Chapter Leadership Conference Notes
Friday, August 29, 2008
Etter-Harbin Alumni Center

Morning Session
➢ Welcome and Introductions – Jim Boon and Erin Naman
  ➢ Jim discussed the following Association and University initiatives
    • Forty Acres Scholarship Program
      ➢ This is a new scholarship endeavor by the UT community to recruit and recognize exceptional students, to enrich their lives and nurture their development as future leaders. This program will give UT a competitive advantage in attracting the nation’s most talented students.
      ➢ The Texas Exes will be working with Lori Bolding in Development to help raise the funds needed to establish the 40Acres Scholars program.
      ➢ This program will be housed through the Texas Exes.
    • AT&T Executive Education and Conference Center
      ➢ This is the new hotel and conference center on campus that we toured before lunch. This is one of the premier facilities of its kind.
    • Legislative Advocacy
      ➢ The Texas Exes will once again be supporting President Powers and the University’s initiatives in this upcoming legislative session. A big issue this session will be maintaining tuition deregulation. Those that are interested can sign up to be a UT Advocate online at http://www.texasexes.org/involved/legislative.asp. We will once again be hosting our annual Orange/Maroon Legislative Day on March 3rd.
  ➢ Membership Presentation – Kim Gundersen
    ➢ Kim gave a snapshot of where we currently stand in terms of membership
      • About 20% of our living alumni are members, we want to be closer to 30% and on par with the associations that we benchmark against, like UNC and Michigan.
      • This year we have a more aggressive marketing plan and will be doing more target marketing through direct mail and e-mail. We will touch every living graduate with a marketing piece by the end of this fiscal year.
      • We are continuing to offer the Dean’s Gift program, where every graduating student receives a one-year membership in the
Texas Exes. We are target marketing and communication to these members during their first year.

- Our new logo launched in March and we are slowly phasing out collateral and merchandise with the old logo. We do not expect you to throw out items with the old logo, but please make sure to re-order any items with the new logo.
- We will be working with the new marketing director as well as members as the Chapter Advisory Board in the upcoming months to discuss hot to best utilize chapter membership chairs to support our membership efforts.

- Overview of High School Teacher Awards – Gina Schrader
  - Gina discussed our Texas Exes Awards for Outstanding Teachers and how local chapters can get involved by contacting their local principals and encouraging them to nominate local, deserving teachers.

- UT and Texas Exes Traditions – Jim Nicair
  - Jim entertained us all with a brief history of some of the traditions special to The University of Texas.

**Afternoon Break Out Sessions**

- New leader orientation
  - Staff Facilitator: Erin Naman
  - Volunteer Facilitator: Kenneth Lewis
  - See handouts: New Leader Orientation – Chapter Resources and New Leader Orientation Texas Exes Overview for discussion points

- Events break out session (incorporating family friendly and unique events)
  - Staff Facilitator: Courtney Ratliff
  - Volunteer Facilitator: Nate Carty (Session 1), Kenneth Lewis (Session 2)
  - Handout: Event Planning Toolkit

**Session 1**

- Have Game Watches at Family Friendly Bars
- Watch parties could be at someone’s house
- “Starving Sunday” eat meals together on Sundays in the summer either at family friendly restaurants or pot luck at someone’s house
- “Day in the Country” example from Fort Bend Chapter. Have a petting zoo, clowns, bbq lunch-big family picnic
- “Bevo Bingo” family bingo with ice cream, Bevo to show up if possible
- Events with local sports (minor leagues etc.) tickets usually cheaper than major league
- Take advantage of local rodeos and go as a group
- Family Day events (example Dallas Chapter) have a bounce house/face painting/ petting zoo etc.
- Team up with local venues for discount group prices (example New York chapter)-team up with local zoos/aquariums(usually lies to give group packages in order to get new consumers)
- Team up with other Big 12 groups and have softball/kickball tournaments
- Team up with other Big 12 groups and host family picnics together.
- Tour local museums
- Family movie days
- Join rival Big 12 group and host a chili cook-off
- Promote promote promote! (emails/website/local newspapers etc)

**Session 2**
- Flag Football/Chili Cook-off teaming up with other alumni groups (Big 12)
- Piggy Back on community volunteer work (i.e. Habitat for Humanity)
- Family Day events with things to do for both adults and children
- Deer Cleaning Station (teaching children a trait important to your community-thanks Kenneth Lewis)
- Kid Baking day (i.e. make your own pizza night)
- Speakers do not necessarily have to be chapter involved, can be someone important to the community but not necessarily UT
- Teaching class local-have UT or community college professors demonstrate/teach for the whole family
- Participate in bowling league
- Check events by local churches for ideas
- Get more involved with activities already happening locally (i.e. county fairs)
- Events do not always have to have a speaker or raise money!!

- Unique issues facing our smaller chapters break out session
  - Staff Facilitator: Elizabeth Morgan
  - Volunteer Facilitators: Bill Morrow, Jeff Nash
  - Recruit members to lead events and invite to board meetings
  - Fundraisers
  - Get parents of current students involved
  - Look at including surrounding counties in events
  - Utilize online tools
  - Good refreshments
  - Look at other chapter websites
  - Make business cards for your chapter to hand out easily
  - Advertise having a baby sitter for events
  - Healthy competition with other alumni

- Fundraising and Sponsorship break out session
  - Staff Facilitator: Erin Naman
  - Volunteer Facilitators: Mike Carrizales, Jeff Duchin
  - Handouts: Chapter Sponsorships
  - Event Sponsorship/underwriter programs
  - Takes time to evolve
  - Adapt what will work for your community
  - Matrix for approaching corporations/individuals
  - Monetary partnerships
  - Offering special ticket rates portion comes back to chapter
  - Importance of maintaining long term relationships
  - In-kind sponsors
  - Provide demographic information
Out of State Chapters break out session
Staff Facilitator: Elizabeth Morgan
Volunteer Facilitators: Steve Gragg, Jeff Nash

- Game Watching events with a family friendly environment/ good location
- Texas Independence Day Celebration
- Networking Events
  - attendance tied to speaker
  - holding at a Texas Ex business
- Bringing in UT/Texas items for raffles/fundraisers
- Create online auction for all chapters to use products
- Relocation center (i.e. NY website)
- Longhorn Loyalty Card (get businesses in area to offer discounts or partial proceeds to members)
- Chili Cook-off with other Big 12 Schools (LoneStar Chili Cook-off)
- Kerby Lane Breakfast (use Kerby Lane batter)
- Connect with Development
- Bring in Students from UT to help recruit to area (i.e. NY Seminar)

Marketing and Promotion break out session
Staff Facilitators: Kim Gundersen and Erin Huddleston
Volunteer Facilitator: Al Sommers
Handouts: Marketing and Promotion – Chapter Resource Overview and Marketing and Promotion – Tips for Success

Larger Chapters – Strengths
- large turnout at events
- engaging young alumni through targeted events
- converting young alumni into volunteers
- family day events
- sponsorships for events and its relation to advertising

Larger Chapters – Challenges
- proximity to Austin
- hard to get people involved because there is so much going on in your city
- hard to serve all communities and all demographics
- attracting more established alumni in the area to get involved
- succession of leadership

Smaller Chapters – Strengths
- dedicated volunteers
- kid friendly events
- know the community and usually have one event that attracts participants (usually fundraiser)

Smaller Chapters – Challenges
- not enough people coming in to the community, especially younger people
- not enough “new blood” on chapter boards and in other volunteer roles
- having a hard time leveraging different forms of communication and using our help to communicate to community
- low attendance at events
Opportunities
Try to engage SAHMs (Stay at Home Moms). This is a group of alumni who want to be involved but have limited time to volunteer or attend events. Start a baby sitting co-op in your area and/or ask SAHMs to help the chapter by doing things from home.

Develop a partnership with a local bar/restaurant for game watch parties that is lucrative for both the venue and the chapter. (i.e. sponsorships, contributions to the chapter or freebies)

Create chapter teams for local races or other events that are conducive to having a unified presence.

Be sure you are utilizing the Texas Exes to send out your broadcast e-mails and mailings. If you’re keeping your own lists you are not using the most up-to-date information and are likely missing large sections of alumni in your area.

Areas of Need If you’re interested in exploring any of the following please contact Erin Naman or Courtney Ratliff.

Demographic Data – The Texas Exes can help you better understand the demographics of the alumni in your area.

Some chapters asked for help getting a young alumni group started as more new graduates are moving to the area.
New Leader Orientation – Chapter Resources

1) Chapter Basics
   a) Chapter year – July 1st to June 30th

2) Chapter Resources Overview (for more details on any of the resources below please reference the Chapter Leader Handbook)
   a) Paper mailings
      i) 2 mailings per year – 1 to members only, 1 to members and non-members
      ii) 2 color, tri-fold or postcard size
      iii) Allow 3 to 5 business days to go to print from time design is approved
   b) Emails
      i) Chapter emails are sent weekly on Tuesdays, Wednesdays, and Thursdays
      ii) Send email requests to Courtney and Erin to be sent out
      iii) Emails need to be sent in final form with all information provided
      iv) Emails are sent to all members and non members
   c) Websites
      i) We can host a chapter website through our website
      ii) All chapter websites can be accessed through www.TexasExes.org/ChapterName
      iii) Responsibility of chapter leaders to make updates
   d) Surveys
      i) We can run electronic surveys to email database
   e) Chapter Advisory Board
      i) Each chapter and network is assigned a Chapter Advisory Board representative
      ii) Chapter Advisory Board members are a good resource as they are former or current chapter volunteers who can draw from their own experience.
   f) Trademarks
      i) Have permission to use our logo as well as the longhorn silhouette
         1) No changes can be made to the longhorn silhouette
         2) If having merchandise made with the longhorn silhouette a licensed vendor must be used
   g) Insurance
      i) Chapters and networks are covered under the Texas Exes insurance policy
New Leader Orientation – Texas Exes Overview

1) Texas Exes Mission Statement
   a) To unite, inform and involve alumni and friends for the purpose of promoting, preserving, and protecting The University of Texas.

2) Membership
   a) The Texas Exes is a dues-based organization
      i) Membership funds the chapter and network program
   b) Chapter/network role
      i) Ask for your support in our membership efforts
      ii) Promote the Texas Exes and the importance of membership through events and involvement
   c) Chapter and network dues
      i) Chapters and networks cannot charge additional dues

3) Scholarships
   a) Chapters can raise funds to give as scholarships to local students attending UT Austin.
   b) Each chapter receives $500 in scholarship matching funds
   c) Chapters can also start a scholarship endowment with $7500

4) Chartering requirements
   a) Chapters
      i) Signed charter agreement
      ii) Officer report – officers must be Texas Exes dues paying members
      iii) Annual Financial Report
      iv) Copy of Texas Exes by-laws on file with the Texas Exes
   b) Networks
      i) Signed network agreement

5) Deadlines
   a) The deadline to turn in paperwork for scholarships is June 1st.
   b) The deadline to turn in chartering paperwork is June 1st.
   c) The chapter and network year runs from July 1st to June 30th

6) Chapter Contacts
   a) Director of Chapters – Erin Naman – Campbell@alumni.utexas.edu – 713/963-9078
   b) Chapter Services Coordinator – Courtney Ratliff – Ratliff@alumni.utexas.edu – 512/475-9352
Chapter Event Planning Essentials

Overview - Things to remember

- The type and number of events will vary from chapter to chapter depending on the size of the chapter and the interest of the alumni. There is no magic formula for the number of events to host in a year.
- Your alumni come from diverse backgrounds and have varied interests. Host a diverse calendar of events that will appeal to various interests. Don’t make one event the catchall – one event can’t appeal to everyone!
- Take advantage of what your community has to offer and what makes your community unique. You don’t have to plan all events from scratch – piggyback on events already occurring.

Best practices – tips for success

- Survey your members to find out what types of events appeal to them.
- Select the date well in advance and start promoting the event early and often.
- Offer unique events – something they can’t do on their own.
- Keep the event cost reasonable. A relatively high price will prevent alumni, especially young alumni, from attending.
- Silent auctions generally work better than live auctions. If you do decide to have a live auction, limit the number of items to 3 or 4.
- Keep your program as brief as possible. An hour-long program with your guest speaker or other activities plus an hour for dinner is generally long enough. Don’t try to accomplish everything in one event! Your attendees will become restless with a long, drawn out event.
  - If you can’t say it in an hour, put it in the program. This is a good place to include annual chapter re-caps.
- You can never have enough help! Make sure to have a committee of volunteers to help with the planning and promotion. And make sure to have enough volunteers on hand at the event.
- Designate chapter volunteers to serve as greeters at the event – this makes everyone attending feel welcomed.
- Have music at the event, it livens things up. This can be as simple as background music during the registration time.

3 keys to event programming

Questions to ask yourself when choosing an event

- Selecting an event
  - Consider the following when deciding to host an event:
    - Event Objective
• What is the objective of the event? Is it social, networking, family friendly, volunteering in the community or a combination?
  ▪ Target Audience
    • Who is your target audience? Who do you want to attend this event? Who has attended similar past events?
    • Will this event attract new participants
  ▪ Past events
    • What events were successful in the past? What do you think made them successful?
• Selecting a date
  o Consider the following when choosing your date
    ▪ Conflicts with other events in your area or holidays
    ▪ Location availability
      • Are you flexible on the location or is it important to the success of the event?
    ▪ Time of the event
      • In a big city, does the start time leave enough time for alums to arrive after work?
    ▪ Lead time
      • Is there enough time to successfully promote your event?
• Selecting a location
  o Consider the following when choosing your location
    ▪ Centrally located venues are ideal
      • Survey your alumni to find out which area of town works best for them
      • Will the venue be hard to get to at that time of day?
    ▪ Unique locations will draw people to your event
      • Alumni will attend an event if it’s at a venue that they don’t usually have access to.
    ▪ All costs involved
      • Rental fees, catering, equipment rentals, parking fees, etc
      • Does hosting the event there justify the cost you will need to charge to cover the expenses?
    ▪ Set up of the facility
      • Is the room large enough to accommodate your expected number of attendees?
      • Is the room too large? Events that are held in venues that are too large tend to seem emptier than they are.
      • If it’s outside, is there an alternative rain plan?
    ▪ Parking
      • Is it easy and accessible?
Communicating the Event

Promoting the event – how to get them there

- Promotion is essential to the success of an event – if they don’t know, they won’t come!
- Ways of promoting your event
  - Website
    - Update your website with any new, upcoming events. Make sure to include all pertinent information – date, location, time, cost, if applicable.
    - Don’t just include the basics – make the event sound fun!
    - Update your website with write ups and photos from past events – this showcases your successes and speaks to those alums who have not attended events in the past.
  - Emails
    - The Texas Exes will email event notices for chapters on a weekly basis.
    - If you are trying to promote a large event, send that event out in a stand alone email, rather than part of an email newsletter.
    - Emails can be segmented by demographic information. We can send emails out based on graduation year, for example. This allows you to customize your message.
    - It’s always a good idea to send a reminder email a day or two days before the event.
  - Paper mailings
    - Invitations for events should be in mailboxes 6 to 8 weeks prior to the event
    - Send all paper mailing requests to the Texas Exes 10 days prior to your target mail date – this will ensure they hit mailboxes in plenty of time.
    - Standard mailings are either a postcard or a tri-folded letter size self mailer. We can help design the mailing to suit the event.
  - Local papers or magazines
    - Advertise your event in the local media. Lots of local newspapers and magazines have calendar listings of local events. Generally those listings are free or carry a nominal fee.
    - If it’s a larger event, consider purchasing an ad in the local paper or magazine. This will help attract alumni that are new to the group.
To make your communications most effective make sure to include the following:

- Name of event
- Description of event
- Time of event
- Location of event
- RSVP deadline
- Cost per person
- Event details – dinner, cash bar, etc
- Parking information
- Information on attire
- Contact information for questions
- Information on speaker, if applicable
Chapter Guidelines and Resources

- **Guidelines**
  - Only use insured, licensed and bonded bartenders to serve alcohol during chapter events.
  - For tax deductibility reasons, the fair market value of the ticket must be stated on the invitation.
    - The fair market value is what the individual would normally pay for the food, goods, and/or services.
    - Example: if a restaurant would charge $25 normally for the meal being served, then $25 is the fair market value.
    - This amount does not necessarily have a direct relationship to the amount the chapter is paying for the food, goods and/or services being provided.
  - **Raffles**
    - Chapters are limited to one raffle per year.
    - The raffle prize cannot be cash.

- **How we can help**
  - Provide two free mailings per year – 1 to members only and 1 to both members and non members
  - Provide weekly email updates to both members and non members
  - Chapters are covered under the Texas Exes liability insurance. If you need proof of insurance, please request it through Texas Exes.
  - Provide nametags, balloons, cups, and napkins
    - Logo cups ($5 for a sleeve of 25)
    - Logo napkins ($10 for a sleeve of 250)
  - **Banners**
    - Groups can order banners through the Texas Exes.
    - Send requests to Texas Exes.
    - The chapter/network is responsible for the cost.
      - A standard 2 x 6 banner runs approximately $60.
  - Serve as a sounding board for chapter ideas and a resource to help insure the success of the event.
Event Planning Checklist and Budget

Checklist

Location
__ Parking is available and convenient
__ Location is central
__ Venue is suitable for event

Facilities
__ Name and contact of representative responsible for your event
__ Know location of lighting, heating/air conditioning, music controls
__ Size of room is adequate
__ Registration/Welcome Tables
__ Room set up time – how early will you have access to the room vs anticipated set up time
__ A/V equipment, if needed, is available

Materials
__ Sign in sheet
__ Nametags and pens
__ Any chapter handouts

Bar Arrangements
__ Cash bar or drinks included
__ Confirm other drinks will be available
__ Open and close time of bar

Food Arrangements
__ Determine menu and food set up – sit down dinner vs buffet vs hors d’oeuvres
__ If short on time, ask that first course is preset
__ Confirm deadline for submitting guarantee
__ Confirm billing arrangements
__ Plan for gratuities

Speakers
__ Where and by whom will speaker be met
__ Decide if a small gift for the speaker is appropriate
__ Prepare program of event for speaker

Hospitality
__ Assign someone to work the registration table as a greeter
__ Have Board members work the room as greeters
Budget

Expected Attendance: ________

Admission Price: $ ________ Texas Exes Members  $ ________ Non members

Projected Expenses:
Facilities/room rental charges  $ ____
Set up charges/fees  $ ____
Rental equipment (a/v, tents, tables, chairs, risers, etc)  $ ____
Food  $ ____
Beverages  $ ____
Bartender and server fees/gratuities  $ ____
Decorations  $ ____
Entertainment  $ ____
Miscellaneous (photos, speaker travel expenses, supplies, etc)  $ ____
Event Planning Timeline

4 to 6 months in advance  Date ______________________
__ Confirm event date with Chapter Board
__ Reserve venue for event
__ Set the budget
__ Start collecting donations for auction items, if applicable

2 to 3 months in advance  Date ______________________
__ Finalize the details: menus, bar arrangements, speaker (if applicable), cost, etc
__ Assign specific jobs to Board and/or committee members
__ Decide how to take reservations and deadline for reservations
__ Rent any equipment needed

9 weeks in advance  Date ______________________
__ Send details for paper mailing to Texas Exes, if applicable

6 to 8 weeks in advance  Date ______________________
__ Paper mailings should be in the mail, if applicable
__ Order any supplies or decorations needed
__ Post event on chapter website
__ Send out save the date email
__ Invite any special guests

3 weeks in advance  Date ______________________
__ Send out email to announce event
__ Begin work on paper program

2 weeks in advance  Date ______________________
__ Confirm with speakers
__ Finalize program and get to printer

Week of event  Date ______________________
__ Final headcount to caterer
__ Print out rosters for event, if applicable
__ Put together materials for the event – sign sheet, membership brochures, nametags, pens, etc
__ Finalize all auction items
Post Event Report

Event Evaluation

Event Name: __________________________________________________________________________

Date: ________________  Number Attended: ________________

Location
Venue Name: _______________________________________________________________________

Address: ____________________________________________________________________________

Contact Name: _______________________________________________________________________

Contact Phone #: ________________  Contact Email Address: ________________________________

Would you recommend this location in the future: ________________________________

Food & Beverage
Menu: _____________________________________________________________________________

Cash bar or open bar: _______________________

Event Evaluation

Venue: _______ Excellent _______ Good _______ Okay _______ Poor

Food/Beverage: _______ Excellent _______ Good _______ Okay _______ Poor

Program/Agenda: _______ Excellent _______ Good _______ Okay _______ Poor

Overall Event: _______ Excellent _______ Good _______ Okay _______ Poor

Suggestions for next year:

__________________________________________________________________________________

Submitted by: _______________________________________________________________________
Post Event Checklist

Provide the following to pass on to future event coordinators:

- Copy of invitation and all other marketing materials
- Copy of program
- Speaker/Entertainment with contact information
- Copy of menu
- Copy of committee list
- Photographer with contact information
- List of decorations used
- List of auction items
- Notes on what worked/what didn’t work
Chapter Sponsorships

Sponsorship Guidelines

- What chapters can offer sponsors
  - Their company name listed on all of the chapter’s email blasts with a link to their website.
    - When soliciting businesses for possible sponsorships include the number of people/emails this will touch and how many emails will be sent
  - Their name and logo on any paper mailings to local alumni, if appropriate.
    - Include the number of addresses the mailing is going to
  - Their name and logo on any signage
    - Indicate where the signage will be located and how many people will have access to the signage
    - Let them know at how many events will the sign(s) will be displayed
  - Sponsorship credit on the chapter website with a link to their website.
  - Recognition with name and/or logo in the *Alcalde*, if the chapter is buying an ad for their event.
    - This reaches approximately 70,000 Texas Exes members
    - Note: the inclusion of a sponsor logo in the *Alcalde* is an extra $200
  - Recognition on tables at the event and the event program, if appropriate
  - Complimentary tickets to event(s), if appropriate

- What to avoid
  - Anything that will look too commercial – needs to promote the chapter or event first, not the product
  - Anything that could jeopardize the Texas Exes non-profit status or would conflict with a standing Texas Exes partner. If you have a question, contact Erin Naman at campbell@alumni.utexas.edu and she will get an answer for you.

Tips for building a sponsorship program

- Identify local alumni in your area who are either businesses owners or can help you gain a sponsorship.
  - If they have an existing relationship with UT they are more likely to say yes.
- When you approach them, come armed with all the benefits their company will receive by sponsoring your event.
  - The Texas Exes can give you a demographic breakdown for your chapter.
    - For example: we can tell you how many email addresses we have in your area, how many alumni we have in a certain age range, etc.
    - (*Please note that the Association or Chapter will not share e-mail or USPS addresses with sponsors)
  - The more pertinent data you present them with, the more impressive.
• If appropriate have several donation levels.
Make sure to have a written contract once a sponsorship has been decided on.
Marketing and Promotion – Chapter Resource Overview

3) Emails
   a) Emails sent out weekly on Tuesdays, Wednesdays, and Thursdays
   b) Emails sent to all alumni – members and non members
   c) Can include images in the email
      i) Send as separate jpeg attachment with email request

4) Paper Mailings
   a) Chapters receive 2 mailings per year – 1 to members only, 1 to members and non-members
      i) 2 color, tri-fold or postcard size
   b) Allow 3 to 5 business days to go to print from time design is approved

5) Websites
   a) We can host a chapter website through our website
      i) Responsibility of chapter leaders to make updates
      ii) Can process on-line credit card registration through website
   b) Chapters can also host own websites
   c) All chapter websites can be accessed through www.TexasExes.org/ChapterName

6) Public Relations
   a) Each chapter should appoint a PR Chair to handle the marketing of events and general PR for the chapter
   b) Texas Exes can assist with identifying local media contacts and writing press releases
   c) Director of Public Relations – Erin Huddleston, Huddleston@alumni.utexas.edu
Marketing and Promotion – Tips for Success

Keep the following tips in mind when promoting chapter events. These tips can be used when promoting the weekly football game watch and the annual scholarship fundraiser. *Promoting the event needs to be a part of the event timeline, not an afterthought!*

7) Utilize all methods of communication

a) Emails
   i) Communication tool for all events
   ii) Can serve as follow up for paper mailings, reminder of upcoming event
   iii) Send out post event report with link to the chapter website with photos – show them what they missed

b) Paper mailings
   i) Use paper mailings wisely
      (1) Decide early on in chapter year which events should receive the two paper mailings
   ii) Can promote more than one event
      (1) Send out calendar of upcoming events

c) Website
   i) Communication tool for all events
   ii) Contains more details on an event
       (1) Direct alumni to website for more information on paper mailings and in emails
   iii) Post event report with photos
   iv) Calendar of all upcoming events

d) Facebook
   i) Promote event to alumni on Facebook
   ii) Good for events targeting a younger audience

e) Public Relations
   i) Gain coverage for the chapter in the local community through local outlets
      (1) Reaches potential new members, raises awareness of your chapter, the Association, and UT, and highlights the benefits of Texas Exes membership at the local level.
   ii) Examples:
      (1) Local newspapers
         (a) Articles on chapter or upcoming event
         (b) Event calendar
      (2) Event listings on local websites
         (a) Local television stations have event listings

8) Clear, consistent messaging
a) What is the intended result of the message? Keep the following 5 I’s in mind when communicating with alumni. Each message should do at least one of the following:
   i) Inform
   ii) Interest
   iii) Involve
   iv) Invite
   v) Inspire

b) Be specific in your message
c) Make to always include the following:
   i) Date
   ii) Time
   iii) Location
   iv) Contact/RSVP
   v) Cost

9) Promote events through multiple avenues
   a) Increases the odds that alumni are seeing the message
   b) Ex: Promoting a speaker event through emails and listing the event on the Event Calendar section of the local newspaper

10) Timing
    a) Leave enough timing to promote the event
       i) If the RSVP deadline is one week before the event make sure the invitations arrive with enough time for them to reply
    b) Paper mailings should go out 4 to 6 weeks in advance
    c) If appropriate, use email as a save the date 6 to 8 weeks in advance of the event

11) Branding
    a) Always use the chapter logo on all promotional pieces
       i) Increases awareness of the chapter and the Association