interested in hosting or planning an event, please contact the Office of Alumni Relations at (585) 475-2586. You can also contact your local chapter leader(s) or volunteer(s) if applicable.

NO CHAPTER IN YOUR REGION? THAT’S OK!
The Office of Alumni Relations can help you plan an alumni event or activity in your area. Contact us at (585) 475-2586 or arevents@rit.edu to be connected with one of our team members.

CLICK HERE FOR SOME HELPFUL STATS
<Link to alumni stats (see Entity Stats I & IV) including All Alumni Counts by Decade, All Alumni Counts by State in the US, All Alumni in Regional Chapters, Alumni in foreign countries (top 20 only)>
EXPECTATIONS OF CHAPTER LEADERS & CHAPTER VOLUNTEERS

CHAPTER LEADER
Your responsibility as Chapter Leader will be to oversee the operations of the chapter. You will be the eyes and ears of RIT in your community. Responsibilities include:
1. Organizing an annual conference call with the Office of Alumni Relations and local alumni to plan chapter activities for the year.
2. Managing (or delegating) your chapter’s presence on social networking sites (Facebook, Twitter, Linked In, etc).
3. Managing event logistics for chapter events including set-up, nametags, giveaways, payment (if applicable), raffles, and, of course, introducing attendees to each other.
4. Representing RIT at local college fairs and admissions events and act as an RIT representative to welcome incoming students from your area.
5. Active as an RIT representative to welcome graduating seniors and other alumni who are new to the area. This includes making your contact information (email) available to all area alumni.

TALK TO SOMEONE WHO’S BEEN THERE!
Feel free to contact one of our veteran chapter leaders:

Scott Saldinger ’91 –
Dallas Chapter Leader
Email: sws724@verizon.net

Kevin Sheldon ’02 –
Former Washington DC Chapter Leader and Alumni Association Board or Directors
Email: kms3179@yahoo.com

CHAPTER VOLUNTEERS
If you are looking to get involved with your local alumni chapter, and there is already a Chapter Leader or you’re worried about the time commitment, consider becoming a Chapter Volunteer. Duties include assisting with the responsibilities outlined above. Maybe you have a great event idea, are well connected in the social media world, or would like to represent RIT at a local admissions event - but don’t have the time to manage them all. These are great reasons to get involved as a Chapter Volunteer.
EXPECTATIONS OF THE OFFICE OF ALUMNI RELATIONS

Running an Alumni Chapter is a joint effort between the Office of Alumni Relations staff and alumni volunteers. The Office of Alumni Relations provides:

- A staff liaison to work with you through all aspects of chapter activities, lending expertise and ideas for running a successful group or event
- Lists of alumni in your area
- Facilitation of payments to caterers, venues, and other vendors
- Tax exempt forms and requirements
- Event publicity including mailings, mass emails, social media, magazine highlights, online calendars, etc.
- An online registration site, central 800-number, and other ways to collect RSVP’s and payments for events
- A website for the chapter that includes a calendar of events and other helpful links
- Facilitation of RIT leadership attendance at events and activities
- Interpreters for deaf & hard-of-hearing alumni and guests at events
- A supply of RIT giveaways and raffle items
- RIT signage, banners, and nametags for events and activities

PRIVACY POLICY

The Office of Alumni Relations is happy to provide contact information for alumni in your area to Chapter Leaders & Volunteers. Due to Institute privacy policy, we are not able to provide home addresses for alumni in your area. We can provide names, email addresses, and phone numbers. Although we can’t provide home addresses, we can easily facilitate mailings through the Office of Alumni Relations in order to promote events. This is dependent on having a signed confidentiality agreement with the office stating that the information will only be used for RIT business and will not be shared with anyone or used for personal reasons. The confidentiality agreement will be provided to you by the Office of Alumni Relations.
ANNUAL CONFERENCE CALL
Chapter leaders should hold at least one annual conference call or planning meeting that includes your representative from the Office of Alumni Relations as well as any alumni in the area that might be interested. The purpose of the call will be to:

- Brainstorm ideas
- Create a proposed events calendar
- Confer with alumni office staff about the proposed event calendar
- Avoid conflicts with previously-scheduled alumni events, holidays, & major local events
- Determine and book event location and major vendors
- Decide how much to charge attendees
- Request RIT faculty or staff presence at event, if necessary
ALUMNI EVENT PLANNING AND INFORMATION—TIPS & TRICKS WHEN PLANNING AN ALUMNI EVENT

ATTENDANCE
Expected attendance at regional alumni events ranges from 5-15% of the local RIT alumni population. Please bear this in mind when developing your events and activities.

TIMELINE
Be sure to give yourself, and the Office of Alumni Relations, plenty of time to plan an alumni event. 6 to 8 weeks is ideal but the more time the better. There is a direct, positive correlation between the amount of notice given for an alumni event and attendance numbers at the event.

VENUE
If you are selecting a location for an alumni event, keep the following items in mind:
- Menu cost and variety (vegetarian options, overall cost for attendees)
- A/V equipment needs
- Parking & public transportation
- Handicap accessibility
- Restroom availability
- Event items like a name tag table and coat rack

KID FRIENDLY VS. ADULT - ONLY EVENTS
Be sure to determine your audience. If you are hosting an event that is open to families, your local watering hole might not be the best venue. It’s perfectly fine to host an adult-only alumni event at your local bar or tavern just be sure to set expectations. Conversely, a trip to your local museum or baseball game might be an excellent opportunity to have alumni bring family members and guests. Many venues also have child pricing that may be beneficial when planning your event.
SCHEDULE
Be sure there are no holidays or local events that might conflict with the event or activity you are planning. Mother’s Day, Father’s Day, Yom Kippur, Rosh Hashanah, St. Patrick’s Day and local festivals are commonly overlooked.

PAYMENTS & PRICING
You can plan any type of event that you’d like so long as it meets the mission of the RIT Office of Alumni Relations. The office can help you price your event and in certain instances, subsidize the cost of the event to make it a good value for alumni and guests. With this in mind, there are several types of events that you can set-up:

1. **Free event** – There is no charge to attended and/or all attendees are responsible for their own food, drink and entertainment charges. Example: Chapter bowling night in which everyone gathers at an alley but each individual is responsible for their own food, drink and bowling charges at the end of the night.

2. **Pre-paid event** – There is an upfront charge for attendees to take part in the event. This can be collected through the RIT Alumni website. Example: Chapter event at a local Major League Baseball game where we get a group rate on tickets or a picnic area. The charge is passed onto participants who register and pay for the event on the alumni website. Another example: An alumni happy hour where a menu of food and drink is provided.

3. **Pay-at-the-door event** – The event is advertised and promoted to RIT Alumni and anyone who shows up pays a pre-determined fee at the door. Example: The RIT Men’s Hockey team plays a game in your town. You are given a supply of tickets and anyone who comes out must pay $10 once they arrive.

RSVP’s are encouraged for all events. Keep in mind, free events and pay-at-the-door events generally have a 15 – 20% no-show rate of those who RSVP.

PHOTOS
Be sure to take as many photos as possible at your event. Once the event has concluded, you can send your event photos to the Office of Alumni Relations where we can highlight your event in the Tiger’s Tale newsletter and University Magazine. We can also post them on the RIT Alumni Facebook, Twitter and Flickr pages to share with attendees.
COMP POLICY
For paid events sponsored by the Office of Alumni Relations, Chapter Leaders and Volunteers who work the event will receive one complimentary registration. This is intended to cover the registration cost of a volunteer who has generously dedicated their time and effort to work an event or activity. The comp is non-transferrable and must be used at the event at which you are volunteering. Guests of chapter leaders or volunteers are subject to standard event rules and pricing.

AFTER THE EVENT
Make sure you report back to the Alumni Office at the conclusion of your alumni event. Here are a few steps to take:

- Send the attendance list and any contact information updates to RIT Office of Alumni Relations, 41 Lomb Memorial Dr., Rochester, NY 14623.
- Email your contact in the Alumni Office with comments and suggestions for future events.
- Submit any receipts for out-of-pocket expenses and any money collected at the event.
- Return any extra event materials to the Alumni Office or safely store them for future events.
- Email event photos to the Alumni Office.
- Contact guests who expressed interest in volunteering.
- The Office of Alumni Relations will send out a post-event survey and share results.
A—Z GUIDE FOR EVENT IDEAS

Creative Ideas for regional events result from brainstorming sessions, surveys, and alumni suggestions. Here is an A to Z guide for event possibilities that have been tried, true, tested, or suggested…

A. Athletics, Art, Actors, Aquariums, and Alumni hosts
B. Brunch, Boating, Bowling, Breweries, Bicycling and Brick City Homecoming
C. Career workshops, Comedians, Coffee, Cocktails, Cooking classes, Concerts & Curling
D. Day at the Races, Day of Service, Dessert receptions, and Dinner Theatre
E. Exhibits and Educational programs
F. Family fun, Food, Fondue, and Football games
G. Galleries, Grand Openings, Game Night, Ghost Walks, and Golf
H. Habitat for Humanity, Hockey, Historical Sites, Hiking, and Happy hour
I. Ice hockey, Ice skating, Ice cream socials, Interpreters, and Imagine RIT
J. Jazz concerts, Jet Boats, and Journeys back to campus
K. Karaoke, Kid-friendly events, and Kayaking
L. LAN Parties, Lectures, Luncheons, and Life-long learning
M. Museums, Music, Movies, and Maize Maze
N. Networking receptions, Newsletters, and the Newest spot in town
O. Outdoor activities and Oktoberfest
P. Plays, Picnics, Pottery Classes, and Potlucks
Q. Q&A with the President and other RIT Leaders
R. RIT faculty speakers, Restaurants, Raffles and Receptions
S. Symphony, Sporting events, Segway tours, Surfing lessons, Skiing and Sunset cruises
T. Tiger Athletics, Theatre, Teams in your town, and Tours of famous sites
U. Under the stars at the planetarium and Ultimate Frisbee
V. Value events at low or no cost and Volleyball games with fellow alumni
W. Wine tours and White-water rafting
X. eXclusive, behind the scenes tours and eXtra good times!
Y. You helping us as a volunteer
Z. Zoo and any other Zany ideas you might have