



ALUMNI CLUB LEADERS HANDBOOK

2015-16

UK
UNIVERSITY OF
KENTUCKY
Alumni Association

UK ALUMNI ASSOCIATION'S CLUB LEADERS HANDBOOK

TABLE OF CONTENTS

Who We Are & What We Do	2
General Purpose of All Alumni Clubs	2
Vision/Mission	2
UK Alumni Club Expectations and Support	3
Clubs in Good Standing Overview	3-5
Responsibilities of a UK Alumni Club	6
Club Officers and Their Duties	7
Board of Directors and Their Duties	8
Committees	9-10
Explanation of Services Provided by the UK Alumni Association	11
Club Financial Information	12
Membership Information	13-15
“How To ...” Guide	16
Benchmarking	16
How To Maintain And Grow Current Club	17
How To Elect New Officers.....	17
How To Host a Successful Event.....	18
A Few Extra Tips.....	19
How To Plan a Specific Event	20
Conduct an Alumni Meeting	20-21
Plan a Service Day Activity.....	22
Gather For Watch Parties/Happy Hours	23
Organize a Bus Trip	24
Organize a Baseball Outing	25
Host a Derby Party	26-27
Host a Day at the Races	28
Coordinate a Speed Networking Event	29
Host a Golf Outing	30-31
Host a Student Send-Off.....	32-33
How To Publicize an Event	34-35
How To Establish a Scholarship	36-37
How To Establish an Endowment Fund	38
Sample Scholarship Endowment Agreement	39
How To Distribute Athletic Tickets.....	40
Forms.....	41
Club Activity Plans and Speaker Requests	42
Sample Club By-Laws	43-44
Sample Constitution	45
Club Ranking System	46
Club Speaker Compensation Policy	47
General Liability Insurance Coverage Policy	48
Liquor Liability Insurance Coverage Policy.....	49
UK Alumni Association Staff Directory.....	50

WHO WE ARE AND WHAT WE DO



A UK Alumni Club is the UK Alumni Association’s presence in local communities around the world. The purpose of a club is to bring together the UK alumni in their community, to continue their bond with the university, and to support UK through the association.

GENERAL PURPOSE OF ALL UK ALUMNI CLUBS

- The alumni club is a service-oriented medium through which the community, University of Kentucky, the alumni association, and the club members may mutually benefit.
- Clubs are organizations functioning to serve the university and the association’s membership at the local level.
- The club provides an outlet for the university to maintain contact with its alumni, attract and support outstanding high school students, and function as an extension of the university in their communities.
- The club rewards members with a closer bond of collegiate fellowship and leadership opportunities.

VISION

The UK Alumni Association will be an essential, relevant and valuable resource to alumni, friends and the university.

MISSION STATEMENT

The UK Alumni Association engages, connects, serves and celebrates alumni and friends of the university.



UK ALUMNI CLUB EXPECTATIONS AND SUPPORT

The University of Kentucky Alumni Association's purpose is to connect, enrich and serve a growing number of alumni to facilitate their support for each other and the university. That goal is achieved through UK alumni clubs and constituent groups and is reflected in the support given to all clubs and constituent groups. Alumni clubs and constituent groups receive financial, staff and program support in planning and executing alumni events and activities.

UK Alumni Association clubs represent the face of the UK Alumni Association and the University of Kentucky in their communities. They reflect the look and feel of the UK Alumni Association and the university.

The goals of a UK Alumni club and constituent group activity are to provide a social atmosphere where alumni and friends away from the university can gather together to renew old acquaintances, make new UK friends in their community, and be brought up-to-date on all aspects of campus progress, including programs, students, faculty, athletics, fundraising, etc. A successful club and constituent group activity is one where those in attendance leave with a better knowledge of UK enhanced by renewed pride and interest to support the association's commitment to the University of Kentucky.

During the 2010-11 academic year, the Club Development Committee focused on the creation of a document to address club related issues and develop guidelines in hopes of strengthening the alumni club network and the association's relevance to the university. Many of the expectations listed within the document are the same expectations previously listed in the Club Leader's Handbook as well as the same expectations that are covered through sessions at Alumni Club Leadership Training. This document provides not only a new way to look at those expectations, but also will be used to guide the association in helping clubs meet the expectations in order to remain active contributing clubs.

CLUBS IN GOOD STANDING OVERVIEW

In the past few years, several problematic issues pertaining to UK Alumni Clubs have been brought to the association's attention. Issues related to membership, misuse of email lists, and leadership succession need to be addressed in order to maintain the association's relevance to the university and ensure its future well-being. Just as students must remain in good academic standing to remain part of the university, the association is proposing that alumni clubs be in good standing to receive services and support from the association. Clubs who do not meet the expectations of the association will not receive services and support until all requirements are met. The Club Development Committee will address unmet expectations with each individual club.

When the annual reporting information is submitted at the end of the fiscal year, the association will check to make sure each club has met the expectations from the fiscal year. Board members will work with the clubs from their respective districts on correcting any unmet expectations as well as serve as mentors for the club throughout the year. Officer membership will be checked on a quarterly basis. Clubs not in good standing will not be recognized as an official club or receive services and support from the association (including mailings, broadcast emails, athletic tickets, etc.)

Newly formed clubs (less than two years) have two years from their organizational meeting date to establish by-laws and comply with club expectations.

For club leaders with questions about the proposal, individual times for discussion with staff may be scheduled.

IN ORDER TO RECEIVE SUPPORT FROM THE UK ALUMNI ASSOCIATION, CLUBS MUST BE IN GOOD STANDING AND MEET THE FOLLOWING EXPECTATIONS:

1. MEMBERSHIP

- UK Alumni Clubs are expected to work toward a membership increase each year.
- Clubs not experiencing an increase are expected to prepare a Membership Action Plan to document strategies for growing membership within their club area. Strategies can include the following: differentiated member/nonmember pricing, member only raffles/giveaways at events, membership tabling drives, etc.
- Once the Action Plan is implemented, the association will closely monitor the club membership change on a quarterly basis and communicate fluctuations to the club.

2. OFFICERS

- All officer positions are filled to ensure future leadership for the club.
- Each officer's or board/steering committee member's membership in the association must be current (to be checked quarterly) to increase the chances of the Club assertively supporting and promoting membership to other alumni.
- Officer rotation is completed according to the club's by-laws (i.e. rotate annually or rotate bi-annually).
- Only UK alumni who have completed a minimum of 12 hours can serve as officers.

3. ADMINISTRATIVE

- Hold regular board/steering committee meetings.
- Financial practices operate without the use of local dues.
- Bylaws and Financial Report are submitted to the UK Alumni Association annually.
- Club representative (preferably the president-elect) attends annual Alumni Club Leadership Training Conference. Club leaders who are unable to attend may access the conference materials at www.ukalumni.net. Staff members are also willing to schedule individual conference calls or meetings to discuss club leadership.

4. SCHOLARSHIPS

- Provide annually at least \$500 to be applied toward a scholarship endowment or scholarship award in order to help show relevance of alumni club activities to the university.
- Clubs may utilize one mailer annually from their allotted mailing budget to solicit members.

5. STUDENT RECRUITMENT

- Hold one annual student recruitment event or activity. Examples include staffing a college fair, holding a student send-off, presenting book awards, conducting a letter writing campaign, attending a Preview Night, etc.

6. ALUMNI GATHERING

- Host at least one annual gathering that engages and connects alumni. Examples include a picnic, holiday party, scholarship dinner, cultural performance, career development workshop, professional development workshop, golf outing, Derby Party, etc.

7. LOCAL WEBSITES, EMAIL LIST AND SOCIAL MEDIA

- Clubs must comply with the association's website guidelines located at www.ukalumni.net/clubs.
- Clubs that use a local email list should only use the list for club related activities.
- It is suggested that email addresses be sent in a :bcc format so that someone receiving an email from the club could not reuse the list for their own purposes.
- The association reserves the right to invoke an approval process for all emails if a list is abused (i.e. sending political emails, sales solicitations, emails making fun of other schools, emails that include pictures of current players, etc.) Failure to comply can result in removal of club recognition.
- It is suggested that one person and a back-up be chosen for the email responsibility which includes updating as well as sending the emails.
- The association's Clubs/Programs Staff liaison should be added to local email lists.
- Include a membership promotion in each outgoing email.
- Social media sites such as Facebook and Twitter should only be used for club-related activities. Messaging for political advertising, sales solicitations, making fun of other schools, photos of current players, etc., should not be used under any circumstance. Failure to comply can result in removal of club recognition.

SUPPORT FROM THE UK ALUMNI ASSOCIATION:

1. Annual Club Awards Recognition
2. Only clubs who meet all of the above expectations.
3. Athletic Tickets
4. Only clubs who meet all of the above expectations.
5. Alumni Club Training Expenses (except travel and registration fee)
6. Club Leaders Handbook
7. Club website and technical support
8. Staff support for event planning, UK speaker scheduling, scholarship administration, student recruitment administration, etc.
9. Travel expenses for one UK speaker.
10. Online registration service.
11. Name tags and other giveaway items for events.
12. Free graphic design, printing and postage for:
13. Mailings (3 annually, budget permitting)
14. Broadcast emails
15. Media release templates for events.
16. Club roster (in pdf format)

RESPONSIBILITIES OF A UK ALUMNI CLUB

There are a few basic responsibilities which must be fulfilled by each alumni club. Reporting to the Clubs/Programs staff at the UK Alumni Association is imperative to a successful club. Copies of forms and reports are included in the "Form" section of this manual and are available online at ukalumni.net, or you may simply email Jill with updates as necessary.

CLUB ADMINISTRATIVE INFORMATION – Following officer elections each year, let the alumni office know of the new officers promptly. Please let us know the officer changes, contact information, and effective date. Throughout the year the association must contact club officers with important information regarding the club program, the university, athletics, notices of special events, etc. If our records are not up-to-date, the proper club officers are not notified, and the club ultimately suffers. If your club does not have an 'official' officer rotation time set, we encourage fiscal year (July 1 – June 30).

CLUB ACTIVITY REPORT – The timely submission of updates on club activities and meetings greatly assists the Associate Director in publicizing outstanding club events and evaluating the growth and progress of the club. The meeting report and attendance numbers are to be completed by an officer using the online activity report or emailed to Jill, when applicable.

FINANCIAL REPORT – Each alumni club is required to provide an annual financial report of the year's activities. The need for such a report is to enable the association to stay abreast of each club's financial condition.

ANNUAL REPORT (CLUB EVENT LOG) – Each alumni club should report its activities as they take place throughout the year. The association staff will keep a club event log throughout the year that will be displayed at www.ukalumni.net. The club president is responsible for verifying the club's activities for the current fiscal year prior to June 1 of each year. The club event log is used to determine the club's status and in judging by the past national presidents for club awards.

SUPPORT OF THE UK ALUMNI ASSOCIATION – A club, by its very nature, is tied closely to the Alumni Association. The success of the association and, consequently, that of all clubs, is dependent upon the wide spread support of all alumni. It is the inherent responsibility of all clubs to promote membership in the association and to provide basic support for all programs or endeavors of the association.

CLUB OFFICERS AND THEIR DUTIES

CLUB OFFICERS AND THEIR DUTIES

In each alumni club there should be four elected officers. Officers must be regular (not associate) members of the club and consist of the president, president-elect, secretary, and treasurer. The election will take place during the organizational or reorganization meeting of an alumni club or at the club's annual meeting. The duties of the club officers are listed below:

1. PRESIDENT

- Adhere to the constitution of the club.
- Serve as club liaison to UK Alumni Association staff and inform the association of meetings.
- Assume the chairmanship of the local steering committee or club board of directors.
- Serve as ex-officio member of all committees.
- Preside at all club meetings and meetings of the steering committee or club board of directors.
- Assume responsibility for the success of each club activity and project.
- Attend Club Leadership Training each summer.

2. PRESIDENT-ELECT

- Perform the duties of the president in the event of his/her absence or disability.
- In general, assist the president in the fulfillment of his/her duties.
- Prepare to accept the presidency of the club for the next term.
- Attend Club Leadership Training each summer.

3. SECRETARY

- Take the minutes of all club and club board of directors meetings and forward copies to the alumni association.
- Send out notices of club board of directors meetings with a copy sent to the alumni association.

4. TREASURER

- Maintain the club funds, pay obligations of the club, and keep a detailed record of all club financial transactions.
- Establish a budget for the club's yearly activities to be approved by the club's board of directors.
- Prepare and send an annual club financial report to the Alumni Association following the annual meeting.
- Serve as an ex-officio member of every club committee.

BOARD OF DIRECTORS AND THEIR DUTIES

It is strongly suggested that each club should also have a board of directors, consisting of the officers, immediate past president, and six members elected at large. Two members at large will be elected at the annual meeting for a three year term. The president is to be the chair of the club's board of directors. Duties of the club's board of directors include:

1. To fill any club officer vacancies.
2. To arrange the business program of each meeting.
3. To draw up an activity schedule for the coming year and to serve as chairperson of the club's standing committees.
4. To transact all business of the club in the interim of its meetings.

COMMITTEES

The activity of an alumni club will be organized and conducted by various standing committees comprised of anywhere between one to ten members. There will also be a need for temporary committees from time to time. A suggested listing of standing committees and their responsibilities along with a discussion of temporary committees follows.

MEMBERSHIP COMMITTEE

- The chair of the membership committee should be a member of the club board of directors.
- Conduct an annual membership drive in coordination with the Associate Director of Membership at the UKAA.
- Promote advantages of membership to area alumni at all club activities and meetings.
- Obtain from the association membership applications and information for distribution to area alumni.
- Work closely with the UK Alumni Association records department in correcting the alumni list and updating changes of address and email address.
- Send the UK Alumni Association records department a listing of alumni that have attended club activities.
- Review lists of area nonmembers and seek to enroll these individuals. We will provide one member and nonmember list per year as a PDF form.

PUBLICITY/COMMUNICATIONS COMMITTEE

- The chair of this committee is to be a club board member who is familiar with media practices.
- Establish friendly relationships with the newspaper editors, society editors, radio station personnel, etc., including inviting them to the club's functions.
- Coordinate publicity prior to and following a club function.
- Arrange for pictures to be taken in advance and during club activities. Pictures may be used by the local papers, on the association's website or social networking pages, or in *Kentucky Alumni* magazine. Please send any pictures to Jill.
- When information and pictures on university programs or speakers are required for advance publicity, contact the Associate Director for Clubs/Programs. The Alumni Association will coordinate these arrangements with you in advance of your meeting.
- Send the Alumni Association a brief story and/or picture with identification of people by name and class year.

YOUNG ALUMNI COMMITTEE

- Work with club officers to develop and improve club activities to build a strong relationship of young alumni with the association.
- While many chapters sponsor separate young alumni events, the overall goal of the committee is to increase young alumni involvement with the local club, and ultimately, the university.
- Young alumni are defined as those graduates who are 32 years of age or younger or 10 or fewer years from graduation. Ideally, the chairperson of the committee should fit into this category.

SCHOLARSHIP COMMITTEE (optional)

- Look at ways to introduce scholarship recipients to current club members
- Identify ways to recognize scholarship recipients locally.
- Discuss/carry out ways to fundraise for the club scholarship fund
- *Please note that individual clubs should not be selecting the scholarship recipient(s). Alumni Club scholarship recipients are selected by the Office of Academic Scholarships or the Office of Financial Aid.*

ACTIVITIES COMMITTEE

- Arrange a program for every club meeting or activity where a program is desired. This committee coordinates with the alumni association when requesting a speaker from the university.
- This also involves more alumni in leadership roles, therefore, developing new club officers.
- Reference “How To...” Section in this handbook for specific steps to take in planning events.

STUDENT RECRUITMENT COMMITTEE

- Make arrangements for appearances at College Fairs, UK Preview Nights, Book Awards, and Student Send-off events as opportunities become available in the club area.
- Act as the club liaison officer with all club student recruitment activities.
- Train local alumni that participate in the Alumni Student Recruitment program.
- Represent the university at college days/nights at selected schools if no one from the university is able to attend.
- Work with the club to plan a send-off event for those students who enroll from the club area.

TEMPORARY COMMITTEES

The president may find it necessary from time to time to appoint certain temporary committees to provide for activities not assigned to the standing committee, i.e., nominating committee prior to the annual meeting; special events; money making projects to support a club scholarship; golf committee to organize golf outing, etc.

EXPLANATION OF SERVICES PROVIDED BY UK ALUMNI ASSOCIATION

The following is a list of services the UK Alumni Association will provide for your club meetings and events:

- 1. MAILINGS** — Clubs will be given an annual amount allotted for alumni club mailings (allotted 3 annual mailings, budget permitting). It is up to the club to determine if the event warrants a mailer. The club is then responsible for its invite request, and the Alumni Association will review and approve the request. Mailers are typically sent to members only, at the third class rate. However, if a club wishes to mail to nonmembers or first class and the funds are available the club can do this. Keep in mind that roughly 20% of alumni are members, so mailing to nonmembers will be significantly more expensive. Similarly, the cost of first class postage is \$0.49 opposed to approximately \$0.18 for third class postage, which will also be significantly more expensive. Please note that all nonmember mailings must be combined with solicitation for membership. Please contact Jill Smith if you have a question about your funding balance.
- 2. ALUMNI LIST** — The Alumni Association can provide a list of members and nonmembers in a club area upon request. It is the responsibility of the club president to maintain confidentiality of the list. **Under no circumstances are alumni lists to be used for commercial purposes.**
- 3. PROGRAM SPEAKERS** — The Alumni Association will provide campus speakers for at least one club function per year at no cost to the club (unless charter air transportation is required). Speaker requests should be made at least 10 weeks in advance. If your club is hosting an academic speaker, the association is willing to help with the cost per person as long as budgeted funds remain. Please contact Jill Smith if your club is interested in this service.
- 4. ITEMS FOR CLUB EVENTS** — Nametags, stickers, membership applications, pens, etc. will be provided by the Alumni Association if requested by the club.
- 5. BROADCAST EMAIL** — Clubs may send one broadcast email per event. Please send all details for your event to the responsible staff person at the association.
- 6. WEB CALENDAR POSTING** — The alumni association web page features an events calendar. Club activities can be posted there with a brief description of each event. Events can also contain registrations for a convenient way to collect admission fees and to keep an accurate attendee count. Please remember to use this service!
- 7. ADVICE AND COUNSEL** — The Alumni Association staff is more than happy to talk over your plans and ideas. They are a great resource for ideas from other clubs and other alumni associations.

CLUB FINANCIAL INFORMATION

Clubs are expected to be self-supporting. As a result, the club needs to open a club bank account.

To open a club bank account, the bank will need a federal ID number (your club **may not** use the UK Alumni Association's ID number). A club can obtain that number by completing IRS form SS-4. The IRS will then issue a federal ID that can be given to the bank. The SS-4 is available through major post offices, courthouses, and the IRS (<http://www.irs.gov/formspubs/>). Please note that obtaining this number has no effect on the club's tax status. If you have questions about whether or not your club should file a tax return, please consult an accountant or tax professional.

The UK Alumni Association is a 501(c) 3 non-profit, tax-exempt organization, although the UKAA does pay tax on income from activities that are unrelated to its tax-exempt status. *Local alumni clubs are not tax-exempt by virtue of having a relationship with the association or the university.* If a club encounters a sponsorship situation in which the sponsor is seeking tax deductibility, the sponsor should contact the association directly and the staff will work with the sponsor to get them the appropriate paperwork that is necessary. It's important that sponsors call the association directly to make these arrangements since the clubs are not tax exempt. Although it is not suggested by the UK Alumni Association, if a club wishes to apply for recognition of exemption from federal income tax they will need to file Form 1024 with the IRS. Your club will most likely fall within Internal Revenue Code Section 501(c)7 - Social and Recreation Clubs. Donations to exempt social and recreation clubs are not deductible as charitable contributions on the donor's federal income tax returns. *Club members need to make checks payable directly to the UK Alumni Association in order to claim a tax deduction. Scholarship checks should be made payable to the University of Kentucky.*

Your club maintains a relationship with the UK Alumni Association. As such, the club's financial information must be kept accurate and up-to-date, as our auditors could request your club's financial statement. In order to do this, a check register or ledger book is highly recommended. It should be kept by year with a copy of the financial report to the association at the end of the fiscal year.

Be diligent with annual financial reporting. The UK Alumni Association strongly encourages clubs to establish a policy for handling club funds and accounting procedures. At least one member of a club's leadership team other than the treasurer must be authorized to sign checks (typically the club president).

MEMBERSHIP INFORMATION

MEMBERSHIP DUES

Each club is allotted one membership campaign annually. Please let Jill know if your club is interested in a membership campaign and they will work in coordination with the Associate Director for Membership to process.

Membership in a local alumni club is automatic if a person is a member of the UK Alumni Association.

Membership in your club is open to any graduate, former student, or friend of UK. Anyone who has earned 12 semester hours of academic credit at either UK or any of the community colleges (community college alumni prior to 2002) is considered an alumnus/a. Membership is also open to parents of students currently attending the university.

The University of Kentucky has many friends who did not attend UK but who are vitally interested in helping maintain its high academic standing and service to the Commonwealth. Your association offers membership to these non-alumni at the same fees offered to alumni. "Associate Members" may not be elected to or vote for the Alumni Board of Directors but enjoy many of the other great benefits available to alumni members.

The UK Alumni Association dues are structured as follows:

Annual Single Student/Recent Graduate*	\$25.00
Annual Joint Student/Recent Graduate*	\$35.00
Annual Single	\$45.00
Annual Joint	\$55.00
<i>Auto Renewal option available for Single and Joint Annual memberships</i>	
Single Recent Graduate Three-year Pre-paid	\$60.00
Joint Recent Graduate Three-year Pre-paid	\$90.00
Single Three-year Pre-paid	\$120.00
Joint Three-year Pre-paid	\$150.00
Life Single (one payment)	\$850.00
Life Joint (one payment)	\$950.00
Life Single (in 6 annual payments of \$166.66)	\$1,000.00
Life Joint (in 6 annual payments of \$183.33)	\$1,100.00

* Recent graduate applies to graduates who received their first degree from UK within the last five years. Dues are subject to change.

MEMBERSHIP BENEFITS OVERVIEW

(visit www.ukalumni.net/benefits for a full list)

- Subscription to **Kentucky Alumni magazine**
- Annual 12-month UK wall calendar (upon request)
- Annual personalized UK mailing labels
- **Discounts** at area and national businesses
- Personalized UK Alumni Association **membership card**
- Access to the **online UK alumni community**
- Eligibility to join the **UK Credit Union**
- Access to valuable **career services**
- Opportunity to join **Spindletop Hall**
- Invitations to participate in **alumni travel**
- Eligibility for office and service on the **UK Alumni Association Board of Directors** (alumni only)
- **Announcements** of special alumni activities in your area
- Automatic membership in your local **Alumni Club**
- **Pride** in knowing that your dues help support:
 1. Student Scholarships
 2. Legacy Tuition Program
 3. Alumni Service Awards
 4. Great Teacher Awards
 5. Events for Students and Alumni
 6. Alumni Student Recruitment Program
 7. *Wildcat Connection* Newsletter
 8. Upkeep of Alumni Records

MEMBERSHIP PROGRAMS AND SERVICES

The following list is a sample of the many programs and services offered by the University of Kentucky Alumni Association:

ALUMNI RECORDS

The UK Alumni Association is the university's official record keeper. Accurate records are important to both alumni and the University of Kentucky. Every five years the association produces a directory of all UK alumni. Members are able to use the services of the association to keep contact with classmates and friends. Your assistance is constantly needed in keeping your mailing and email addresses current and in informing the association of marriage, change of employment, etc. *It is important if you receive updates from any of your club members that you pass them along to our records staff.*

HOMECOMING AND CLASS REUNIONS

Homecoming weekend is a great time to come home whether you are rediscovering your best college memories or searching for a college or university for your teenager to attend. A number of activities are planned, including the Golden Wildcat Society/50th anniversary reunion, class reunions, and an all-university tent party at Commonwealth Stadium prior to the football game. Homecoming is a fun time for all students - past, present, and future!

STUDENT SCHOLARSHIPS

A scholarship program totaling more than \$250,000 in awards annually is sponsored by the association to assist selected students each year with their educational expenses. The scholarship funds are generated from endowment accounts, the general association budget, the Annual Giving Fund, silent auctions, and alumni club contributions.

ALUMNI SERVICE AWARDS

The UK Alumni Association recognizes outstanding service to the university by sponsoring several service awards and assisting in other honors. Alumni Service Awards are presented up to four dedicated alumni volunteers for their service annually. In addition, the Joe Burch award, which recognizes outstanding young alumni, is also presented annually.

GREAT TEACHER AWARDS

In an effort to encourage and reward excellence in instruction, the association annually recognizes six outstanding UK professors for their excellence in the classroom and motivational work with students. Nominated by current UK students, each teacher selected receives a \$3,000 award.

HALL OF DISTINGUISHED ALUMNI

Every five years a few outstanding alumni are inducted into the prestigious University Hall of Distinguished Alumni for their personal and professional accomplishments.

COLLEGE AFFILIATES AND CONSTITUENT GROUP SUPPORT

Affiliate college alumni associations with separate membership programs are encouraged to work in concert with the UK Alumni Association through the UK Alumni Affairs Council. Constituent groups include Lyman T. Johnson African American Alumni, Young Alumni, Band Alumni, Robinson Scholars, DanceBlue alumni, professional groups within companies and sorority or fraternity groups.

UNIVERSITY AFFILIATED CREDIT CARD

Call 1-800-269-ALUM(2586) for more information.

Alumni and friends of UK can obtain a branded university affiliated credit card. Show your Kentucky pride everywhere you shop and travel. Each time you use the university branded credit card the UK Alumni Association receives a royalty contribution.

For a complete list of UK Alumni Association Member benefits and programs, please visit www.ukalumni.net/benefits.

“HOW TO...” GUIDE

Although organizing and maintaining a club may seem overwhelming at first, the following “How To...” Guide outlines major responsibilities of each UK Alumni Club and can be a helpful reference. Please refer to this section and the UK Alumni Association website for more ideas. Be creative and adaptive, as event popularity can vary from region to region.

BENCHMARKING

Benchmarking can be a great way to get ideas about events that might work well in your club area. The University of Kentucky benchmark institutions and the 13 other Southeastern Conference institutions are listed below. Club leaders are encouraged to take a look at the club activities happening within these alumni associations.

UK Benchmark Institutions:

Michigan State University
Ohio State University
University of Arizona
University of California – Davis
University of Florida
University of Iowa
University of Michigan – Ann Arbor
University of Minnesota – Twin Cities
University of Missouri – Columbia
University of North Carolina at Chapel Hill
University of Wisconsin - Madison

Southeastern Conference Institutions:

University of Alabama
University of Arkansas
Auburn University
University of Florida
University of Georgia
Louisiana State University
University of Mississippi
Mississippi State University
University of Missouri
University of South Carolina
University of Tennessee
Texas A&M University
Vanderbilt University

HOW TO MAINTAIN AND GROW CURRENT CLUB

HOW TO MAINTAIN AND GROW CURRENT CLUB

Here are a few tips that have proven to be helpful for established alumni clubs:

1. Conduct regular meetings of the officers (at least quarterly). Make sure each officer has a clear understanding of his/her role and encourage attendance at Club Leadership Training.
2. Create a diverse activities schedule and include at least one annual event, ideally planned and announced to the members early in the year.
3. Utilize the special talents and abilities of the alumni and friends in your club. Be creative and remember that what works for one club might not work for another.
4. Evaluate each event promptly. Identify reasons for success or lack of success. Report these to the UK Alumni Association so that they may help you improve your events.
5. Assist the university with student recruitment in your area (student send-offs, college fairs, preview nights, etc).
6. Regularly advise the UK Alumni Association of changes of alumni in your area.
7. Keep your club financially sound.
8. Support the club project series and consider a local scholarship or endowment fund.
9. Recognize and reward those who do a good job.
10. Promote membership at all club events and ensure that all officers are members.

HOW TO ELECT NEW OFFICERS

- Prior to election, determine how long of a term officers should serve, usually one or two year terms.
- Define each officer's role and outline their specific duties.
- Publicize that you are looking for new officers.
- Take nominations, and make sure the candidate accepts the nomination. **Remember, all officers must be a regular, dues paying member of the UK Alumni Association.**
- Follow your by-laws to elect new officers.
- Contact the UK Alumni Association with new officer names and contact information as soon as they are elected to ensure the alumni association is contacting the correct person for each club.

Note: Only UK alumni (those who have completed 12 or more UK credit hours) are eligible to hold office (president, president-elect, secretary, treasurer) within the local club (refer to Association bylaws—Article I, Section 2; Article X, Section 2).

HOW TO HOST A SUCCESSFUL EVENT

As you read through this handbook, remember not every event idea will work in every community. Plan events that are unique to where you live. Know your audience and plan your events accordingly. Offer a wide variety of events and activities that will satisfy the greatest number of people.

A majority of the work it takes to host an event is done *before* the actual event date. The more you plan and prepare, the easier the event will be and the more you will be able to enjoy it!

Here are a few tips to ensure a successful event:

- Clearly define the purpose of your event. Make sure every aspect satisfies, in some way, the event's purpose.
- Define goals and objectives – what do you want this event to accomplish? (i.e. friend-raising, service, membership)
- Determine the number of people you will invite and the number of people you expect to attend. Determine the appropriate pricing for members and nonmembers.
- Plan a budget based on the expected number of people.
- Select a location/facility that is convenient and friendly to the type of event you are planning.
- Make a game plan – outline all parts of the event, from budget to promotion to follow-up.
- Get help! Develop needed committees and assign roles.
- Select a theme for the event (remember your purpose); select décor, food, and entertainment that work with the theme.
- Determine an agenda (minute-by -minute) for the event.
- Consider the follow-up after the event (cleanup, thank-you notes, billing/budget process, etc.)
- Talk to other people who have planned similar events. Ask the event planners what worked and what didn't!

As you visualize the event, think about all that needs to be completed to make sure the event goes the way you imagine!

A FEW EXTRA TIPS

On Décor...

- Plan early and make sure you have plenty of supplies to avoid last minute panic!
- Ask a volunteer with a background in art to arrange flowers or other décor for you (thus avoiding a vendor fee).
- Choose decorations that you can reuse again (such as silk flowers, UK banners, pom-poms, candle holders, vases, baskets, etc.).
- Save ribbon and bows given by florists —iron them and reuse!

On Keeping Guests Happy...

- When serving food, always have vegetarian options available (or if seafood, have an alternative for people allergic to seafood).
- Find out what your special guest likes – such as if he/she is allergic to peanut butter or his/her favorite drink is Sprite.
- Never serve alcohol at an event where minors are a majority of the guests.
- Make sure there is adequate seating and that everything is handicap accessible.

On Avoiding Mishaps...

- Keep a list of contact numbers with you – the florist, the caterer, facility security and maintenance, club president, local emergency numbers, national office phone numbers, etc.
- Have an “emergency” kit handy – include a notepad, corkscrew, bottle opener, scissors, cash, keys to everything, cell phone, etc.
- Know where the first aid kit is on site and where the emergency exits are located.

On Selecting a Location...

- Pay attention to the distance alumni will have to travel to get to the event – select a central location.
- Choose a location where all alumni feel welcome.
- Make sure there is plenty of space for the event and that resources are available – if you need a presentation screen, look at locations that can accommodate such needs, etc.
- Make sure there is ample parking. If not, provide transportation or maps from a nearby area with sufficient parking.
- Pay close attention to weather if hosting an event outside—Will it be cold? Is there usually rain or snow during this time of year? Etc.

Much of the success of the event will depend on the mood, talent, and enthusiasm exhibited by the club leadership. Events should always be fun and welcoming!

HOW TO PLAN A SPECIFIC EVENT

Don't worry – you don't have to have a degree in hospitality management to make your event a success! The following pages discuss a variety of different events and give suggestions on how to plan each one. These examples are not an exhaustive list, just a starting point. Be creative!

CONDUCT AN ALUMNI MEETING

The following outline is suggested as an example. It is impossible to include all situations for all types of meetings that alumni clubs will hold during the year.

Planning an alumni meeting

- The chairperson should call a meeting of the activities committee and other individuals involved at a convenient location no less than *ten weeks prior* to date of the actual alumni meeting for an informal discussion.
- Plan and delegate the responsibilities to specific individuals. A time, date, and place for the alumni meeting should also be determined at this meeting.
- Committees should execute the following specific duties when necessary:

EVENT CHAIRPERSON & ACTIVITIES COMMITTEE - This group will arrange the program with the cooperation of the alumni association and in coordination with the business meeting to be conducted by the president. They will see that the program moves smoothly and that the program is well defined as to time and order of events.

PUBLICITY - Request a flyer or postcard from the alumni association *eight weeks in advance* of the meeting, and utilize other available means of publicity to spread the word about your event. During the meeting, provide for a photographer when necessary. Provide the local press with an announcement before the meeting and a write-up of the meeting the following day. It is always a good idea to base your story around the newly elected officers, when applicable. Clippings of all publicity materials should be sent to the alumni association for the permanent club file.

MEMBERSHIP - This committee will coordinate the reservations for a dinner and provide for a telephone campaign to follow-up the written announcements. Also, invite certain dignitaries and area state legislators, students being recruited by the UK Admissions Office, merit scholars, and the press and radio as guests, *if applicable*.

DECORATION – This temporary committee will provide the decorations and be responsible for arranging the menu if a dinner meeting is to be held. In the event that refreshments are to be served only, such arrangements will be provided by this committee.

HOSTS AND HOSTESSES - Provide alumni club hospitality by acquainting the alumni with each other. Welcome the speaker and any special guest, and make sure they know where they are going and how the program is going to run. Introduce the speaker to informal groups of alumni and, in general, keep the meeting rolling from start to finish.

A program sequence and time schedule should be drawn-up and followed during the meeting. Knowing what you are going to do prevents confusion and disorganization. Beware of a meeting that lasts too long!

For every meeting there should be a social period or reception, limited to 30-45 minutes. Keep the hosts and hostesses committee in operation to guarantee everyone feels welcome and comfortable. Allow one host for each ten guests.

Sample agenda for a dinner

- Welcome – Emcee
- Dinner
- Introduction of guest - Emcee
- Introduction of Speaker – Introducer
- Speech
- Announcement
- Adjournment

**This is just an example. Sections may be added or deleted depending upon event type.*

At the event

1. A head table is rarely required. However, if you insist on having one the following is a recommended guideline.
2. The club president, honored guest, featured speaker and anyone with a substantial part to play in the program should be seated at the head table and the guest speaker should be seated next to the podium.
3. If a meal is served, the head table should be served first, so as to allow the speakers time to finish eating before the program begins.
4. Spouses may also be seated at the head table, space permitting.
5. In the event that an honored guest is also seated at the head table, take into consideration his/her reason for being there. If they are to accept an award, seat them as close to the podium as possible.
6. If new officers have been elected, be sure to recognize them at the event. This allows alumni in the area to know who their officers are.
7. See that everyone registers. The secretary is to forward these registrations to the UK Alumni Association for checking with the alumni record files. Be sure to collect name, address, phone number and email address.



PLAN A SERVICE DAY ACTIVITY

Clubs are encouraged to participate in community service activities throughout the year, as it is a great way for alumni clubs to make a positive contribution to their local community. As part of the University of Kentucky's "Cats for a Cause" National Service Week held each fall, each alumni club is responsible for planning a service activity to participate in during this specified week. Visit www.ukalumni.net/service for more information.

Many potential service projects exist and can make a tremendous impact. Refer to the National Service Week Online Handbook that clearly outlines the steps needed to plan a service day activity, as well as provides useful resources and helpful tips.



GATHER FOR WATCH PARTIES/HAPPY HOURS

All alumni club members have at least one thing in common—a passion for the University of Kentucky. Gathering together to watch various Wildcat sporting events or for a monthly happy hour can be fun, easy, and inexpensive! Consider even inviting other SEC schools to join you!

Planning a watch party or happy hour

- Find a location such as a family-friendly sports bar or restaurant in your city and make sure they will show the game for free on their television. Using the same location for multiple watch parties can draw a regular crowd and avoid confusion.
- Depending on the number of alumni expected to attend, some locations may even provide a private room for your party.
- Your club may join with rival team's area alumni club to make a more lively and competitive atmosphere.
- Ask each guest to be responsible for ordering their own food and drink at the restaurant, and the event will be held at no cost to the alumni club.

If you have a good turn out, you can even start a monthly Happy Hour for alumni to gather more often. Try to coordinate drink or food specials with the owners, and specify a date each month for alums to meet at the local bar or restaurant of your choice!

Publicity

- As with all events, make sure local area alumni are aware of the event.
- Ask the bar or restaurant to advertise your event in their facility.
- Utilize the club website, broadcast emails, blog postings and other ways of communicating.

The alumni association asks that clubs try to send just one game watch broadcast per season due to the volume of clubs/games. However, if your club is doing a special event in conjunction with a watch party, we will be happy to work with you.

At the Event

- Remind everyone to wear their UK gear!
- Make everyone feel welcome and remind them of the next game time so that they can attend the next watch party as well.



UK
UNIVERSITY OF
KENTUCKY
Alumni Association

GREATER ATLANTA
UK Alumni Club

19th
Annual

**BASKETBALL
PREVIEW**
— featuring —
Larry Conley

Sunday, November 2, 2014
4:00 p.m.
T.J.'s Sports Bar
2880 Holcomb Bridge Road
Alpharetta, GA 30202

ORGANIZE A BUS TRIP

Everyone enjoys watching UK games, but they are always better in person! Gather a group together to travel to games for a day of tailgating and sports watching. Ask your club members about interest prior to planning this event to gauge interest.

Planning a Bus Trip

- Based on the number of game tickets available to each club, determine the number of buses needed. Plan on two unoccupied seats for set-ups.
- Make sure that the bus line selected has buses equipped with a restroom, and ask the bus line to provide drivers who are familiar with route to the event.
- Initial contact with bus line should be made at least *eight weeks prior* to the event.
- Select bus line based on the most competitive bid. Make sure that you have a copy of the written contract. Thoroughly read the contract to check that it contains no hidden clauses penalizing the club. Agree on the length of time that the buses will be chartered, taking into consideration all factors such as length of the game, distance to and from the game, and traffic.
- Notify guests of your departure time—allow ample time in your schedule for such things as traffic and late arrivals. If you need to leave at 9:15 a.m., publish your departure as 9:00 a.m.
- Mail bus tickets to all passengers riding the bus.

Budget

- To determine the price to charge for the bus ride, use the following formula:
$$\frac{(\text{total charge for each bus} + \text{set-ups} + \text{tip for drivers})}{\text{number of passengers}} + \text{game ticket} + \text{desired profit}$$
- When arriving at the number of passengers, assume that only 90% of the seats will be sold and that two additional seats will be used for set-ups.
- For example, if the bus line charges \$470.00, set-ups are \$50.00, and bus driver tip is \$20.00, then total cost per bus would be \$540. Assuming a 44 passenger bus, subtract 4 passengers for the set-up seats and 4 seats for 10% vacancy, then the bus cost would be \$15.00 per passenger. Total cost of the package would then be \$15.00 for the bus price plus the cost of the game ticket and amount of desired profit.

At the Event

- Appoint a bus captain responsible for passengers on their bus and for making sure that:
 1. A sign signifying UK Alumni Club is in the bus window.
 2. Coolers, ice, and set-ups are put on the bus.
 3. Only passengers with bus tickets board the bus.
- Do not let people get off the bus before it is officially parked. This lets all passengers know exactly where the bus is located, and allows the bus to leave promptly after the game.
- Announce to all passengers that the bus will leave at a predetermined number of minutes after the game is over (i.e. the bus will leave 30 minutes after the game ends).

Note: Be sure to check with the bus company on its liability and beverage policy before serving beverages on the trip.

ORGANIZE A BASEBALL OUTING

For clubs with local baseball teams, gather area alumni together to enjoy America's favorite pastime.

Planning a Baseball Outing

- Contact your local ballpark and ask about any upcoming promotions or party decks available to your club.
- Get details regarding availability, pricing, and food.
- If party decks are not available, set up blankets on the lawn or reserve regular admission tickets for your group.
- Book a convenient date with the ballpark and reserve an estimated number of tickets, if necessary.
- As alumni register for the event, mail them their tickets and let them know when and where to meet. You may also choose to put them at will call at the stadium to be picked up as they arrive.

Publicity

- Utilize event mailings, broadcast emails, your club's website and social networking outlets to publicize the game.
- Provide a link or contact person for guests to R.S.V.P. if there are a limited number of spots available.

At the Event

- Display UK blue and white or give directions as to your location to make it easy for guests to identify your group.



The flyer features a black and white photograph of a baseball glove and a baseball. Below the image, the text reads "UK Tampa Bay Day at the Rays". The flyer is divided into sections for team logos, event details, and registration information.

UK Tampa Bay Day
at the Rays

RAYS vs. Sox

UK alumni in the Tampa Bay area: Rays Up! Cheer on the hometown Tampa Bay Rays with fellow alumni and friends as they take on the Chicago White Sox at Tropicana Field. Don't miss an unforgettable evening that includes a seat in the Lower Level and a commemorative Rays hat. Let's show Tampa Bay our Wildcat spirit!

REGISTER ONLINE
www.ukalumni.net/rays

REGISTER BY MAIL
Mail a check made payable to UK Tampa Bay Alumni Club and send to: 6515 Central Avenue, St. Petersburg, FL 33710

WHAT
UK Tampa Bay Day at the Rays
Rays vs. White Sox

WHEN
Saturday, June 13, 2015
4:10 p.m.

WHERE
Tropicana Field
1 Tropicana Drive
St. Petersburg, FL 33710

COST
\$38

CONTACT
Josh Shocklee
shocklee99@yahoo.com

HOST A DERBY PARTY

When the Syracuse-Central New York UK Alumni Club organized a Kentucky Derby Party in 1962, it began a tradition carried on throughout the United States at cities populated by UK alumni.

Since that first party at Syracuse Country Club, Kentucky Derby celebrations have become annual events. Here are helpful guidelines for holding these parties. They may be adapted to fit a themed party to celebrate your special occasion.

Important Note: Because a majority of our clubs host Derby Parties, the UK Alumni Association will email deadlines for event details in January. Event details are usually due by the end of February. Please make every effort to plan your event before these deadlines.

Planning a Derby Party

- Select a committee responsible for planning the Derby Party. Elect a chairperson who will oversee the entire production.
- Decide on a theme for the event. (i.e. a 1920's Derby party, a Red Carpet Derby Party, Dress as your Favorite Jockey, Favorite Derby Recipe contest, etc.)
- Select a location for the event and make sure it is accessible to your audience. Is it a central location? Does it have adequate television access? Will food need to be catered?
- Determine a budget. Decide on member and non-member prices based on your budget.
- Divide responsibilities amongst committee members. Responsibilities could include:
 - Décor & facilities management
 - Catering & Food
 - Soliciting donations / door prizes / silent auction
 - Publicity & Invitations
- Plan an agenda for the event. When will food be served? When will the silent auction end? Will there be drawings for horses? Etc.

Timeline

- JANUARY** Hold a planning meeting
Choose a location, book & sign contract
Choose a caterer
- FEBRUARY** Send invitation information to the Alumni Association
Begin to solicit for door prizes / giveaways
- MARCH** Have invitations mailed
Finalize all planning – décor, food, donations, etc.
- APRIL** Follow-up on invitations
Publicity, publicity, publicity!
Finalize all donated prizes & giveaways
- MAY** Have a great event!
Follow-up with thank-you notes, report to Alumni Association, etc.

Publicity

- Send press releases to area newspapers, local interest columns, community newspapers, radio and television stations, and other media such as company publications. Follow up to discuss the event.
- Contacts with newspaper food editors often will lead to pictures, recipes, and a Derby article.
- See if any of these publications have calendars where you may list your event – usually for free!
- Reporters are usually quite interested in tasting a real mint julep, and they often respond by describing the occasion, so invite them to your event – and treat them as a VIP.

At the Event

- To keep prices low, the sale of souvenir glasses and raffle tickets is a great way to make money. Glasses can be purchased on the internet from a variety of places including www.atasteofkentucky.com and www.kentuckyderby.com.
- A copy of the official Derby Program may be printed from the official Kentucky Derby Web Site (www.kentuckyderby.com) a few days before the race.
- Offering an opportunity for those in attendance to place a bet on the race is a great way to make your party more fun and enjoyable. In addition, your club can make a small amount of money by holding out some of the winning pay-offs. You'll receive information on how to operate a pool in April. Please keep in mind that individuals are making a "donation" on which they may receive a return rather than placing a bet.



HOST A DAY AT THE RACES

Kentucky is known for its horses. Plan a Day at the Races and remind UK Alumni of their many college days spent out at Keeneland.

Planning a Day at the Races

- Contact your local or nearby horse track and inquire about group rates or outings and the cost for tickets, food, and racing programs. Use these prices to set the cost of each guest ticket.
- If possible, considering budget and expected number of guests, reserve box seats or a dining room.
- As guests register, mail them their ticket and notify them of time and place to meet.
- Be sure to outline appropriate dress for all guests, especially if there are specific dress codes for dining rooms or box seating areas.
- It may be more practical to host a tailgate and enter with general admission tickets.
- Provide refreshments and food if tailgating, and clearly direct guests to your location.
- If you do not have a track in your city but are within close distance to one, you may consider organizing a bus trip, as previously outlined.

Publicity

- As with any event, you must let people know about it. Use common methods such as event mailings, broadcast emails, and the club's website.
- Provide a contact person as well as a link to register for the event so that you will know how many guests to expect and how many tickets to order or reserve.

At the Event

- Make sure everyone feels comfortable. Introduce guests and possibly provide name tags to make sure they all know each other.
- Provide racing programs and any helpful betting tips.

COORDINATE A SPEED NETWORKING EVENT

UK Alumni are making a difference all over the world. Hosting a networking event allows business and community leaders from your area a chance to get to know each other and share their business expertise with fellow alums.

Planning a Speed Networking Event

- Select an appropriate date and time convenient for working adults to attend.
- Choose a suitable location with ample space available for guests to comfortably move around and socialize.
- Decide if you are going to provide refreshments or light appetizers, if appropriate. Organize a caterer or develop a plan to provide these accommodations.
- Contact Caroline Francis or Kelly Allgeier at the UK Stuckert Career Center for advice and additional brochures or information. Depending on your location, they may be willing to come and assist you with the event.
- Caroline Francis: cfrancis@uky.edu or 859-257-9323. Kelly Allgeier: kelly.allgeier@uky.edu.
- Communicate to guests that they should bring plenty of business cards to exchange with others, and that business attire is appropriate for this event.

Publicity

- Use common communication methods to advertise your networking event.
- In the invitation, stress the advantages of attending, including:
 1. It provides an opportunity to meet local UK alumni.
 2. The event is great for those in the job market or seeking professional opportunities, including seeking business relationships or searching for potential employees.

At the Event

- Although a professional tone is appropriate, make sure guests feel comfortable. A host committee should be organized to encourage mingling and relax guests.
- Guests should exchange business cards and contact information, as desired.
- Make sure everyone registers. Gather business cards and forward updated contact information to the UK Alumni Association.



WILDCAT TO WILDCAT
Virtual Networking

REGISTER NOW!

AN HOUR OF VIRTUAL NETWORKING? YES, PLEASE!
JUNE 5, 2015 | 12:00 - 1:00 P.M.

Join UK alumni from a variety of industries for a FREE networking event with an accelerated twist! Wildcat to Wildcat Virtual Networking is a new and fresh way to make valuable connections through brief conversations in a speed networking format. The convenient format allows you to participate from anywhere you have internet access - your home, office, or local library. Grow your network and get on the fast track to success!

1	2	3	4
Register	Attend	Chat	Follow Up
Create your account and fill out the event registration form	On June 5, login and join the live session from anywhere	You will be matched for one-on-one timed chats	All connections are saved so you can easily follow up

HOST A GOLF OUTING

Golf outings attract a crowd to socialize in a relaxed setting. This is a great way to enjoy a nice day outside and gather with friends.

Planning a Golf Outing

- Elect a chairperson to oversee the entire operation and not take on specific duties —he or she will be busy enough!
- Appoint one or more committee members to organize these specific duties:

HOLE SPONSOR - Solicits businesses to sponsor a hole in exchange for a small advertisement on the tee. Best to have signs printed or painted that can be used year after year. Not only is it cheaper in the long run but it can be a big money maker year after year.

AWARDS & DOOR PRIZES - Ask local businesses for low cost items that can be used for door prizes. Award golfers for longest driver, lowest gross, and net, etc. Consult and support local pro shop and use the pro's advice.

FORMAT & TEE TIMES - Format of 80 to 100 players with a shotgun start is best. A lunch before and after dinner can easily be arranged. If you expect more than 100 players, then you should go to staggered tee times. With this format, it is best if you use reserved times and collect the money in advance.

DINNER - Encourage spouses to attend (also children if it is to be an informal cookout). Also, encourage area members to attend even if they do not play golf. See if you can get a speaker to add to the attraction. Consider hosting a silent auction during this time.

- When selecting a date, make sure it is not on or close to other local events or golf outings that could detract from attendance. Could it be held in conjunction with other local or civic events or other golf outings?
 1. Mid-May to early July usually works well. Have your event before other groups usually have their golf outings. Also consider shortly after Labor Day to mid-October.
 2. Select a day of the week that is slow for business to accommodate your guests (i.e. doctors, lawyers, bankers, etc.). Or check an early start time – where people can return to work after golfing.
- Check well in advance (*6 months or more*) for golf and dinner availability. Golf clubs usually fill quickly with golf outings.
- Be prepared for bad weather. Will you move the date or cancel the event? What is the golf club's policy on inclement weather?
- *Rely on your golf contact for advice.* The contact has done it before and this is what he or she is getting paid to do. You may also consider buying some awards and prizes from the shop—this will help with the relationship.
- Remember, golf tournaments usually attract a wide range of ages and abilities. Be prepared to accept all ability ranges – consider other types of golf outings, such as night golf or scrambles.
- Help speed up play by hiring a couple of kids to be spotters on holes that slow play down because of lost balls.
- Make sure all golfers register before the event! Be friendly and invite them to the dinner/cookout afterwards.

Budget

- Find out if the golf course will give you a discount on green fees and cart rentals.
- How much will the meal, publicity and decorations cost?
- How much profit do you want to make?
- How much do other golf outings charge to play—are you too high or low and why?

Publicity

- Mail flyers to all local members and post at local golf courses and businesses.
- Make use of public service announcements. Use the Alumni Association to assist you with this.
- Broadcast emails, online registration and mailing invitations to members work well for golf outings.

At the Event

- Give a brief welcome before the event starts – make sure to explain the rules and how everyone is to keep score.
- Give the golfers a gift bag – tees, visor, golf towel, etc. that have UK's logo on them.

NKY/GREATER CINCINNATI UK ALUMNI CLUB

GOLF SCRAMBLE

Monday, July 20, 2015 at Summit Hills Country Club,
located at 236 Dudley Road in Crestview Hills, KY.
Registration 9:00 a.m. | Shotgun Start 10:00 a.m.

• • • • •
Registration includes golf, continental breakfast, grill lunch, two
drink tickets on the course and admission to the Big Blue Follow
Through Party. Register by July 8 for the early bird registration
price of \$140 per person, or after July 8 for \$160 per person.
• • • • •

Sponsorships are available. [Click here for more information.](#)

REGISTER NOW!
www.ukalumni.net/nkygolfscramble2015

HOST A STUDENT SEND-OFF

Student send-offs are an annual event hosted by a local club. They are meant to introduce the new UK students and transfer students to other students in their area, answer any last minute questions they may have, and give them support before they head to UK.

Keep in mind, most of these students just graduated high school and are usually timid about what being an alumnus/a means and what the UK system is like.

Planning a Student Send-Off

- Student send-offs can be held in different forms. Some successful types of student send-offs include:
 1. Held in conjunction with annual picnics
 2. Hosted after school one afternoon or evening
 3. As a dinner, reception, ice cream or hors d'oeuvre social
- Most student send-offs are held in late July or early August, right before the students go off to college. Consider the following when choosing a date and time:
- Sorority recruitment is the week before all other students move in. Avoid this time.
- Students can be a captive audience if held after school in May. However, parents may not be able to make an event held right after school, and some students may not be certain they will be attending UK at this time.
- June and early July is a difficult time because of summer vacations.
- Remember, student send-offs are to celebrate the new students at UK—keep that in mind when planning your agenda. Young alumni are usually really good to involve in planning this event because they just recently graduated and can give advice as to what they were feeling when they first went to school. Some clubs also choose to invite returning students from their hometown.
- The UK Alumni Association will send representatives from UK to each student send-off when possible. Make sure to let the association know *two months in advance* as to when and where the send-off will take place.
- Consider gifts for the parents, such as “UK MOM/DAD” buttons. Order them through the bookstore.

Publicity

- Attendance is usually better when follow-up phone calls to the students are made to make sure the students know they are welcome and the event is to celebrate them.
- Let the students know they may bring a friend—it may make them feel more comfortable.

At the Event

- Wear UK blue & white!
- Introduce the other current students or young alumni in the audience so that incoming students can ask them questions.
- Give the students a small gift (ask the Alumni Association).
- If there are enough guests in attendance, split the parents and students at some point —new students can sometimes be hesitant about asking questions in front of their parents, and this gives young alumni the opportunity to address their concerns.
- Don't forget to promote the UK Alumni Association and your club.
- Make students aware of the welcome events planned for the first week of school (i.e. K Week, Student Center Spectacular, FUSION, Big Blue U, etc.).



HOW TO PUBLICIZE AN EVENT

The Alumni Association can assist you with the following publicity tools for each event:

- Broadcast Emails
- Event Mailings
- Calendar posting on website
- Online registration for events
- Press releases

Each of these publicity tools should be used in conjunction with one another and should have a similar look.

The Alumni Association has a full-time graphics designer who will design a professional publicity piece for the local clubs.

Broadcast Emails

The Alumni Association keeps a record of alumni email addresses and can send broadcast emails to your club members, announcing an event. Broadcast emails will be sent from an Alumni Association email address and bad email addresses will be returned to the Alumni Association, in order to correct the problem in the database. Our broadcast emails are designed to get through spam filters and come with the official UK logo. Broadcast emails are a free service; they should be used as a supplement to mailings. Remember, broadcast emails will not reach every alumnus/a, just those whose email addresses are on file and current. To update email addresses in our database, send name and email address to Jill.

To send broadcast emails, send all of the details for your event to the appropriate staff person. Be sure to include the date, time, location, cost, description, R.S.V.P. deadline, who to call for more information, etc. The association staff will process the club's request and send to the club contact for approval before distributing to the club area.

Event Mailings

The alumni association mails third class because it is considerably less expensive than first class postage. However, to take advantage of the third class savings, the club must be well-organized and plan events well in advance of the event date.

Eight weeks prior to an event, the club president or program committee chair should notify the alumni association of the event that is planned and of all the details that need to go into the event announcement. The information needed for the announcement includes:

- Date
- Time
- Location—including address and/or directions
- Cost per person and what cost includes
- Deadline for reservations
- Where reservations are to be sent
- Name of speaker or subject of program (requested 10 weeks in advance)
- Who to call for more information
- Proper attire for event

Once the information for the invitation is received by the association, it is created and the invite is printed. After the invite is printed, it is sent to a mail center for addressing, postage, and delivery to the U.S. Post Office. Once at the Post Office, it can take anywhere from ten days to three weeks for the mailing to reach its final destination. This gives just enough time for alumni to respond to the invite and for the club to make final plans based on the number of responses.

Providing the Alumni Association with meeting information less than eight weeks from the event date can result in the club needing to send the invitation first class (\$0.44 as compared to \$0.13) or having some alumni not receive the invite in time to attend the event. In certain cases, when the association believes there is inadequate time to mail and receive responses, we will discourage holding an event on the specified date. Late notice reflects poorly both on the local club and the alumni association.

TYPICAL MAILING SCHEDULE

10 weeks before event	Speaker request made to association
8 weeks before event	Event invitation information submitted
6 weeks before event	Event invite created by association and sent to printer
5 weeks before event	Event invite returned from printer and mailed
4 weeks before event	Event invite received by alumnus/a

Calendar Posting on Website

The UKAA creates and maintains the alumni events calendar and club web pages. It is the responsibility of the club officers to let the association know of upcoming events. While web sites can be an efficient way to communicate information, it is important to keep the content fresh and informative. Outdated web pages can cause confusion and may discourage potential members. Hosting the web page is free of charge to the clubs.

Online Registration for Events

Online registration is available for all alumni events. The registration page can be customized according to the needs of each specific event. Online registration provides a simple way to handle R.S.V.P.'s for events. Credit cards and checks can be processed for event registrations and charging a fee. We can also handle registrations when no money is involved.

The event contact will receive an updated list of attendees as registrations are received. Once registration is complete, the association will send the club a check for all the money received through registrations.

Press Releases

Using local media coverage can be an effective way to let area alumni know about your event. When writing a press release, follow these general guidelines:

- Respect deadlines for all press releases.
- Give the most important information at the beginning and limit the copy to 1 page in length.
- Include the 5 W's: *Who* is participating? *What* will they be doing? *When* and *Where* will it happen? *Why* are they doing the activity? *Why* is the community interested?
- Be brief. Use short paragraphs and short sentences.
- Date the release and include a contact name and phone number.
- Send or deliver press release to the editor, unless otherwise specified.

The UK Alumni Association is also available for assistance if you choose not to write your own press release. Contact Jill to request a release.

HOW TO ESTABLISH A SCHOLARSHIP

UK Alumni Clubs are encouraged to support students at the university through the creation of locally sponsored scholarship awards.

The award process can be accomplished two different ways. The club can raise money on a yearly basis and award a scholarship from those funds, or a formal scholarship endowment can be written allowing the university to administer the club's scholarship and funds. The latter method allows continuity and standardization of scholarship management regardless of leadership changes at the club level. The endowment approach also frees the club from the necessity of yearly fundraising to support their award.

FUNDRAISING

- The club may raise funds for its scholarship program by any combination of the following methods:
- Donations
- Collections at club activities or meetings
- Increase ticket costs by \$1-5 per event
- Activities such as golf tournaments, raffles, dinners, etc.
- Surcharge on athletic tickets
- Contributions by alumni and friends of the university to the University Fellows program or other giving programs with the scholarship fund identified as the beneficiary
- Matching agreement with an employer or other corporation
- \$100 gift to scholarship fund for priority on basketball tickets. Sometimes called a "Century Fund."

METHODS OF ADMINISTRATION

University

Clubs can raise money at the local level and forward the funds to the Alumni Association to support a scholarship. These funds are held in a non-interest bearing account until the scholarship recipient is chosen. The scholarship recipients are selected by the University.

Clubs can establish an endowed scholarship once \$25,000 in funds has been raised. The Alumni Association and Office of Development will work with the alumni club to submit a formal endowment agreement establishing criteria for the award and the university's management of the fund. The spending distribution on the endowment is used to award the club scholarship for the academic year. The principal amount remains the same if no additional funds are added. As the club or club members send in funds, the principal will grow, thus generating more interest.

Tax deductible donations must be made payable to the University of Kentucky and designated as a scholarship gift. Checks made payable to local clubs are not tax deductible.

ACCOUNTS

There are two options for the deposit of scholarship funds:

1. Donated funds can be deposited into an assigned UK non-interest bearing account with an award made from the existing balance.* In this instance, the club surrenders the control of the scholarship to the university for management and recipient selection.
2. The club can work toward funding an endowed fund through depositing money into an assigned UK non-interest bearing account until the goal of \$25,000 is reached.* At that time, an interest bearing account would be assigned with the proceeds of that account used to fund a scholarship(s) according to the provisions in the endowment agreement. The club has the option of awarding scholarships out of their non-interest bearing account while working to reach the endowment amount.

***NOTE:** All checks should be made out the University of Kentucky and mailed to the UK Alumni Association at 400 Rose St., King Alumni House, Lexington, KY 40506-0119. This will ensure that the deposits are assigned the proper account number and club credits. The club name and intent of the gift should be written on the memo line of the check.

MANAGEMENT OF ENDOWED SCHOLARSHIPS

Once funds are deposited into a UK interest bearing account, the university assumes management of the account in accordance with their policy for endowed funds.

Although the clubs may recommend students from their geographic area for their awards, the final selection of the student will be made either by the Office of Student Financial Aid, in the event of a need-based award or by the Academic Scholarship Office for merit-based awards. These offices will notify the club president when the final selection is made and manage the disbursement of funds to the student's UK account. All selections will be made based on the criteria that the club has established in their endowment agreement. The club is encouraged to continue to promote their scholarship to local schools and recruit students to apply to UK for the club's award.

It is necessary that clubs notify the Alumni Association whether or not an award will be given and the amount of the award before March 1 every year. This gives the UK offices time to select students prior to the end of the school year, and in turn, allows the local club to present their award at high school awards night or other award venue.

AWARD SELECTION CRITERIA

The following is a list of selection criteria that should be considered when setting up the guidelines for a scholarship award:

1. Geographic region or county that the student should represent
2. Preference for the recipient to be an incoming freshman, continuing student at UK, or a graduate student (any or all)
3. Minimum academic grade point average and/or ACT score
4. Yearly award or sporadic as decided by club
5. Amount of the award (can be decided annually)
6. Eligibility of student to receive the award more than one time (renewable vs. nonrenewable)
7. Use of the award for tuition only and/or for other expenses (i.e. books, room and board, etc.)
8. Award in the fall only, spring only, or ½ fall and ½ spring semesters
9. Financial need as a selection requirement

Please call Sara-Elizabeth Bush, (859) 257-8700, or saraelizabeth.bush@uky.edu for more information about how to establish a scholarship account or with questions about your club's current endowment/scholarship agreement.

HOW TO ESTABLISH AN ENDOWMENT FUND

To establish an endowment fund, a club must have a minimum of \$25,000 to put towards the scholarship account. Once this money is raised, the club can request that an endowment account be created. The club will need to establish the criteria for their recipient (i.e. incoming freshman, returning student, renewable, nonrenewable, etc.) and indicate specifications on the endowment agreement. Once the club has finalized, please return to the alumni association and we will work with the Office of Development to get the endowment established. The agreement will be circulated for signatures by several university administrators as well as the club president.

Clubs can work toward funding a scholarship endowment by raising money and forwarding it through the UK Alumni Association into an account assigned by the UK Development Office. Once the account reaches \$25,000, a formal endowment agreement is written that outlines both the club's specific award criteria and the university's management of the fund.

Establishing an endowment fund allows continuity and standardization of scholarship management regardless of leadership changes at the club level. The endowment approach also frees the club from the necessity of yearly fundraising to support their award.

MANAGEMENT OF ENDOWED SCHOLARSHIPS

Once funds are deposited into a UK endowment account, the university assumes management of the account in accordance with their policy for endowed funds.

Although the clubs may recommend students from their geographic area for their awards, the final selection of the student will be made either by the Office of Student Financial Aid (need-based awards) or by the Academic Scholarship Office (merit-based awards). These offices will notify the club president when the final selection is made and manage the disbursement of funds to the student's UK account. All selections will be made based on the criteria that the club has established in their endowment agreement. The club is encouraged to continue to promote their scholarship to local schools and recruit students to apply to UK for the club's award.

Please call Sara-Elizabeth Bush, (859) 257-8700, or saraelizabeth.bush@uky.edu for more information about how to reestablish a scholarship account or with questions about your club's current endowment/scholarship agreement.

Sample Scholarship Endowment Agreement:

The following is the standard university format that the UK Alumni Association will fill out to establish scholarship endowment agreements. Clubs are not responsible for filling out this agreement.

SCHOLARSHIP/ENDOWMENT AGREEMENT (TEMPLATE)

THIS AGREEMENT made and entered into this the ____ day of _____, 20__, by and between _____ (Name of Donor and Address) hereinafter referred to as "Donor," and the UNIVERSITY OF KENTUCKY, Lexington, Kentucky 40506, hereinafter referred to as the "University."

WITNESSETH:

WHEREAS, the Donor desires to establish an endowed Scholarship Fund at the University of Kentucky, in memory/honor of _____, and WHEREAS, the University agrees to receive and administer said Fund in accordance with the wishes of the Donor; NOW, THEREFORE, in consideration of the foregoing and the terms and conditions hereinafter set forth, the Donor and the University do hereby mutually agree as follows:

- (1) The Fund shall be known as the _____.
- (2) The principal of said Fund shall consist of \$_____, which may be added to later by the Donor or others. This principal shall be invested by the University and the income therefrom used annually to provide one or more Scholarships in an amount determined by the _____ herein named, consistent with the endowment spending policy of the University.

Total return of the Fund's investments shall be distributed in accordance with the endowment spending policy approved annually by the Board of Trustees. The total return generated by the Fund in excess of the amount allocated for said _____ shall be added to the principal of said Fund. The Fund shall be invested by the University in accordance with its policy for the investment of endowed Funds and may be assessed an annual fee for development purposes not to exceed 1% of the endowed Fund.

- (3) The Recipient(s) of the Scholarship(s) shall be selected by a Scholarship Committee appointed by _____.
- (4) The Scholarship(s) shall be awarded to students who:
 - (A) _____;
 - (B) _____;
 - (C) _____; and
 - (D) _____.
- (5) The University shall, upon request, advise the Donor of the name(s) of the Recipient(s) each year.
- (6) This document may be duplicated through photocopying, microfilming, or other means. Any such copy shall have the same force and effect of this original document.
- (7) The Donor and the University expressly agree that this Scholarship is gratuitous in nature, and that the Donor is under no legal duty to make further additions to the above-mentioned Fund.
- (8) It is the desire of the Donor that this fund should benefit the University in perpetuity. If for some reason all or part of the total return from the Fund cannot be usefully applied to the purposes stated herein, then it will be expended for another use to be designated by the Board of Trustees in consultation with the Dean of the appropriate college, department chairperson, or program administrative officer in order to most nearly carry out the desire of the Donor.

WITNESS the signatures of the parties hereto this the ____ day _____, 20__.

DONOR

RECOMMENDED FOR APPROVAL BY: UNIVERSITY OF KENUCKY

Dean and/or Department Chair

By: _____
Eli Capilouto, President

Controller and Treasurer

Examined for Form and Legality
Office of Legal Counsel
University of Kentucky

By: _____
R. Bruce Lankford
Attorney at Law



HOW TO DISTRIBUTE ATHLETIC TICKETS

Tickets to athletic events are available through the alumni association. The association is allotted a block of tickets for each of the home football games in Lexington, and tickets are sold in blocks to clubs with priority based on the club's reported activity. A football ticket request form will be provided to the club in the spring. Additionally, tickets are usually available to away football games and can be purchased in blocks through the association.

Basketball tickets are also available. If you are interested in purchasing a block of tickets to basketball games for your club, you need to send the basketball ticket request to the person listed on the form. Request forms will be available in late summer.

All persons receiving tickets must be current members of the UK Alumni Association.

UK ALUMNI ASSOCIATION TICKET DISTRIBUTION SYSTEM FOR CLUBS

The Local Clubs will:

- Request tickets through the UK Alumni Association by specified date and select a volunteer to manage the ticket distribution.
- Contact the Alumni Association to coordinate the distribution of ticket offers to members.
- Decide how many tickets from their allotment they are going to hold for raffles, give-a-ways and officers (plan needs to be approved by the alumni association).
- Receive the ticket requests from their members and fill the orders based on a random drawing. (Clubs may establish their own policy that rewards officers, Century Fund donors, etc.)
- Use the self-addressed, stamped envelope provided by the member to either mail tickets to the member or to return the check if they were not selected.
- Record the section, row, and seat number for each recipient for your records.

The UK Alumni Association will:

- Inform the Club Development Committee of allocation.
- Inform the local club of their total ticket allocation after they receive all the requests.
- Send ticket offers notice to the members in the local club's area offering the opportunity to request tickets through the local club (by email only).

Members will:

- Send their ticket request along with payment and a self-addressed stamped envelope to the designated club volunteer

FORMS

CLUB EVENT LOG

The club event log is kept by the Alumni Association staff throughout the fiscal year. It can be found online at www.ukalumni.net under the clubs & groups icon. The categories included are: membership campaign, student recruitment, scholarship, alumni engagement and athletics/diversity/community service. All events appearing on the comprehensive alumni events calendar will be included on the club event log. Club representatives are encouraged to check the log throughout the year and make sure the Alumni Association is current on all the club events. Each club's listing on the club event log will be used for club awards judging and basketball ticket allocation.

FINANCIAL REPORT

Each club is required to send a financial report at the end of each fiscal year. Financial reports can be mailed, emailed or faxed to Jill Smith.

Mail: 109 King Alumni House, Lexington, KY 40506-0119

Email: jhsmith@uky.edu

Fax: 859-257-3957

OFFICER REPORTS

As officers change, please send an updated officer report to the Alumni Association. Be sure to include email addresses for each officer since much of the communication sent comes by email. Officer reports can be mailed, emailed or faxed to Jill Smith.

Mail: 109 King Alumni House, Lexington, KY 40506-0119

Email: jhsmith@uky.edu

Fax: 859-257-3957

ACTIVITY REPORTS

Club representatives are encouraged to fill out activity reports at the end of every event. Activity reports can be found at www.ukalumni.net under the clubs & groups icon. The submitted information will be included on the club event log and placed in the club file.

BY-LAWS/CONSTITUTIONS

If the club makes revisions to the by-laws or constitution, please send the most recent copy to: Jill Smith, 109 King Alumni House, Lexington, KY 40506-0119. If the club is new and needs sample by-laws or constitution, please email Jill Smith at jhsmith@uky.edu.

CLUB ACTIVITY PLANS AND SPEAKER REQUESTS

You are encouraged to set tentative dates and submit your university speaker requests for activities as soon as possible. Please complete and return the form on-line at www.ukalumni.net to assist you and the alumni association in planning for your club activities during the year.

The following time schedule should be kept in mind when planning an activity.

10 weeks prior to activity	Speaker requested
8 weeks prior to activity	Announcement copy to alumni association
6 weeks prior to activity	Announcement created and sent to printer
5 weeks prior to activity	Returned from printer and mailed
4 weeks prior to activity	Announcement Received
1 week prior to activity	Reservation Deadline

The third class bulk mail rate is around \$0.18 per piece. The price per piece varies based on the number of pieces being mailed. Mailings that do not meet the above schedule will be sent first class at a usual rate of \$0.49—the club will be billed for the difference if the printing/postage budget does not allow.

To make a speaker request, email Jill Smith at jhsmith@uky.edu or call (859) 257-8906.

SAMPLE CLUB BY-LAWS

_____ UK ALUMNI CLUB OF THE UNIVERSITY OF KENTUCKY ALUMNI ASSOCIATION

I. NAME

The name of this organization shall be the _____ *UK Alumni Club of the University of Kentucky Alumni Association*.

II. MEETINGS

The organization shall hold an annual meeting in the summer or fall of each year.

III. DIRECTORS

A. This organization shall be governed by a Board of Directors consisting of not less than seven members, of which the presence of at least one-half shall constitute a quorum. Five of this number shall come from the duly elected officers, one shall be the past president, and the remainders are to be elected from the membership.

B. Directors shall be elected at the annual meeting of the organization by those members present or by mailed ballot. Any vacancy thereafter may be filled by a vote of a majority of the Board of Directors (Directors cannot serve more than two consecutive terms).

C. Directors must be active members or associate members of the University of Kentucky Alumni Association.

D. Members of the _____ UK Alumni Club who are serving as members of the University of Kentucky Alumni Association Board of Directors will serve as ex-officio directors of the Club.

IV. OFFICERS

A. The officers of the organization shall consist of a president, president-elect, secretary, treasurer, and young alumni president. They shall be elected for a two-year term by the entire membership of the organization. Officers must be active regular members of the University of Kentucky Alumni Association. The president-elect shall automatically become president of the organization for the succeeding term.

V. DUTIES OF OFFICERS

- A. The president shall preside at all meetings of the organization and perform such other duties as may be attendant to said office or as may be imposed upon him by the Board of Directors/steering committee of the organization.
- B. The president-elect shall perform all the duties of the president in case of his absence or disability. In such cases where both the president and president-elect are absent, the directors may appoint a president pro tempore
- C. The secretary shall keep minutes of all proceedings and make proper records thereof.
- D. The treasurer shall receive and be in charge of all money and property of the organization and keep proper account thereof and shall turn over to his or her successor all records, property, and money of the organization.
- E. The Young Alumni president shall preside at and organize all meetings of the Young Alumni.
- F. Each said officer shall automatically serve as a member of the organization’s Board of Directors for his or her term of office.

VI. ELECTION OF DIRECTORS AND OFFICERS

Directors and officers of the organization shall be chosen at the annual meeting from a ballot containing at least one nominee for each open director position and each office. Nominations shall also be accepted from the membership. A nominating committee consisting of at least three members of the organization shall prepare a list of nominees for those positions and submit it to the president prior to the annual meeting.

VII. FISCAL YEAR

The fiscal year of this organization shall be from July 1 to June 30.

VIII. AMENDMENTS

These by-laws may be amended by a majority vote of the membership or by a two-thirds vote of the directors and with the consent of the University of Kentucky Alumni Association.

SAMPLE CONSTITUTION

_____ CLUB OF
THE UNIVERSITY OF KENTUCKY NATIONAL ALUMNI ASSOCIATION

ARTICLE-NAME

The name of this organization is the _____ University of Kentucky Alumni Club.

ARTICLE II—PURPOSE

The purposes of this club are to promote the best interests and welfare of the University of Kentucky; to fully acquaint the membership of the club with the progress and needs of their alma mater; to assist in interpreting the University, its work and its services to the people of the _____ area and the Commonwealth of Kentucky; and to encourage loyalty to the university and closer bonds of fellowship among its alumni.

ARTICLE III—MEMBERSHIP

Section 1 The membership in the club shall consist of those persons who are members or associate members of the University of Kentucky Alumni Association and **who reside in** _____ **counties.**

Section 2 The by-laws of the club may provide for other classes of membership in the club.

ARTICLE IV—GOVERNMENT

A. *Steering Committee*

The affairs and business of the club shall be conducted by a Board of Directors. The number of persons on the Board of Directors, their tenure of office and the method of their election or appointment shall be provided by the by-laws of the club.

B. *Officers*

The officers of the club shall consist of a president, president-elect, secretary and treasurer. They shall be elected by the membership for a two-year term. **Officers cannot serve consecutive terms in the same office.**

ARTICLE V—MEETINGS

There shall be an annual meeting of the members of the club and regular or special meetings of the Board of Directors. The times and places for said meetings shall be set by the president.

ARTICLE VI—AMENDMENTS

This Constitution may be amended at any annual or special meeting of the club by a majority of two-thirds of the members present and voting. A notice of said amendment will be publicized at least ten days prior to said meeting.

NAME OF CLUB: _____

CLUB RANKING SYSTEM

Documents (Due by May 31):

- Officer List (10 pts) _____
- Financial Report (10 pts) _____
- Current By-laws (10 pts) _____

MEMBERSHIP CAMPAIGN

*By phone, social media, broadcast email, membership drive at event, etc.
1st activity = 10 pts; additional activities = 5 pts
Activities:*

ALUMNI ENGAGEMENT

*Derby Party, Golf Outing, Dinner Meeting, Holiday Party, etc.
1st activity = 10 pts; additional activities = 5 pts
Activities:*

SCHOLARSHIP

*Contribution(s), award(s), solicitation(s)
First \$500 = 10 points; each additional \$1,000 = 5 pts for small clubs (fewer than 500 members); 5 pts for each additional \$3,000 for large clubs (500 or more members)
Activities:*

STUDENT RECRUITMENT

*Send-off, college fairs, Preview Night, book awards
1st activity = 10 pts; additional activities = 5 pts
Book awards = credit per each 5 awards presented; College fairs = credit per each 3 fairs worked
Activities:*

ATHLETIC/DIVERSITY/SERVICE



CLUB SPEAKER COMPENSATION POLICY

Game Watch Parties, Cats for a Cause, Dance Blue Letter Writing, Cultural Event
1st activity = 10 pts; additional activities = 5 pts.

Credit for just one football and one basketball game watch party will be given.

Activities:

OTHER:

Alumni Club Leadership Attendee (20 pts possible – 10 pts for any attendee, 10 pts for first time attendee) _____

Note: not required to be eligible for tickets but attendance does help toward overall points total for club ranking.

TOTAL POINTS = _____

OVERALL RANK = _____

CLUB SPEAKER COMPENSATION POLICY

The policy of the University of Kentucky Alumni Association regarding compensation for club speakers is as follows:

1. University Students and Employees – staff, faculty, and coaches – should not be offered payment for services. It is acceptable to offer a gift, in lieu of payment. Remember to treat speakers equally. Be careful not to over-reward one speaker with gifts to the neglect of other speakers present. Staff members of the UK Alumni Association do not need to be offered gifts.
2. The Alumni Association will pay the commercial travel expenses related to university speakers arranged by the association for one meeting a year. If charter travel is required the club will be responsible for the difference in commercial and chartered expenses. However, club must receive prior approval to compensate for travel expenses.
3. Non-employee speakers may be compensated if the club feels it is appropriate. These fees, determined by the speaker, normally should not exceed \$300-\$500. Please keep in mind fuel prices and the distance the speaker is traveling to speak to the club.

Clubs should follow the policy set forth by the alumni association by scheduling any university representative through the alumni association. Expenses related to any speakers not scheduled through the alumni association will be the sole responsibility of the club.

GENERAL LIABILITY INSURANCE COVERAGE POLICY

The University of Kentucky Alumni Association maintains a comprehensive commercial package/general liability insurance program. Our policy specifically:

- a. excludes coverage for any separately incorporated alumni club or legal entity. Separately incorporated alumni clubs must carry their own insurance.
- b. notes the coverage is for a non-profit educational association.
- c. extends coverage to include “members” while acting as volunteer workers on behalf of the UK Alumni Association in accordance with our policies and standards (except members of groups that are separately incorporated).

This assurance should satisfy our alumni club leaders (if dues-paying members of the association) and any vendors or facilities our local alumni clubs may use that our policy covers while carrying out local alumni club activities on the Association’s behalf. All alumni club leaders and participants involved in alumni club events are encouraged to maintain their membership in the UK Alumni Association to enjoy the coverage that the Association’s policy extends to members “as volunteer workers”. It is important to note that alumni club leaders’ actions and activities must be in compliance with the Association’s policies.

LIQUOR LIABILITY INSURANCE COVERAGE POLICY

LIQUOR LIABILITY INSURANCE COVERAGE POLICY

The University of Kentucky Alumni Association maintains liquor liability insurance coverage for its employees, officers and directors. However, our policy specifically includes coverage for any alumni club and its “members” while acting as volunteer workers on behalf of the UK Alumni Association as long as a third party vendor is serving the alcohol.

Alumni clubs are encouraged to carry their own liquor liability insurance if at any time alcoholic beverages are served as described in #2 below.

The UK Alumni Association recognizes that alcoholic beverages may be served at alumni club events from time to time.

1. Alcoholic beverages should only be served:

- in a manner that is consistent with all local, state, and federal laws and regulations
- by a hired, qualified third party alcohol server
- as part of an event that includes food service and non-alcoholic beverage service

2. Alcoholic beverages should not be served:

- in a manner that promotes the service of the alcoholic beverages as “free” or “without cost” or “self-service” style or by any other uncontrolled means
- at programs designed to attract current or prospective students who may be under 21 years old
- to minors or anyone who is intoxicated
- by any volunteer or staff person representing the association

The association’s policy is not intended to replace any individual alumni club leaders’ personal liability insurance coverage. All alumni club leaders are encouraged to consult with their own insurance agent regarding their personal insurance needs.

UK ALUMNI ASSOCIATION STAFF DIRECTORY

TOLL FREE: 800-269-2586 (800-269-ALUM)

WEB ADDRESS: WWW.UKALUMNI.NET

NAME	ROLE AT ASSOCIATION	PHONE (859)	EMAIL
Allgeier, Kelly	Alumni Career Counselor		kelly.allgeier@uky.edu
Bain, Brenda	Data Entry Operator	257-1032	bbain@email.uky.edu
Brumfield, Linda	Dues Processor	257-7165	lbrumfi@email.uky.edu
Bush, Sara-Elizabeth	Program Coordinator	257-8700	saraelizabeth.bush@uky.edu
Culp, Nancy	Administrative Assistant/Event Coordinator	257-7162	nculp@email.uky.edu
Elam, Kelli	Assoc. Director, Communications/Membership	257-7164	klelam2@email.uky.edu
Francis, Caroline	Alumni Career Counselor	257-2746	cfrancis@uky.edu
Hayes, Leslie	Membership/Marketing Coordinator	257-3705	ldmac100@email.uky.edu
Hinkel, Kelly	Clubs/Programs Assistant	257-7161	kelly.hinkel@uky.edu
Hoagland, John	Associate Director – Information Services	257-8950	jwhoag00@email.uky.edu
Horn, Diana	Accountant	257-7163	diana.horn@uky.edu
Jones, Emory	Program Coordinator	257-3569	emory.jones@uky.edu
Kalim, Albert	Webmaster	257-5433	akali2@uky.edu
Key, Stan	Executive Director	257-8907	srkey@email.uky.edu
Maher, Katie	Accounting/House	257-1421	kma224@uky.edu
Morgan, Randall	IT Tech Support	323-3853	rmorgan@email.uky.edu
Morris, Hal	Publication Production Assistant	257-1499	harold.morris@uky.edu
Murphy, Katie	Membership Specialist	257-8905	katie.murphy@uky.edu
Perry, Linda	<i>Kentucky Alumni</i> Magazine/Managing Editor	257-1478	lperry@email.uky.edu
Ritchie, Ashley	Marketing & Communication Specialist	257-4439	ashley.ritchie@uky.edu
Simpson, Darlene	Data Entry Operator	257-8800	dsimpso@email.uky.edu
Smith, Jill	Assoc. Director, Clubs/Programs	257-8906	jhsmith@uky.edu
White, Frances	Data Entry Operator	323-1041	fwhite@email.uky.edu
Fax	Programming Office (Room 110)	257-3957	
Fax	Director's Office (Room 125)	323-1063	