TEXAS ⓉⓍ EXES™

RESOURCES FOR NETWORKS

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Network Resources from Austin

- A Network receives support based on category. To learn more about the specific resources offered to each category.
- Registered Trademark Network logo
- Scholarship Endowment Administration
- Texas Exes will process the Network's credit card purchases, less processing fees. The resulting funds can be deposited into the Network's Association-managed scholarship fund or a check can be sent to the Network's representative to help with expenses.
- On-line event registration is available. This tool will process credit card charges for ticket purchases and generate participant rosters. Again, resulting funds can be deposited into the Network's Association-managed scholarship fund or a check can be sent to the Network's representative to help with expenses.
- At-the-door, on-line credit card processing for event tickets, plus auction item and merchandise sales is available at Network events. To use this, a Network volunteer must provide a laptop with internet capability, and the venue will need wireless internet access or a phone line to use for this purpose.
- On-line credit card donations to the Network's scholarship fund(s) can also be set up. This link will be posted on the Network's website and can be sent out in email broadcasts, as well.
- A Network website is hosted for every interested network (www.TexasExes.org/networkname). Please contact Texas Exes if your Network needs to develop a site.
- Listing as a Texas Exes Network on the TexasExes.org website, with link to the network's website and contacts.

- The Texas Exes logo can be used with prior approval.
- Network leader resources offered online including training collateral, how-to manuals etc.
- Unique designs created annually by Texas Exes staff; number depends on category.
- Mailing at cost to the Network based on a mailer template.
- Survey Assistance
- All key contacts of Texas Exes Networks are automatically members of the Texas Exes Council.

Communication

Network Information on Communication/Web/Logos

- Email Communications
  - Texas Exes will send out emails for each Network.
    - Emails per Network will be limited to one per week.
    - Emails go to all alumni in the Network – both members and non-members.
    - Emails can be targeted to specific groups.
      - Example: An email can be sent to alumni in the Network that graduated in a certain year range.
  - Requesting emails:
    - The email content should be emailed to Texas Exes staff.
    - A proof will be sent to you before the email is sent.
    - Please allow 2 business days for an email to be sent.

- Network Listservs
  - The Association requests that Networks use Texas Exes resources for all email announcements for official Network events.
  - The database of official emails maintained by Texas Exes will be the most up-to-date.

- Website Hosting
  - A Network website is one of the best ways to communicate with alumni in your Network.
    - Tip: It is very important to keep your website as up-to-date as possible.
  - The Texas Exes will host a Network website for all interested Networks at www.TexasExes.org.

- Paper Mailings
  - Networks may request paper mailings. All mailings will be at the expense of Network.
  - All paper mailings will include the Network's logo.
  - Requesting paper mailings

- The complete content for the paper mailings should be emailed to Texas Exes staff no later than 6 weeks prior to the event date.
- It takes 3 to 5 business days for the mailing to hit the mail from the time it is sent to the printer. Please allow an additional 3 business days for the designing of the invitation when using a Texas Exes template.
- A proof will be emailed to you to check before it is sent to the printer.
- Invitations need to hit local mailboxes at a minimum of 3 weeks prior to the event.

- Logo Usage Guidelines
  - As an affiliate of the Texas Exes, Networks are allowed and encouraged to use the Texas Exes brand. You may also use the Longhorn silhouette logo given prior approval.
  - There can be no changes to the Longhorn silhouette logo.
    - For example: The color cannot be changed or words written over the logo.
    - See the policy on the use of trademarked images online at http://www.texasexes.org/userdocs/trademarkpolicy.pdf.
  - Texas Exes will provide a registered trademark logo for the group to use.
    - Example:

    - The Texas Exes Network logo cannot be embedded within any other images or logos.
    - The Texas Exes Network logo cannot be altered or adjusted.
    - Prior approval from Texas Exes staff is required for any use of your Texas Exes Network logo.
  - **To maintain consistency, your Network should always be referred to as the Texas Exes _____ Network** (i.e. not "_____ Network of the Texas Exes," or the "Texas _____s").

<u>Publicity</u>

The Association provides a variety of ways to help Networks spread the word to alumni about their activities:

Network Website
Each Network is encouraged to have its own website. The Texas Exes can host your website. The more the site is developed and updated, the more interesting it will be to alumni. Use your website as a tool to promote the group as a whole and your upcoming events.

Key elements to include in your website:
- Board/leadership contact information
- The mission of the Network
- Current event information
- Summaries of recent events
- Event calendar
- Photos of past events
- Link to TexasExes.org and information about membership and benefits
- Scholarship information
- Involvement opportunities within the Network

Emails
Texas Exes will send out emails to all alumni in your area, both members and non-members. This is an efficient, cost-effective way to share information about the Network to your constituents. Make sure to send the email out in a timely manner and include all pertinent information, including who to contact with RSVPs and questions. It is important not to flood the email boxes of your alumni, so put thought into how often emails are being sent. Emails are best for regular announcements, reminders and updates.

Public Relations
Getting coverage in the local news helps both the Network, as well as Texas Exes. Having coverage of your event reaches potential new members, raises awareness of your group, the Association and UT, and highlights the benefits of membership in the group and in Texas Exes. This is achieved through the public relations efforts. The goal of good PR is to connect with the community by building positive relationships and promoting a two-way communication. We would encourage all Networks to appoint a Communications Chair and to contact the Texas Exes staff for a PR Toolkit.

How to get your Network in the news:
- Look for a "hook" or a unique angle in a story. Reporters want to write stories about things that are one-of-a-kind or out-of-the-ordinary.
- Don't flood a reporter with reams of paper each week. Send items that are timely, interesting and newsworthy to the general public.

- Plan ahead. Send your news release to the media one to two weeks prior to your event.
- Telephone the day before the event as a gentle reminder. Ask for the assignment editor. Don't ask them to commit (they cannot), but just say you called to remind them and if they can cover your event, then you would be most appreciative.
- Respect a reporter's deadline. If he needs it by Monday, get it to him by Monday.
- Make sure your news releases are brief and concise – say what needs to be said, usually in two to five paragraphs.
- Double-check your facts. It does no good if the media comes to your event on the wrong day or at the wrong time.
- Always be honest with a reporter. Lost credibility cannot be regained.
- Remember that every good reporter wants to get a story before the competition. To show that you're being fair with the timing of your news releases, distribute to all at the same time. Document when the releases were distributed.
- Tell a reporter when you believe he or she has done a good job on a story. Write a thank you note for coverage you received. Copy your letter to the general manager or the publisher.
- If your event is not "covered," attempt to gain post-event coverage. Modify your original release to summarize the activity. Again, specify who, what, when, where and why. Photos with captions and quotes by those involved help make the release interesting and increase its chance of being published. If you send 35mm photos, identify the Network, date, student/teacher names and grades on the back of the pictures in case they are separated from the release. Use either a post-it note or a marker made especially for photographs. Sometimes the photo will be published but the release will not, so be sure that the caption can "stand alone."