

Nevada Alumni Association  
**Chapter Manual**

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# Historical Overview

The University of Nevada Alumni Association chapter system was created in 1967 and has since developed to be an organized and active group of alumni and friends who promote the university throughout the state and nationally.

The activities of the chapters provide opportunities for alumni to socialize, exchange career information, create scholarships, keep up-to-date on campus and association happenings, and stay connected to the University of Nevada.

The purpose of chapters is to act as charitable, social, and educational organizations in furtherance of the University of Nevada to develop closer fellowship among the alumni and friends of the university in designated geographic regions, special interest areas and/or specific colleges. The chapters act as ambassadors for the university and association by increasing the university's visibility.

This manual is designed to help you in your role as a chapter leader. Use your creative insight and imagination to adapt the ideas and information in this manual to suit your area and its alumni population.



# Alumni Council

The Alumni Council acts as the governing body of the Nevada Alumni Association.

The Council's make up includes:

## **Alumni Council Officers**

President

President-Elect/Treasurer

Past-President

Vice President for Chapter Outreach

Vice President for Community Outreach

Vice President for Membership and Marketing

Vice President for Student Involvement.

## **Representatives at-Large**

A total of twenty (20) members represent the alumni at large.

## **The President of the Associated Students of the University of Nevada**

The current ASUN President serves as a voting member of the Council.

The current GSA President serves as a voting member of the Council.

## **Ex-Officio Members**

Chairman of the Board of Trustees of the University of Nevada, Reno Foundation

Athletic Director of the University of Nevada



# Mission Statements

## **Nevada Alumni Association**

To foster and cultivate a common bond of pride, affinity and connectivity among alumni, students, prospective students and friends of the University of Nevada through quality programs, services, and events.

## **Division of Development and Alumni Relations**

Promote and enhance the purposes, goals, and objectives of the University of Nevada by raising funds and support through the development of relationships and friends.

## **University of Nevada, Reno**

The University of Nevada, Reno is a constitutionally established, land-grant university. The university served the state of Nevada as its only state-supported institution of higher education for almost 75 years. In that historical role, it has emerged as a doctoral granting university, which focuses its resources on doing a select number of things well. The University offers a wide range of undergraduate and graduate programs, including selected doctoral and professional studies, which emphasize those programs and activities which best serve the needs of the state, region, and nation. By fostering creative and scholarly activity, it encourages and supports faculty research and the application of that research to state and national problems.



# Division of Development & Alumni Relations

The division of Development and Alumni Relations is home to several departments which collaborate to raise friends and funds for the university. Below is a list of the different departments and their purposes:

**Office of Alumni Relations** – The Office of Alumni Relations carries out the mission of the Nevada Alumni Association through event planning, programming, chapter management and conducting any other business of the association.

**University Events** – This office is focused on producing fundraising events. The team manages events for the Office of the President, Development Officers and acts as event consultants for various other departments throughout campus.

**Financial Services and Records** – This team is responsible for the accounting of all gifts made to the University, event deposits, the division budget, the alumni and friends database, scholarships, technology and donor relations.

**Annual Giving** – The Annual Giving Office administers telemarketing campaigns for all schools and colleges on campus. The team also organizes the various Annual Fund campaign initiatives.

**Office of the Vice President**—The Vice President for Development and Alumni Relations at the university supports the Foundation's operation and is the central fundraising organization for all academic and public service programs. Development and Alumni Relations offers consultation and assistance to colleges, schools, and departments with fund raising goals.



# Defining Alumni Chapters

A chapter is a group of alumni and/or friends with a set of bylaws and officers to guide the group's activities and meetings. Chapters are encouraged to have at least two events each year and establish an endowed scholarship.

## **What are the purposes of a chapter?**

Chapters have four main purposes:

- 1) To continue the connection and/or reconnect alumni and friends to the university,
- 2) To act as ambassadors of the University of Nevada and support the university's mission,
- 3) Raise scholarship money for incoming and/or current students,
- 4) To provide support and service to the university by serving on committees and acting as vehicles for ideas and opinions between alumni and the university.

## **Who may join an alumni chapter?**

Membership is determined by each group. In general, membership is open to anyone who has attended the University of Nevada for a minimum of six credit hours within one semester, whether a graduate or non-graduate. You may also wish to invite friends of the university. This group may include parents of current or past students, former faculty or staff members, or merely loyal friends of the university. In all cases, spouses or significant others of alumni or friends are invited to attend as well.

Membership is never restricted to members of the University of Nevada Alumni Association. In other words, an alumni chapter is inclusive rather than exclusive. As long as the person has a genuine interest in the university, it is to your chapter's advantage to include the individual in all activities.



# Benefits Provided to Chapters

Chapters receive the following support from the Nevada Alumni Association:

## **Alumni Team Liaison**

Each Chapter is assigned an Alumni Team Liaison from the Nevada Alumni Association to help with event planning and keep the Chapter informed of upcoming Alumni Association activities and current Association policies.

## **University Database**

Through the Alumni Team Liaison, Chapters have access to the main university database, which provides them with the most up-to-date alumni information and the ability to reach the most alumni possible.

## **Financial Assistance**

Chapters can request financial assistance from the Nevada Alumni Association to aid with upcoming Chapter events, mailings, giveaways, etc.

## **Targeted Correspondence**

Chapters can send direct mail and emails through the Nevada Alumni Association. Chapters can target alumni in a variety of ways – by department or college, geographic region, Chapter membership, etc. – allowing Chapters to promote events and send Chapter news to a more tailored audience.

## **Chapter Webpage**

Each Chapter is provided with its own webpage, which is hosted free of charge by the Alumni Association. Chapters have the ability to update the page as often as they'd like, and content can include photos, event information, membership offers, etc.



# Benefits Provided to Chapters

## (cont'd)

### **Additional Publicity**

Chapters receive space to run updates in the Alumni Association section of the *Nevada Silver & Blue* magazine, which has a readership of 70,000. Chapter events are also promoted on the University of Nevada and Alumni Association websites via the University Events Calendar.

### **Leadership Opportunities**

Chapter presidents are invited to Alumni Council meetings, which provide the opportunity to brainstorm and share ideas with other Chapters.

### **Chapter Membership Promotion**

Chapter membership information is included on the Alumni Association's membership registration website and printed membership brochure.

### **Simplified Events**

The Nevada Alumni Association can coordinate online event registration and payment, which streamlines the RSVP process.

### **Tax Benefits**

Chapters can fundraise and file taxes under the 501(C)3 umbrella of the University of Nevada, Reno Foundation. Some Chapters use this opportunity to raise money for annual or endowed scholarships for University of Nevada students.



# Chapter Categories

## **Geographic Chapters**

Geographic chapters play a vital role in the success of the university. These groups serve as regional representatives for the university. They help alumni stay connected to the university while living in different regions throughout the nation.

## **College Chapters**

These chapters are formed by alumni from specific colleges within the university.

## **Heritage Chapters**

These chapters have a base of membership that shares common traditions, customs or cultural history.

## **Special Interest Chapters**

These groups are similar to the Heritage chapters in that they are based on a specific group of alumni and friends that share a common interest.



# Active Chapters

Alumni Band  
Alumni College  
Asian American Pacific Islander Alumni Chapter  
Black Alumni Chapter  
Center for Student Cultural Diversity Alumni Chapter  
Cheer & Dance Alumni Chapter  
College of Business Alumni Association (COBAA)  
Dental Alumni Chapter  
Fallon Alumni Chapter  
Honors Program Alumni Chapter  
International Alumni Chapter  
Native American Alumni Chapter  
Nevada Football Alumni Chapter  
Nevada Greek Alumni Chapter  
Nile Valley Alumni Chapter  
Northeastern Nevada Alumni Chapter  
Orvis School of Nursing Alumni Chapter  
Reynolds School Alumni Chapter  
Rugby Alumni Chapter  
Sacramento Alumni Chapter  
School of Medicine Alumni Chapter  
Southern California Alumni Chapter  
Southern Nevada Alumni Chapter  
University Studies Abroad Consortium Alumni Chapter  
Washington, D.C. Alumni Chapter  
Young Alumni Chapter



# Sample Events

## **Athletic Events**

- Professional football, basketball, baseball or hockey games tickets
- Tailgate parties at university football, baseball, basketball games
- Away-game parties
- Rooter buses

## **Community Service Activities**

- Food drives
- Clothing drives
- Volunteer opportunities

## **Cultural Events**

- Concerts
- Theatrical performances
- Museum exhibits

## **Mystery and Holiday Dinners**

- Bus trips to restaurants
- Winter holiday meals

## **Scholarship Fundraisers**

- Dinners
- Golf tournaments

## **Socials**

- Cocktail parties or happy hours
- Appetizer or dessert receptions
- Potluck dinners

## **Summer Send-offs for Nevada**

### **Freshman**

- Barbecue in honor of incoming students from your area

## **Miscellaneous**

- Wine and/or beer tastings
- Volunteer for Nevada Alumni Assoc. events
- Service on association committees
- Faculty or athletic speaker receptions
- Student mentoring
- Career networking



# Chapter Membership

## Contacting Your Members

The Foundation is charged with the responsibility to maintain complete and accurate records of all University donors and alumni. This information is kept strictly confidential. As a result, the Nevada Alumni Association is unable to provide chapters with contact information for their members.

Contacting members in this way not only keeps alumni information confidential, but also provides benefits to the chapters. The Foundation mails the alumni magazine quarterly and targeting mailings in between, so our mailing addresses are kept as up-to-date as possible.

We can also slice and dice our database in many different ways, depending on how you'd like to contact people. For example, you can contact everyone who was in a specific fraternity or graduated within the last ten years or was a Journalism grad. That also means you can contact anyone who meets all of many different criteria (ie: Greek + young alumnus + Journalism grad).

We are happy to assist you with contacting your chapter members. **Please contact your Alumni Team Liaison at least one week prior to an email blast and two weeks prior to a mailing.** Your chapter must have funds available in your account to cover the cost of a mailing.

## Obtaining a Membership List

The Nevada Alumni Association can provide a list of active chapter members upon your request. **Please request your membership list through your Alumni Team Liaison, and allow one week for processing.**

## Membership Renewals (for dues-paying chapters)

The Nevada Alumni Association can assist your chapter with sending membership renewals via email. Please contact your Alumni Team Liaison for details.



# Chapter Banking

## Chapter Bank Accounts

To function under the Nevada Alumni Association's 501(c)3, Board of Regents policy dictates that chapters are required to keep their accounts with the University of Nevada Foundation. Your Alumni Team Liaison will assist with opening the account and walk you through the process. Chapter representatives have access to their funds and are responsible for keeping their account positive.

Chapters are required to keep their accounts with the University Foundation for a variety of reasons. Each chapter operates under the Alumni Association Inc.'s 501(c) 3 or tax-exempt status. For this reason, groups must keep their money under the auspices of the Association. The benefits of keeping your account with the Foundation include exemption from filing chapter taxes at the end of each fiscal year, bank statements do not have to be provided and kept track of, the Nevada Alumni Association balances each account on a monthly basis, and chapters with Foundation Accounts are eligible for a university purchase card.

## Accepting Payments

When accepting payment for chapter events or donations, checks should be made payable to the University of Nevada Foundation.

All funds received must be deposited with the Nevada Alumni Association, located in Morrill Hall Room 101, or with the Foundation accounting office, located in the Mackay Science Building Room 127. **Receipts in excess of \$500 must be deposited within 24 hours of receipt. Lesser amounts must be deposited within 72 hours of receipt.**

If your chapter is located outside of the Reno-Sparks area, you have the option of making a deposit at Wells Fargo. Please contact your Alumni Team Liaison for account details. **Note: You must notify the Nevada Alumni Association of your deposit and mail or scan and email a copy of your receipt within 72 hours of your deposit.**



# Purchasing Cards

Credit cards, otherwise known as purchasing cards, are available to chapters with Foundation accounts. Each chapter president and/or treasurer will go through a training session with their Alumni Team Liaison to gain better understanding of the purchasing process with the credit card.

The purchasing card can be used to purchase food and/or supplies for an event or meeting. Chapter representatives are responsible for turning in all receipts to the Nevada Alumni Association within one week of purchase. **Receipts must be ORIGINAL and be signed by the chapter representative.**

If a chapter does not submit receipts on time, the Purchasing Card Office will notify us that the card is delinquent. The card is deactivated until all supporting information has been submitted. If this becomes a recurring issue, the Nevada Alumni Association may suspend the chapter's purchasing card privileges.



# Making Purchases

When paying for a chapter expense, we encourage chapters to use purchasing cards when possible. If your chapter does not have a purchasing card, your Alumni Team Liaison can pay an invoice for you with the Nevada Alumni Association's purchasing card.

When making a purchase on a University purchasing card in the state of Nevada, no sales tax should be charged, as the University of Nevada is tax exempt.

If an invoice is over \$2,000 or your vendor does not accept credit cards, payment arrangements need to be made ahead of time to have a check cut. **To make payment arrangements, please provide your Alumni Team Liaison with an estimate or invoice two weeks before payment is due.** Payment arrangements must be made *before* any service is rendered.

From the University of Nevada's Administrative Manual, additional purchasing guidelines are as follows:

***Purchases less than \$2,000:*** *Purchases of supplies and services, up to \$2,000, shall be made using the most effective and efficient means available, while maintaining adherence to basic purchasing policies. These methods include petty cash (up to \$100), purchasing cards (p-cards), blanket purchase orders or pricing agreement contracts, and e-purchasing systems, whenever available.*

***Purchases of \$2,000 to \$24,999:*** *Purchase orders for the acquisition of goods and services over \$2,000 are issued only by Purchasing following submittal of a properly approved and funded requisition. Purchases in this range must be documented with a quotation or reference to a price list from the recommended supplier.*

***Purchases of \$25,000 to \$100,000:*** *Purchases of goods and services in this range require quotations from two or more responsible vendors before a purchase order will be issued.*



# Requests for Event Assistance

Active chapters are asked to submit funding estimates by June 1 of each year, which are voted upon by the Executive Committee in July. New chapters are able to request limited funding during the fiscal year in which the chapter's application was approved.

When chapter funding requests are brought before the Nevada Alumni Association Executive Committee, the group considers many details, including:

- Is this request for a future event? (funding requests for past events will be denied.)
- What is the total cost of the event? How much is the chapter asking that the Association contribute? (chapters must contribute at least 50% to their own event costs.)
- Have members of this chapter volunteered for any Nevada Alumni Association events?
- What type of event (scholarship fund raising, social, membership drive, etc.) is this?
- Has this chapter received funding for this event in the past?
- How many active chapter members belong to this group?
- How many active chapter members belong to the Nevada Alumni Association?
- How many events does this chapter hold per year?
- Is this a dues-paying chapter?
- How will the Nevada Alumni Association be promoted/recognized?
- Did the chapter provide a budget with the request?

Some events are held by numerous chapters each year, so our Chapter Development Task Force created the following policies.

- **Mystery bus trips:** The Nevada Alumni Association will fund one Mystery Bus Trip per chapter per year up to \$750
- **Golf tournaments:** The Nevada Alumni Association will provide one raffle prize and hole sponsorship up to \$150
- **Pregame parties:** If the Nevada Alumni Association is hosting a pregame event, a competing chapter event will not be funded



# Chapter Logos

A few years ago, the University reassessed its branding efforts and determined that too many University logos existed both online and in print. As a result, a committee was formed to unify the University's graphic standards.

From the Office of Integrated Marketing:

*We come from different colleges, programs, backgrounds and disciplines, but together we are Nevada. When any one of us goes out into the world, we represent not just ourselves but also the University as a whole. This is why we maintain marketing standards and policies. When we work together, we succeed together.*

If a chapter requests, a chapter logo - which has been approved by the Office of Integrated Marketing - will be provided by the Nevada Alumni Association. **Please allow two weeks for your new logo.**

Sample Approved Logo:



# Printed Materials

A print release is required for all printing projects that cost more than \$50. All print and copy jobs must meet the University's graphic standards to obtain a print release from the Office of Integrated Marketing prior to printing. Projects printed without prior approval are subject to review by the Office of the President. These projects may need to be reprinted at the originating chapter's expense.

Projects completed by the University Copy Center do not need a print release but must follow the University Graphic Standards.

**Please provide your Alumni Team Liaison two weeks' notice prior to ordering printed materials.**



# Dining On Campus

Silver and Blue Catering, the University's contracted food service company, has the exclusive right to provide food service on the University campus. According to the University's Administrative Manual, there are a few exceptions, which are:

*Food purchased for a single event through any client account that is less than \$100 may be purchased from an outside vendor. The client shall indemnify the food services contractor for such purchases as provided for in Section 6.7 of the agreement between the Board of Regents, NSHE and the food services contractor. Notwithstanding the foregoing, campus policy does not allow outside vendors to make deliveries on campus.*

*Food that is donated and not being resold.*

*Food purchased with personal funds and not being resold. This exception shall not apply at the Lawlor Events Center and catering sites at the Joe Crowley Student Union.*

*All student organizations recognized by either the Associated Students of the University of Nevada (ASUN) or the Graduate Student Association (GSA) are exempt from the exclusivity clause for catering under this contract except for events where alcohol is served. Such student organizations cannot co-sponsor with other groups so that these groups can avoid the exclusivity clause.*



# Dining Off Campus

Chapter members who purchase meals related to chapter business should obtain an **ITEMIZED RECEIPT** identifying each food and beverage charge as well as gratuity, regardless of the form of payment used. When making a food or beverage purchase on a purchasing card in the state of Nevada, no sales tax should be charged, as the University of Nevada is tax exempt.

## **Tipping Policy**

In accordance with Board of Regents' policy, gratuity on meals should not be more than 20%.

If a purchasing card holder tips more than 20% on a restaurant bill, he or she will be asked to reimburse the University from **personal** (not chapter) funds.



# Good Standing

In order to be considered in good standing, each chapter must meet the following criteria:

- Complete and submit to the Alumni Council an Annual Summary of Activity form
- Comply with the provisions set forth in this handbook
- Hold at least two leadership meetings a year
- When requesting funds from the Alumni Council Executive Committee, submit a budget for each event or program detailing projected expenses and revenues, as well as an event timeline
- Hold at least two events per year
- Communicate any significant changes in the group to the Office of Alumni Relations (i.e. officer changes, significant bylaw revisions, web page information, etc.)
- Be fiscally responsible and operate on the same fiscal year as the Alumni Association, which begins July 1 and ends on June 30 of each year



# Annual Summary of Activity Form

1. Please give a brief description of each event/program your chapter held this past fiscal year (July 1 - June 30) \_\_\_\_\_

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2. How much funding did you request from the Alumni Association? \_\_\_\_\_

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3. How many new members did your group gain? \_\_\_\_\_

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4. What are the goals your chapter has for the next year? \_\_\_\_\_

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5. If applicable, how much money was raised for your scholarship fund? \_\_\_\_\_

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6. Any other exciting chapter news. \_\_\_\_\_

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7. Does your group have suggestions for the Alumni Association to better assist chapters? \_\_\_\_\_

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# Inactive Status / Account Sweeping

## **Inactive Chapter Status**

A chapter will be placed on inactive status if, after one (1) year, the chapter does not meet the minimum requirements for remaining in good standing

Inactive status will be determined by the Alumni Council's Vice President for Community Outreach, and a notification letter will be sent to the appropriate leadership group

Once a chapter is placed on inactive status, the group must reapply to obtain chapter status. Benefits provided to the group by the Nevada Alumni Association, as outlined in the manual, will no longer continue until the chapter has been approved by the Executive Committee.

## **Chapter Account Sweeping**

After one year of inactivity, a chapter is declared inactive. From the date of inactivity, the chapter has two years to reapply for active chapter status before their campus operating account is closed. If funds remain in the chapter's campus operating account, those funds will be transferred to the chapter's scholarship fund. If the chapter does not have a scholarship fund, the monies will be transferred to the Nevada Alumni Association scholarship endowment. A notification letter will be mailed to the main chapter contact.

