Alumni Chapter Basics
The “How To” Guide to Chapter Success

1) Starting a Chapter
   a) Determine Interest
      i) How many alumni need to be interested?
      ii) Friends, neighbors
      iii) Unknown friends of the University
   b) Determine size
      i) Contact staff at Alumni Association
      ii) Data base list of alumni
      iii) Boundaries are county lines or zip codes, not LDS Wards and Stakes
   c) Organize a committee
      i) Need more than 1 person or 1 couple
      ii) Look to those you know, then search for others
      iii) 3 couples (6 people) a minimum, dedicated to the same goal
   d) Begin a regular schedule of committee meetings

2) Recruit & Retain Volunteers
   a) Ask for help - Don’t Assume
      i) People will see your needs
      ii) People will Volunteer
      iii) That no one will help
      iv) They will all say no
      v) You are looking only for BYU Grads
   b) For Whom do you Look
      i) Those who feel the Spirit of the Y
      ii) Who support the event or love BYU
      iii) Energy to Give
      iv) Doers not talkers
      v) Enjoy working with others in teams
      vi) Care and want to give back
      vii) Demonstrate skills you need
   c) Why people become involved
      i) Asked to get involved
      ii) Feel needed and sense of fulfillment
      iii) Family, Friends and Neighbors benefit
      iv) Religious reason or Passion
      v) Like to meet new people
   d) How do you Ask?
      i) First, Know what you need
      ii) Be Specific
      iii) Honest in Expectations/Honest in Commitments
      iv) Train them
      v) Don’t wait, Immediate Involvement
   e) Help new volunteers
i) Contribute through meaningful assignments
ii) Participate in Success
iii) Communicate clearly & regularly
iv) Show them genuine appreciation

3) Create a Chapter Plan
   a) Root goals in Alumni Association Mission
      i) Build uncommon loyalty, support and service among alumni and friends of Brigham Young University
   b) Use Alumni Association Objectives
      i) Engage Students in lasting relationships (students)
      ii) Connect alumni to BYU and to each other (alumni)
      iii) Help BYU accomplish its objectives (students, alumni, community)
   c) Build from the chapter level
      i) If you could achieve one thing what would it be?
      ii) If you could achieve a second thing what would that be?
   d) What does success look like?
      i) Number of events
      ii) Number of participants
      iii) Number of volunteer hours
      iv) Additional impact
      v) service to target audiences
      vi) positive exposure for the University
   e) How do you achieve objectives?
      i) Make a calendar
      ii) Determine needs
      iii) Delegate tasks
      iv) Plan for evaluation, set goals
      v) Learn from each effort

4) Do the First Event
   a) UNM/BYU 2001 Tailgate (My Confession—A good example of what not to do)
      i) Start Late
      ii) Staff Poorly
      iii) Plan Haphazardly
      iv) Eat Your Own Cooking
   b) UNM/BYU 2003 Tailgate (My Repentance—A different approach—a better result)
      i) Outline a Skeleton Plan
         (1) Decide on an event (consistent with your chapter plan)
         (2) Identify Date, Time, Location (allow plenty of time, 4-6 months)
         (3) Define What You Need
      ii) Add Some Muscle
         (1) Who will do the work? (Identify your “Makers”)
         (2) Who will do what? (Define your Task List)
iii) Flesh It Out
   (1) The Accomplishment Cycle (Assign, Return, Report)
   (2) Build Your Chapter (The great oxymoron “chapter volunteers”)
   (3) Communication (Keep the good news flowing)
   (4) Publicity (Start early, build to a crescendo, use all your tools)
   (5) Make adjustments (There’s always a pimple or two)

iv) Let It Live
   (1) Leave yourself free to oversee
   (2) Use your eyes (Have a detailed, critical eye plan)
   (3) Use your mouth and ears (Have a phone; have the numbers; use them throughout the day)

v) Reminisce
   (1) You’re not ready for the rocker until it’s all accounted for, reported, closed and acknowledged

5) Chapter Finances
   a) Chapter responsibilities
      i) Chapters are to be self sustaining
      ii) Event start up costs
      iii) Chapter operational funds
      iv) Hosting guests
   b) Alumni Association help
      i) Alumni data base
      ii) Web pages and web services
      iii) Promotion help, mail, email
   c) Raising Funds
      i) Coordinate with the Alumni staff and/or LDS Philanthropies
      ii) Know policies for events vs individual solicitation
   d) Managing Funds
      i) Chapter checking or savings account
      ii) BYU Financial Services accounts

6) 2nd Year and Beyond
   a) Training and retaining volunteers
      i) Build an on going structure
      ii) Constant training needs
      iii) Prepare your replacement
   b) Build traditions
      i) Leave people wanting to come back
      ii) Experienced volunteers make life easier

7) Leadership Transition
   a) Selection
      i) Give others opportunity to serve
      ii) Understand job description
      iii) Selection Committee vs asking yourself
   b) Training
i) Provide some meaningful experiences
ii) Vice chair with responsibilities
iii) Attend annual conference

c) Let go of the reins
i) Make the changing of the guard public
ii) Inform all who need to know
iii) Do not interfere, everyone has different leadership styles

d) But, Stay on Board
i) Offer to take charge of one event or responsibility
ii) Support and offer experience

8) Bells & Whistles – The Add-ons
a) Major Events
i) BYU Performing Groups
ii) Hosting Football Tailgates
iii) Professional Sports “LDS Night at …”
iv) Large Scale Fund Raisers, golf, etc

b) Replenishment Grants
i) Raising funds
ii) Promoting student applications
iii) Award selection
iv) Continued follow-up with awardees

c) Affecting contributions to BYU
i) Annual fund raising campaigns
ii) LDS Philanthropies help train and prepare
iii) Identify potential donors to LDS P