



Welcome Chapter Leaders

August 2020

Today's Agenda

- Virtual Program updates
- Chapter Scholarship Fundraising
 - University updates
 - Fill the Hill
 - Training Series
- WAA website redesign updates
 - Chapter webpages
 - Homework: About Us



Virtual Program Support

- Contact your chapter rep
- Be flexible with timelines
- Use WAA for registration support



Chapter Scholarship Fundraising

- All campaigns and fundraising is on hold until further notice
- University fundraising will be carefully coordinated – including chapter scholarships
- Fill the Hill: tentative dates...October 21-23



Scholarship Training Series

- **September 2:** Goal Setting for Chapter Scholarships and Fundraising
- **September 9:** Fundraising Basics
- **September 16:** How to Steward and Cultivate Donors
- **September 23:** Leveraging WAA Fundraising Support*
- **September 30:** Tips, Tools, and Resources

Registration is required for each session:

<https://www.uwevents.com/ereg/newreg.php?eventid=569331&>

Event links will be sent to registrants the day of the event.



WAA Website Redesign Updates



How will alumni find their chapter?

- Activities > Near Me
 - Will highlight the local Chapter & upcoming local events
- Calendar of events and general site search
- Communities > Chapter and Groups page



Your Chapter Website!

- Highlights value of chapters and recognizes Bascom and Varsity
- About your chapter shares what makes you unique
 - 450 characters max (with spaces)
 - Angela will go over some good examples and homework
- Card design/navigation
 - Scalable
 - Some customization
- Upcoming Events
- Chapter Sponsors
- WAA Stories
 - Content is refreshed for you
 - Connects alumni back to UW



Chapter Leader Resources

E-A-S-Y:

- navigate to this via the footer on any page
- One request form location
- Top news/posts
- Searchable articles and resources



Chapter Homework:

Describe your chapter in 450 characters (including spaces) or less



About Us:

WAA: Brown County (460)

The WAA: Brown County Chapter supports and promotes the University of Wisconsin-Madison and the Wisconsin Alumni Association in the Greater Green Bay area. We provide scholarship funds to local youth who will be attending the UW and we provide UW-Madison alumni, parents, students, and friends in our area with a connection to our Alma Mater and each other. We accomplish this through a variety of fun and educational activities in the famous Badger tradition.

WAA: St. Louis (467)

The Wisconsin Alumni Association St. Louis Chapter — also known as the Gateway Badgers — fosters connections, commitment, and community among UW-Madison graduates and friends in the St. Louis bi-state metro area. In addition to athletic-related gatherings, we hold several big events a year, including an annual Founders' Day Celebration, and we raise funds to provide scholarships for students from the area who will be attending the University of Wisconsin-Madison.



About Us:

WAA: San Diego (261)

The San Diego Chapter of the Wisconsin Alumni Association (WAA: San Diego) is a network of local UW–Madison alumni, students, family and friends who work together to support one another, serve our community and celebrate and give back to the University we love.

WAA: Big Apple Badgers (494)

The Big Apple Badgers has been serving the New York metropolitan area for over 20 years. Our goals are to promote the best interests of the UW-Madison by:

- Establishing closer contact between the University and the Greater New York City area
- Encouraging prospective students in attending the UW-Madison
- Connecting, enriching and serving UW-Madison alumni
- Working closely with WEASF (Wisconsin Eastern Alumni Scholarship Fund) to award scholarships to local area students attending UW-Madison



B1G Chapters:

Northwestern Los Angeles chapter (391)

With over 8,000 alumni in the Los Angeles area, the NU Club of Los Angeles provides many opportunities to reconnect with former classmates, make new friends, network with alumni, and cheer on your Wildcats! We offer events ranging from football watch parties and theatre experiences to hikes and book readings by Northwestern authors. We hope to see you at events throughout the coming year!

University of Iowa: Los Angeles chapter (445)

The LA Iowa Club's primary goal is to serve University of Iowa alumni and fans, living or visiting the City of Angels, with the best opportunities to connect with other members of the Hawkeye Community. These opportunities include game watches, volunteer or networking events, among other activities. This website should provide you with a great deal of information, but if you have any questions don't hesitate to contact our Leadership Board.



Questions?



Reminders



Upcoming:

Scholarship Training Series: every Wednesday in September

Chapter Leader Call: September 23

Annual Reports & “Homework” Deadline: October 1





Thank you!