

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)

- (3) When will who do what? (Define a Meeting Timeline)
- 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