



UVA CLUBS LEADERSHIP GUIDE

WELCOME & THANK YOU

Welcome to the UVA Clubs and thank you for being a leader in your community and at the University of Virginia.

The UVA Club Leaders Guide is where you will find answers to too many of your UVA Club questions. If you are interested in defining your role as a board member or developing programs for engaging constituents in your area, you will find information in an easy-to-use format.

Since the 1880s, University of Virginia's clubs have maintained a tradition of service to their communities and hospitality toward their sports teams and distinguished visitors. Today's UVA Clubs have evolved as a vital part of the worldwide University community, providing opportunities to UVA alumni, students, parents and friends of the University for social networking, professional development, community service and admissions outreach.

UVA Clubs are independent, volunteer organizations dedicated to making connections, providing enrichment and continuing the University's tradition of lifelong learning and service. UVA Clubs are supported and advised by members of University Advancement's Office of Engagement.

UVA Clubs affect their communities in five significant ways:

- Student & Parent Outreach
- Athletic Activities
- Intellectual & Lifelong Learning
- Social Events & Professional Networking
- Volunteer Service

By leading a UVA Club, you are creating opportunities for University of Virginia alumni, students, parents and friends in your area to enjoy a stronger relationship with one another and the University. It is our goal that this is a rewarding experience for our volunteer leaders as well, and we hope that this guide is helpful to you. We are continually grateful for your volunteerism and your leadership.

TABLE OF CONTENTS

MISSION & ORGANIZATION	4
RUNNING A UVA CLUB	5
Developing Leadership	5
A Partnership for Success	7
Succession Planning	8
EVENT PLANNING & PROCEDURES	9
Programming	9
Student and Parent Outreach, Cavaliers Admission Volunteers (CAV)	10
Speaker Event Planning	11
Social Event Planning	12
Community Service Event Planning	13
Successful Event Planning Tips	14
Sample Calendar - UVA Club Event	16
Event Planning Checklist	17
MARKETING & COMMUNICATION	18
Communication Processes and Best Practices	18
Social Media Best Practices	19
FINANCES	20
Finances & Local Support	20
Managing Funds	21

MISSION & ORGANIZATION

The mission of each UVA Club and volunteer leader across the global network is to connect University of Virginia alumni, students, parents and friends to the University and to one another.

Through a global network of alumni, students, parents and friends of UVA, volunteer leaders seek to provide lifelong enrichment and support for the University and the local community by:

- Fostering new relationships and helping rekindle old friendships
- Enjoying professional, educational, social, cultural and community service events
- Maintaining a strong connection with and knowledge of the University
- Assisting the University through volunteer activities
- Supporting the University by reaching out to prospective students
- Encouraging a commitment to philanthropy and the support of the University

UVA Clubs are governed by volunteer leaders and supported by the University of Virginia. Volunteers serve to benefit the University of Virginia and to further its mission and influence. Each UVA Club is led by a board that meets regularly to create programming for the local UVA community, identify new opportunities for engagement and plan for volunteer leadership succession.

UVA Club boards vary greatly in size and structure. There are boards that are large and ones that have only three members. Two UVA Clubs are incorporated as 501-c-3 organizations but 98% operate as informal social organizations with no formal incorporation.

There are 100 UVA Clubs around the world. These clubs were guided by 700 volunteers and supported by University Advancement's Regional Engagement team. These dedicated volunteers created 1200 events for 24,000 participants. Additionally, Cavalier Admission Volunteers supported the University's admission efforts.

To help support your efforts, online resources are available in the [UVA Club Leaders' Toolkit](http://uvaclubs.virginia.edu/clubs/resources/) at <http://uvaclubs.virginia.edu/clubs/resources/>

RUNNING A UVA CLUB

DEVELOPING LEADERSHIP

A Board of Directors leads each UVA Club by developing and implementing a yearly program of events, and identifying and cultivating new volunteer leaders. Board members serve in a dual ambassadorial role: by representing the University to their constituency and local community and by representing their constituency and local community to visiting University professors, alumni, students, parents and officials. All Board members must complete the Volunteer Non-Disclosure and Responsibility Agreement.

UVA Clubs reflect their community and are unique in their organization and structure. Boards vary in size from large groups of volunteers to those with a minimum of three Board Members. Boards can be formal and have clearly defined roles, such as those below or operate more informally with a President and general "Board Members."

Potential UVA Club officers and their respective roles include,

1. President (Co-Presidents)

- Provides leadership and direction to the UVA Club
- Represents the club and local community to the University of Virginia
- Serves as chief ambassador of the University of Virginia to the local community
- Convenes regular Board meetings

2. Vice-President

- Presides at meetings and events where President is unable to attend
- Serves as secondary contact for UVA constituents interested in the club
- Assists other Board members with UVA Club events

3. Cavalier Admission Volunteer Chair

- Coordinates Student and Parent outreach in collaboration with REO, UVA Office of Admission and Student Affairs
- Coordinates congratulatory phone calls to accepted students
- Along with the Social Chair, coordinates annual Accepted Student reception
- Along with the Social Chair, coordinates annual Student Send-off Party
- Administers presentation of Jefferson Book Award
- Serves as ambassador to local high school administrators
- Recruits UVA volunteers to staff local college fairs
- Recruits UVA volunteers for more formal alumni admission panels and regional Office of Admission programs.

4. **Social Chair(s)**
 - Coordinates social, athletic and/or special events
 - Coordinates cultural and speaker events
 - Plans game-watching events, including tailgates when UVA teams visit your city
 - Organizes recurring events, such as happy hours at local venues
 - Plans holiday parties, barbecues and other celebrations
 - Liaises with local alumni clubs from other universities to spearhead joint events
 - Works with Treasurer to design donation structure

5. **Communications Chair**
 - Oversees the submission of event information
 - Serves as an editor for all club communications
 - Promotes club activities on social media
 - Shares event photos on the UVA Club webpage

6. **Cavaliers Care Chair**
 - Serves as liaison with local non-profits and community organizations
 - Liaises with the REO to coordinate Cavaliers Care initiatives,
 - Spearheads UVA Club participation in area community service efforts

7. **Treasurer**
 - Maintains club bank account through the UVA Fund
 - Works with UVA Fund Office and the Office of Engagement to coordinate collection and disbursements

8. **Philanthropy Chair**
 - Promotes a culture of philanthropy among club leaders and constituents for UVA
 - Works with all UVA Club Board Members to achieve 100% giving to UVA each year

9. **Parent Ambassador**
 - Creates opportunities for local parents to be engaged in the life of the University
 - Serves as a contact for local parents of current and potential UVA students
 - Works with Social Chair to coordinate family-oriented events

10. **Young Alumni Representative**
 - Ensures that young alumni needs and interests are met in club programming
 - Coordinates yearly "Welcome to the City" event for recent UVA graduates

11. **Board Member**
 - Represents the club and local community to the University of Virginia
 - Helps to organize social, athletic and/or special events
 - Helps to organize cultural and speaker events Helps to organize game-watching events, including tailgates when UVA teams visit your city

A PARTNERSHIP FOR SUCCESS

<p>UNIVERSITY SUPPORT SERVICES</p> <p><u>LEADERSHIP AND ORGANIZATION</u></p> <ul style="list-style-type: none">• Regional Engagement Officers (REOs) serve as your liaison to UVA, provide support and guidance for volunteer leaders• Provide volunteer management training for UVA Club leaders• Provide recommendations for new UVA Club leaders and volunteers• Offer trainings, best practices and guidelines for program development and support• Liaison with other UVA offices (i.e. Virginia Athletics Foundation, Alumni Association, President’s Office, Admissions, etc.)• Regular phone and email communication with club leaders• Periodic visits to assist with programming and Board development <p><u>PROGRAMMING SUPPORT</u></p> <ul style="list-style-type: none">• Support local UVA Club programs and events with financial support as available• Provide ideas for events and activities• Advise and guide on events and planning• Secure UVA faculty speakers, upon request• Assist in identifying alumni, parent and friend speakers in the area, upon request• Provide a Certificate of Insurance for UVA Club sponsored events when needed• Support fundraising drive for annual club support, as appropriate <p><u>COMMUNICATION AND MARKETING</u></p> <ul style="list-style-type: none">• Provide contact list (PERL) of past event participants and engaged constituents• Create and distribute email to all regional constituents high lighting events and activities• Create and mail print invitations for some faculty speaking events• Host UVA Club webpages• Supply items with UVA logos (giveaways, banners, pens, nametags)	<p>UVA CLUB VOLUNTEER ACTIVITIES</p> <p><u>LEADERSHIP AND ORGANIZATION</u></p> <ul style="list-style-type: none">• Create, cultivate and maintain the UVA Club Board of Directors• Conduct board meetings regularly• Regularly communicate with your REO• Secure financial holdings of UVA Clubs at the UVA Fund• Communicate board leadership, event planning, financial status, to REO on an ongoing basis• Create a leadership succession plan <p><u>PROGRAMMING</u></p> <ul style="list-style-type: none">• Plan events consistently throughout the year• Ensure that funds are available to cover cost of events (event pricing, donations, sponsorship)• Provide list of desired speakers or areas of interest for faculty speakers• Assist in the recruiting and welcoming of new students to the University community <p><u>COMMUNICATION AND MARKETING</u></p> <ul style="list-style-type: none">• Respond to e-mails and calls from alumni, parents and friends• Submit event information for email content at least two weeks prior to desired send date• Use social media to communicate events and activities• Upload photos of events to your UVA Club’s webpage• Submit lists of event attendees to REO• Develop fundraising drive for annual club support <i>or</i> develop membership drive for annual club support• Include REO on any internal UVA Club e-mail list
---	--

SUCCESSION PLANNING

Bearing in mind that fluid democracy is a valued Jeffersonian ideal; it is strongly recommended that all UVA Clubs at the have a functional succession plan in place.

Best Practices for Volunteer Management & Succession Planning:

- **Create clear roles and duties – volunteer job descriptions**
Simple job descriptions can make the volunteer leader’s role understandable and manageable. This allows the leader to succeed.
- **Allowing others to lead makes you a better leader – establish term limits**
If you love the job, you may want to stay in your leadership role as long as possible. However this can cause burnout, idea stagnation, and does not expand the leadership network.
- **Address inactive volunteer leaders**
Life happens and sometimes volunteer leaders cannot fulfill their duties, roles or responsibilities. This is okay and does not make volunteer a “bad person.” However, honor the need for active and committed leaders and have this conversation as soon as possible. Find a graceful way out - consider a leave of absence or acknowledge that the timing was not right. Encourage participation in activities since sometimes former leaders are embarrassed to attend future events.
- **Search for your successor right away**
Begin planning and identifying new potential leaders as soon as you become a leader. The best volunteer boards are diverse in all aspects, so begin observing who is active and coming to your events. Could they be a leader of a committee or special event?
- **Don’t try to do every job yourself**
Sometimes it's easier to do things yourself than to recruit helpers to whom you can delegate. This can be a self-fulfilling prophecy; “no one else can do it like me,” and so no one will. This also sends the message that a leader has to do all the work alone and then no one will want to volunteer.
- **Recognize outgoing leaders and be a mentor to newcomers.**
Remember to thank and recognize outgoing leaders for their service. Former leaders can now enjoy the fruits of their leadership as a participant. Save energy to be a mentor to your successor and provide information, advice and – perhaps most importantly – encouragement.

EVENT PLANNING & PROCEDURES

PROGRAMMING

UVA Clubs host programs, events and activities in five major areas:

Student & Parent Outreach

- College Fairs for prospective students in collaboration with the Office of Undergraduate Admission
- Congratulatory calls
- Accepted Student Receptions
- Student Send-off events
- Jefferson Book Awards
- Student Ambassador – liaison between students and UVA Clubs
- Parent-specific programming

Athletic Activities

- UVA game watching parties & tailgates at away, tournament & bowl games
- Recreational leagues & professional sport outings

Intellectual & Cultural

- Lectures with faculty, administrators, UVA leadership & alumni
- Personal enrichment classes & book clubs
- Museum, art gallery and performing arts tours

Social Events & Professional Networking

- Welcome to the City events & happy hours
- Roasts, galas, holiday parties & BBQs
- Professional industry committees, networking events & panel discussions: entrepreneurship, financial, government, healthcare, IT, media & real estate

Volunteer Service

- Cavaliers Care service initiatives
- Volunteer leadership for UVA – board, committees & ambassadors

STUDENT AND PARENT OUTREACH

CAVALIERS ADMISSION VOLUNTEERS (CAV)

Cavaliers Admission Volunteers (CAV) raise the awareness of the University of Virginia in communities around the world. They reach out to prospective students, congratulate accepted students and welcome new students to the UVA family.

Prospective Student College Fairs

Throughout the year, volunteers represent the University at college fairs around the world. As the Office of Admissions receives invitations to fairs, they contact Cavalier Admission Volunteers to staff the event. The University provides postcards, brochures and other literature about UVA for the college fair.

Prospective Student Admission Nights

In the fall, UVA Evening Programs feature talks and slideshow presentations by an admissions counselor or assistant dean from UVA and include a panel discussion with a diverse group of alumni in your area. Volunteers assist with Group Programs by staffing a table and answering questions with prospective students and their families.

Congratulatory Calls

It's important that all of our accepted students get the chance to hear from a local graduate of the University. In tandem with our Accepted Students Parties, both UVA Club and CAV volunteers place congratulatory calls to students considering enrollment in January for Early Action and March for Regular Decision.

Accepted Students Party

Every spring the University of Virginia Office of Undergraduate Admissions works with the UVA Global Network team to host events around the world for Accepted Students. This is a great opportunity for the alumni, parents and friends of the University to speak with students and their families considering UVA as their college choice.

Jefferson Book Awards

The Jefferson Book Awards (JBA) are given to recognize outstanding high school juniors, or students in the next-to-graduating class, who embrace creativity and innovation, and embody the spirit of discovery. JBA's are given to a local school by the UVA Club but the book award recipient is selected by the school

Student Send-off Events

Each year, UVA Clubs around the world host Student Send-off (SSO) events for incoming first years, transfers, returning students and parents. SSOs are social gatherings for students and parents that take on many forms - ranging from barbecues to more formal receptions. These events are a great opportunity for new students and parents to meet and ask questions of current students, parents, alumni and staff, all the while building a relationship with UVA.

SPEAKER EVENT PLANNING

Your REO will help coordinate event arrangements with faculty members, UVA leaders and prominent alumni. The first step in holding a speaker event is for club leaders to decide together upon a topic or several potential topics of interest and discuss them with their REO. From there, the REO will work with the [Lifetime Learning](#) program to a list of potential speakers.

The REO will convey suggestions to the club, and if the club is interested, the REO will then liaise between the club leaders and the speaker to schedule the event, figure out funding needs, etc. It is helpful for a club to have a dedicated contact and chief organizer for the event.

Hosting a Speaker

Please be sure to extend warm Virginian hospitality to your guest speakers. When a speaker agrees to visit, he/she should only have to think about the date, location and presentation. It is up to the UVA Club (with direct support from their REO) to coordinate everything else.

Your REO will provide you with a biography of the speaker so that your club can prepare an introduction.

Please discuss a gift for the speaker with your REO. The gift is presented to the speaker at the event.

Encourage applause, comments and questions from the audience. Make sure that the speaker has ample opportunity to rest. It is also a popular and often rewarding practice to invite a speaker to lunch or dinner with your UVA Club board members. *Remember to follow up a speaker visit with a thank-you note.*

Local Speakers

You may also want to consider a local figure that can speak to your UVA Club interests. Consider inviting alumni who are experts in their fields. Whether alumni or not, interesting and prominent members for your own community often make excellent speakers.

SOCIAL EVENT PLANNING

Social events can include different types of events such as: Happy hours, game-watching, wine tastings, hiking excursions, ski outings, or even nights to the ballet or opera. The opportunities are limitless and social events are a great way for club leaders to get creative, experiment with different types of events, and ultimately develop an understanding for what their constituents respond to most strongly.

Clubs sometimes establish a signature event-usually an annual gathering for which a club is known. Examples of this would be Atlanta's Bull Roast or UVA Club of Phoenix's Spring Garden Party. These events draw in people who may not attend any other club functions throughout the year.

If you are interested in partnering with other alumni clubs in the area, begin by going to their website, finding their alumni pages and locating a club contact in your region. Contact your counterpart alumni leaders stating that you are holding a networking event and would like to partner with them. Even if they are not interested, you have taken an important step in building relationship with peer alumni organizations in your area, and establishing the presence of your UVA Club.

COMMUNITY SERVICE EVENT PLANNING

Through Cavaliers Care, UVA alumni, parents and friends organize and participate in community service projects. UVA Clubs extend UVA's tradition of service beyond Grounds to communities around the world.

In planning a service project, as with any other event, it is important to establish the time, date and location of the project as far in advance as possible (two months is ideal) to leave ample time to promote the event. Also, some volunteer organizations have rules and regulations of which you will need to be aware well in advance of the event date. By developing good relationships with area organizations, clubs build the reputation of the University in their communities, and many clubs have developed strong partnerships with organizations to which they return year after year.

Many clubs organize Cavaliers Care events surrounding the holidays, or develop a relationship with a local organization, such as a soup kitchen or a retirement home, with which they work several times throughout the year. Other UVA Clubs have continued the tradition of a Cavaliers Care event during April in honor of Thomas Jefferson's birth.

UVA CLUB EVENTS THROUGHOUT THE YEAR

Month	Possible Types of Events
January	<ul style="list-style-type: none"> • Winter Party with Current Students and Parents • Congratulatory Calls to Early Action Students
February/March	<ul style="list-style-type: none"> • University Speaker • Alumni Speaker / Panels (Healthcare, Energy, Sustainability, Finance) • Hoos Up for Coffee parent event • Congratulatory Calls to Accepted Students • Jefferson Book Award Program outreach to schools
April	<ul style="list-style-type: none"> • Cavaliers Care Projects • Accepted Student receptions • College Fairs at local high schools
May	<ul style="list-style-type: none"> • Jefferson Book Award Presentations • Congratulatory Graduation Cards
June/July/August	<ul style="list-style-type: none"> • Student Send-off Events • Summer Picnics / Family Friendly Events
September/October/November	<ul style="list-style-type: none"> • Welcome to the City Socials • College Fairs • Annual Fall Festivals/Oktoberfest • University Speaker • Alumni Speaker / Panels • Game Watching Events
December	<ul style="list-style-type: none"> • Holiday Parties
On-Going	<ul style="list-style-type: none"> • Monthly Happy Hours • Cavaliers Care Community Service Projects • Game Watching Parties • Cultural Events (Museum Tours, Theatre Performances, Opera) • Book Clubs • Family Friendly Events (Picnics, Sporting Events) • Multi-school Events (All ACC, Ivy Plus, Virginia Colleges/Universities) • Annual Signature Events Ex. Atlanta's Bull Roast

SUCCESSFUL EVENT PLANNING TIPS

Scheduling

Be mindful of:

- Holidays (including religious holidays)
- Traffic (time of day can depend on commute for attendees)
- Marketing and communication timeline needs

Location

Consider a location that appeals to a broad demographic, such as a museum or historic site. Talk to board officers and volunteers to see if anyone has a membership or can sponsor the UVA Club at a particular facility to reduce costs or at a volunteer's home, as appropriate.

Especially in larger, metropolitan areas, vary event locations. This will ensure that everyone can attend at least one event that is convenient to his or her home or office.

The Price of Admission

Don't underestimate the value of your event. Some UVA Clubs set a minimum price per person of \$10 to avoid a loss, and to generate surplus revenue for the club. Even a small charge can add value to an event in the eyes of the attendees, and even a small financial transaction can help reduce "no shows" and to ensure attendance at the event itself.

Alcohol Policy

To ensure the legal and responsible service and use of alcohol at the event, be sure that attendees who would like to consume alcohol provide proper identification. Hire a licensed bartender to identify those of legal age.

*If current UVA students will be invited, work with your REO to submit a form to Student Affairs. Student Affairs must authorize communication to current UVA students.

Tent Policy

All UVA Clubs must ensure that event tents meet the International Fire Code rules. All tents in excess of 400 square feet must be inspected by a local Fire Marshall prior to the event and must be supplied with no-smoking signs and a fire extinguisher.

Insurance

UVA Clubs are covered under a policy with the Office of Engagement at no charge to the clubs. The policy covers commercial general liability (with excess liability coverage domestic and foreign) and Directors and Officers for all UVA Clubs, both domestic and international, where legally permissible.

Certificate of Insurance

If a Certificate of Insurance is required by the venue, please work with your REO. UVA can provide the needed certificate for the event.

Before you have an event, it is best to contact your REO to go over your insurance policy. If you ever have an incident that may require insurance coverage, contact your REO immediately and they will help you document the incident and will forward the information to Risk Management at the University.

Welcome table

Major events, particularly speaker events, often attract new attendees. A welcome table is an essential tool for engaging newcomers and keeping them involved after the event is over. Your REO can mail supplies to you in advance of the event, such as balloons, branded pens, UVA pins, etc.

- Create an attractive and informative table of materials, staff it with 2-3 volunteers and allow others to meet as many newcomers as possible.
- Lay out the sign-up sheet and track attendance
- Provide nametags so that the alumni, parents and friends at the event can easily meet and greet each other.

Attendance Lists

The Office of Engagement assists UVA Clubs in collecting registrations in advance of an event. Your REO will send a list of all those that have registered so that volunteers know in advance who will be attending an event.

So that the University can keep accurate record of participation, please [submit a list of “walk up” participants](#) to your REO immediately following an event. The Office of Engagement will account for these attendees at your events and add them to your PERL (Past Event Registration List).

Finances

- Send the event organizer a [Reimbursement Form](#) if they want to be reimbursed for out-of-pocket expenses associated with the event from your UVA Club account at the UVA Fund. The form can be found on the UVA Fund website at <http://uvafund.virginia.edu/forms/request-for-reimbursement/> The form requires:
 - A description of the event
 - Board Leader title,
 - Itemized expenses,
 - All checks, invoices and receipts
- Send the event organizer a [Gift In-kind Form](#) if they want to donate the cost of the expenses to the University instead of being reimbursed. The form requires:
 - A description of the event
 - Itemized expenses, invoices and receipts.
- Send thank-you letters to hosts, speakers or special volunteers. Your REO can help you purchase thank you cards from the UVA Bookstore if needed.

GENERAL EVENT PLANNING CHECKLIST

This list will assist you in keeping track of your event details. Note that not every item will apply to a particular event.

12-8 weeks in advance

- Identify an event chair and/or person to manage event logistics and registrations
- Select a day of the week and time of day that best suits the event. Keep in mind potential conflicts such as holidays
- Research area logistics (i.e. parking/parking fees, local transportation, accessibility)
- Research catering and ask for quotes
- For large signature events, OOE office may send a Save the Date email
- Submit the event details to begin the marketing process using the [UVA Club Communication Form](#) found on the Volunteer and General Resources page online at <http://uvaclubs.virginia.edu/uva-club-communications-form/>

4-8 weeks in advance

- OOE will send an event email announcement with registration/RSVP link
- Confirm venue logistics (AV/Audio/Visual needs)

2-4 Weeks in advance

- Board president/chair of event sends personalized email to PERL list
- Confirm caterer with date/time to arrive/time to be set up and ready to go
- Determine other logistics of event such as décor/room set-up
- Confirm logistics with all presenters/entertainers
- Share event on UVA Club Facebook page / group

Week of Event

- Give caterer final numbers
- Print and assemble name tags and other event materials (if needed)
- Purchase a thank you gift for speakers or presenters
- Walk through event with board members/event volunteers/vendors confirming times of arrival and event flow

Day of the Event

- REO will send club leader sign-in sheet and final registration list
- Welcome guests and have fun!

Post-Event

- Wrap up budget- deposit all checks, make final payments to vendors, collect receipts and send to Treasurer for reimbursement (if applicable)
- Send attendance list with "walk ins" to REO or [submit it online](#)
- Thank you notes signed and sent (to speaker/volunteers)
- Debrief with club board and volunteers to determine things that worked well and things that need to be redone or revisited for next year

MARKETING & COMMUNICATION

COMMUNICATION PROCESSES AND BEST PRACTICES

You will find volunteer and communication resources in the [Club Leaders Toolkit](#) at <http://uvaclubs.virginia.edu/clubs/resources/>

Creating a UVA Club Email:

When the details of your event are formalized and ready to be made public, submit a [UVA Club Communications Form](#) at <http://uvaclubs.virginia.edu/uva-club-communications-form/>

Once the form has been submitted, the Communications Team will evaluate when the actual event date is, what type of event is being advertised, and when the form was submitted in order to determine an approximate date the UVA Club leaders will receive a test copy of the email communication for editing and approval. The Communications Team attempts to produce a test copy within 5 business days of receiving the submitted form.

An event email can be sent as a Save-the-Date for signature or faculty speaking event several months in advance. The UVA Club Communications Form should be submitted with as many of the details that are available as possible.

The communications team will select from branded templates and utilize email testing software that helps enhance the deliverability and aesthetic appeal of each communication.

Invitations to Participate:

A Prior Event Registration List (PERL) is a list of names, email addresses, and physical addresses for all the alumni, parents and friends living in that local area, called a geo-code, who have ever *registered* for a UVA Club event or webinar anytime during the previous three fiscal years. The list includes those who currently have an active home or seasonal address in that geo-code. A PERL is *not* a complete list of all the constituents that live in any geo-code, and does not contain current students.

PERLs are provided to UVA Clubs for event marketing purposes supplemental to those provided by the University of Virginia. These lists can be used at the discretion of each UVA Club's volunteer leadership committee, but can only be used for University of Virginia specific events and initiatives. Club leaders must submit a [Non-Disclosure Agreement](#) (<http://uvaclubs.virginia.edu/2017/04/volunteer-non-disclosure-responsibility-agreement/>) to the Office of Engagement before viewing and/or using PERL data.

*The Office of Engagement will send an email to invite *all* alumni, parent and friend in a region to your UVA Club events.

Calendar: Registrations Form is Created, Event added to Calendar and UVA Club webpage

Within five business days of the UVA Club Communication Form being submitted, the Communications Team will create the actual Registration Form with hyperlink. With the details made available at the time of submission, the Communications Team will also add the event to the [Alumni, Parents and Friends calendar](#) at <http://calendar.virginia.edu/alumni/main/showMain.rdo>.

When an event is added to the Alumni, Parents and Friends calendar, within 24 hours an RSS feed pulls the listing so that it appears automatically on individual UVA Club webpages.

Webpage: Manage your UVA Club Webpage and Event Photos

The administrative “back-end” of the website, built in WordPress, was designed to allow for up to two UVA Club Volunteer Leaders to have access as “Editors” to their UVA Club webpage. All UVA Clubs are supplied with a webpage on the UVA Clubs [website](#).

UVA Club Leaders are encouraged to submit photos and event recaps after the events using the “[Share Your Story](#)” form at <http://UVA.Clubs.virginia.edu/clubs/submit-content/>.

Each submission will appear on the UVA Clubs [webpage](#). Each submission is also tagged with the appropriate UVA Club so that the photos and event recaps appear on each UVA Club’s webpage.

SOCIAL MEDIA BEST PRACTICES

Post photos and share your stories! We often hear from recent graduates that checking out photos of previous events helps ease anxiety when considering attending their first event.

**Don’t forget to submit photos using “[Share Your Story](#)” form found at <http://uvaclubs.virginia.edu/clubs/submit-content/> so that they’ll appear on your UVA Club webpage.

Don’t overwhelm the people who have joined your community. Our research and feedback regarding emails applies to Facebook as well. Alumni and parents have joined your Group or Page because they want to hear from you, but they don’t want to hear about the same event every day.

If you have a UVA Club’s Facebook Page or Group, we suggest making a Facebook event, instead of a Post, if a formal Registration Form is not being used. Creating a Facebook Event allows you to track potential attendees to your event.

FINANCES & LOCAL SUPPORT

Fiscal Sponsorship through the UVA Fund

The UVA Fund is the fiscal sponsor for any UVA Club that has an account with the UVA Fund at the Alumni Association.

Fiscal sponsorship describes a relationship in which an unincorporated group (UVA Club) wishing to conduct charitable activities affiliates with an existing 501© (3) nonprofit with a compatible mission. (i.e., the UVA Fund). With Comprehensive Fiscal Sponsorship, the “parent” organization is accepting the group as one of its programs, provides financial oversight, accounting, human resources and other back office support.

UVA Clubs with accounts at the UVA Fund can receive tax-deductible contributions in support of their program activities. Donations made to a UVA Club are counted as a gift to the University of Virginia and designated to the specific UVA Club for their local programming to further the mission of UVA.

Event Fees

Most UVA Clubs collect a nominal fee from participants for each event to underwrite the cost of the local activity. Additionally, Clubs may charge more than an event costs and in doing so incrementally add to their treasury. With resources in their UVA Fund account, Clubs have the ability to support larger events in the future.

Accepting Donations

UVA Clubs ask constituents in their region to support the club with a donation. Donations made to a UVA Club are tax-deductible when given to the University directly or deposited through the Alumni Association’s UVA Fund. The UVA Fund will accept the gift through the club’s UVA Fund account and send out an acknowledgment and receipt.

Membership Dues

All alumni, parents and friends are considered constituents of the University of Virginia and are therefore invited to participate in all UVA Club programming.

Less than ten UVA Clubs have a membership structure to support the cost of local programming. Members pay dues and, in exchange, receive benefits such as discounted event pricing and early registration opportunities.

Membership dues are not considered donations to the University of Virginia.

MANAGING FUNDS

The UVA Fund

The majority of UVA Clubs manage their treasuries at the [UVA Fund](#), through the Alumni Association in Charlottesville. The UVA Fund supports over 3,100 University of Virginia-related accounts.

UVA Clubs with UVA Fund accounts can:

- Collect payments for events online, which will deposit directly into their accounts
- Collect donations online, which will deposit directly into their accounts
- Pay for supplies, or bills from their accounts, using a VISA debit card
- Request disbursement checks for club-related expenses
- Accept credit card payments for events and contributions to the club

Sales Tax Exemption

Please check to see if the State of Virginia has a process in place with your state on Sales Tax Exemption: <https://www.virginia.edu/finance/its/salestaxexempt/mainpage.html>
<http://uvafund.virginia.edu/alumni-volunteer-groups/>

If there is a qualifying exemption for your state, work with your REO to have the UVA Fund produce a Sales Tax Exemption Certificate. UVA Clubs do not use the University of Virginia's certificate.

Deposit

To make a *deposit* into your club's UVA Fund account, mail the check (or cash) and a note stating in which club account the checks are to be deposited:

UVA Fund Office
P.O. Box 400314
Charlottesville, VA 22903

Use Your Funds & Request a Check

To request a [disbursement](#), fill out the online disbursement form on the UVA Fund website at <http://uvafund.virginia.edu/using-your-funds/>

To accept credit cards at events please contact the UVA Fund to set up an account.

For more information on the UVA Fund and UVA Clubs: <http://uvafund.virginia.edu/alumni-volunteer-groups/>

THANK YOU

Thank you for embracing the University of Virginia family in your community. Your volunteer leadership with the UVA Club will have an important and lasting impact on UVA.

As you learn more about being a UVA Club leader, please let us know how we can support you. We truly appreciate all you do for the University.

Again, thank you!

Elizabeth Muse
Director
UVA Clubs and Global Engagement
University Advancement – Office of Engagement

elizabethmuse@virginia.edu

434-924-4123

400 Ray C. Hunt Drive

P.O. Box 400807

Charlottesville, VA 22904

434-243-2246

<http://uvaclubs.virginia.edu/>