



CHAPTER LEADER

HANDBOOK

Local alumni chapters have been an integral part of the Wisconsin Alumni Association® (WAA) since the first chapter was founded in 1900 in Oshkosh, Wisconsin. Chapters continue to be vitally important in supporting an international network through which alumni can stay engaged and connected and give back to the university.

WAA CHAPTERS' MISSION

The Wisconsin Alumni Association's mission is to:

- **WELCOME** — be accessible, hospitable, and responsive
- **CONNECT** — serve as a social and professional hub
- **SUPPORT** — encourage alumni to support the UW

OVERVIEW OF CHAPTERS

WAA-recognized chapters represent WAA and, by extension, UW-Madison in their communities. Alumni chapters provide opportunities for alumni to:

- Engage with other local alumni
- Identify and nurture volunteer leaders
- Celebrate alumni who make a difference in their communities
- Showcase Badger spirit to current and future alumni

HOW TO START A WAA CHAPTER

- Contact WAA! WAA staff will work with you to find alumni in your area and send them a message to gauge their interest in participating in a new chapter.
- Know the expectations for chapters. (See Expectations for WAA-Recognized Chapters.)
- Use the chapter-leader resources on WAA's website.
- Establish chapter leaders. (Visit uwalumni.com/chapterleader for a suggested organizational chart and job descriptions.)
- Plan your first event.
- Communicate with local alumni through social media and your chapter's website.
- Have fun!

WAA CHAPTERS' MISSION: WELCOME

The first job of every WAA chapter is to be welcoming to all UW-Madison alumni. For those in your area, your chapter is the face of the university. Through special events such as Welcome to the City, chapters introduce alumni to a group that they can call their own local Badger “home.” That welcoming spirit also applies to the chapter’s relationship with current and future Badger students: events such as Badger Student Send-Off Celebrations welcome new students to the university and introduce them to the concept of WAA chapters. In short, chapters welcome Badgers.

Here are some ways to be welcoming:

- Embrace your role as the face of UW-Madison and WAA.
- Be accessible by having a website and other points of contact such as an email address and social media accounts.
- Include local “Badger hangout” information on your website and in your communications.
- Keep all event information current on your website.
- Be responsive by answering inquiries — calls, emails, social media interest, in person at events — in a timely fashion.
- Be helpful and hospitable.
- Have fun. Being a Badger can be a blast!

WELCOME TO THE CITY

Welcome to the City events will be new grads’ entry point into the local Badger-alumni community and your chapter. They provide a critical opportunity to gather data on new alumni so that WAA can reach them in the future. The goal is to educate and nurture a new alumna or alumnus to become fully aware of and engaged in the activities of your chapter. Visit uwalumni.com/chapterleader for more information about planning a successful Welcome to the City event.

CHAPTER WEBSITE

Your chapter website will keep the Badgers in your area informed about chapter activities and events. It should include information about scholarships, fundraising, chapter leadership, networking opportunities, community-service events, and social gatherings such as game watches. To maintain a chapter website that’s useful to the alumni in your area:

- Post event notices well in advance of their date.
- Keep it simple: don’t clutter the pages with extraneous material.
- Update the website frequently so that it stays fresh.
- Display your game-watch location prominently under *Badger Hangouts*.

Download the quick guide at uwalumni.com/chapterleader for more advice and helpful tips on maintaining your chapter’s website.



SOCIAL MEDIA

Chapters can use social media accounts to promote their activities and events. They also offer great ways to start a discussion: if your board is looking for opinions, don't be afraid to ask your audience through social media. Alumni can use social media to pose questions to find out more about what's going on. And, social media posts give alumni who are new to the area a way to ask for tips and advice.

Keep these general ideas in mind:

- Social media can be effective for promoting events, contests, and other time-sensitive topics.
- The chapter member who is posting to your social media accounts should be skilled in those particular tools (Facebook, Twitter, and/or Instagram).

- Understand your chapter's "bandwidth" and ability to maintain a social media presence. It's better to not use social media than to use it badly.
- Consider your audience: what social media networks are your alumni already using? Find out and meet them there.
- Keep your posts light, fun, and relevant to chapter activities and university-related topics. Follow @wisalumni and @uwmadison on Facebook and Twitter for content ideas.
- Avoid political and controversial topics.
- Download the *Social Media Cheat Sheet* at uwalumni.com/chapterleader for more advice on using social media for your chapter.

BADGER STUDENT SEND-OFF CELEBRATIONS

Chapters host Badger Student Send-Off Celebrations to welcome incoming freshmen, transfer students, and parents from your chapter's area to the university community.

Download the *Student Send-Off Quick Guide* at uwalumni.com/chapterleader for more information on planning and executing successful Badger Student Send-Off Celebrations.

WAA CHAPTERS' MISSION: CONNECT



Alumni-to-alumni connections are the lifeblood of WAA chapters. Chapter volunteers provide crucial mentoring and career guidance for new UW-Madison graduates and future alumni. Chapters bring alumni together at formal events, including educational and cultural programs, recreational sports leagues, outdoor recreation experiences, and service and volunteer opportunities. And, chapters host social and professional activities, including happy hours, wine tastings, and networking events.

A successful chapter:

- Is a conduit for volunteering on behalf of UW-Madison
- Is a social and professional hub
- Hosts events
- Facilitates Badger-to-Badger alumni, new alumni, and future alumni connections
- Maintains active social media accounts to foster interactions
- Keeps area alumni informed about upcoming events and activities
- Creates programs that foster mentoring or advising

SPIRIT-BUILDING EVENTS

Every chapter should host events that provide an opportunity for Badgers to gather, wear red and white, “jump around,” sing “Varsity,” and cheer the Badgers on to victory!

GAME-WATCH PARTIES

Game-watch parties are one of the primary ways in which chapters maintain connections with their local community of Badgers. That’s why communicating the chapter’s game-watch location — generally a bar or restaurant — to area Badgers should be of prime importance to any chapter.

Game watches can be as simple as deciding to gather at a particular bar, but working with the establishment to offer drink and food specials and other amenities will enhance the experience for attendees and strengthen the relationship with the venue’s management. These parties are generally planned to watch Badger football and men’s basketball games, although many chapters hold game-watch parties for other Badger sporting events.

To create a successful game-watch party:

- Pick a venue that will show the game, no matter what.
- Ensure that your venue can accommodate your group.
- Communicate in advance what the food and beverage offerings will be.
- Use the event to promote other chapter activities, including service projects, chapter scholarship fundraising, and upcoming events.

Visit uwalumni.com/chapterleader to get more game-watch tips by downloading the *Game-Watch Quick Guide*.



SPORTING EVENTS

Beyond game-watch parties, there are other sports-related reasons for Badgers to get together:

- Bowling night
- Skating or curling event (consider making it a family-friendly event)
- Recreational league sports such as volleyball or softball
- Attending sporting events together by buying blocks of tickets and adding a social event before or after
- Participating in any Big Ten alumni-chapter organizations in the area
- Running as a group in a local charity run

SOCIAL EVENTS AND OUTINGS

Having fun seems to come naturally to Badgers. Try these ideas for social gatherings:

- Trivia nights or quiz tournaments
- Participating in UW-Madison's annual Go Big Read book club
- Happy-hour get-togethers
- Wine tastings or brewery tours
- Picnics
- Hikes
- Visiting museums or venues of local interest, or attending cultural events

COMMUNITY-SERVICE PROJECTS

A great way to get your chapter involved in the community is through service work. Consider these options:

- Community cleanup day
- Food drive (great to add to a game-watch party)
- Local charity run
- Partnering with a local nonprofit



HOLIDAY EVENTS

The December holidays are a great excuse to gather. You might try:

- A holiday party at the local game-watch location
- Ice skating at local rink (consider making this a family-friendly event)
- A holiday gift or food drive
- An ugly sweater party and/or potluck

CULTURAL AND COMMUNITY EVENTS

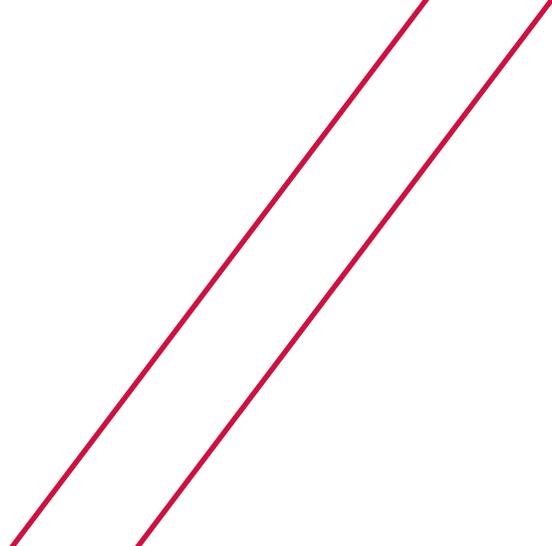
A great way to bring alumni together is through cultural activities and community-centric events. Some ideas include:

- Buying a ticket block for a concert or play
- Bringing a university group or ensemble to your community to perform
- Attending or sponsoring a local festival

NETWORKING EVENTS

Networking events help to foster camaraderie, professional connections, and general goodwill. You could try these ideas:

- Panel discussion on a career topic
- Tour of a local grad's workplace or manufacturing facility
- Professional networking group for the chapter as a whole or for young alumni in particular
- Career-oriented workshop or seminar



OFFERINGS FOR NEW AND RECENT ALUMNI

Serving UW-Madison's newest alumni is an important part of the chapter's mission. Chapters can help new and recent alumni by creating programs and hosting events that make them feel welcome and allow them to quickly meet other new — and not-so-new — alumni in your area. By getting new and recent alumni involved shortly after graduation, you can help to build their lifelong commitment to the university and help to keep your chapter energized with younger alumni and fresh ideas.

How about:

- Hosting an informal gathering at a popular area bar
- Using both social media and email to reach new grads
- Including new-alumni information on your chapter's website and Facebook page
- Offering a reduced fee for new alumni (e.g., for those who have graduated within the last five years) when you charge for events
- Establishing a subset of the larger alumni chapter that caters specially to younger alumni

One of the best ways to get recent grads involved is by asking them to be on your board, chair a committee, or run your social media communications. If you keep young alumni involved in all areas of your chapter's operations, you should have no problem with new-alumni participation.

Kick-start your new-alumni programs by visiting uwalumni.com/chapterleader to download the New Alumni Quick Guide.

CAREER AND PROFESSIONAL EVENTS

Surveys have shown that alumni are very interested in professional development and networking, and the network of entrepreneurial and professional Badger alumni stretches across the globe. Here are some keys to putting on successful career and professional events:

- Feature a high-profile speaker to generate buzz and increase attendance.
- Offer a panel discussion instead of a speaker.
- Plan events for before or after work hours so that they will be well attended.
- Plan events around industries of particular interest to local alumni.
- Structure the event to include time for networking.
- Create events whose sole purpose is networking.

Get your chapter's career and professional event planning on track by visiting uwalumni.com/chapterleader to download the *Career/Professional Event Quick Guide*.

SUPPORTING UW-MADISON EVENTS

Throughout the year, there may be opportunities for your chapter to support UW-related events happening in your community. These include visits by UW professors, bowl games, NCAA tournaments, and school, college, or department events. You and your fellow chapter members can offer invaluable help to make these events successful by greeting attendees, staffing registration tables, and building community awareness of the events.

////// AWARDS AND RECOGNITION

BADGER OF THE YEAR AWARD

Honorees are selected based on leadership in their profession, community service, and/or volunteer contributions. Since 2004, WAA chapters have proudly celebrated hundreds of alumni who make positive impacts in their communities as leaders, volunteers, educators, and advocates. Application deadline is November 1. Award nominees should be chosen during Founders' Day planning. Visit uwalumni.com/chapterleader to access the online submission form.

PRESIDENTS' CIRCLE OF EXCELLENCE AWARD

Previously called the Sparkplug Award, it recognizes alumni who have actively served in a leadership role and have been exceptional at it. Application deadline is October 1. Visit uwalumni.com/chapterleader to access the online submission form.

FORWARD UNDER 40 AWARD

This award honors alumni under the age of 40 who are doing an exceptional job of living the Wisconsin Idea — the concept that the University of Wisconsin-Madison can benefit the world around it through the influence of its alumni and faculty. Application deadline is July 1. Visit uwalumni.com/chapterleader to access the online submission form.

TRAINING AND PROFESSIONAL DEVELOPMENT

WAA believes that training is an important component of success for alumni volunteers. WAA develops volunteers through conferences, webinars, online training, one-on-one mentoring, coaching, and staff expertise and support. Visit uwalumni.com/chapterleader to learn about the annual Building Badger Leaders conference.

WAA CHAPTERS' MISSION: SUPPORT

Chapters play an increasingly significant role in supporting UW-Madison's priorities and initiatives. In-state chapters provide a vital network for grassroots legislative advocacy. Chapters nationwide assist WAA and UW Athletics with special events, media relations, and community support for Badger athletic matches hosted by the UW, Big Ten Conference, and NCAA. And, alumni chapters are a key resource for UW Foundation development staff who identify and engage potential donors and university supporters.

Overall, WAA chapters:

- Encourage alumni to support the UW with time, talent, and treasure.
- Spread the message of the UW to everyone in your community — alumni and all others.
- Participate in the UW Foundation's Annual Campaign.
- Capture and translate the voices of local alumni back to the UW and WAA.

FOUNDERS' DAY

Founders' Day is the biggest event of the year for any chapter. These celebrations commemorate the first class held at the University of Wisconsin on February 5, 1849. They take UW faculty experts out to alumni — in true Wisconsin Idea fashion — to highlight the world-class education and cutting-edge research that the UW is known for. Founders' Days provide alumni with the opportunity to better understand the continuing academic excellence of the university and to feel connected and proud of how it impacts communities around the world. Alumni also attend the event as an opportunity to connect with other Badgers, and to praise and recognize fellow alumni who have made significant impacts on their community by giving the Badger of the Year Award.

Try these suggestions for planning and hosting a successful Founders' Day celebration:

- Don't plan alone: enlist as many volunteers as you can.
- Select a speaker who matches the interests of your chapter members.
- Consider selecting a local speaker who relates to your Badger of the Year Award winner for a themed event.
- Submit your Founders' Day celebration information to WAA in a timely manner.

Visit uwalumni.com/chapterleader to get more information on planning a memorable and successful Founders' Day event.

SCHOLARSHIPS

The chapter scholarship program offers UW-Madison alumni an easy way to give back to their alma mater. Since 1967, chapters have awarded more than \$10 million in scholarships to UW students, in large part through the assistance of the University of Wisconsin Foundation: it matches the funds raised by chapters, dollar for dollar, up to \$10,000 per chapter per year. The deadlines for submitting scholarship materials are July 1 and December 1. Visit uwalumni.com/chapterleader for scholarship program information.

WAA RECOGNIZED CHAPTERS



EXPECTATIONS

Officially recognized chapters coordinate with WAA and receive staff and program support to plan and execute their events and activities.

- Establish a board of directors.
- Ensure that chapter officers are UW-Madison alumni and WAA members.
- Submit your leadership roster. (WAA provides an online form through which chapters update the names, positions, and demographic profiles of their board members.)
- Direct all alumni communications through WAA email systems. **This is very important.** Chapters may not contact local alumni through their own email channels, although they may — and should — have their own social media accounts.
- Use WAA-branded logos and materials for all communications and promotional materials at events.
- Host a Founders' Day event annually.
- Carry out ongoing fundraising efforts to fund a scholarship program, which will be matched by the UW Foundation.
- Do not charge chapter dues.



WAA SUPPORT FOR ALL RECOGNIZED CHAPTERS

Chapters help WAA to get the word out about UW-Madison around the globe, and WAA knows that you can't do it alone. That's why the WAA team provides you with quality services and support.

WAA OFFERS:

- Matching-Dollar Scholarship Program (up to \$10,000 annually per chapter) and support
- Free email distribution to your local alumni
- Chapter website and support
- Free promotional materials and staff support for WAA-related events
- Registration support for Founders' Day celebrations and Badger Student Send-Off Celebrations
- Founders' Day planning assistance, invitation printing, and mailing to local alumni
- Founders' Day speaker support
- Badger Student Send-Off Celebration invitation printing and mailing to incoming students
- Registration support for select, predetermined events
- Demographic data about alumni in your area
- Maintaining the *Chapter Leader Handbook*
- Chapter-leader communications
- Chapter-leader training
- Assigned WAA staff liason
- WAA- and university-branded items and materials for some events
- Branded name tags
- Marketing assistance
- Free business cards
- Lifelong-learning coordination and support
- Social media content and support
- Event-coordination support (career, networking, educational, cultural)

WAA CHAPTER BRAND PAGE



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ASSOCIATION
Palm Springs Chapter

Please let us know if you're interested in getting involved.

EMAIL: Palmsprings@uwalumni.com



/// Business Card



WISCONSIN
ALUMNI
ASSOCIATION
Palm Beach Chapter

FACEBOOK
WAA-Palm Beach Badgers

WEBSITE
chapters.uwalumni.com/palmbeach

EMAIL
Palmbeach@uwalumni.com

WISCONSIN ALUMNI ASSOCIATION
CHAPTER SCHOLARSHIP

presented to

in recognition of outstanding achievement in the pursuit of scholastic excellence.

Chapter President



/// Letterhead



YOUR OFFICIAL CHAPTER LOGO

All Wisconsin Alumni Association® (WAA) chapters have personalized crest logos. The crest logo helps to reinforce the affiliation among chapters, WAA, and the University of Wisconsin. Imagery such as photos of campus or Bucky Badger may be used in conjunction with — but not in place of — the crest logo.

FONTS

WAA's official fonts are Verlag and Mrs. Eaves XL. Verlag is to be used for headlines and short body copy. Mrs. Eaves XL is for body copy, and especially for longer communications such as newsletters and formal letters. If you do not have access to these fonts, the system font Helvetica may be substituted for Verlag, and Palatino may be substituted for Mrs. Eaves XL.

Verlag



Mrs. Eaves XL



Black

Black Italic

Bold

Bold Italic

Book

Book Italic

Light

Light Italic

Extra Light

Extra Light Italic

Heavy

Heavy Italic

Bold

Bold Italic

Regular

Regular Italic

COLOR

Color is one of the most important elements of the University of Wisconsin–Madison brand identity. The colors below are the official colors for all University of Wisconsin–Madison institutional and athletic logos. If these colors are not available, the logos should be printed in all black or reversed in white, whichever offers the best contrast.

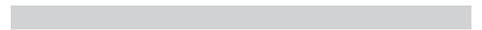
White ///



Black ///



Gray ///



Red ///



Red spot color: Pantone® 200 C
CMYK equivalent: 3C-100M-66Y-12K



GUIDELINES FOR USING BUCKY BADGER IMAGERY IN PRINTED MATERIALS AND ON SOCIAL MEDIA

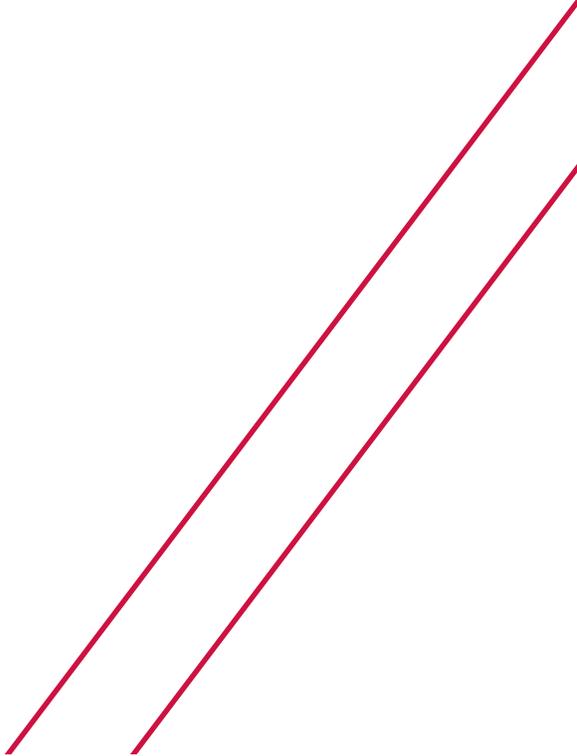
The Bucky Badger logo is available for Wisconsin Alumni Association chapters to use in marketing materials. Logo images may be downloaded along with guidelines about how to use Bucky appropriately.

The official Bucky Badger logos may not be altered in any way. This includes adding clothing items or symbols to create a “theme” Bucky. The only approved wording and typography variations are the ones available at the link below. The Bucky Badger logo may not be used with other words, layouts, or compositions without prior approval from the Office of Trademark Licensing. Additionally, Bucky should not be used in any other color without prior approval. All Bucky Badger images include a white outline, which means that they can be placed on any color background without affecting the appearance of the image. The full style guide can be found online at licensing.wisc.edu/pdfs/uwAthleticsIDmanual.pdf.

Beyond your chapter logo and Bucky Badger image, chapters do not have permission to use any other Wisconsin logos or marks in chapter materials. For example, you may not use the Motion W logo without permission from Wisconsin Athletics.

All promotional materials being produced by chapters that include the WAA logo, Bucky Badger logo, or other university mark must be approved by the Office of Trademark Licensing and purchased from a licensed vendor. A list of vendors is available at licensing.wisc.edu/products.html.

BASCOM CHAPTERS



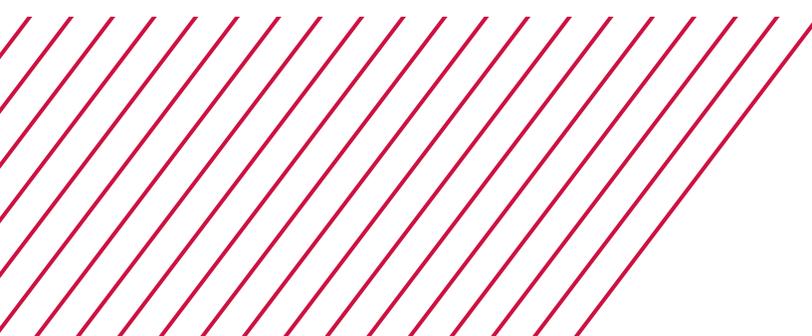
Bascom Chapter status is given to chapters whose extraordinary efforts during a given fiscal year have distinguished them. Criteria include welcoming and connecting alumni in their area, supporting UW-Madison students and faculty, strengthening branding, and increasing donor and volunteer engagement that go well beyond the minimum requirements for a chapter. In order to be considered for Bascom Chapter status, a chapter must submit an application detailing its qualifications in these areas. The deadline for submitting an application for this designation is October 1. Bascom Chapters receive additional WAA support and resources that are consistent with their commitment to serving the diverse needs and interests of all graduates.

BASCOM CHAPTER EXPECTATIONS

- Submit a roster of chapter leaders. (WAA provides an online form through which chapters update the names, positions, and demographic profiles of their board members.)
- Sponsor the following WAA-related events annually:
 - Founders' Day (International chapters may substitute an annual dinner or event.)
 - Welcome to the City
 - Badger Student Send-Off Celebration
- Submit a treasurer's report.
- Submit an annual report.
- Maintain an enhanced, WAA-hosted chapter website.

CONDUCT ONE OF THE FOLLOWING ADMINISTRATIVE INITIATIVES:

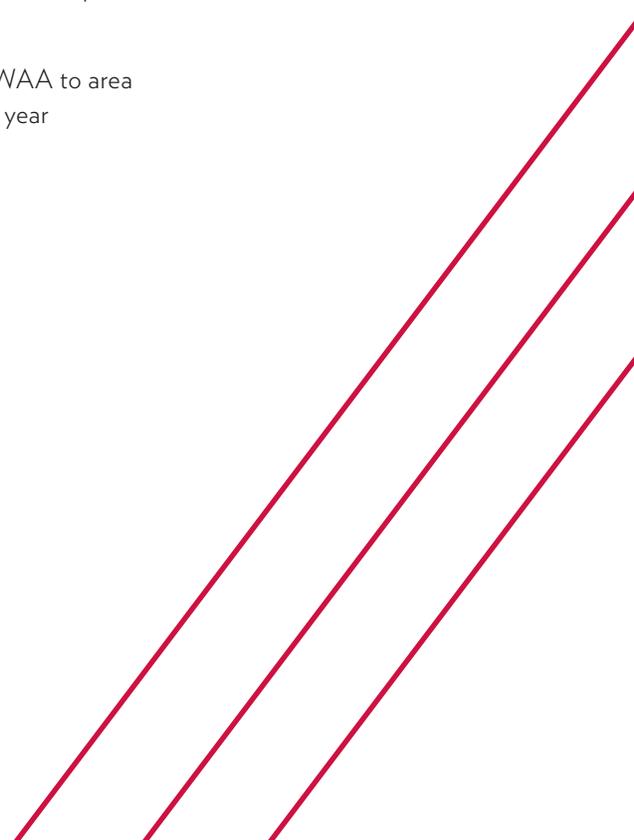
- Participate in leadership training: have chapter leaders become "peer mentors" to train others or host a local leadership training event
- Hold regular meetings of the board of directors (more than one per year)
- Submit the description of an event, program, or activity that demonstrates best practices to be shared as a resource for other chapters

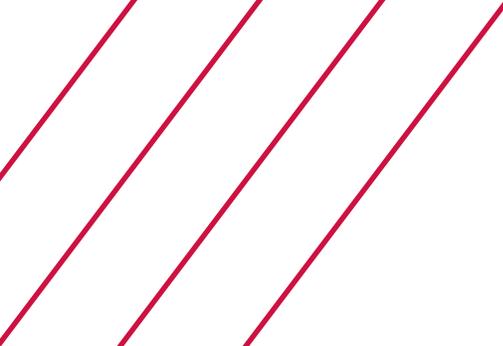


CONDUCT ONE EVENT THAT SUPPORTS ALUMNI ENGAGEMENT:

- Career-development opportunity
- Alumni for Wisconsin advocacy event
- Submit an award nominee for a Badger of the Year Award, Distinguished Alumni Award, and/or Forward under 40 Award
- Assist with a student initiative (e.g., targeted scholarship programs or coordination with the admissions office to provide support for admissions services)

CONDUCT TWO OF THE FOLLOWING MEMBERSHIP INITIATIVES:

- Have a diverse board (age, gender, alumni of color)
 - Have a young-alumni committee that orchestrates events specifically for young alumni
 - Develop a WAA membership plan and set targets for WAA membership in the chapter area
 - Communicate through WAA to area alumni at least twice per year
- 



WAA SUPPORT FOR BASCOM CHAPTERS

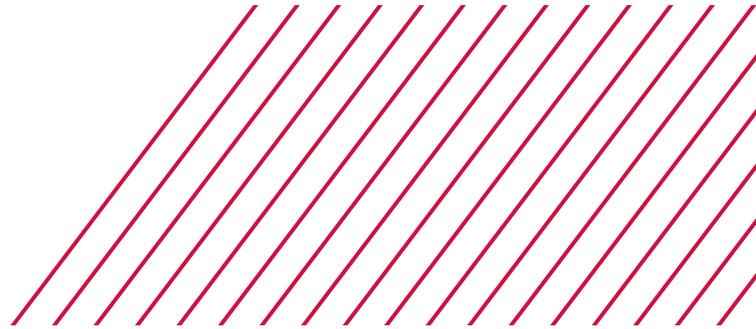
CONDUCT TWO OF THE FOLLOWING OUTREACH INITIATIVES:

- Hold one educational event (beyond Founders' Day)
- Work with WAA to host a lifelong-learning event in your area
- Participate in educational-outreach programs with local schools or community organizations (e.g., tutoring or service-learning programs)
- Partner with a local organization, community group, or other alumni association to coordinate an event
- Hold an event that engages diverse alumni in your community
- Hold an event that engages alumni families in your community

BASCOM CHAPTERS RECEIVE ALL OF THE CHAPTER-LEVEL SUPPORT, PLUS:

- One \$1,000 Bascom Scholarship for a local student
- An autographed football or basketball
- Eligibility to apply for educational and programming grants to fund new events and activities (or to enhance existing events)
- Eligibility to apply in advance for travel grants for chapter leaders who attend WAA and UW-Madison leadership events (visit uwalumni.com/chapterleaders to find the Bascom Chapter travel-grant application)
- WAA staff representation at an event of your choosing (based on staff availability)
- Marketing-research assistance
- Data management
- Two paid registrations to attend the annual Building Badger Leaders conference
- The choice of one of the following:
 1. a chapter banner
 2. customized chapter logo shirts (maximum of four)
 3. a tablecloth that displays the chapter's logo
 4. podium skirt that displays the chapter's logo
 5. game watch banner
- Two of WAA's The Red Shirt™
- Recognition in WAA's member publication, *Badger Insider*

RUNNING YOUR CHAPTER



- Submit address changes and alumni-contact updates to WAA.
- Submit your bylaws to WAA and update them as necessary.
- Use a WAA-hosted chapter website.
- Use a WAA chapter logo.
- Hold at least one board meeting each year.
- Promote some or all of the following WAA programs and corporate events:
 - Alumni career-development opportunities
 - Alumni for Wisconsin/advocacy initiatives
 - Homecoming
 - Badger Student Send-Off Celebration
 - Welcome to the City
 - WAA award programs (Badger of the Year Award, Distinguished Alumni Award, Forward under 40 Award)
 - The Red Shirt™
- Hold one nonathletic event (not including a Founders' Day celebration or Badger Student Send-Off Celebration).
- Use the WAA calendar to post events in a timely manner.
- Host a Founders' Day event.
- Have at least one chapter leader participate in WAA leadership training.
- Inform your WAA chapter representative about the major decisions and developments of your board.
- Maintain active and prompt communication with your WAA staff liaison.
- Carry out an ongoing, active scholarship program through fundraising and awarding scholarship(s).
- Establish a leadership-succession plan.



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