



# CHAPTER LEADER

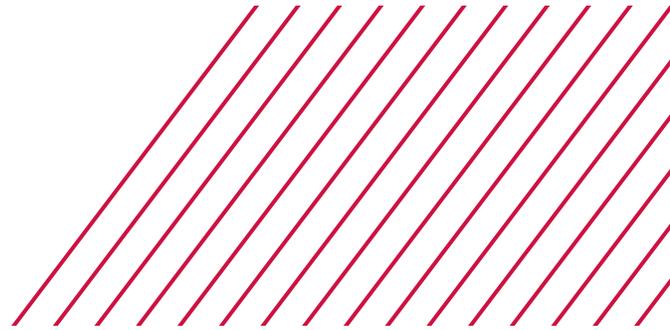
## HANDBOOK

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



# WAA CHAPTERS



The mission of Wisconsin Alumni Association (WAA) chapters 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. 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

The Wisconsin Foundation and Alumni Association reserves the sole and exclusive right to dissolve a chapter whose activities do not align with our mission.

## RUNNING YOUR CHAPTER

Chapters are expected to:

- Submit alumni-contact updates online at [uwalumni.com](http://uwalumni.com)
- Submit your bylaws to WFAA and update them as necessary
- Use your WAA chapter logo and follow brand guidelines
- Promote some or all of the following WAA programs:
  - Alumni career-development opportunities
  - Alumni for Wisconsin advocacy initiatives
  - Diversity and inclusion initiatives
  - Homecoming
  - WAA award programs (Distinguished Alumni Award, Forward under 40 Award)
  - The Red Shirt™
  - WAA membership
- Encourage all chapter leaders to participate in leadership training
- Maintain active communication with your WFAA chapter representatives, keeping them informed on major board decisions and developments
- Establish a leadership-succession plan

# WAA- RECOGNIZED CHAPTERS

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Officially recognized chapters partner with WFAA and receive staff and program support to plan and execute their events and activities. Chapters that go above and beyond will be recognized as Varsity or Bascom chapters.

In order to be recognized as a chapter, a chapter must fulfill the following minimum annual administrative requirements:

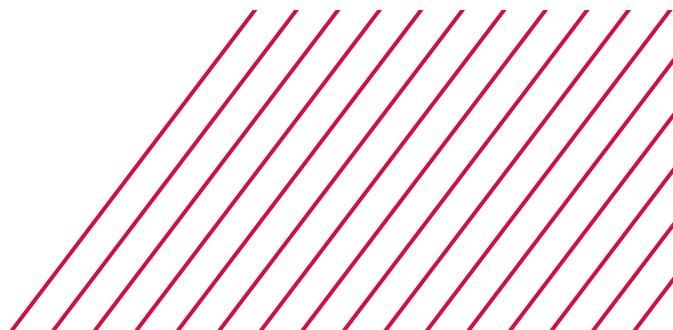
## ADMINISTRATIVE REQUIREMENTS

- Establish a chapter contact who is a UW–Madison alumna or alumnus
- Hold board meetings (if applicable)
- Provide a board roster
- Sign a data agreement
- Direct communications to chapter participants through the WFAA email system
- Use WAA-branded logos and materials for all communications and promotional materials at events
- Refrain from charging chapter dues

## WAA SUPPORT FOR CHAPTERS

- Email distribution to local alumni
- Registration support for most events
- Chapter location, contact information, game-watch location, and social platforms posted on [chapters.uwalumni.com](http://chapters.uwalumni.com)
- Promotional materials
- Chapter Region Demographic Profile
- Maintaining the *Chapter Leader Handbook* and chapter-leader web pages
- Chapter-leader communications and training
- Assigned WFAA chapter representative
- Branded name tags

# VARSIY CHAPTERS



Varsity Chapter status is conferred on chapters that display a high level of organization and performance. Varsity Chapters receive additional WFAA support and resources. In order to be considered for Varsity Chapter status, a chapter must submit an annual report by October 1 detailing its qualifications in the following areas:

## ANNUAL ADMINISTRATIVE REQUIREMENTS

- Establish a board of directors, ensuring president, vice president, treasurer, and secretary are UW–Madison alumni
- Hold at least two board meetings annually
- Create chapter bylaws
- Submit an annual report and board roster
- Sign a data agreement
- Direct communications to chapter participants through the WFAA email system
- Use WAA-branded logos and materials for all communications and promotional materials at events
- Carry out ongoing fundraising efforts to fund a scholarship program
- Refrain from charging chapter dues
- Maintain a WFAA-hosted chapter website

## ANNUAL EVENT REQUIREMENTS

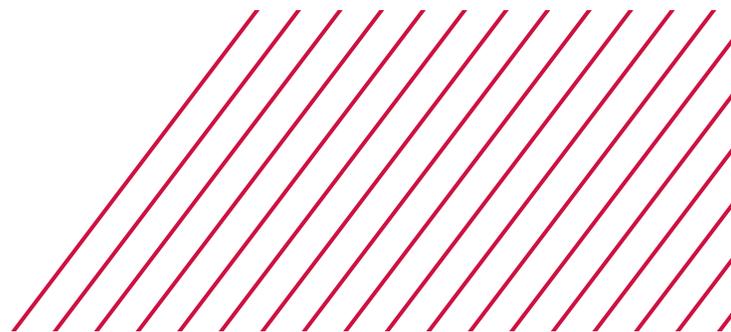
- Founders' Day celebration
- If applicable:
  - Badger Student Send-Off celebration

## WAA SUPPORT FOR VARSITY CHAPTERS

Varsity Chapters receive all of the support for WAA-recognized chapters, plus:

- Chapter scholarship program support
- Chapter website and support
- Founders' Day speaker and marketing support
- Badger Student Send-Off Celebration marketing support
- WAA- and university-branded items, materials, and social media, for some events
- Eligibility to apply for educational and programming grants to fund new events and activities (or to enhance existing ones)
- Eligibility to apply in advance for travel grants for chapter leaders who attend WAA leadership events
- Choice of one custom chapter-identity item
- One paid registration to attend the annual Badger Leaders Conference

# BASCOM CHAPTERS



Bascom Chapter status is conferred upon chapters whose extraordinary efforts 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 Varsity-level performance. Bascom Chapters receive additional WFAA support and resources that are consistent with their commitment to serving the diverse needs and interests of all graduates. In order to be considered for Bascom Chapter status, a chapter must submit an annual report by October 1 detailing its qualifications in the following areas:

## ANNUAL ADMINISTRATIVE REQUIREMENTS

- Establish a board of directors, ensuring president, vice president, treasurer, and secretary are UW–Madison alumni
- Create chapter by-laws
- Submit an annual report, board roster, and treasurer’s report
- Sign a data agreement
- Direct communications to chapter participants through the WFAA email system
- Use WAA-branded logos and materials for all communications and promotional materials at events
- Carry out ongoing fundraising efforts to fund a scholarship program
- Refrain from charging chapter dues
- Maintain an enhanced, WFAA-hosted chapter website

## ANNUAL EVENT REQUIREMENTS

- Founders’ Day celebration
- If applicable:
  - Badger Student Send-Off Celebration
  - Welcome to the City event

## 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
- 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

- Host a career-development opportunity
- Host a lifelong learning event (e.g., Badger Cafe)
- Host an Alumni for Wisconsin advocacy event
- Submit a nomination for a Badger of the Year Award, Distinguished Alumni Award, and/or Forward under 40 Award
- Assist with a student initiative (e.g., through a targeted scholarship program or by working directly with the Office of Admissions and Recruitment)

## CONDUCT TWO OF THE FOLLOWING MEMBERSHIP INITIATIVES

- Have a diverse board (age, gender, race/ethnicity, LGBTQ, ability)
- Have a young-alumni committee that orchestrates events specifically for young alumni and recent graduates
- Develop a plan to increase WAA membership and set targets for the chapter area

## CONDUCT TWO OF THE FOLLOWING OUTREACH INITIATIVES

- Hold one educational event (beyond Founders' Day) annually
- Participate in educational-outreach programs with local schools or community organizations (e.g., tutoring or service-learning programs)
- Partner with a local organization or another college's or university's alumni chapter to coordinate an event
- Hold an event that engages diverse alumni in your community (e.g., Alumni of Color Success and the City)
- Hold an event that engages alumni families (beyond a Badger Student Send-Off Celebration) in your community

## WAA SUPPORT FOR BASCOM CHAPTERS

Bascom chapters receive all of the Varsity-level support, plus:

- WFAA staff representation at an event of your choosing (based on staff availability)
- An autographed football or basketball
- One additional paid registration to attend the annual Badger Leaders Conference (two total)
- Choice of one additional chapter-identity item (two total)
- Two of the current edition of WAA's The Red Shirt™
- Recognition in WAA's member publication, *Badger Insider*

# AWARDS AND RECOGNITION

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## BADGER OF THE YEAR AWARD

Honorees are selected based on leadership in their profession, community service, and/or commitment to higher education. Since 2004, WAA chapters have proudly celebrated hundreds of alumni who make positive impacts in their communities as leaders, volunteers, educators, and advocates. Nominations should be considered during Founders' Day planning, and the award is presented at the chapter's Founders' Day event. Visit [uwalumni.com/chapterleader](http://uwalumni.com/chapterleader) to learn more.

## PRESIDENTS' CIRCLE OF EXCELLENCE AWARD

This award recognizes alumni who have actively served in a chapter leadership role and have been exceptional at it. Their work has resulted in positive outcomes for the chapter or university, and they are role models for other chapter leaders. Visit [uwalumni.com/chapterleader](http://uwalumni.com/chapterleader) to learn more.

## LIFETIME ACHIEVEMENT AWARD

The recipient of this award is an individual who has performed well in his or her chapter-leader role(s) for at least 10 years. Nominations should be considered during Founders' Day planning, and the award is presented at the chapter's Founders' Day event. Visit [uwalumni.com/chapterleader](http://uwalumni.com/chapterleader) to access the online submission form.

# WAA CHAPTERS' MISSION WELCOME

## CHAPTER WEBSITE

WFAA will host a website for qualifying chapters. Chapter websites keep the Badgers in your area informed about chapter activities and events. Your website 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:

- Work with your chapter representative to post event notices well in advance of their dates
- Update the website frequently so that it stays fresh
- Keep it simple: don't clutter the pages with extraneous material
- Be accessible by having points of contact such as an email address and social-media accounts
- Display your game-watch location prominently under Badger Hangouts

Download the quick guide at [uwalumni.com/chapterleader](http://uwalumni.com/chapterleader) for more advice and helpful tips on maintaining your chapter's website.

The first job of every WAA chapter is to be welcoming to all UW–Madison alumni and friends. 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 responsive by answering inquiries — calls, emails, social-media interest, and 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. These events also provide opportunities to gather data on new alumni so that WFAA 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](http://uwalumni.com/chapterleader) for more information about planning a successful Welcome to the City event.



## 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 also 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, Instagram, Line, LinkedIn, Snapchat, Twitter, WeChat, and/or WhatsApp)
- Understand your chapter's "bandwidth" and ability to maintain a social-media presence; it's better to not use social media than to use them badly
- Consider your audience: find out which social-media networks your alumni are already using and meet them there
- Keep your posts light, fun, and relevant to chapter activities and university-related topics; follow @wisalumni, @alumnipark, and @uwmadison on Facebook, Instagram, Snapchat, and Twitter for content ideas
- Avoid political and controversial topics
- Download Social Media 101 at [uwalumni.com/chapterleader](http://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](http://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 planned events, including educational and cultural programs, recreational sports leagues, outdoor recreation experiences, and volunteer opportunities. Chapters also 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
- Utilizes BadgerBridge to connect alumni to opportunities to mentor ([badgerbridge.com](http://badgerbridge.com))

## 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 a game-watch location — generally a bar or restaurant — to area Badgers should be of prime importance to every chapter.

Game-watches can be as simple as deciding to gather at a particular bar and working with the establishment to offer drink and food specials and other amenities that 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 the size of your group
- Communicate in advance to alumni what the food and beverage offerings will be
- Use the event to promote other chapter activities, including service projects, scholarship fundraising, and upcoming events

Visit [uwalumni.com/chapterleader](http://uwalumni.com/chapterleader) to order supplies for your game watch.



## 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
- Attending sporting events together by buying blocks of tickets and adding a social event before or after
- Participating in Big Ten alumni-chapter organizations in your area
- Running as a group in a local charity run

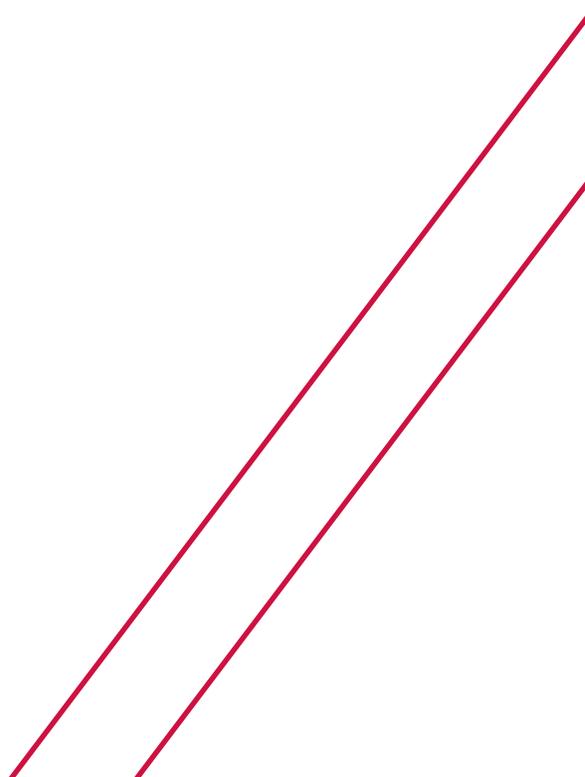
## SOCIAL EVENTS AND OUTINGS

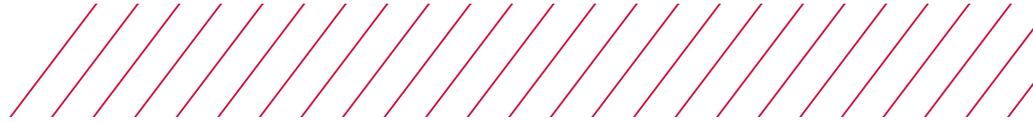
Having fun seems to come naturally to Badgers. Try these ideas for social gatherings:

- 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:

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

## CULTURAL AND COMMUNITY EVENTS

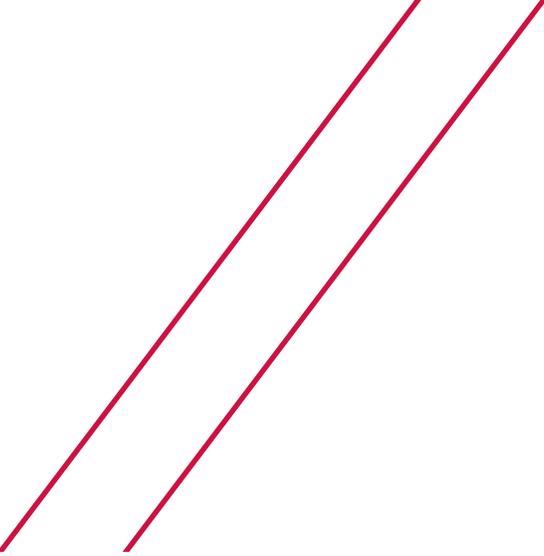
A great way to bring alumni together is through cultural activities and community-centric events. Some ideas include:

- Buying a ticket block for a concert or play
- Inviting a university group or ensemble to your community to perform
- Attending, sponsoring, or staffing a booth at 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
- Professional networking groups for the chapter as a whole, young alumni, alumni of color, women, etc.
- 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 social-media pages
- Offering a reduced fee for new alumni (e.g., for those who have graduated within the last five or 10 years) when you charge for events
- Establishing a committee that caters specially to recent grads

One of the best ways to get recent grads involved is to ask 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.

## 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 and on weekends so that they will be well attended
- Plan events around industries of interest to local alumni
- Structure events to include time for networking
- Create events whose sole purpose is networking

## 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. Your chapter can offer invaluable help to make these events successful by greeting attendees, staffing registration tables, and building community awareness of the events.

# WAA CHAPTERS' MISSION SUPPORT



## FOUNDERS' DAY

Since 1924, Founders' Day has been one of the biggest events of the year for many chapters. These celebrations commemorate the first classes held at the University of Wisconsin on February 5, 1849. They send UW faculty experts, staff, and 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 to and proud of how it positively affects 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 earned a Badger of the Year Award by making a significant impact on their community.

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 topic that matches the interests of your chapter community
- Consider selecting your Badger of the Year Award recipient as your speaker
- Submit your Founders' Day celebration information to WFAA at least eight weeks prior to your event

Visit [uwalumni.com/chapterleader](http://uwalumni.com/chapterleader) to get more information about 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 nearly 5,000 UW students. The deadlines for submitting scholarship awardees are July 1 and December 1. Visit [uwalumni.com/chapterleader](http://uwalumni.com/chapterleader) to download the *Student Scholarship Quick Guide*.

## TRAINING AND PROFESSIONAL DEVELOPMENT

WFAA believes that training is an important component of success for alumni volunteers. WFAA develops volunteers through conferences, webinars, online training, one-on-one mentoring, coaching, and staff expertise and support. Visit [uwalumni.com/go/blc](http://uwalumni.com/go/blc) to learn about the annual Badger Leaders Conference.

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 the UW Department of Athletics with special events, media relations, and community support for Badger athletics matches hosted by the UW, Big Ten Conference, and NCAA. And alumni chapters are a key resource for WFAA development staff who identify and engage potential donors and university supporters.

Overall, WAA chapters:

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

# PRINT COLLATERAL



<p><b>STEP ONE</b> Choose your gift</p>	<p><b>STEP TWO</b> Choose your payment method</p>	<p><b>STEP THREE</b> Consider these options</p>
<p><b>One-Time Gift</b>  <input type="radio"/> \$25  <input type="radio"/> \$50  <input type="radio"/> \$100  <input type="radio"/> \$200  <input type="radio"/> \$ _____</p>	<p><b>Credit Card #:</b> _____ <b>Exp.</b> _____  <b>Name</b> _____  <b>Address</b> _____  <b>City</b> _____ <b>State</b> _____ <b>Zip</b> _____  <b>Email</b> _____ <b>Phone</b> _____</p>	<p><b>Double your impact with a matching gift from your employer.</b></p> <p><b>Employer name:</b> _____</p> <p><input type="radio"/> Employer matching-gift form enclosed  <input type="radio"/> Employer matching-gift form completed online</p>

## MOVE THE UW FORWARD.

The UW Foundation is an independent, nonprofit, tax-exempt corporation that raises, invests, and distributes funds for the benefit of UW-Madison. The Foundation is registered for charitable solicitation in all states in which registration is required. Some states require specific disclosures, which can be found at [supportuw.org/disclosures](http://supportuw.org/disclosures).

Questions about giving? Call 608-263-4545.

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Fox Valley Chapter

Meetings take place on the second Monday of the month at the Appleton Street Sports Bar and Grill.



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**WEBSITE:** [uwalumni.com/foxvalley](http://uwalumni.com/foxvalley)  
**EMAIL:** [foxvalleychapter@uwalumni.com](mailto:foxvalleychapter@uwalumni.com)

/// Business Card

YOUR CHAPTER NAME  
HERE



/// Thank-You Cards



YOUR  
CHAPTER  
NAME HERE

To order chapter print collateral, including business cards, flyers, gift forms, letterhead, and thank-you cards, visit [uwalumni.com/chapters-groups/leaders/print-collateral-form](http://uwalumni.com/chapters-groups/leaders/print-collateral-form).

# CHAPTER BRAND

## YOUR OFFICIAL CHAPTER LOGO

All WAA chapters have a distinctive crest logo that reinforces 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. Contact your chapter representative to obtain your 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, especially in longer communications such as newsletters and formal letters. If you do not have access to these fonts, the system font Arial may be substituted for Verlag, and Palatino may be substituted for Mrs. Eaves XL.

### Verlag

**Black**  
***Black Italic***  
**Bold**  
***Bold Italic***  
Book  
*Book Italic*  
Light  
*Light Italic*  
Extra Light  
*Extra Light Italic*

### Mrs. Eaves XL

**Heavy**  
***Heavy Italic***  
**Bold**  
***Bold Italic***  
Regular  
*Regular Italic*

## COLOR

Color is one of the most important elements of the University of Wisconsin–Madison's brand identity. The colors below are the official colors for all University of Wisconsin–Madison institutional and athletics 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  
RGB equivalent: R: 197, G: 5, B: 12



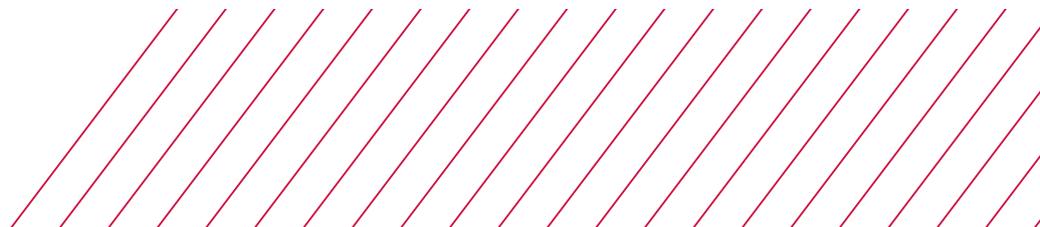
## GUIDELINES FOR USING BUCKY BADGER IMAGERY in Printed Materials and on Social Media

The Bucky Badger logo is available for WAA chapters to use in marketing materials and online. Contact your chapter representative to obtain the Bucky Badger logo. All use of the Bucky Badger logo must be submitted to your chapter representative for review by the Office of Trademark and Licensing.

**The official Bucky Badger logo may not be altered in any way.** This includes adding clothing items or symbols to create a “theme” Bucky. 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.

**Beyond your chapter logo and Bucky Badger images, chapters do not have permission to use any other Wisconsin logos or marks in chapter materials.**

All promotional materials produced by chapters that include the WAA or Bucky Badger logos or any other university mark must be approved by the Office of Trademark Licensing and purchased from a licensed vendor. Chapters are encouraged to use one of the contracted, licensed vendors listed at [bussvc.wisc.edu/purch/contract/wp5784.html](http://bussvc.wisc.edu/purch/contract/wp5784.html).





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