Our Core Purpose
To be an independent voice that champions the University, and to organize alumni and friends into a formidable network to change the world.

Our Vision
The Association will be recognized as indispensable to the UT family, connecting and engaging supporters with each other and The University; together we will lead the charge for the University and its mission to be known worldwide as an institution of the first class.

Priorities & Activities

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<tr>
<th>Priorities &amp; Activities</th>
<th>1. ADVOCACY</th>
<th>2. STUDENT DEVELOPMENT</th>
<th>3. ALUMNI ENGAGEMENT</th>
<th>4. STRATEGIC PARTNERING WITH UT</th>
<th>5. COMMUNICATING VALUE OF UT</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Dramatically ramp up effort and effectiveness of advocating for UT with multiple governing and decision making bodies</td>
<td>Execute and accelerate multiple student success approaches</td>
<td>Significantly increase alumni &amp; supporter participation: people, frequency and quality</td>
<td>Manage formal strategic partnerships with the Colleges, Schools, and Units of UT</td>
<td>Communicate the value of UT to the community state and nation</td>
</tr>
<tr>
<td>A</td>
<td>Benchmark and measure public perception of UT and higher education</td>
<td>Collaborate with Admissions to participate in pre-application student recruitment</td>
<td>Build a professional-to-professional network</td>
<td>Co-develop and execute formal strategic partnering plans with CSU’s</td>
<td>Communicate the value of UT to citizens of the State of Texas</td>
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<tr>
<td>B</td>
<td>Refocus and manage sustainable grass-tops state advocacy plan</td>
<td>Collaborate with Admissions to run Enrollment Yield Program</td>
<td>Execute global days of service</td>
<td>Co-develop and execute events to engage supporters in multiple geo-markets</td>
<td>Increase distribution: new platforms, multiple levels and amplification</td>
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<tr>
<td>C</td>
<td>Expand and execute federal advocacy plan</td>
<td>Attain FASP goals</td>
<td>Run serious-minded programming in other geo-markets</td>
<td>Collaborate with Development on alumni giving</td>
<td>Become the prominent creator of news on UT</td>
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<td>D</td>
<td>Develop and execute &quot;town &amp; gown&quot; effort for local engagement</td>
<td>Develop an student-alumni mentor network</td>
<td>Redefine marketing approach to drive alumni and supporters to formally enroll in Texas Exes</td>
<td>Manage affinity partner programs with Athletics</td>
<td>Increase the communication and awareness on the great work of the Association</td>
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<tr>
<td>E</td>
<td>Develop and execute dedicated effort to encourage Longhorns to run for public office, engage in civil discourse, and practice great citizenship</td>
<td>Train students to become 'lifelong caring, engaged alumni'</td>
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Texas Exes Care About the Project
What is Texas Exes Care About the Project?

• Texas Exes Care About The Project is a partnership between the Texas Exes and the Division of Diversity and Community Engagement designed to unite alumni worldwide in community service during the month of February.

• Project
  – Project is a day of service that the University of Texas hosts on the last Saturday in February, where students and alumni partner to rebuild and improve a local Austin neighborhood.
Impact of Texas Exes Care About the Project February 2012

• **First year** of nationwide community service initiative
• About **1000 Alumni and Longhorn supporters participated** in the first year of Texas Exes Care About the Project in their local communities
• **53 Texas Exes Chapters and Networks participated** in Texas Exes Care About the Project in their local communities
• Nearly **60 Care activities** were hosted during the month of February
• **The Alcalde** covered Texas Exes Care About the Project **16 times** beginning in mid-January
Why should my Chapter participate in Texas Exes Care About the Project?

• **Maintain a connection** with the University of Texas; **alumni unite worldwide** in community service during the month of February.

• A chance to **improve** your local community, while **spreading a positive message** about the University of Texas and its alumni

• **Attract a different set of alumni** to participate in chapter activities, particularly those not interested in sports.

• An opportunity to **recruit** future chapter leaders; those that are willing to donate their time are more likely to serve on your board
Washington DC Chapter
Texas Exes Care Programs

• Team Leads:
  – Johnna Carlson, Dakotah Smith and Robert Wiacek

• Programs:
  – Laying of the Wreaths at Arlington Cemetery, Dec 2011
  – Food and Friends, Feb 2012 (our contribution to Texas Exes Care About the Project)
  – Hands on DC, May 2012
Lessons Learned

1. Find projects that keep the group together;
2. Work with existing service organizations in your community, no need to create a project from scratch;
3. Pictures, Pictures, Pictures!
4. Follow-up with your volunteers and *The Alcalde*, showcase your chapter
Concluding Remarks

- If you didn’t participate this past February, plan to participate this year

- Increase the number of volunteer activities that your chapter participates in, make it year round
The Project is UT’s largest day of service.
Since 1999 the Volunteer and Service Learning Center has been organizing thousands of students, faculty and staff each February to beautify an underserved Austin community. In 2012 the Division of Diversity and Community Engagement and the Texas Exes partnered to engage alumni, expanding service projects to over 50 cities throughout the month of February. For more details go to:
http://utproject.org/

WHAT CAN I DO? For more information visit Texas Exes Care About The Project http://www.texasexes.org/chapters/texas-exes-care.aspx

Over the past year, the Texas Exes has reviewed our efficiencies and processes across the association. In the Scholarship department, we have identified main priorities and goals of student recruitment and development, and positively impacting the student experience. In addition, it was in the best interest of the student, the Chapter volunteer, the Texas Exes as a whole, and the University, that we improved our scholarship application, review, and selection process. Armed with the findings of a focused task-force and the support of the University of Texas, we are preparing to combine our scholarship application process with the University’s admissions and scholarship process, in an online format. Ultimately, we believe that this will have a significant positive impact on the scholarship process. We understand that this is very new to all of you, and we will be here to support you through this, every step of the way. Below, please find some helpful information to help you process the changes we are putting forward. We will be in touch with more information as it becomes available, but please contact us with any questions or concerns you have, as we know that many others will have those same questions.

**What this means for the student:**

The student will not have to separately apply for a Texas Exes scholarship. They will be automatically eligible upon application to the University. We are taking the job of finding us out of their hands, and letting them focus on submitting an excellent admissions application.

**What this means for you as a reader/selection committee member:**

- You will not need to seek out students in your area who have applied to the University to encourage them to apply for your chapter’s scholarship

- In creating a more substantial and beneficial partnership with the University, your Chapter’s scholarship is gaining the power to be an incentive to attend the University, not just a reward for that decision

- Applications will no longer be printed and sent out to chapters for review

- You will have a more robust application to review when selecting recipients. This means you will have a more complete picture of the student, which should aid in selections

- All reviewing of applications will be completed online, through a connection to the University’s database. We will work with the University to set up your access to this database

**What has not changed:**

- Chapters will still read applications and select recipients based on their own criteria

- Chapters are encouraged to help recruit students in their area to the University, and to celebrate those students who decide to attend UT and/or those who awarded a chapter scholarship
What comes next:

- Within the next few weeks, we will provide you with a timeline for the new process
- The first thing we will ask you for is a list of the names and contact information for all chapter members who will be reviewing applications- this will be due in the fall
- Start thinking about what your criteria will be for students to be considered for your scholarship(s)- we will need that information to filter the students that we pass on to be reviewed

Frequently Asked Questions

Q: Our chapter area sees 10,000 applicants to UT each fall. Will we be sent all of those, and need to sort them ourselves?

A: We will use the criteria you give us to sort the applications, and will then give you access to a pre-set amount of applications

Q: We have good relationships with the local high schools and always have a good pool of applicants. Why would we need to make this switch?

A: Your relationships with these counselors are very important to the Texas Exes and to the University. We hope that you’ll be able to use these relationships to continue to encourage students to apply to, and ultimately attend, the University.

Q: I don’t feel confident using a computer to review these applications. Will you help me figure out how to do it?

A: The Scholarships team will be there for you every step of the way. We will make sure you are trained and comfortable with the system beforehand, and we’re just a phone call away if you encounter an issue during the review and selection process.

Q: Do we have to switch to this online system?

A: Yes. The University has stated that we can only participate in this online system if all scholarships administered by the Texas Exes, including Chapter, Named, and the Forty Acres Scholars Program, participate.

Please contact Tiffany Gonzales, Scholarship Coordinator, with any questions or concerns.

512-471-8095 / Gonzales@alumni.utexas.edu
In State Breakout Sessions
Chapter Advisory Board Facilitators: Tom Brayshaw, Michael Carrizales, Jeff Duchin, Troy Glander, Richard Heller, Mike Perez, and David Squire

- Sponsorship/Fundraising ideas:
  - El Paso- Bowling
    - Sponsors get signage on sponsored lanes ($100 sponsorship)
    - Family friendly event
    - Not much organizing needed-runs itself
    - Used Texas Exes registration for event
    - Chapter received $5 of every $20 (tournament was $20 per person)
  - Signage for sponsors
    - Try to get a local sign shop to be a sponsor of the chapter
    - This will allow for cheaper signage for all events
    - Offer sign shop a sponsorship for event for discount or free banners made for other sponsors
    - Keep banners and try to use them again-go after same sponsors
  - Tyler-Smith County Chapter
    - Golf Tournament-raised $1500
    - Work on hole sponsors
      - Different levels: $600 and $250
    - Make sure your community would enjoy this type of event
    - Get volunteers from chapter events (Thirsty Thursday)
      - Help with registration, set up, silent auction etc.
    - Had Cocktail party after to ensure teams finish as quick as possible
  - Make sure to invite city officials or candidates to events
    - They may by a table etc. for exposure
    - Make sure chapter does not promote or support specific candidate/party
      - Offer to all officials/candidates-no favorites
    - If concerned about not complying with association rules regarding political endorsements contact ESA staff.

- Online Auctions
  - Benefits:
    - Raffles can only happen twice
    - Usually can get more money than for silent auctions - the demographic for silent auctions isn’t always people ready to pay a lot of money for these items
    - You can also let other chapters join in on the auction - you can spread the word through your CAB member (to tell other CAB members) to get people from other chapters involved
Anyone can go to the Texas Exes website - all chapter information is on the list of events
- Auctions are always public so there are never any restrictions
- Idea: Create an auction page for all chapters to put any of their auctions so everyone will know to go that page if they want to find an auction
- Small processing fee with Texas Exes (credit card processing fee)
- Can purchase items from the coop for auctions - sales exempt for scholarship
- Contact is Brian Jewell, he will give 40% off on items purchased for fundraising (phone or email)
  - Often can show the store/place the flyer for an event to show that it’s being used
- Don’t forget - you can do a swap or ask your CAB member to reach out to other chapters to get items that you believe might be more valuable in your community
  - Use Chapter LinkedIn group to help do this

- Social Media
  - Encouraged to use Facebook to publicity - may lead to increased attendance
    - While many people don’t use it - there are many that do, can do the work for you -- people who do use it may just jump on their phone and get on the Facebook page (alerts on phone, etc.)
  - Add your Facebook URL to your email blast
  - Use a Facebook ad to publicize a status for a specific raffle or auction – can be very cheap way to increase sales

- Prospecting Active/New Members
  - No one in room experienced an increase in membership from Texas Exes Care
    - Invite area Texas Exes to board meetings
      - Chapters who have tried did see a slight increase from these meetings
      - Make sure to email it out and let everyone know that anyone is welcome - people that show up are looking to help/be involved
  - A few people have gotten involved by just attending an event they were invited to by their friend
  - People probably want to be asked to be involved - sometimes it’s not natural for people to ask to get involved
  - Harder to say no when asked face to face

- Unique Events
  - Montgomery County: Painting with a twist - go to an artist’s home or to a shop -- charge extra to make it a fundraiser - everyone goes to paint the tower and brought their own food and drink
  - Joined a parade -- created a float with a blow up Bevo
  - Can have community events to get the word out, doesn’t always have to fundraise
  - Ft. Worth: Celebrity bar tending event - DeLoss Dodds, George Mitchell, Dusty Renfro, Leslie all came to pour drinks for everyone, all tips went to scholarship fund (about 100 people showed up)
  - Brownsville: Waiters Event - local place donates their lobby -- half aggies, half longhorn; $700 per table, ask alumni to donate items; Each school has people act
as waiters - whoever wins by getting the most tips gets their flag flown outside of the location as the prize

- 10 - 15 people to organize/put on the event; Time commitment is with the setup and organizing the larger auction items
- Ask for donated liquor, waiters take drink orders, auction items around the room, buffet line set up
- Deciding how to split donations/costs with other organization with joint event: each gets their own auction items, each team gets the tips
  o If a guest speaker attends, can they sell their book? Does it matter if the book was published by University Press
  o If it is through University Press you can partner with them to make it a fundraising event
  o If there is no affiliation, there is no official restriction but they might take advantage of the situation – their book sales are NOT for fundraising efforts
  o Can you work to get a block of tickets for basketball tickets when they’re playing in the area (Montgomery County - Reliant Stadium -- UT/UCLA)
  o UT Athletics would may have to help; must contact the particular venue to get the block of tickets; you may have to buy the tickets in advance

- **Out of State Breakout Sessions**
  Chapter Advisory Board Facilitators: Steven Gragg, Kenneth Lewis, Kenny Liao, Erin Naman

- **Scholarships**
  o What is 40 Acres?: Largest scholarship awarded, bigger than full ride in some cases - includes trips, study abroad
    - How does the scholarship help with this?: So far, some chapters can do a grassroots organization that can help to raise the endowment - the chapter can donate as a whole, once there is a large enough endowment (500,000) it will go to someone from the area
    - Dallas/Houston: Gathered over many years (dedicate a whole event for 5 years, or gathered other ways over many years) - they have restricted that the recipient must be from the area once the endowment is met

- **Fundraising/Sponsorship**
  o NY: Chili Cookoff is the biggest event for that chapter, biggest opportunity, but least successful (based on what opportunity is available)
    - Last year was first sponsorship - want more (in kind donations, cash to get on banners and t-shirts)
    - 20th year in 2013 - 1500 people, raised over 22K
    - Not enough time to go out and ask people for sponsorships
    - Started by doing it with A&M chapter - called Lonestar Chili Cook off, presented by Texas Exes
    - When doing it with A&M sponsorships were asked for separately
  o Suggestion from Tulsa: Have a specific board member start asking for donations early- “raising money for local kids to go to UT”; Ask your board members/chapter members and determine their strengths: give everyone a task such as
organizing, raising money, or putting on the event - see if people have business contacts they can use to raise money;

- Two ways to raise money: fundraising -- events, tickets, etc. or Sponsorship -- asking for straight up donations (money or goods/services)
- See if you can get one board member or just general member to donate to become the main sponsor - someone who is a big business person in your chapter that might be a good place to start
- Key to sponsorship: Must have a structured sponsorship plan (levels, clear cut benefits such as logos being featured, speaking opportunities) then send out to membership and community leaders, ask for who they might know who would be interested in helping
- What is the actual tax exempt status? Is it under the umbrella-only in state chapters can get income/sales tax exemption - donations can always be tax exempt
- Suggestion from Tulsa- use Texas Exes insurance for venues, etc. and use tax exempt form for events and food/drink being purchased for it
- Raffle items/auction items are not tax deductible for person who wins the item (technically)
- Of Chapter represented in room-no one has a dedicated position for fundraising - Erin Naman, Chapter Advisory Board member, suggests getting a person on your board to do fundraising specifically
  - Great to have people doing fundraising for each event, otherwise you’re bound to forget one thing or another
  - Might be tough with smaller chapters, smaller would want to just focus on the event, making the ticket truly valuable so people want to come to more events
- Tulsa found that a live auction helped to get more money for each item, useful ($250 for auctioneer)
- Online auctions are also a great way to extend the life of an item because more people can bid on it for longer
  - Could be great to get a chapter trade going on so other chapters can auction off items not in their area- use the Chapter Leader LinkedIn group for this!
- Idea: Kenny Liao, Chapter Advisory Board member, suggests a chapter wide online auction for Texas Independence Day - each chapter gets the money raised by the items they donate- ESA to look into possibility
  - May want to limit how much each chapter can donate
  - Could be better to let anyone donate so there are more items

- Volunteer Succession
  - Nominating committee should create a slate to be voted on at annual meeting
  - New York has an Executive Board who creates slate and votes on leaders
  - Make sure to set term limits! This helps when a volunteer doesn’t work out.
  - Always look for new volunteers
    - At events, have a volunteer sign-up sheet
    - If they volunteer, give them a task as soon as possible
When new alumni move into chapter area, they receive a “welcome email” with the chapter’s membership chair’s email address.
  - Idea- maybe do a quarterly email personalized from chapter to all new alumni from area

Metro Break Out Sessions  
Chapter Advisory Board Facilitator: Maria Garate

- Membership
  - Dallas asked about membership and asked how the Assn. would like us to share Membership.
  - Life Memberships make up about 2.5 million of the budget for the Assn.
  - Force is counted by membership.
  - Texas Exes is a commoditized term.
  - Growth for life membership is 6%/year
  - Working on brand audit and premiums that come with membership.
  - It was suggested to have a “sale” before increasing life membership price which has been the same for over 20 years.
  - Encourage alumni to be official Texas Exes by becoming a member.
  - Consider using the term enrollment instead of membership.

- Sponsorship
  - Leslie discussed sponsorship opportunities and how we can leverage bigger sponsorships to cover the 4 metro chapters. The Assn. signed a deal with Southwest Airlines and Miller/Coors. Preference is to work with athletics however on the CC processing the Assn. had to sign a deal to cover just the Assn.
  - Leslie would like to know what each Chapter can offer to a group deal.
  - It was discussed to have a corporate sponsor for the main scholarship event of each chapter however most feel that it might not work considering who the honoree is that year.

- Alumni Engagement
  - The Legacy Group was discussed so that we can work on attracting more people of the older ages. Key is to follow up and consistency.
  - Diversify events with community service, and serious minded events

- Young Alumni
  - How do chapters communicate YA events?
    - Facebook
    - Weekly Chapter emails
  - Young Alumni volunteers are transient and not as reliable.
    - Find a chair who is planning to stay for a while in area
  - Create a calendar that can be viewed by all alumni
  - Texas Exes has a Young Alumni Advisory Committee that meets quarterly with one Forum in the fall.
  - It is up to the Board to go to the YA events and recruit.
  - Make business cards to have as handouts, build a committee to have support.
  - Do more than just Happy Hours such as intermural sports teams.
  - Young Alumni events are successful when you incorporate “Austin”
- Houston does Longhorn Trivia at happy hour
- Worked with chapter sponsor to make “Texas Ex-tini” (Mexican martini)

- Facebook ads
  - Richard Heller, CAB member, discussed his Facebook success with advertisements and how inexpensive they are and how you can directly correlate the results. You must build up your likes, add FB mention in all email blasts.
  - Facebook Ads can be set up with criteria
    - Campaign Criteria
      - College Grads
      - UT
      - @least 15 years old
      - Users who DO NOT like us
        - Reaches those not already seeing your Facebook page
      - Members of other Texas Exes chapter’s pages
      - Etc.
  - Only $40 advertisement yielded $600 in sales of online sales
The Big XII of Texas Exes Resources

Resources offered to chapter and network leaders
1. Online Guides – forms, templates, notes, scholarship information

Chapter Leader Handbook
Chapter & Network Leader Resources available online
2. Printed Mailings

Chartered Chapters receive two paper mailings per chapter year*

*separate guidelines apply to metro chapters
3. Weekly Emails

Each chapter/network may send out one email per week to both members and non-members in their area.

Emails are sent Tuesdays, Wednesdays, or Thursdays.
4. Website Hosting

Chapters/networks may take advantage of free website hosting through www.texasexes.org. Individual chapter/network websites are accessible via www.TexasExes.org/ChapterName

The responsibility of the chapter/network to maintain the site
5. Trademarked Logo

Each chapter/network has their own official Texas Exes logo. Chapters/networks have permission to use the Texas Exes brand and logos in addition to UT trademarked images* including the silhouette longhorn

*Specific guidelines apply – see handbook for rules
6. Event listing on TexasExes.org homepage

Events from official chapter events listing are pulled to main website

<table>
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| Football Season Kick-off Happy Hour 6-8pm  
Baltimore Chapter  
Wednesday, August 22 |
| Back to School Drive Service & Social  
Dallas Chapter  
Wednesday, August 22 |
| Big XII Happy Hour - 6-8pm  
Atlanta Chapter  
Thursday, August 23 |
| Longhorn Night at the CC Hooks Game  
Corpus Christi Chapter  
Thursday, August 23 |

See more Texas Exes Events

See more Chapter & Network Events
7. LinkedIn Group

Central location for Chapter leaders to ask questions and share ideas among each other
8. Chapter Publicity on *The Alcalde* website

Chapters can submit pictures and stories about events to be highlighted on Alcalde.TexasExes.org
9. Credit Card Processing

Texas Exes will process the Chapter's credit card purchases, less processing fees

This includes:
• On-line event registration
• At-the-door, on-line credit card processing for event tickets, plus auction item and merchandise sales is available at Chapter events
10. Liability Insurance

Chapters/networks are covered under the Texas Exes liability insurance

Proof of insurance can be provided when requested
11. Assistance from Chapter Advisory Board

Each chapter/network is assigned a Chapter Advisory Board member who can provide guidance and assistance.
12. Scholarship Program

Scholarships given to recipients from the chapter/network area

Chartered Chapters receive $500 in matching funds for new incoming students

Chapters can set up a scholarship endowment through the Texas Exes for $7500

All donations for scholarships are considered “charitable donations” under the Texas Exes of 501(c)3 Non-Profit Status
Big 12 Resources

1. Online Guides
2. Mailings
3. Weekly Emails
4. Website hosting
5. Trademarked Logo
6. Event listing on TexasExes.org
7. LinkedIn Group
8. Chapter Publicity on *The Alcalde* website
9. Credit Card Processing
10. Liability Insurance
11. Assistance from Chapter Advisory Board
12. Scholarship Program
Resources Included below:

- Chapter Leader Handbook 2012-13
  - Texas Exes Care Handbook
  - Networking Handbook
- Career Services at a Glance
  - Membership Overview
- Chapter PR Toolkit
- Event Planning Toolkit
- Social Media Policy
- Working with Volunteers Presentation
- Fundraising and Sponsorship Presentation
HOW TO READ AND USE THIS HANDBOOK

This handbook was created to guide Texas Exes Leaders as they build their chapter or network. The handbook includes information ranging from the structure of the Texas Exes to event ideas for chapters or networks to implement. It is intended to be a comprehensive resource for all leaders to use as they grow their chapter or network.

This handbook is divided into two major sections: the Summary Section and the Reference Section. The Summary Section will introduce important parts of the Texas Exes, the resources that are available, and some programs. It is designed to give you an overall view of the Texas Exes. The Reference Section goes into more detail on the Texas Exes and the resources available to chapter leaders, as well as introducing more programs available for chapters. If additional information on a topic is available in the Reference Section, there will be a note of the corresponding Reference Section page number.
2012-13 Chapter/Network Handbook

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TEXAS EXES

Who we are:
The Ex-Student’s Association, or commonly known as Texas Exes, is an independent, non-profit, membership-supported organization that exists to connect its members to each other and to the past, present, and future of The University of Texas at Austin.

Our Core Purpose:
To be an independent voice that champions the University, and to organize alumni and friends into a formidable network to change the world.

Our Vision:
The Association will be recognized as indispensable to the UT family, connecting and engaging supporters with each other and the University; together we will lead the charge for the University and its mission to be known worldwide as an institution of the first class.

Mission:
Though we carry it out in countless different ways, the Texas Exes' mission is simple:

To unite, inform, and involve alumni and friends for the purpose of promoting, protecting, and preserving The University of Texas.

Whether it’s through scholarships, teaching awards, legislative advocacy, The Alcalde magazine, or just plain fun (like hosting the world’s biggest tailgate party before every home football game), the Texas Exes exists to support The University of Texas and its proud traditions.

Pillars & Values

The Texas Exes Board of Directors has created a set of six pillars that define our role as the alumni association for The University of Texas. All of our programs and activities exist to support these goals:

1. Keep all alumni connected to UT through communication and involvement.
2. Promote legislative advocacy on behalf of The University.
3. Enhance the student experience through scholarships and involvement.
4. Preserve and enrich the history and traditions of The University.
5. Provide a welcoming physical environment on campus for all alumni, faculty, staff, students, and Austin community.
Did you know…?

…that in 2011 alone, Texas Exes gave out nearly $2 million dollars in scholarship money, allowing the great academic tradition of UT to continue? Texas Exes chapters contributed roughly $483,000 to the scholarship fund, giving scholarships to 322 students. This money was raised locally through the efforts of the local chapters, and the money stayed with local students.

…that Texas Exes works to inform our legislators? The Texas Exes has advocated on behalf of UT Austin almost since its inception. Past successes include: indirect cost recovery of research grants, totaling around $70 million a year for the University and amendments to the Top 10% Law that cap the enrollment under this statute to 75% of the freshman class. Advocates continue to make numerous phone calls, visit with legislators during our Orange & Maroon Legislative Days with alumni from Texas A&M University, and send emails and letters urging favorable consideration of legislation.

…that the Texas Exes strives to enhance the student experience by providing meaningful involvement through the Texas Exes Student Chapter, Camp Texas, Spirit & Traditions Council, student and faculty awards, alumni mentoring programs, and leadership development? During the 2011-12 school year, the Texas Exes Student Chapter recruited nearly 1,600 dues-paying members and provided programming ranging from job shadowing to dinner programs with alumni to campus-wide spirit rallies. Camp Texas continues to provide incoming freshmen with meaningful interaction with UT faculty and staff, as well as important leadership development. For an informative video news report on Camp Texas, please visit http://www.texasexes.org/camptexas/attend.asp.
MEMBERSHIP

Membership is the lifeblood of the Texas Exes, and as such, it is an important issue for all local chapters. The Association is a separate entity from the University and is 100% self-funded. As a result, the Texas Exes rely on the dues of members to support all its programs, including the chapter program. **Without members, the Texas Exes would not be able to support the chapters and networks.** It is vitally important that chapters and networks, as extensions of the Texas Exes, are always striving to increase membership.

Did you know…

…that a Life Membership can be purchased for $50 down and less than $1 per day? It is called Associate Life Membership (until it is fully paid).

…there are a significant number of graduates that would join the Texas Exes if they were only asked or approached about joining?

Membership FAQs

Q. **Why should I become a member of Texas Exes?**
A. Membership in the Texas Exes benefits the alumnus, UT, and the local chapter. Members have access to a wide range of benefits, from our travel program to career services to involvement in the local chapter. Also, membership is the best way to stay connected to UT. Through membership dues, Texas Exes is able to support UT through legislative advocacy and enhancing the student experience. Member dues also support the local chapters – ensuring alumni all over the world can connect with each other. Everyone benefits through membership in the Texas Exes!

Q. **How do I join the Texas Exes?**
A. You can join online at [www.texasesexes.org/join](http://www.texasesexes.org/join) or by calling 1-800-369-0023.

Q. **Can I join Texas Exes if I am not a graduate of The University of Texas?**
A. Yes. Friends of UT are welcome to join the Texas Exes and support the school they love!

Q. **How many Texas Exes members are there now?**
A. There are currently over 67,000 Life Members, over 3,500 Associate Life Members, and over 31,000 Annual Members. We also had around 1600 members of the Texas Exes Student Chapter during the 2011-12 school year.

Q. **How do local chapters benefit from membership?**
A. It is through membership dues that Texas Exes is able to offer support for the local chapters. This support comes in the form of maintaining the alumni database, sending emails for chapters, chapter websites, and the 2 free mailings that each chapter gets annually. None of this would be possible without dues-paying members.
More detailed information on Membership is available on page 13 in the Reference Section.
CHAPTERS AND NETWORKS

What is a Chapter and What is a Network?

Chapters and Networks are local affiliates of the Texas Exes. Chapters and Networks differ in that Chapters require a more fully developed leadership structure and can award scholarships to local students.

Networks can have a more loosely defined structure with only one person needed as the Key Contact and typically they do not award scholarships. All start-up groups will first become Networks and then grow into Chapters.

The resources available to Chapters and Networks differ slightly and are more fully explained on pages 17 & 18 in the Reference Section.

The chapter year runs from July 1st to June 30th, same as the Association’s year. Chapter charters must be renewed every year, which is accomplished by filling out and sending the required forms in to the Chapter Office in Austin. All forms must be completed and returned by June 1st. Once the forms are received, the charter for each chapter is approved at the Texas Exes Board of Directors meeting in July. A detailed explanation of the process and the documentation required for renewing a chapter’s charter is located on page 36 in the Reference Section.

Chapter/Network Overview

Chapters and Networks provide a vital role to the Texas Exes – they are our connection at the local level. Texas Exes could not touch so many alumni, both members and nonmembers, without our chapters and networks. Chapters and Networks help increase membership while maintaining a connection between alumni and The University of Texas.

Goals of Chapters and Networks:
- Provide alumni with a connection to UT and the Texas Exes
- Provide activities that bring alumni together
- Provide diverse programming that represents various interests and age groups
  - Student Recruitment and Development
  - Community Service
  - Serious Minded Content
  - Diverse Social Alumni Engagement

Purpose of Chapters and Networks:
- Extend UT beyond the boundaries of the Forty Acres
- Promote membership in the Texas Exes
Memberships sustain Chapter/Network activities and are a critical link between members and the University.

- Support UT when athletic teams, members of the administration or faculty travel to your area
- Provide a network of fellow Texas Exes for new graduates and new members of your community

Texas Exes Expectations:

- Chapter leaders must be members of the Texas Exes.
  - 4 required officers – current president, president-elect, treasurer, membership chair
- Chapters must submit an annual financial status report and charter agreement.
- Chapters should utilize Texas Exes resources for communications with alumni – both paper and email.
- Chapters should use their own Federal Identification Number to obtain own bank account – can obtain online (https://sa2.www4.irs.gov/modiein/individual/index.jsp)
- Chapters will uphold Texas Exes bylaws and chapter’s bylaws.
- Chapters should have Texas Exes manage all scholarship funds

Non-profit status:

- The Texas Exes is classified as a 501(c)(3) corporation by the IRS.
  - As a component of the organization, the chapter must also comply with the rules and laws that apply.
    - Principally, by not participating in support of political or religious activities and what the IRS calls “active marketing” for a for-profit concern

Chapter/Network Events and Activities

Texas Exes Chapters and Networks around the world have put on events ranging from formal seated dinners to game watching parties, from fun runs and fishing tournaments to community service activities. Any activity that gathers UT alumni for the purposes of connecting with one another, promoting higher education, raising money for scholarships, or just having some fun makes a good event for your chapter or network. Alumni have varied interests, so it is important to have a calendar with a variety of events to attract a wide range of alumni. Those alumni not interested in attending a monthly happy hour might be interested in attending a speaker event.

Page 25 in the Reference Section contains a summary of hints and tips for putting on events and a list of events that Texas Exes Chapters have successfully produced. More information can be obtained from your Chapter Advisory Board representative listed on page 58 of the Reference Section.

Texas Exes Scholarship Program

Texas Exes Chapter Scholarships benefit entering freshmen, transfer students, and/or students continuing their education at UT. These students are selected by Texas Exes members who volunteer with their local chartered chapter. The Texas Exes Chapters’ volunteer leaders also work year-round to raise the funding for their awards.

Chapter leaders will be given information on the scholarship process at the Chapter Leadership Conference. All correspondence will be sent to the Chapter Scholarship Chair and President.
Chapters may endow a scholarship with a $7,500 minimum. The amount available for distribution each year is 4.5% of the 12-quarter endowment average. All Texas Exes Chapter scholarship funds are to be managed by the Texas Exes, under the leadership of the Association’s Investments Committee. If a chapter is interested in creating an endowed scholarship, please contact Blakeney Kurad at Kurad@alumni.utexas.edu.

Chapter scholarship donations via secure credit card processing are set up online; each chapter's site hosted by the Texas Exes features a tool so that chapter supporters may make an online donation. Donation checks should be made out to Texas Exes and mailed to:

Texas Exes  
Attn: Tiffany Gonzales  
P.O. Box 7278  
Austin, TX 78713

For information on Chapter Scholarships, please contact:

Tiffany Gonzales  
Gonzales@alumni.utexas.edu  
512-471-8095

**Communications And Publicity**

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

**Chapter Website**

Each Chapter and Network is encouraged to have its own website. The Texas Exes can host a website for the chapter or network; maintenance of the site is up to the Chapter or Network. Any events listed on the chapter’s website will automatically be pulled into an event listing online for alumni and friends to see.

**Emails**

Texas Exes will send out emails to all alumni in your area. This is an efficient, cost-effective way to share information about the Chapter/Network to your constituents. Chapter emails are sent out on Tuesdays, Wednesdays, and Thursdays of each week.

**Paper mailings**

Each chapter gets two, two-color paper mailings per year – one to members only and one to members and non-members in the area. These are either postcards or tri-folded invitations. Any specific paper requests will be at the chapters’ expense. Networks can send out paper mailings, but they will incur the costs associated with the mailing.

**Public Relations**

Getting coverage in the local news helps both the local Chapter/Network, as well as Texas Exes. Having local coverage of your event reaches potential new members in your area, raises awareness of your group, the Association and UT, and highlights the benefits of membership in the local group and in Texas Exes. There is a staff member for the Texas Exes that can help the chapter identify local media and write press releases.

More detailed information on each of these items is available on Page 19 in the Reference Section.
TEXAS EXES STRUCTURE

The Ex-Students’ Association (Texas Exes) is supported by over 96,000 dues-paying Annual, Associate Life, and Life Members. Council members are elected by the membership or appointed by the Association’s president. The Council approves the budget and elects the Board of Directors. The Board of Directors is in charge of the Texas Exes’ daily affairs, funds, and property. Volunteer Leaders work with the 38-member professional staff to set and achieve goals for the organization.

MEMBERS

- Chapters
- Networks

COUNCIL
- Board of Directors
- At-Large Representatives
- Constituent Representatives
- Chartered Chapter Presidents
- Committee Chairs

BOARD OF DIRECTORS

Elected Officers
- President
- President Elect
- Chairman
- Treasurer
- Secretary
- Executive Director

Standing Committee Chairs
- Chapter Advisory
- Finance
- Internal Affairs
- Investments
- Scholarship
- Student Chapter

PROFESSIONAL STAFF

Departments:
- Communications and Digital Strategy
  - Creative Services
  - Social Media
  - Media Relations
  - The Alcalde
- Operations
  - Business Office/Facilities
  - Travel
  - Game Day
  - HR
  - Career Services
- Participation
  - Marketing
  - Student/Campus Relations
  - Chapters
  - Awards
  - Alumni Programs
- Forty Acres/Scholarships
  - Forty Acres Scholarship Program
  - Dedicated and Chapter Scholarships
MEMBERSHIP

Pricing Overview
Membership in the Texas Exes is a charitable contribution that protects the value of your diploma, shows your pride in the University, and keeps you connected to campus news and fellow alumni through social events and business networking – and through the award-winning *The Alcalde* magazine.

80% of your membership dues are tax deductible.

While the Texas Exes appreciate all of their members, Life Membership is the preferred membership level. A percentage of each Life Membership is invested into the Life Membership Fund, and it is this fund that covers the bulk of the operating expenses, including funding for the Chapters Department.

Membership levels:

**Annual Dues:**

- *Individual - $50*  
  *Joint - $60*
- Recent Graduate (up to 5 years past graduation) - $25  
  Recent Graduate Joint - $30
- Parent of UT Student - $25  
  Joint - $30
- UT Faculty/Staff - $25  
  Joint - $30

**Multi Year Dues:**

- *Three-year Individual - $130*  
  *Joint - $150*

**Life Membership:**

- *Individual - $750*  
  *Joint - $1,000*
- *Associate Life Membership -  
  Individual - $50 down and $25 installments every month, with no financing costs  
  Joint - $100 down and $25 installments every month*

**Texas Exes Student Chapter Membership:**

- $20 annually
- $70 for four-year membership

*20% discount offered to Senior Citizens*
Membership Benefits & Services
(This list is constantly being updated, so for the most up-to-date information regarding member benefits and services, visit www.TexasExes.org/join)

- Online Alumni Directory
- Lifetime Permanent Forwarding Email Address
- Update Your Address Online
- Bevo Move Center (online moving and home-related services)
- The Alcalde Magazine
- Texas Exes Tailgate at the Alumni Center
- Group Travel (Flying Longhorns program)
- Discounts on UT Continuing Education Classes
- UT Library Use
- Discounts on Performing Arts Center Performances
- Access to UT Recreational Sports Program
- Texas Monthly Discounted Subscription
- Horns Illustrated Discounted Subscription
- Short-Term Medical Insurance
- Liberty Mutual Homeowners, Auto, and Renters Insurance Discounts
- Alumni Career Services
- Bank of America Longhorn Mastercard
- Personal Wines
- Online Access to UT Libraries
- Austin Business Journal Discounted Subscription
- Initiation fee waved at the University of Texas Club
- Members qualify for University Federal Credit Union Services
- Discounted Princeton Review Courses
- Hyatt Hotels and Resort Savings
Membership Talking Points

*Tailor your membership talk to suit your audience:*

**Sports Event – ex: Game Watching Party**
Texas Exes is a membership-based organization that supports The University of Texas. We offer Texas Exes members benefits for every Longhorn fan – everything from buses to the OU game to travel packages to the major bowl games to away game tailgate parties. In 2010, over 1,000 members traveled with us to the BCS National Championship Game and got exclusive access to parties and events surrounding the game. We are the group to travel with to the next big game. When you are in Austin, the Alumni Center is the place to be before the home football games and it is an exclusive benefit for Texas Exes members. Locally, join us for game watching parties (ADD BENEFITS SPECIFIC TO THE LOCAL CHAPTER).

**Networking Event – ex: Texas Exes Business Network Function**
Texas Exes is a membership-based organization that supports The University of Texas. Texas Exes has the only Career Services office on campus that offers career support for all alumni of UT. Career Services provide members with resources, tools, and services in directing their ongoing career growth and development. Many local Chapters offer Texas Exes Business Network events. (ADD BENEFITS SPECIFIC TO THE LOCAL CHAPTER)

**Social Event – ex: Thirsty Thursday**
Texas Exes is a membership-based organization that supports The University of Texas. No matter where you are in the world, there are Texas Exes. Local chapters help bring a little of the Forty Acres to you, no matter how far from Austin you might be! The great events provided by the Chapter for local alumni wouldn’t be possible without the membership dues. (ADD BENEFITS SPECIFIC TO THE LOCAL CHAPTER)

**Scholarship Event**
Texas Exes is a membership-based organization that supports The University of Texas. One of the most important things we do is provide scholarships to UT students. In the 2011-12 school year, roughly $2 million was given in scholarships. The scholarship program couldn’t continue to exist without the support of dues-paying members. (ADD BENEFITS SPECIFIC TO THE LOCAL CHAPTER)

**Tips for reaching out to nonmembers**
Increasing Texas Exes membership benefits local Chapters – membership provides funding for local chapter program and increased membership leads to new volunteers for the local Chapter and increased Chapter participation. If non-members feel a part of the local Chapter, they are more likely to join! Here are some tips for reaching out to non-members in your area and making them feel welcome at your events:

- Utilize your Chapter website to showcase your events – both upcoming and past events. Non-members have access to the Chapter websites, so this is a great tool for bragging about the success of a recent event and showing how much fun was had. Also, this is a great tool for showcasing upcoming events – if they don’t know it is happening, then they don’t know to attend!
- Ask non-members to sign in at events with their address information. While Texas Exes maintains data for both members and non-members, it is more difficult to get current information for non-members. If we don’t know where they are, then we can’t communicate
with them! Have them fill out their email address, at the least, and then send that information to Texas Exes so we can update our database. This way they will be on the email distribution for the next Chapter event!

- Follow up with non-members after an event. This can be done through an email telling them how happy you are they attended and informing them of the next chapter event. Include a link to the chapter website so that they can stay current on Chapter events and a link to Texas Exes so that they can join.
- Always have membership brochures on display. Be prepared to answer membership questions.
  - See the membership benefits section and the membership FAQ section
- When you make announcements at your events, be sure to plug membership. Tailor this to suit the type of event and to suit your local Chapter. You know best what is going to motivate non-members in your area to join.
  - See the membership talking points section for some ideas on selling membership
- Have a discounted price for members when possible. When this is not possible, incorporate another way to recognize members. Some ideas:
  - Have a drawing that only members can enter. This does not need to be something elaborate – a t-shirt would be enough.

The idea is to reward membership, not to alienate non-members. We want to show non-members the value in joining without making them feel left out.
RESOURCES FOR CHAPTERS AND NETWORKS

The entire staff of the Texas Exes is here as a resource for Chapters and Networks. Your primary contacts are:

Courtney Ratliff  Sally Bage
Associate Director, Chapters  Chapters Coordinator
512/475-9352 or 800/594-3937  512/471-8094
ratliff@alumni.utexas.edu  bage@alumni.utexas.edu

Chapter Resources from Austin

- A Chapter receives two mailings during the year – one to all members and one to both members and non-members living in your Chapter’s area.
- Weekly email broadcasts can be sent to all alumni in your Chapter's area - both members and non-members.
- Texas Exes will provide $500 to each Chapter to use towards scholarships for local students new to UT Austin in the 2012-13 academic year.
- Texas Exes will process the Chapter's credit card purchases, less processing fees. The resulting funds can be deposited into the Chapter's Association-managed scholarship fund or a check can be sent to the Chapter's representative to help with local 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 Chapter's Association-managed scholarship fund or a check can be sent to the Chapter's representative to help with local expenses.
- At-the-door, on-line credit card processing for event tickets, plus auction item and merchandise sales is available at Chapter events. To use this, a Chapter 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 Chapter’s scholarship fund(s) can also be set up. This link will be posted on the Chapter’s website and can be sent out in email broadcasts, as well.
- A Chapter website is hosted for every interested chartered chapter (www.TexasExes.org/chaptername). Please contact Courtney Ratliff or Sally Bage if your chapter needs to develop a site. The Chapter’s leadership will be able to make edits. Any events listed on the chapter’s website will automatically be pulled into an event listing online for alumni to see.
- Listing as a Texas Exes Chapter on the TexasExes.org website, with link to the network’s website and contacts.
- The Texas Exes logo can be used with prior approval.
• Chapters are covered under the Texas Exes liability insurance. If you need proof of insurance for an event, please request it from Courtney Ratliff or Sally Bage.
• All presidents of chartered Texas Exes Chapters are automatically members of the Texas Exes Council and also serve on the Texas Exes Chapter Leadership Committee.

Network Resources from Austin

• Weekly email broadcasts can be sent to all alumni in your Network's area – both members and non-members.
• The Texas Exes will process the Network's credit card purchases, less processing fees. The resulting funds will be sent to the Network's representative to help with local expenses.
• On-line event registration is available. This tool will process credit card charges for ticket purchases and generate participant rosters. Again, the resulting funds will be sent to the Network's representative to help with local expenses.
• At-the-door, on-line credit card processing for event tickets, plus auction item and merchandise sales is available at Chapter 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.
• A website will be hosted for every interested Network (www.TexasExes.org/networkname). Please contact Courtney Ratliff or Sally Bage if your network needs to develop a site. The Network’s designated webmaster will be able to make edits. Any events listed on the chapter’s website will automatically be pulled into an event listing online for alumni to see.
• A listing as a Texas Exes Network with a link to the Network’s website and contacts will be published on the TexasExes.org website.
• The Texas Exes logo can be used with prior approval.
• Networks are covered under the Texas Exes liability insurance. If you need proof of insurance for an event, please request it from Courtney Ratliff or Sally Bage.

Chapter Advisory Board

The Chapter Advisory Board is made up of current and former Chapter leaders that maintain an active role with the Texas Exes and who draw from their own leadership experience to assist and guide other Chapter leaders. Each Chapter Advisory Board member is assigned a grouping of chapters to work with and serves as another resource available to Chapter leaders. Additionally, several Chapter Advisory Board members have been designated as having an area of specialty that may be called upon by all Chapters as needed; for example, sponsorships and issues affecting out-of-state Chapters. Chapter Advisory Board members are resources available to answer your questions and to share their knowledge so that Chapter leaders can benefit from our shared community of experience.

Chapter Advisory Board Members:
Tom Brayshaw – Fredericksburg, TX
Mike Carrizales – Chair-Corpus Christi, TX
Nate Carty – New York, NY
Jeff Duchin – Dallas, TX
Maria Garate- Dallas, TX
Troy Glander – San Antonio, TX
Steve Gragg – Phoenix, AZ
Richard Heller – Austin, TX
Kenneth Lewis – Houston, TX
Kenny Liao – San Francisco, CA
A list of Chapter Advisory Board members and their Chapter assignments is located on Page 58 in the Appendix.

Communication

Chapter/Network Information on Communication/Web/Logos

- **Paper Mailings**
  - Each chapter receives two free mailings per year – one to members only and one to members and non-members.
    - 2-color only, postcards or tri-folded mailers
  - Any specific paper requests will be incurred at the Chapters’ expense.
  - All paper mailings will include the Chapter’s logo.
  - Requesting paper mailings:
    - The content for the paper mailings should be emailed to Courtney Ratliff or Sally Bage.
    - 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 and proofing of the invitation.
    - The request should specify if you want the mailing to go to members only or members and non-members.
    - 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. If the invitation is not requested in enough time for this to happen, then the Association reserves the right to deny the invitation request.

- **Email Communications**
  - Texas Exes will send out emails for each Chapter and Network.
    - Emails per Chapter/Network will be limited to one per week.
      - Chapter emails go out on Tuesdays, Wednesdays and Thursdays.
    - Emails go to all alumni in the area – both members and non-members.
    - Emails can be targeted to specific groups.
      - Example: An email can be sent to alumni in the area that graduated in a certain year range.
  - Requesting emails:
    - The email content should be emailed to Courtney Ratliff or Sally Bage.
    - A proof will be sent to you before the email is sent.
    - Please allow 2 business days for an email to be sent.
    - Chapter emails are sent out on Tuesdays, Wednesdays, and Thursdays only.

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

- A Chapter/Network website is one of the best ways to communicate with alumni in your area.
  - Tip: It is very important to keep your website as up-to-date as possible.
- The Texas Exes will host a Chapter/Network website for all interested Chapters/Networks at [www.TexasExes.org](http://www.TexasExes.org).
  - The Chapter/Network will be responsible for maintaining all updates.

Logo Usage Guidelines

- As an affiliate of the Texas Exes, Chapters and Networks are allowed and encouraged to use the Texas Exes brand. You may also use the Longhorn silhouette logo.
- There can be no changes to the Longhorn silhouette logo.
  - For example: The color cannot be changed or words written over the logo.
- Texas Exes will provide a Chapter/Network logo for the group to use.
  - Example

Publicity

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

Chapter Website

Each Chapter and Network is encouraged to have its own website. The Texas Exes can host your website; maintenance of the site is up to the Chapter or Network. The more the site is developed and updated, the more interesting it will be to alumni in the area. Use your website as a tool to promote the group as a whole and your upcoming events. **Any events listed on the chapter’s website will automatically be pulled into an event listing online for alumni to see.**

Key elements to include in your website:

- Board/leadership contact information
- The mission of the Chapter/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 Chapter/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 Chapter/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.

Email tips:
- Chapter and Network emails are sent out on Tuesday, Wednesday, and Thursday of each week.
- Send the complete content to Courtney Ratliff or Sally Bage.
- If more than one person is contributing to the email, have everyone proof it and give their okay before you send it back to Courtney. Only one person in the Chapter/Network will be sent the proof. Keep in mind that having more than one person look at the proof can delay the process.
- If you want a reminder email sent out, tell Courtney the day you want the reminder sent.
- Send the email content to Courtney at least 2 business days before you want the email sent.
- Create an enticing subject line that compels the reader to open the message.
- If the email contains several items, separate them into clear headings.
- Emails can include hyperlinks to a sponsor’s website but not the sponsor’s logo.
- If you want an image included in the email, send it as a separate jpeg attachment.

Paper Mailings
Each Chapter gets two, 2-color paper mailings per year – one to members only and one to members and non-members in the area. Networks can send out paper mailings, but they will incur the costs associated with the mailing. Texas Exes has negotiated a very good rate with a local printer, so we would encourage you to still go through us for any mailings, and we will then bill the Chapter/Network. These mailings are sent first-class and are limited to a 2-color postcard or tri-fold flier. Paper mailings are best for big events; make sure to mail them out in plenty of time. They must be received in mail boxes three weeks prior to the event.

Paper mailing tips:
- Send the complete content to Courtney Ratliff or Sally Bage.
- A proof will be emailed to the person requesting the mailing.
- It takes 3 to 5 business days for the mailing to hit mail boxes from the time it is sent to the printer. Please allow an additional 3 business days for the designing and proofing of the invitation.
- When submitting a request, indicate whether the mailing is to go to members only or members and non-members.
- Remember that less is more. Provide information as simply, clearly and as concise as possible. Too much information will lose the readers’ attention.
- Make sure to include all pertinent information on the mailing: date, location, time, and directions, contact person, etc.
- When appropriate, use bullets and headings. These get your message across more quickly and effectively than paragraphs of text.
- Send out mailings with plenty of time before an event. The ideal lead time is 4 to 6 weeks notice.

Public Relations
Getting coverage in the local news helps both the local Chapter/Network, as well as Texas Exes. Having local coverage of your event reaches potential new members in your area, raises awareness of your group, the Association and UT, and highlights the benefits of membership in the local group and in Texas Exes. This is achieved through the public relations efforts at the local level. 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 Chapters to appoint a Communications Chair.

How to get your chapter 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 Chapter, 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."
SPONSORSHIPS

While the Texas Exes offer a comprehensive list of benefits to members, many Chapters have started soliciting local businesses to offer additional benefits to members in their area, for example, working out a deal with a local restaurant to offer 10% off to all Texas Exes members. This helps to increase the benefit of membership at a local level while also helping the Chapter to establish a relationship with a local business that can lead to a sponsorship opportunity. More and more Chapters are looking to sponsors to help underwrite the cost of events. This is a great way to keep the costs down at events while involving local businesses.

Sponsorships

Tips:

- 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, then 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 Association 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 email 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 created.

What we can offer to sponsors:

- Their company name can be listed on all of the Chapter’s email broadcasts with a link to their website.
  - Include the number of people/emails this will touch
  - Include how many emails will be sent
- Their name and logo can be printed on any paper mailings to local alumni, if appropriate.
  - Include the number of addresses
- Their name and logo can be printed 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 can be published on the Chapter website with a link to their website.
- Recognition with name and/or logo can be printed in The Alcalde, if the chapter is buying an ad for their event.
  - Sent to approximately 90,000 Texas Exes members
• Recognition can be displayed on tables at the event and the event program, if appropriate.
• Sponsors can receive complimentary tickets to event(s), if appropriate.

What to avoid:
• Sponsor logos will not be on the email broadcasts (name listing only).
• Anything that could jeopardize the Texas Exes non-profit status. If you have a question, contact Courtney Ratliff at ratliff@alumni.utexas.edu or Sally Bage at bage@alumni.utexas.edu, to help you find an answer.
TIPS AND HINTS FOR EVENTS

• Tips for events
  o Host a variety of events that appeal to a wide range of members – offer alumni an experience they can’t get elsewhere
  o Provide events that will offer fellowship, personal enrichment and new opportunities to utilize their UT connection
  o Take advantage of what is unique about your city or community
  o Keep your event cost reasonable, especially if trying to reach younger alumni
  o 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.
  o Silent auctions generally work better than live auctions
    ▪ If you do decide to have a live auction, then limit the number of items to 3 or 4.
  o 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
  o Designate Chapter volunteers to serve as greeters at the event – this makes everyone attending feel welcomed

• Guidelines
  o Only use insured, licensed and bonded bartenders to serve alcohol during Chapter events.
  o Chapters are covered under the Texas Exes liability insurance. If you need proof of insurance for an event, please request it through the Association.
  o Offer a discounted ticket price to Texas Exes members or some other benefit to members.
  o 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.

• How we can help
  o Nametags
    ▪ Texas Exes will send out nametags for groups to use at events.
- Please contact Texas Exes to have nametags mailed to you.
  - Banners
    - Groups can order banners through the Texas Exes.
    - A banner request should be sent to the Chapters Department.
    - The Chapter/Network is responsible for the cost.
      - A standard 2 x 6 banner runs approximately $60.
  - Event decorations
    - Event decorations can be purchased at the Coop at a 40% discount.
      - Contact: Brian Jewell
        bjewell@universitycoop.com
        512/476-7211 or 800/255-1896

- Auction Items
  - All autographed items must be purchased through Longhorn Ltd – the official team store or the University Coop (please note that these purchases are not eligible for the 40% discount)
  - Items available through the Texas Exes:
    - Flag flown over the Texas Capitol - $16
    - Career Training Session - $50
      - This is an hour long session with the Director of Career Services that can be done over the phone and tailored to the individual’s needs.
  - Other suggestions
    - Personal Wines – personalize the label for your event
    - Solicit local donors
      - Dinner at a local restaurant
      - Weekend stays at a resort
      - Services such as car wash, house cleaning, dental cleaning, etc.

- Speakers
  - If you have more than one event a year with a speaker, then secure a variety of speakers to meet everyone’s interest.
  - Ask the speaker early and have a few dates in mind.
  - If the speaker has to travel, the Chapter should be prepared to cover their travel expenses.
  - Take advantage of faculty and personnel who may be traveling to your area for development purposes or to attend a conference.
  - All requests for coaches to speak must go through the Athletics Department.
      - You will need to fill out the form and return to the Athletics Department.
      - In 2008, the Athletics Department instituted a new policy regarding football coaches. Football coaches are no longer available as speakers for events.
  - Contact Courtney Ratliff or Sally Bage to view the Texas Exes Speakers Bureau for speakers/topics that may be available for your area.

- Suggestions for events
  - Think of these 4 Categories:
    - Student Recruitment and Development
    - Community Service
    - Serious Minded Content
    - Social Alumni Engagement
o Student Recruitment/Development
   ▪ Host a BBQ and invite high school juniors and seniors to attend
   ▪ Throw a Send Off for the students leaving your chapter area to attend UT

o Community Service Events
   ▪ Participate in Texas Exes Care about The Project in February
     • [www.texasexes.org/care](http://www.texasexes.org/care)
   ▪ Participate in a Red Cross Blood Drive
   ▪ Work with Habitat for Humanity
     • Some areas have competitions that pit schools against each other – this would be a great way to interact with other alumni chapters in the Big 12 Conference
   ▪ Participate in a community clean-up day
     • Example: Get a group together to clean up the Guadalupe River – it is a good cause, and you are tubing!
   ▪ Participate in a local walk or run to support charity
     • Get a group together to run/walk and raise money for a good cause
     • Example: The Alaska Chapter hosts a dinner and reception for the Texas4000 every year that is a big success.
       o Other Chapters along the route can host similar events depending on their needs.

o Serious Minded/ Cultural Events
   ▪ Host a monthly book club for your members
     • Example: Read books written by UT alumni – a new listing appears in each issue of the *The Alcalde*.
     • If a UT author is in your area, then try to host a book signing party with him/her.
   ▪ Tour local museums
     • Meet after the tour at a local restaurant to discuss the exhibit
     • Example: Organize a trip to the Houston Museum of Fine Arts for a current exhibit
   ▪ Attend a local theater production
     • Meet before or after the production for dinner or drinks
   ▪ Have an educational speaker at your events
   ▪ Host a Texas Exes Business Networking Event (TEBN)

o Social Events
   ▪ Family-oriented Events
     • Have a family picnic at a local park
       o For out of state Chapters, serve Texas BBQ or have a Texas-themed meal.
     • Host a family bowling night or skate night
     • Check your local library to see if they do regular summer readings/puppet or magic shows for kids and designate a Texas Exes day at the library.
   ▪ Happy Hours with the alumni chapter of an upcoming sports opponent.
     • Schedule it the week of the game
   ▪ Tailgate event to kickoff the football season
     • San Antonio Chapter does this annually to raise money for their scholarship fund.
       o Bring in “football experts” to talk to the crowd
       o Have a band end the event
If there is a professional team in your area, then buy a block of tickets and host Texas Exes night at the game.
  - Most non-major sports are happy to work with groups on getting tickets
    - Example: Minor league baseball, arena league football, major league soccer.
  - Meet before or after the game at a local bar or restaurant

- Create a softball team or other athletic team made up of Chapter members
- Plan a bus trip to a game
  - Especially fun for out of state Chapters if the football, basketball or baseball team is playing nearby
  - The Kansas City Chapter did this for the Kansas State game
- If a Texas team is playing in your city, then put together an event around the game.
  - Out-of-state Chapters – host a tailgate or small reception, depending on the sport, before or after the game
  - Do this with less marquee sports as well as the big name sports – able to get a block of tickets and support a UT sport that doesn’t get much recognition on the road
    - Example: If the Women’s Soccer team is playing in your area, then arrange for a block of tickets and get your group together to attend the game.
  - To inquire about ordering a block of tickets, contact Marty Stokley at 512/471-8667 or marty.stokley@athletics.utexas.edu for Women’s Tickets and Jason Nellis at 512/471-2323 or jason.nellis@athletics.utexas.edu for Men’s Sports

- Host a pub crawl
  - Come up with a theme
    - Example: Beers around the world – visit local pubs
  - Arrange for bars to offer drink specials for your group
    - San Antonio Chapter does the “12 Bars of Christmas” – they sell wristbands for a nominal fee and in turn bars offer participants drink specials

- Happy Hours
  - If you are in a large city, then try to alter the location so everyone has a chance to attend.
    - Example: Host it one month in the north section of town, the next month in a central location, etc.
  - Do themed happy hours
    - Example: Martini night – go to a bar that has a large menu of martinis

- Host a wine tasting or a winery tour
  - Can be done in someone’s home or at a winery or restaurant
  - Great success amongst several Chapters
  - Can also be a brewery tour

*Be sure to promote drinking responsibly at these events.*
**Raffle Policy**

The following rules apply to Chapters within the state of Texas, as determined by Texas state law. Chapters outside of Texas will need to consult their state’s rules governing raffles held by charitable organizations before proceeding with a raffle.

- A Chapter may not have more than two raffles in any given calendar year. The calendar year begins January 1st and ends December 31st, as defined by the State of Texas.
- A Chapter can only sell tickets to one raffle at a time. If the Chapter is offering two raffles, then they cannot sell the two tickets during the same time period.
- The Chapter must set a date in advance on when the prize will awarded. If the Chapter becomes unable to award the prize on that date, then they must set another date to award the prize within 30 days of the original date. If the Chapter fails to do so, then they must refund or offer to refund the amount paid by each person who purchased a raffle ticket.
- All proceeds from the sale of tickets for a raffle must be used for the charitable purposes of the organization.
- The following restrictions are in place for the promotion of the raffle and ticket sales:
  - The Chapter cannot, through the use of paid advertising, promote a raffle through a medium of mass communication, including television, radio or newspaper.
  - The Chapter cannot promote or advertise a raffle statewide.
  - The Chapter cannot sell or offer to sell raffle tickets statewide.
- The following information must be printed on each raffle ticket sold or offered for sale (this applies to raffle tickets sold in advance of an event):
  - The name of the Chapter conducting the raffle
  - The address of the Chapter or of a named officer of the Chapter
  - The ticket price
  - A general description of each prize having a value of more than $100 to be awarded in the raffle
  - The date on which the raffle prize or prizes will be awarded
- A raffle prize may not be money.

This is only a snapshot of the rules governing raffles conducted by charitable organizations within the state of Texas. If you have specific questions, please contact Courtney Ratliff or Sally Bage.
TEXAS EXES NETWORKING EVENTS

The Texas Exes offer creative and innovative events that allow Longhorns the opportunity to come together for professional networking. Chapters have the unique opportunity of bringing Longhorns together in ways unlike any other networking groups. Organizing networking events can assist a Chapter in reaching out to local alumni and growing their group.

20 Tips for Hosting a Successful Networking Event

- Clearly define the goals and agenda of the event before advertising it
- Attract alumni who have never attended your events (or haven’t in decades)
- Schedule a local venue that is enticing, fun, and sophisticated (not all alumni like bars or office buildings)
- Negotiate with venue and catering for special rates and food
- Determine price point after securing venue, keeping registration fee low (the magic number seems to be somewhere between $10 and $20)
- Open bars are great, but break the bank! (try a cash bar)
- Free events result in a 50-75% no show rate, so charging a fee ensures a crowd
- Confirm local alumni leaders or industry representatives 2-3 months out
- Spotlighting leaders and representatives on all invitations and emails will spark interest
- Provide attendees with biographies on leaders and representatives
- Categorize bios by industry so attendees can determine how to network
- Bios should detail the representative’s degree and year, current job title, employer name and previous work history
- Pre-printed nametags for all registrants and hand-written ones at the door are a KEY to successful networking
- Buy-in and support from multiple Chapter leaders is critical in identifying industry reps and local leaders
- Chapter leader contacts are diverse and impressive, creating phenomenal representatives for the event
- Keep the presentation portion of the program short so that attendees have plenty of time to network
- An open networking format allows attendees the flexibility to visit with multiple reps and industries and other attendees (and chapter organizers keep their sanity!)
- Begin planning 3-4 months in advance and open online registration 6-8 weeks out
- Encourage attendees to bring their own personal business cards or supply blank cards for those who forget theirs
- Outline the agenda on invitation and event program – people like to know what to expect

Proposed Networking Events:
- Networking Happy Hour
  - Similar to a traditional happy hour but promote the event as a chance to network with fellow alumni
- Have nametags available and suggest they write their industry or occupation in addition to their name
- Encourage everyone to bring their business cards
- Host the event at an appropriate venue – choose a bar that lends itself to conversation and mingling

**Insight Into Industries**
- Host an event where 4 to 5 industries are represented – have alumni representatives from each industry attend to serve as industry reps
- Industry reps are not required to speak or address the crowd – they are there to answer questions and talk to those specifically interested in their industry
- The purpose of this event is threefold:
  - To connect alumni in the Chapter area with fellow alumni that represents their career field or industry of interest
  - To allow alumni to network with each other
  - To give alumni the inside track of how a particular industry works
- For more information see the Insight Into Industries Proposal in the Appendix on page 54.

**Networking Lunches or Breakfasts**
- Advertise regularly scheduled lunches or breakfasts as a chance to network with other alumni
- This can have a speaker or not – either way, it is an opportunity for alumni to interact with each other for the purpose of networking
- Have attendees stand up to introduce themselves and give their elevator pitch

**Speaker Series**
- Bring in speakers throughout the year to address the group on timely topics
- Make sure to vary the topics by event.
  - For example, have someone speak on finance one month and then someone speak on the arts the next month
- A panel of speakers on a specific topic

**Texas Exes Career Services**
The Texas Exes offer the only full service Career Services Office to alumni. This is a great benefit to members and can be utilized no matter where you live. Jennifer Duncan is the Director of Career Services, and she can be reached via email at Duncan@alumni.utexas.edu and via phone at 512/232-1847. The following is just a sampling of the benefits offered through the Career Services Office. For a full listing, please see the website - [http://www.texasexes.org/career](http://www.texasexes.org/career).

- Hire ‘Em Horns – Texas Exes resume and job listing site; alumni may post jobs for free on behalf of their employer
- Teleclasses – monthly, topic-driving career classes
- Consultations – can be in person or via phone; can be individual or in a group setting
- Assessments
- Career Network – career network of 600+ alumni career contacts who have agreed to do information sessions
- Virtual Career Center – online job listings and resources
SCHOLARSHIPS FUNDRAISING

Scholarship Fundraising

Helpful tips (beyond auctions and raffles!)

- Publicize your scholarship fund on your website and on your email broadcasts. Let your alumni know that they can contribute year round. This also touches people who don’t actively participate in Chapter events.
- On your website, consider profiling your most current scholarship winners. This adds a human interest element and personalizes the scholarship fund.
- Make sure that donors know they can participate through the employers matching gift program.
- Add an extra few dollars to the cost of attending an event with proceeds going to the scholarship fund.
- Have a wine and cheese tasting, for example, with proceeds going to the scholarship fund. If vendors see this as an opportunity to educate a new audience about their products, then they may be willing to work with a Chapter on such an event.
- At game watches, collect a dollar or two from anyone who wants to participate each quarter of the game. Those that contribute are entered into a drawing at the end of each quarter. All proceeds go to the scholarship fund. Prizes are small items – t-shirts, hats, etc., that can either be purchased cheaply by the Chapter or items they get donated.
- Hold a “silent” meal auction in which members of the Chapter donate menus that they would prepare. Menus are auctioned off to the highest bidder, and the cooks are not revealed until the menu is sold. This leaves suspense as to who will be cooking for whom. The date of the meal is then arranged by the host and the winner. This is also a great way for members to get to know each other.

Note about raffles: Chapters can only have two raffles per year but can have an unlimited number of door prizes.
CHAPTER CHARTER REQUIREMENTS

Charter Renewal

Chapter charters must be renewed every year. The chapter year runs from July 1st to June 30th. **All forms must be completed and returned by June 1st.** Chartered Chapters are approved at the Texas Exes Board of Directors meeting in July.

Documents needed:
- Charter Agreement
  - This form allows the group to apply to the Texas Exes’ Board of Directors for a charter.
- Officer Report
  - A minimum of four individuals in the required positions must maintain current Texas Exes membership.
    - Required positions – current president, president-elect, treasurer, and membership chair
  - In order to diversity fiduciary responsibilities, the treasurer and president cannot be the same person.
- Financial Statement
  - This lists income sources and expense categories for the previous year; the local balance held indicates operations funding for the group and scholarship awards to be made in the upcoming academic year.
- Chapter Bylaws
  - These must be signed by 10 current Texas Exes members. This remains on file and is resubmitted only when amendments have been made, but all groups to be chartered need to use this document as a starting point; it establishes the "leadership year" as July 1 - June 30.

All forms can be found online at [http://www.texasesexes.org/chapters/chartering.aspx](http://www.texasesexes.org/chapters/chartering.aspx).
IDEAS FOR LEADERSHIP

Volunteers and Leadership Succession

Chapters and Networks rely on volunteers. A successful Chapter and Network needs a network of volunteers it can rely on to stay active. Keeping new volunteers active in the Chapter/Networks keeps the group current and energized and allows for the work to be divided among the volunteers.

If you are not constantly recruiting new volunteers, then there will not be a future leader to step up and lead the Chapter/Network into the future. Involving new members in the planning and implementation of a Chapter/Network activity encourages and prepares them to later assume leadership of the activity.

Volunteer Basics

Benefits of New Volunteers/Leaders:
- Re-energize the Chapter/Network and bring new ideas
- Help with the work
- Bring in other new volunteers
- Bring new connections to community resources – sponsors, speakers, etc.
- Keeps the Chapter/Network from getting stuck in a rut

Why People Volunteer:
- To give back
- To feel part of the solution and to influence the future
- To have fun
- To meet people that have shared their experiences
- To bring balance to their lives
- To expand social circles and to network
- To support an institution they feel passionately about
- To use and enhance their skills
- To feel useful and needed

Why Volunteers Stay Committed:
- They have a feeling of belonging, of being part of a team or family
- They feel that they are on “the inside” or have special access
- They see that their participation does make a difference
- They feel appreciated
- They see room for growth and advancement within the group
- They are capable of doing the tasks placed before them
Three Steps in the Volunteer Life Cycle

**Recruiting Volunteers:**
- Ask them directly and be specific in your ask
- Assume members are interested in volunteering – they just need the right fit; approach recruiting volunteers in a positive manner
- Make it easy to say yes and to get involved
- Advertise the need for volunteers through your email broadcasts and on your website and give them someone to contact
- Be specific about the needs of the Chapter/Network; be specific about both the needs and skills necessary
- Use current volunteers as recruiters – strong volunteers attract strong volunteers
- Host volunteer recruitment events throughout the year
- Always follow up with any potential volunteer and make sure to use them

**Training Volunteers:**
- Volunteers need training to set their expectations, to define their responsibility, and to have greater buy-in to the Chapter
- Have scheduled volunteer training meetings
- Consider a volunteer buddy system or assigning a volunteer chair
- Provide sound guidance and direction from someone who is experienced and well-informed

**Retaining Volunteers:**
- Integrate them into the Chapter culture through training and delegating
- Make them feel a part of the Chapter’s success
- Make them feel needed and wanted by actually using them
- Delegate appropriate tasks to them – give them a suitable assignment by matching their skill sets with the needs of the Chapter; take their personal preferences into consideration
- Thank them – make sure volunteers know their efforts are appreciated.
- Respect their time and treat them well
- Make sure there is an avenue for their voice to be heard; make sure they feel free to make suggestions and respect their opinions

**Importance of Delegating:**

**Basics of Delegating:**
- Delegate means to empower, to entrust
- Delegating should not be seen as a burden but rather as a way to get further involved with the Chapter
- Volunteers must be given something specific to do
- Assignments must occur as a mutual selection

**The 3 L’s of Delegation**
- Look for good people – pay attention at meetings and events for who is energetic and enthusiastic about the event and the Chapter.
- Listen to them – learn what people need from you before you try to delegate to them; you will learn what they like to do and what they want to do
- Let them shine – give them the credit they deserve
Tips for Leadership Succession:

- Start new volunteers in small roles, such as asking them to coordinate an event or an aspect of an event
- Have a succession structure outlined
- Think about who would make a good future officer and cultivate that relationship – should be constantly looking for new leaders, not just right before the June 1st deadline!
- Divide responsibilities up among a greater number of people

Financial Basics

- All Chapters and Networks are required to set up their own local bank accounts in the Chapter’s/Network’s name.
  - It cannot be an individual’s bank account.
- All Chapters must submit their own Federal Identification Number.
- It is suggested that Chapters prepare a general budget for the year, along with a budget for each significant event.
- Operating funds vs. scholarship funds
  - Operating funds are used to keep the Chapter/Network in operation. This would include money for any additional mailings, meetings, deposits, and other expenses incurred.
  - Scholarship funds are those designated for student support. They should be sent to the Texas Exes Scholarship Foundation by May 15th to be awarded.
- Donations to the scholarship funds managed by the Texas Exes Scholarship Foundation are tax-deductible.
  - Checks for scholarships should be written to the Texas Exes Scholarship Foundation.
- The Texas Exes general liability insurance extends to Chapters. If you need proof of insurance, please contact the Association.

Chapter Leadership Job Descriptions

These are just a sample of the most common offices and their responsibilities. This list is not meant to be exhaustive, but rather a guideline.

Information for all positions:

- Association bylaws require that every Chapter leader (all members of a Chapter’s Board, Advisory Board, or its committees) is a current dues-paying member of Texas Exes.
- Since each Chapter is unique – and since there are many successful forms of leadership structure – the following should be taken as guidelines.

President

- Determine the Chapter’s objectives for the year and work toward long-term goals
- Supervise and coordinate the Chapter’s activities, assuming responsibility for the overall success of the Chapter
- Call and preside over all Board or Chapter-wide meetings
  - Try to attend all of the Chapter’s major committee or planning meetings and events
- Delegate duties to committee chairs and/or Board members
- Adhere to the bylaws of the Chapter and of Texas Exes

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Work closely with the president-elect to keep him/her informed of all aspects of the Chapter’s activities
Serve as the principal liaison with the Texas Exes, the University and other organizations as needed
Encourage Board members to attend the Chapter Leadership Conference
With the president-elect, oversee the formation of the nominating committee, who will choose the slate of officers to be voted on for the following year
Work with the president-elect to make sure that all required charter documents are turned in by the June 1st deadline

**President-Elect**
- Assist the president in meeting the Chapter’s goals
- Work on all Chapter projects to familiarize yourself with the Chapter you will be presiding over next year
- Act as the presiding officer in the absence of the president
- Responsible for sending in the officer list and signed charter agreement for your term to the Texas Exes Chapter Department by June 1st
- With the president, oversee the formation of the nominating committee, who will choose the slate of officers to be voted on for the following year

**Treasurer**
- Develop annual budget and keep records of all financial transactions of the Chapter
- Collect and distribute Chapter funds
- Keep all invoices, receipts, scholarship payment records, etc. on file for at least three years
- Work with event chairperson to keep track of event budget
- Keep the rest of the Board informed of the Chapter’s financial status
- Submit a year-end report on the Chapter’s financial status to the Chapter Director

**Membership/Involvement Chairperson**
- Has their email listed as the email contact on the Texas Exes “move to” notifications
- Help to recruit and retain new members by developing programs or processes for pulling in new members and new volunteers
- Make sure to have membership brochures and Texas Exes branded nametags at every event
  - Can be easily ordered through the Association
- Follow up immediately on communication from people willing to help with Chapter activities.
- Ensure that every Chapter leader is a current member of the Texas Exes
- Promote the value of membership at events
  - Suggestions: through a member ticket price, a member-only door prize, etc.
- Ensure that address update forms are available at all events and meetings or direct them to the Texas Exes website
  - Share all updates with the Texas Exes

**Secretary**
- Keep current address information on officers/board members
  - Send changes to the Association
- Take minutes at Chapter and Board meetings and send copy to officers and leaders once approved
- Ask for up-date requests at every Board meeting
- Maintain the permanent record of all Chapter proceedings

**Scholarship Chairperson**
Establish and oversee a Scholarship Committee to help distribute scholarship applications to local area high schools, to choose recipients and to notify award-winners.

Set criteria for selecting the Chapter’s scholarship recipients and involve the entire committee in making the selections.

Submit Scholarship Report Form and recipients’ application – and work with Chapter’s Treasurer to include a check, if needed to make the awards, by May 15th (or the current deadline, as decided on by the Texas Exes Scholarship Foundation).

Ensure that every high school has up-to-date information from the UT Freshman Admissions office.

Notify award-winners and applicants who will not receive awards.

Work with the Chapter to honor the recipients locally.

Consider holding a “Student Send-Off” for all students from the area attending UT.

**Texas Independence Day/Social Events Chairperson**

- Organize the Chapter’s social events for the Chapter year
  - Appoint and work with specific event chairs, when necessary
- Plan for promotion and publicity as early as possible
  - Work with the Communications Chair in publicizing the event
- Establish financial and operational objectives for the Chapter events
- Keep record of the events – vendors used, lessons learned, etc.

**Care Chairperson**

- Supervise and coordinate the chapter’s Texas Exes Care About The Project Activity
- Serve as primary contact to the Texas Exes staff and the partnering organization in regards to Texas Exes Care about The Project
- Work with partnering organizations to plan service activities year-round that will engage Texas Exes and involve their local community.
- Plan for promotion and publicity the Texas Exes Care About The Project as early as possible.
  - Work with the Communications Chair in publicizing the service activity. Take advantage of weekly chapter e-mails sent from Texas Exes and social media outlets.
- Delegate duties to volunteers, board members and committee members. Appoint team leaders when necessary.
- Keep record of the service activity and report to Texas Exes staff (regarding The Project)—submit project, partnering organization used, sign-in sheet for day of activity, number of participants, post-activity evaluations, post-activity report, lessons learned, etc.

**UT Advocates for Higher Education Chairperson**

- Sign up as a member of the UT Advocates for Higher Education Network
- Ensure that all legislative advocacy on behalf of UT is issue-oriented and completely non-partisan
- Keep in touch with the Association’s Public Policy Director so you are up to date on the important issues
- Encourage others in your Chapter to get involved as UT Advocates and sign up online - http://www.texasexes.org/form/legislative.asp
- Attend UT’s Legislative Day at the Capitol and any other legislative events held by the Association if possible
  - Send another delegate from the Chapter’s area if not possible
- Remind Chapter leaders to include an invitation to local legislators to appropriate Chapter events
Communications Chairperson (formerly the Marketing/PR Chair)
- Coordinate the communication and marketing strategies for the Chapter
- Work with the Social Events chair to ensure that Chapter events are promoted in a timely, effective manner
- Submit requests for broadcast emails or paper mailings to Texas Exes staff in a timely manner
- Contact local media to get coverage of events
- Consider setting up a Chapter website if not already in place and ensure that it is kept up-to-date
  - Work with the Chapter’s committee chairpersons to maintain correct information
- Consider setting up Chapter presence on social media websites and help to maintain the information presented on these sites

Texas Exes Business Network (TEBN) Chairperson
- Coordinate the Chapter’s TEBN events and other networking events
- Plan activities/speakers that appeal to your Chapter’s community
- Coordinate TEBN events and activities to maximize compatibility with and mutual reinforcement of other Chapter activities

Exes for Texas Chairperson
- Maintain communication with Alumni Volunteer Coordinator in the Office of Admissions
- Keep Chapter updated on volunteer opportunities within the Exes for Texas program
- Educate yourself with materials provided by the Office of Admissions about the current UT admissions environment (changes very frequently)
- Develop a committee of interested alumni to help with Exes for Texas initiatives in the Chapter area as needed
- Coordinate Chapter volunteers for Exes for Texas programs, as needed

Webmaster
- Manage and update the content of the website
- Work with Board members and Committee chairs to keep content current
Helpful Websites

The University of Texas – [www.utexas.edu](http://www.utexas.edu)

Information on trademarks and licensing – [http://www.utexas.edu/visualguidelines/](http://www.utexas.edu/visualguidelines/)


Sample Charter Agreement

2012-13 CHARTER AGREEMENT
TEXAS EXES _____________________________ CHAPTER

The Ex-Students’ Association (Texas Exes®), is a membership organization whose mission is to “connect our members to each other and to the past, present, and future of The University of Texas.” This is accomplished in local communities through the volunteer-led efforts of Texas Exes Chapters. To be eligible for official designation and support and services, Chapters must annually submit this charter agreement, along with materials listed, to the Texas Exes Board of Directors. DEADLINE FOR SUBMITTING THE CHARTER AGREEMENT AND MATERIALS IS JUNE 1, 2013.

The Texas Exes Chapter named above hereby applies for charter approval and agrees to carry out the Texas Exes’ mission in the following ways:

1. Be aligned with the Texas Exes’ mission, including active promotion of Texas Exes membership and proper use of official Texas Exes branding in all communications.

2. Provide programming for diverse interests and age groups.

3. Use Association resources for communication with Texas Exes members and potential members who live in our Chapter’s area; encourage alumni to keep their data current by updating their information on the Texas Exes website.

4. Start our officer/leadership year on July 1 to be consistent with the Texas Exes leadership year.

5. Obtain and use our own Federal Identification Number to identify our local bank account.

6. Adhere to the Texas Exes’ bylaws, as well as Chapter bylaws.

7. In a timely manner, send all scholarship funds to the Association for management by the Investment Committee.

8. Attach with this charter agreement the following documents (available at http://www.texasexes.org/chapters/chartering.aspx):
   - List of officers for the current charter year (required: at least president, president-elect, treasurer, membership chair – must be current Texas Exes members)
   - Financial Status Report for the previous year
   - Chapter bylaws (if not done so for the 2005-06 leadership year or if amendments)

9. By signing below, the Texas Exes pledges to assist the Chapter in its efforts to carry out the Texas Exes’ mission in the ways set forth above.

As elected president of this Chapter, I agree to the statements above.

______________________________  ______________________________
Printed name, 2012-13 President  Charter Approved by Texas Exes Board of Directors
Signature......................................................
Texas Exes _____________________________ Chapter
Date______________________________

______________________________
Executive Director, Texas Exes

Signed copy will be returned to Chapter president.
Sample Officer Report

CHAPTER OFFICER LISTING
FOR THE TEXAS EXES ___________________________ CHAPTER
COVERING THE PERIOD OF JULY 1, 2008 – JUNE 30, 2009

2008-09 Chapter President, please read and sign:

I certify that these persons are members of The Texas Exes, as required by Association Bylaws, and that the addresses listed are correct to the best of my knowledge.

President

NOTE: Texas Exes chapter copy in size and activity, no structure may vary. The following are suggested offices or committees. Only the positions marked with an “*” are required. Expectations of the four required positions are posted online at www.TexasExes.org.

Please list all members of the Chapter’s Board of Directors and all of the Chapter’s Advisory Board, as well as all committee chairs (under separate last page of necessary). This chapter should keep a copy and update title for the Association as changes occur.

*President: [Mr., Mrs., Ms., Dr.]
Texas Exes ID (can be found on label of The Alcalde) ___________________________ AND/OR
Full Legal Name: ___________________________
Membership: _____ Annual _____ Life _____ Associate Life
Mailing Address: ___________________________
City __________________ State ______ Zip ______
Telephone (work) _______ (home) _______
FAX number(s): ___________________________
Preferred E-Mail Address: ___________________________

*President-Elect: [Mr., Mrs., Ms., Dr.]
Texas Exes ID (can be found on label of The Alcalde) ___________________________ AND/OR
Full Legal Name: ___________________________
Membership: _____ Annual _____ Life _____ Associate Life
Mailing Address: ___________________________
City __________________ State ______ Zip ______
Telephone (work) _______ (home) _______
FAX number(s): ___________________________
Preferred E-Mail Address: ___________________________

*Treasurer: [Mr., Mrs., Ms., Dr.]
Texas Exes ID (can be found on label of The Alcalde) ___________________________ AND/OR
Full Legal Name: ___________________________
Membership: _____ Annual _____ Life _____ Associate Life
Mailing Address: ___________________________
City __________________ State ______ Zip ______
Telephone (work) _______ (home) _______
FAX number(s): ___________________________
Preferred E-Mail Address: ___________________________

*Membership Involvement Chairperson: [Mr., Mrs., Ms., Dr.]
Texas Exes ID (can be found on label of The Alcalde) ___________________________ AND/OR
Full Legal Name: ___________________________
Membership: _____ Annual _____ Life _____ Associate Life
Mailing Address: ___________________________
City __________________ State ______ Zip ______
Telephone (work) _______ (home) _______
FAX number(s): ___________________________
Preferred E-Mail Address: ___________________________

Secretary: [Mr., Mrs., Ms., Dr.]
Texas Exes ID (can be found on label of The Alcalde) ___________________________ AND/OR
Full Legal Name: ___________________________
Membership: _____ Annual _____ Life _____ Associate Life
Mailing Address: ___________________________
City __________________ State ______ Zip ______
Telephone (work) _______ (home) _______
FAX number(s): ___________________________
Preferred E-Mail Address: ___________________________

UT Advocates Chairperson: [Mr., Mrs., Ms., Dr.]
Texas Exes ID (can be found on label of The Alcalde) ___________________________ AND/OR
Full Legal Name: ___________________________
Membership: _____ Annual _____ Life _____ Associate Life
Mailing Address: ___________________________
City __________________ State ______ Zip ______
Telephone (work) _______ (home) _______
FAX number(s): ___________________________
### Annual Financial Status Report to Association Headquarters

For the period: __________, 2009 through __________, 2009 (due by June 1)

Federal ID Number used to identify chapter’s local bank account: __________

Chapter Treasurer during reporting period: __________

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<th>ITEM</th>
<th>REVENUE</th>
<th>(EXPENSE)</th>
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<tr>
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<td>Operations income from autographed sports items</td>
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<td>Young Alumni events</td>
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<td>Texas Independence Day event</td>
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<td>Golf Tournament</td>
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<td>“Social only” events</td>
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<td>Administrative expenses</td>
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<td>PR and chapter communications</td>
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<td>Membership/involved activities</td>
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<td>Merchandise sales</td>
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<td>Interest income on local funds</td>
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<td>Local newsletter subscriptions or similar income</td>
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<tr>
<td>Other - include details in an attachment</td>
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</table>

**ENDING BALANCE:** __________

Preparer, your signature below signifies accuracy of the numbers above.

Printed name of person preparing this statement: __________

Signature of person preparing this statement: __________
Sample Auction Donation Letter

CHAPTER LOGO

Company
Address 1
Address 2
City, State  Zip

Dear Name:

The Texas Exes CHAPTER will be hosting EVENT on DATE to raise funds for our local scholarship fund. Proceeds from the event will go towards scholarships for students from the AREA that are attending The University of Texas at Austin. With the rising costs of education, it is more important than ever that we help our local students achieve their dreams of a college education!

We hope that you will join us in this endeavor by donating to our silent and live auctions. Some of the wonderful advantages of donating to such a great cause are:

- For first-time donors or companies new to AREA, it is an excellent marketing tool to promote your business and brand yourself.
- Every donor will be acknowledged LIST WAYS THEY WILL BE ACKNOWLEDGED.
- The Texas Exes CHAPTER encourages all Texas Exes to patronize donors’ places of business.

The Texas Exes CHAPTER prides itself on providing scholarships for AREA high school students who will attend The University of Texas at Austin. Each year, we award over $AMOUNT in scholarships from our endowed scholarship fund.

Thank you for your careful consideration of our request. We look forward to your participation and support. Please complete the enclosed Auction Donor Form and return in the enclosed envelope.

If you have any questions, please contact our TITLE, CONTACT NAME, at PHONE NUMBER or EMAIL ADDRESS.

Kindest regards,

NAME
TITLE
EMAIL ADDRESS

Enclosures

P.S. I have included a copy of the invitation that was sent out to area UT alumni.
Sample Auction Donation Form

Chapter Logo
Auction Donor Form

For additional information, contact CHAPTER LEADER at EMAIL ADDRESS or PHONE NUMBER.

Texas Exes CHAPTER Chapter * 501(c)(3) Non Profit Organization * Tax ID # 74-1109640

Donor Name: ____________________________________________________________

Company Name: __________________________________________________________

Address: __________________________________________________________________

City: ___________________________ State: _______ Zip: _______

Phone: ____________________________

Item Donated: _____________________________________________________________

Market Value: $ _______

Full item description (for program): ___________________________________________
_________________________________________________________________________
_________________________________________________________________________
_________________________________________________________________________

Time limit, restrictions, and special instructions (if applicable): ________________
_________________________________________________________________________
_________________________________________________________________________

Please check one: □ Tangible Item □ Certificate/Tickets

Please check one: □ Item is attached with this form □ Item will be mailed to the chapter
□ Item to be picked up by the chapter

Donor Signature: ____________________________ Date: ________________________
Silent Auction Rules

TEXAS EXES______________ CHAPTER

The Texas Exes ______________ Chapter’s Silent Auction will be held
______________ at the ____________________ from ________ to __________.

Bids for the Silent Auction are placed by writing your first and last name, bid amount and
phone number on the first available line on the bid sheet corresponding to the item
number.

Bidding begins with the stated minimum bid. Silent bids must increase previous bid by
the stipulated minimum increase or the bid will be invalid. Bids must be made by adults only.

The Silent Auction will close at ___________. The Auction judge will be the sole
authority on the auction.

Item winners will be contacted for payment and item pick-up immediately following the
auction. Auction item payment can be made with a MasterCard, American Express, Visa,
cash or check made payable to the Texas Exes ______________ Chapter. Each item
winner will receive a donation receipt for their contribution to the Texas Exes
____________ Chapter.

All payments are due in full by _______________. The Auction judge reserves the right to
sell unpaid items to the next highest bidder. All sales are final, and no refunds will be
made under any circumstances.
Silent Auction Bid Sheet

Texas Exes ______________________ Chapter

SILENT AUCTION BID SHEET
Annual Scholarship Benefit
(Please refer to Silent Auction Rules)

ITEM #: ___________________________________ VALUE: $ ____________________________

DESCRIPTION: _______________________________________________________

DONOR: ______________________________________________________________

BEGINNING BID: $ ___________________________ MINIMUM TO RAISE: $ ____________

<table>
<thead>
<tr>
<th>Name</th>
<th>Phone Number</th>
<th>Bid</th>
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</tbody>
</table>

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**Sample Chapter Survey**

What types of events would you attend if they were offered by the Texas Exes Chapter?
- Game watching parties
- Thirsty Thursdays
- Texas Independence Day celebration
- A cultural event at a local museum
- Family-oriented event, such as a picnic
- Business networking event/speaker series
- Community service event
- Sporting event, such as a basketball game

Which of the following times would you be more likely to attend a speaker/networking event?
- Weekday breakfast
- Weekday lunch
- Weekday evening
- Weekend

Which of the following speakers would be a draw for you to attend an event?
- An Athletics speaker
- University speaker (Dean, professor, etc.)
- Local alumni
- None, I don’t need a speaker to attend

Would you attend game watching parties for:
- Football regular season games
- Football bowl game
- Basketball regular season games
- Basketball tournament games (March Madness)
- Baseball tournament games (College World Series)

Where would you be most likely to attend a Chapter event? (click all that apply)
- Listing of areas in town

Are you currently a member of the Texas Exes?
- Yes
- No

Would you be willing to host a Chapter event in your home or place of business?
- Yes
- No

If yes, please list your name and the best way to contact you.

Would you be willing to serve as a volunteer with the Chapter/Network?

If yes, please list your name and the best way to contact you.

If you have any additional feedback on what your alumni association can do to assist the unique needs of alumni in the Chapter area, please let us know!
Texas Exes Insight into Industries Proposal

Benefits to the Chapter:
- Hosting a different, unique event that will draw in a different crowd
- Offering a networking event to alumni in the area

Date:
- We have found that Tuesdays and Wednesdays work best for networking events

Location:
- Bar or restaurant
  - Someplace with a private room with capacity for at least 75

Price:
- Typical price points
  - $20 for Texas Exes members/$25 for non-members
    - Includes two drink tickets and heavy hors d’oeuvres
  - $10 for Texas Exes members/$15 for non-members
    - Includes heavy hors d’oeuvres only with cash bar

Industries represented:
- Have representatives from industries that are dominant in the area
- Examples of past industries in other cities
  - Career Transition
  - Finance
  - Marketing
  - Real Estate
  - Telecommunications

Industry representatives:
- Should be UT alumni
- More than one representative per industry
  - If possible, diverse representation per industry
    - For example: Representatives at different stages of their career
- Representatives targeted, pre-selected, invited, and confirmed prior to event
- Purpose of industry representatives
  - Discuss their experience in their particular field with interested alumni
  - Answer questions from alumni
  - Talk about their experience breaking into their field
  - Offer guidance on breaking into the field, if applicable

Tentative Program (can fluctuate starting times – in commuter-heavy cities, it may be better to start later):
- 6:00 – 6:30 Registration
- 6:30 – 6:50 Overview of event and introduction of industry representatives
  - 6:30 – 6:32 Welcome by Chapter president/MBBA president
  - 6:32 – 6:40 Overview/purpose of event
  - 6:40 – 6:50 Introduction of industry representatives
- 6:50 – 8:00 Networking
Texas Exes Contacts and Important Dates

Key Staff Contacts

*Chapters Department*
Courtney Ratliff, Associate Director, Chapters
512/475-9352 or 800/594-3937
ratliff@alumni.utexas.edu

Sally Bage, Chapters Coordinator
512/471-8094
bage@alumni.utexas.edu

*Scholarships*
Tiffany Gonzales, Scholarships Coordinator
512/471-8095
gonzales@alumni.utexas.edu

For a complete staff directory, please check the website – www.TexasExes.org/about/staff.aspx

**Important Dates**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>August 31, 2012</td>
<td>Chapter Leadership Conference</td>
</tr>
<tr>
<td>November 9, 2012</td>
<td>Texas Exes Fall Council Meeting</td>
</tr>
<tr>
<td>February 2013</td>
<td>Texas Exes Care About the Project</td>
</tr>
<tr>
<td>March 2, 2013</td>
<td>Texas Independence Day</td>
</tr>
<tr>
<td>May 15, 2013</td>
<td>Deadline for Scholarship Information to be given to Association</td>
</tr>
<tr>
<td>June 1, 2013</td>
<td>Deadline for Chapter and Network Renewal</td>
</tr>
<tr>
<td>July 1, 2013</td>
<td>Beginning of Chapter and Network Year</td>
</tr>
</tbody>
</table>

For important Texas Exes events, please check the website – www.TexasExes.org
<table>
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<tr>
<th>Chapters for 2012-13</th>
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<tbody>
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<td>Lake Ray Hubbard</td>
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<td>Limestone-Freestone</td>
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<td>Networks for 2011-12</td>
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<td>Treasure Valley, ID Network</td>
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<td>Vermont Network</td>
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<td>West Virginia Network</td>
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<td>Wharton County Network</td>
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## Chapter Advisory Board Members and their assignments for 2012-2013

<table>
<thead>
<tr>
<th>Name</th>
<th>Assignments</th>
<th>Contact Information</th>
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</thead>
<tbody>
<tr>
<td>Brayshaw, Thomas</td>
<td>Big Bend, Cuero, Fayette County, Fredericksburg, Kerr County, Lavaca County, Palestine, Panola County, Refugio, Texarkana</td>
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### Chapter Advisory Board Members and their assignments for 2012-2013

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<tr>
<td><strong>Heller, Richard</strong></td>
<td>Amarillo, Caldwell County, Del Rio, Laredo, Lubbock, Southeast Texas Network, Upstate South Carolina, Victoria</td>
</tr>
<tr>
<td><strong>Lewis, Kenneth</strong></td>
<td>Baltimore, Baton Rouge Network, Baytown, Bay Area (Texas), Charlotte Network, Galveston Network, Houston, Kansas City, Mississippi, Rocky Mountain (Denver)</td>
</tr>
<tr>
<td><strong>Liao, Kenny</strong></td>
<td>Cincinnati, Las Vegas Network, Los Angeles, Monterey Bay Network, Orange County (CA) Network, Sacramento Network, Salt Lake City Network, San Diego, San Francisco, Twin Cities</td>
</tr>
<tr>
<td><strong>Naman, Erin</strong></td>
<td>Calhoun County, Colorado County, Dimmitt County, Gregg County, NW Arkansas Network, Oklahoma City Network, Ozarks Network, Tulsa, Tyler County</td>
</tr>
<tr>
<td><strong>Perez, Mike</strong></td>
<td>Brazoria County, Fort Bend County, Harrison County, Huntsville, Matagorda County, Montgomery County, North Alabama Network, Orange County (TX), Washington County, Wharton County Network</td>
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<tbody>
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| | San Angelo  
| | West Central |

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ABOUT THE PROJECT

Handbook
Texas Exes Chapters and Texas Exes Care About the Project

Alumni of the University of Texas are accomplishing many great things in chapters/networks around the globe. Texas Exes Chapters/Networks reach out to alumni and get them engaged all year. The Texas Exes wants all chapters/networks to join together for a cause and make even more of a difference in their community. Texas Exes and the Department of Diversity and Community Engagement are partnering for a national service initiative, Texas Exes Care About the Project, during the month of February—an opportunity for UT alumni to serve not only the University and the Association, but also the members of your own communities.
Introduction
The Texas Exes Care About the Project is a program designed to unite alumni nationwide for a day dedicated to giving back in February. Does your chapter/network participate in a service project in your local community already? Maybe you are interested in getting involved but aren’t sure how to get started.

This handbook is designed to guide you through planning a service activity, help you plan and run a successful event, partner with other service organizations, and promote your service activity.

If you already have a service activity in place, or you conduct projects throughout the year, you could simply reschedule one of them to happen in the month of February, and register the event with the Texas Exes Care About the Project.

Additional information and resources are available at www.texasesexes.org/care. For questions, contact the Texas Exes at (512) 471-8094, or send an e-mail to Sally Bage at bage@alumni.utexas.edu.

What is Texas Exes Care About the Project

- A partnership between Texas Exes and the University of Texas’ Division of Diversity and Community Engagement.

- Texas Exes Care About the Project is an extension of the premier service event at The University of Texas at Austin, designed by students to benefit the many Austin neighborhoods surrounding the campus.

- The Division of Diversity and Community Engagement will be available to help promote the chapter/network’s activities, select projects, etc.

- Within the month of February (at the discretion of the Chapter/Network) alumni from each Texas Exes Chapter/Network across the country will organize and participate in a service activity in their community.

- During this month of service, our combined efforts will have a tremendous impact on our communities, help spread the pride we have for the University of Texas, and show once again how UT alumni are changing the world.
Why participate in Texas Exes Care About the Project?

- Great PR for the Chapter/Network
  - Shows Longhorns giving back to their local communities.
  - Highlights UT and Texas Exes all over the country
  - Reminds your local community of the good things your members are doing
- Brings in new alumni that may not have previously been involved with the Chapter/Network
  - Chapters/Networks who participate in community service events note that alumni not previously involved with the group are participating in these types of community service activities.

How Texas Exes Care About the Project can work within your Chapter/Network

To ensure that your chapter/network’s Texas Exes Care About the Project event is a success, consider following these suggested steps:

1. Appoint a Texas Exes CARE Chair to lead the chapter/network’s activity.

2. Choose a service activity to pursue. (see below for suggestions) Register your Texas Exes Care About the Project with Courtney Ratliff (Ratliff@alumni.utexas.edu) or Sally Bage (bage@alumni.utexas.edu) and let them know what service activity the chapter/network is planning to host or participate in. Include the date, location, short description of the activity, and an email contact.

3. Begin marketing the event on emails/website/Facebook/Twitter/YouTube/LinkedIn/other social media channels/calendars etc. Many websites, chambers of commerce, and tourist commissions, publish online calendars of events within the community.

4. Execute your planned service activity.

5. Report to the Chapter Department with number of alumni involved, the success of the event, and send any pictures from the event.
Choosing a Texas Exes Care About the Project Activity

Texas Exes Care About the Project Activities will come in many different shapes and sizes and vary in the amount of time they require. There are some projects that may only involve a few people sprucing up a small park for only a couple of hours, while others involve a large number of people doing something on the citywide scale. Some projects will be sponsored by single organizations, while others may involve wide-ranging partnerships of sister alumni associations or other organizations. Whatever the project, each unites the University of Texas Alumni around a common goal.

The number and types of community service activities your Chapter/Network can participate in are diverse and varied. Try to pick a service group/project in which the chapter/network may develop a long-term partnership. It may benefit the chapter/network to stay with the same service organization/project in order to form a strong relationship.

Remember that because you are a part of the Texas Exes and are therefore under the Texas Exes 501 (c)(3) umbrella, you cannot affiliate with a religious or political organization. Keep this in mind when choosing your service project.

Examples:

- Host/sponsor a blood drive or volunteer with the local Red Cross
- Volunteer at a local hospital or nursing home
- Volunteer at a Children’s Hospital, or work to improve a common area with new toys, crafts, books, and movies
- Volunteer with Habitat for Humanity
- Sponsor a team in a community run/walk*
  Sponsor a donation drive for a local women’s shelter or homeless shelter, food bank, or soup kitchen
- Clean out your closets and donate the items to local Goodwill or Salvation Army stores
- Volunteer at a local library or school
- Clean up a local park or recreational area
- Participate in the Adopt-A-Highway program. (This is a great idea because you could get your local Chapter/Network name/log on a sign!)
- Get involved with Special Olympics or a similar program
- Collect school supplies for local needy students
- Coordinate a book drive
- Volunteer to walk the dogs at a local humane society

*it may be difficult to find a community run/walk within the time requested for this national service month
**Something to keep in mind:**
Texas Exes Care About the Project is a service initiative and not intended to be a fundraiser for the benefitting organization. It is also important to look at service projects where the Chapter/Network can donate time or services to their local community rather than help raise money. As you know, any funds raised must benefit your chapter.

**Helpful Web Sites**
National nonprofits are continuously looking for volunteers and already have established a network of resources and projects in which your organization can participate. Here is a list of several nonprofit agencies that may have an office in your area:

- Adopt-A-Highway [www.adoptahighway.com](http://www.adoptahighway.com)
- American Cancer Society [www.cancer.org](http://www.cancer.org)
- American Library Association [www.ala.org](http://www.ala.org)
- American Red Cross [www.redcross.org](http://www.redcross.org)
- Big Brothers Big Sisters [www.bbbasa.org](http://www.bbbasa.org)
- Children’s Miracle Network [www.childrensmiraclenetwork.org](http://www.childrensmiraclenetwork.org)
- City Cares [www.citycares.org](http://www.citycares.org)
- Cystic Fibrosis Foundation [wwwcff.org](http://wwwcff.org)
- Dress for Success [www.dressforsuccess.org](http://www.dressforsuccess.org)
- Habitat for Humanity [www.habitat.org](http://www.habitat.org)
- Keep America Beautiful [www.kab.org](http://www.kab.org)
- Leukemia and Lymphoma Society [www.leukemia.org](http://www.leukemia.org)
- Make-A-Wish [www.wish.org](http://www.wish.org)
- March of Dimes [www.modimes.org](http://www.modimes.org)
- Relay for Life [www.relayforlife.com](http://www.relayforlife.com)
- Ronald McDonald House [www.rmhc.com](http://www.rmhc.com)
- Special Olympics [www.specialolympics.org](http://www.specialolympics.org)
- St. Jude’s Children’s Hospital [www.stjude.org](http://www.stjude.org)
- Susan G. Komen Foundation [www.komen.org](http://www.komen.org)
- Toys for Tots [www.toysfortots.org](http://www.toysfortots.org)
- United Way [www.liveunited.org](http://www.liveunited.org)
Making Your Texas Exes Care About the Project a Success

Getting Started
Texas Exes Cares About the Project can be a rewarding and transforming experience, so having a well-planned initiative is crucial. Work with your partnering organization to make it a positive experience for everyone. Rely on them to help you in planning a successful Texas Exes Care About the Project. The following tips will help you succeed in that goal:

**PLAN AHEAD.** Allow plenty of time to develop, organize, and carry out your project. Establish time lines. Ask your partnering organization for a checklist of everything you need to do to help you organize your activity. A sample checklist is located on page 14.

**DEFINE GOALS.** Participants are often more productive and feel better about giving their time and resources when they are given concrete assignments, and they can see the results. Remember a small project that effectively gets things done is better than a large, poorly run project.

**PARTNER WITH A SERVICE ORGANIZATION.** Ask your fellow chapter/network leaders if they have any established relationships with service organizations in your community and consider partnering with them. That partner may also help promote the event and may also have ideas for a good service initiative.

**INVOLVE THE COMMUNITY.** Use the Texas Exes Cares About the Project to involve or reach out to the community. This as an opportunity to show others how the Texas Exes are passionate and community-minded individuals!

**BE THOUGHTFUL IN CHOOSING YOUR ACTIVITY.** When selecting your Texas Exes Care About the Project, think about how your accomplishments will be meaningful and beneficial to the community. Doing so will help attract sponsors, volunteers, and the media. Think of a project that might not get done without the added help of your Texas Exes Chapter/Network.

**BE ADAPTABLE.** Select a project that can be easily scaled in size. The number of volunteers you have could determine what you can accomplish in one day. Remember that a project regardless of size — small or large — still benefits the community.

**SUBMIT YOUR SERVICE ACTIVITY TO TEXAS EXES.** Register your Texas Exes Care About the Project with the Texas Exes so the association will know
about the exciting work you will be doing in your community and can make it known to the media and other alumni. Visit texasesxes.org/care to download the form and return to the Chapter Department to register your project. The sooner your register your project, the sooner the Texas Exes can begin to help you promote it!

**WEAR BURNT ORANGE.** Imagine the power of seeing people at your location and at locations all across the country wearing burnt orange and working to improve their communities.

**Working With Volunteers**

Your Texas Exes Care About the Project’s success will depend heavily on the involvement of your participants and how you manage them. Here are some tips for managing effectively:

**RECRUIT VOLUNTEERS EARLY.** Many people are willing to participate in service projects; they just need to be asked. Here are some helpful tips:

- Make sure Texas Exes Care Chair includes information about the event in the Chapter/Network’s broadcast e-mails, social media channels, website, local newspapers, local calendars etc.
- Have volunteers sign up in advance of your event so that you have a good sense of the size of your project and the kind of support you will need (equipment, supplies, food, and any other materials).
- People respond positively to someone they know, so ask chapter members to recruit a friend.
- Be sure that the project is outlined clearly and give a realistic estimate of the amount of time requested from each volunteer. If there are different shifts, make sure alumni know ahead of time what their choices are.
- During the event, encourage your volunteers to wear burnt orange. Show the community what group is conducting the service activity!

**COLLECT CONTACT INFORMATION.** Ask your volunteers to fill out a signup sheet that includes their basic information (name, address, phone number(s) and e-mail address). Send out reminders to volunteers in advance of the project. Encourage your volunteers to tell you if they have any specific interests or special skills they could apply to your service activity.
CONSIDER USING TEAM LEADERS. Take advantage of assertive volunteers and assign them to be “team leaders.”

MEET BEFORE the Project. It will be helpful and beneficial to organize a team meeting with your partnering organization and volunteers prior to your event to work out any last-minute logistical details and most importantly to get everyone on the same page and excited about the difference the Texas Exes are about to make in your community.

TREAT YOUR PARTICIPANTS WELL. Ask your partnering organization if they are bringing food and beverage to help keep everyone hydrated and energized. If not, you may be able to have it donated by a sponsor. At the conclusion of the event, you may distribute evaluations so participants can provide feedback on how to improve the experience in the future. A sample evaluation form can be found on page 12.

Lastly, do not forget to thank the volunteers.

Organizing the Day

Now that you and your partnering organization have already planned your event and recruited your participants, it’s time to focus on the details that will make sure your day runs smoothly. Here are some tips to help you make that happen:

DISTRIBUTE A DETAILED SCHEDULE. With the guidance of your partnering organization, plan out a detailed event schedule. It’s important to stick to this schedule, as it will help you coordinate all of the different pieces to your day. Depend on your partnering organization to tell you when to schedule times for things like breakfast, lunch, breaks and cleanup. Consider including times for reflection and evaluation.

THINK THROUGH LOGISTICS. Here are some questions to think about when planning:

- Is Texas Exes Care About the Project activity site easy for the participants to get to? Can you provide a map?
- Is this Texas Exes Care About the Project accessible to people with disabilities? Has that been communicated to all?
- Is the site and Texas Exes Care About the Project “family friendly?”
• Who is managing Texas Exes Care About the Project site? Do you have that persons contact information?
• Should participants bring their own food or will your partnering organization be supplying food and beverages?
• If the building or venue is normally closed, will the facilities (i.e. bathrooms) be open and available for use? If not, you will need to plan accordingly. Are facilities even available for use if your Texas Exes Care About the Project site is not at a building?
• If your Texas Exes Care About the Project is outside, what happens if it rains? Do you have a contingency plan?

USE CHECKLISTS. Work with your partnering organization to create a list of roles and responsibilities, including contact information, and distribute it to the key leaders (i.e., team leaders and/or volunteer coordinators). Also, consider providing specialized checklists to people who are managing volunteers, food, supplies, etc. to help them do their jobs well.

EXPECT THE UNEXPECTED. Think about contingencies. Be prepared for early or late arriving participants, lower-or higher-than-expected participant turnout and weather problems.

CAPTURE YOUR TEXAS EXES CARE ABOUT the Project. It is important to keep detailed records of your Texas Exes Care About the Project. It is a good idea to capture testimonials and photos from participants which will come in handy when planning and promoting future Texas Exes Care About the ProjectS. Visit www.texasexas.org/care to upload your photos at the conclusion of your Texas Exes Care About the Project.

Each Texas Exes Care About the Project will be different, but successful events typically have the following elements:

REGISTRATION. Texas Exes wants to know who participated in your Texas Exes Care About the Project. In addition to reporting, having participants sign in will help you assigns tasks, which also builds a sense of excitement and purpose among everyone. Items to include at registration are a sign-in sheet, any other promotional items and schedule of events.

KICKOFF CEREMONY. Regardless of the size and scope of your Texas Exes Care About the Project, consider having a kickoff ceremony at the beginning of your day. This ceremony can be small and low-key, but it is an opportunity to gather everyone together and energize the group about what you want to achieve and the goals you have set for that day. You can use this time to explain the significance of your Texas Exes Care About the Project
and to showcase the work of your Chapter/Network, perhaps even sing “The Eyes of Texas.” Keep the ceremony short and focused.

PICTURES. Capture these great moments so that you can share them afterwards. We encourage you to post photos to the Texas Exes Care about the Project website so others can see your completed Texas Exes Care About the Project. Not only should you plan on posting these photographs on your Web site, but you should also use them in your marketing materials, as this is a great public relations opportunity.

SURVEY PARTICIPANTS. It is important to ask for participants’ feedback on how they viewed their experience before they leave. Collect this feedback through conversations or have a form ready for them to provide you with this information. This will be valuable to you as you plan future events. A sample evaluation form can be found on page 13.

TIME FOR CLOSING REMARKS. Consider concluding your activity with participants being given an opportunity to share their experiences, relax, and enjoy themselves. Use this opportunity to take a group photo with everyone in their burnt orange.

Report Your Texas Exes Care About the Project Service Project
It is important to send information about how many participants were involved, the success of the event, and send them any pictures from the event to the Chapter Department.

- Capturing photos of people participating in your service activity is a great way to document what an impact your chapter/network is making in your area. Send copies to the Chapter Department.

- Send your sign-in sheets to the Chapter Department. After the events, the Chapters team will update the contact information based on the sign in sheets. This is the best way to keep the alumni list in your area up-to-date.
Sample Evaluation Form
(Name of service project)
Chapter/Network Texas Exes Care About the Project
February __, 20__

1. How would you rate your overall experience?

1  2  3  4  5

Poor  Excellent

2. What did you find most rewarding?

________________________________________________________________________

3. What were the most positive aspects of Texas Exes Care About the Project?

________________________________________________________________________

4. What were the least positive aspects of Texas Exes Care About the Project?

________________________________________________________________________

5. How did you hear about the Texas Exes Care About the Project? (Choose one)

□ Friend  □ Chapter Facebook Page/Group
□ Chapter Emails  □ Other (please specify)
□ Chapter Website

6. How can we improve the Texas Exes Care About the Project for next year?

________________________________________________________________________

________________________________________________________________________

Thank you for your participation! These comments will help us in planning future events.
**Social Media Promotion**

Take advantage of the variety of social media tools to promote your event. Before you deploy your social media marketing plan however, the first thing you should do is make a list of the social media tools that you use or have access to. Examples are your Facebook page, your chapter/network Facebook page, and related Facebook sites that you “like”; Twitter accounts and forums that you comment on; your blog or blogs that you read; and LinkedIn groups, etc.

Additionally, decide the purpose of each message you send via your social media channels to promote your event. Do you want to recruit volunteers, look for a worthy Texas Exes Care About the Project, or generate coverage or buzz about your Texas Exes Care About the Project?

Here are some ways to use social media at every stage of your Texas Exes Care About the Project. Choose what works for you.

**PROMOTE YOUR TEXAS EXES CARE ABOUT the Project.** After selection your chapter/network’s activity, consider how you want to promote it. Take before-and-after photos and video to showcase the Texas Exes Care About the Project. A Flip camera is an easy, inexpensive way to make a Texas Exes Care About the Project video.

Promote your Texas Exes Care About the Project on your Facebook page or on related Facebook pages, like those belonging to your partnering organization. On your chapter/network Facebook page, create an “event” page and post photos of the Texas Exes Care About the Project as it develops.

You can also engage the social media outlets of the organization for which you are doing the Texas Exes Care About the Project. If you are working on a hospital garden for instance, post photos and information on the hospital’s Facebook page. If they have a blog, ask them if you can give them information and photos for the blog.

**SHARE YOUR TEXAS EXES CARE ABOUT the Project.** Following the event, share the story – the before-and-after photos, video, and photos you took as the project unfolded – in E-newsletters, Web site, *The Alcalde*, etc. Send your Post Event Report to the Chapter Department. Post videos to YouTube and link to it from your chapter/network webpage, or your other social media. Don’t forget to share this story with your partnering organization you helped out because it has communication outlets that it can use to share the story with its audience.
After Your Event
Even though your activity is finished, there is still work to be done. Below are some helpful tips to ensure your future events are even more successful.

THANK YOUR VOLUNTEERS. Without the help from your volunteers, your event could not be a success. It’s important to show your appreciation by thanking all those that were involved (volunteers, sponsors, partnering organization, team leaders/supervisors, and anyone else that played a role or contributed in anyway).

REVIEW & DEBRIEF. Participants and key organizers should meet soon after the event to discuss the Texas Exes Care About the Project’s successes as well as things that you could build on or do better the next time. It might be helpful to gather input from the host site and to review the evaluations thoroughly.

SHARE YOUR SUCCESS. Submit press releases, articles, photos, and other information about your completed event to your local newspaper.

Texas Exes wants to hear the success stories that were shared by your participants. Be sure to also send the Chapter Department any of this information and upload your photos to your chapter/network webpage.

You should also consider posting this information on your own Web site and social media outlets. If applicable, ask your host to consider posting it on their Web site and social media outlets as well. This is a great public relations opportunity.

Please forward along those stories as well as any helpful information from your evaluations on what the Texas Exes can do better to help with future programs by sending an e-mail to the Chapter Department.
Check List

Three Months before Texas Exes Care About the Project

__ Appoint a Care Chair

__ Select a service activity

__ Register your Texas Exes Care About the Project with Texas Exes staff

__ Develop Partnership with service organization

__ Set goals

__ Promote Texas Exes Care About the Project
  - Include information in weekly chapter/network e-mails
  - Update chapter/network Facebook, LinkedIn and Twitter accounts
  - Update chapter/network webpage
  - Involve the Community

60 Days before Texas Exes Care About the Project

__ Recruit volunteers and team leaders

__ Assign duties to participants and team leaders

__ Promote Texas Exes Care About the Project
  - Include information in weekly chapter/network e-mails
  - Update chapter/network Facebook, LinkedIn and Twitter accounts
  - Update chapter/network webpage
  - Involve the Community

__ Consider planning Kickoff Ceremony or Closing Ceremony
Week before Texas Exes Care About the Project

___ Provide Detailed schedule for the day of the Texas Exes Care About THE PROJECT

___ Facilitate Team Meeting before Texas Exes Care About the Project

___ Review Duties

Day of Texas Exes Care About the Project

___ Wear Burnt Orange

___ Take Registration

___ Take Pictures

___ Pass out evaluation forms

After Texas Exes Care About the Project

___ Evaluate the project and participant experience

___ Celebrate your success

___ Ask for Feedback

___ Thank Volunteers

___ Thank Texas Exes Care About the Project participants

___ Debrief

___ Spread the word of your success

   o Include information in a weekly chapter/network e-mails
   o Update chapter/network Facebook, LinkedIn and Twitter accounts
   o Update chapter/network webpage

___ Report back to Texas Exes
Texas Exes Networking Notebook

Introduction
Business networking events can be a great addition to any chapter or network’s offering. While social events can be a great place to meet new people, alumni are often looking for new career opportunities as well as the chance to find other Longhorns to create business relationships with. It may even be helpful to create a chair position or committee dedicated to planning business enrichment/networking events.

The Texas Exes have many resources that can be provided for networking events, particularly throughout career services department. This notebook serves to provide tips, outlines, and resource options to help with any kind of networking event.

Planning the event

Decide the format for the event – deciding the format first makes it easier to choose location, caterers, speakers, etc. The format for the event can include a speaker and time to mingle or just be a function specifically for business discussions/mingling. A few things to consider:

- Do you want a speaker? If so, decide on the topic and length of presentation; If having a speaker, make sure to still leave plenty of time for networking either before or after the presentation. The Texas Exes Chapter staff would be happy to help you find a speaker, feel free to email Courtney or Sally for suggestions. When looking for a speaker here are a few things to consider:
  - A speaker who is not from your area may be more likely to agree to speak if they already have travel plans to the area – inquire when you first contact them about a time/day that might be best for them
  - Be sure to provide the speaker with information about the event
  - Ask your chapter members for suggestions via email or at another event – you never know who may know someone high up in a company, etc.

- Keep the presentation to 30 or 45 minutes
  - Alumni attend a networking event to network even if there is a speaker – give them time to mingle!
  - Make sure the location has the appropriate audio/visual capabilities
Do you want an event with networking only? If so, you will still want to have someone welcome the attendees to the program and give a brief overview of the chapter/network. This should be brief – 15 minutes maximum. While this may seem like a happy hour but with business cards, this too can be beneficial. It gives attendees truly a chance to network and mingle without feeling awkward about bringing up work, etc.

Do you want to have a specific program on a specific topic?

Scheduling the event

Make sure the event doesn’t conflict with any other large events in the area. We have found that Tuesdays and Wednesdays work best for networking events, always avoid the weekends. Be sure to choose a time that suits the needs of your city - If traffic is an issue in your city or mass transit is popular you may need to adjust back half an hour to allow people time to get there.

Location is a very import detail to be sure to give enough thought. It will need to fit the needs and purpose of your event, which will change depending upon the format of your event. Here are some location ideas:

- Bar or restaurant with a private room
  - Especially good for more informal, casual networking events
  - Make sure the room is private and that you can control the noise level if there is any overhead music

- Office building
  - This is better for smaller, more formal networking events
  - Can be less expensive if an alum can offer the use of their business space

- Hotel conference room or ballroom
  - This can be useful for a larger, more formal networking event

Things to keep in mind when choosing a location:

- Is it conveniently located?
  - If you live in a city with lots of mass transit, is it near a train station?
Is there adequate space for the group you are expecting?

- Have a realistic idea of how many to expect and choose a space accordingly
- Don’t choose a venue that holds 100 for an event for 40 – the group gets lost in the space

Do they have the right set up for our needs?

- If you are looking for a more informal setting, a place with tall cocktail tables is better than seated rounds, for example
- If you are having a speaker, if there the appropriate audio/visual equipment and is there a place for them to present

What are the catering options?

- Decide on a cash bar or open bar

Is there adequate parking?

Promoting the event

Be specific with the purpose of the event. Let attendees know what they can expect and what benefit they will receive out of attending, even using a title such as “Longhorns networking with Longhorns!” can be helpful. As with all events, you’ll want to begin promoting the event with enough advance notice. Other than chapter emails and social media here are a few great places to post about the event:

- Promote through local business journals or other business publications
- Promote on LinkedIn – we have a Texas Exes presence on LinkedIn that chapters and networks can take advantage of

In the promotions, encourage attendees to bring business cards.

At the event

Make sure to have nametags and pens! Depending on the type of event, have them include their company name or industry they work in on their nametag. Before the event begins, make sure the room is set up to accommodate networking. Areas with Tall cocktail tables encourage networking, even if you have a speaker, have a section of the room with cocktail tables only near the food or bar. This encourages attendees to mingle in this area before or after the
speaker. It is good to have greeters from the chapter or network at the door to welcome attendees, you can also act as facilitators later in the evening to help alumni connect with each other.

Have blank business cards on hand for those who forgot their business cards. We have Texas Exes branded blank business cards that we can provide for this purpose.

If there is a bar, make sure there is ample room around the bar, people tend to mingle near the bar!

Follow Up

After the event it may be a good idea to send an email to the attendees thanking them attending and reminding them of any upcoming chapter or network events.

Possible Career Events (in addition to regular ‘networking happy hours’)

Texas Exes Insight into Industries

- To connect alumni in the chapter area with fellow alumni that represents their career field or industry of interest. This will also give alumni the inside track of how a particular industry works. You can invite representatives from industries that are dominant in the area to discuss their experience in their particular field with interested alumni.

“Speed Networking: Using alumni connections to land a job”

- Has your job search gotten off track? Learn how effective your alumni connections can be in landing that next job. This networking seminar will give you the tools and resources necessary to jumpstart your job search, without having to “work the room”. Attendees are encouraged to bring a stack of personal business cards.

“Grad School: Is it right for you?”

- Trying to determine if an advanced degree is the right choice for you? Come hear what it takes to pursue an MBA, graduate, medical, or law degree from our panel of Texas Exes.

“Preparing for Behavioral Interviews”

- What are employers looking for in job candidates: Learn what it takes to articulate your skills and experiences in the interview process. Appropriate methods, techniques, and “practice time” will be provided so that attendees will leave better prepared for the job search.

“Finding Success in Your First Year on the Job”

- What does it take to succeed in a new job? This event will provide tips and resources for finding success on the job, and it will also address the importance of finding a mentor. Alumni panelists will provide attendees with “lessons learned” by sharing their insight and experiences from the world of work.

“An Etiquette Dinner: Preparing for Interviews and Client Lunch Meetings”
Have you ever wondered which fork to use when attending a formal dinner? Do you pass the bread to the left or the right? What does it mean that the salt and pepper should always be married? These questions and many more will be answered in a multiple course dinner presentation.

Half Day Conference – “Preparing for the Job Search”
- Professional workshops offered on a variety of topics including Alumni Career Services, Resumes, Interviewing, ‘How To’ Networking, etc.

A Business Book Club
- A book club can provide an opportunity to improve their management and leadership skills. Choosing a book that is about business or related to career will stimulate conversation within the group. UT has alumni who have written books in the business scope, which could be an additional fun detail to encourage involvement. Ask Courtney or Sally if you would like assistance finding one of these books.
OUR SERVICES: AT A GLANCE

The following services and resources are available as a benefit to members of the Texas Exes Alumni Association

Getting Started with Career Services
Register online at www.texases.org/calendar.

Careers over Coffee*
- Introductory session at alumni center covering job search, career exploration/transition, Member services/resources, networking, & personal business cards
- Network with other Texas Exes searching for jobs/new career paths, and have your questions answered by a Career Services Coach

Careers in Conference*
- Introductory session via conference call; same content as Careers over Coffee, but allows alumni living out-of-country, out-of-state, and outside the Austin area to participate by phone
- Listen and share tips with other Texas Exes searching for jobs/new career paths, and have your questions answered by a Career Services Coach

Consultations / Coaching
Email career@alumni.utexas.edu to request an appointment after attending an intro session* or Job Search Webinar.

Career Consultations
- 1 complimentary appointment per year held via phone or in-person for 1 hour (no walk-ins please)
- Individual assistance on job search, resume critique, interviewing techniques, negotiating, etc.

Career Coaching Sessions
- 1-on-1 sessions for entry-level, new grad and mid-level professionals geared towards job search, resume critique, networking, interviewing and more. Life Members - $60 per session or $200 for 4-session package; Annual Members - $80 per session or $280 for 4-session package

NEW! - Executive Coaching Sessions
- 1-on-1 sessions for Senior & Executive-Level professionals geared towards job search & resume critique for experienced professionals, networking, interviewing, negotiating, online presence and more. Life Members - $150 per session or $750 for 6-session package; Annual Members - $200 per session or $1050 for 6-session package

Workshops & Assessments
Register online at www.texases.org/calendar.

Career Teleclasses
- Complimentary monthly workshops covering resumes, cover letters and other career topics - held via conference call

Career Assessments - For those exploring career options or in career transition
- Myers-Briggs Type Indicator / MBTI (Personality) & Strong Interest Inventory (Interests) assessments, Consultation appointment to go review results with Summary Sheet, bonus Combined Report and Values Packet, $150 Members
- Email career@alumni.utexas.edu to request assessments.

NEW! - Job Search Webinar Series
- 4-session weekly series, designed to give you a comprehensive toolkit that will give you the steps and resources to kick start your search, write a resume that gets attention, interview like a pro and land that fabulous job! Life Members $150, Annual Members $200

NEW! - Career Transition Webinar Series
- 6-session weekly series, providing you with a "how-to guide" designed to get you on a fulfilling new path that best suits you! Life Members $350, Annual Members $450
- The MBTI & Strong assessments are INCLUDED as part of this webinar series.
Networking: Connect with an Ex

Texas Exes Career Network
- Search and connect with “Career Contacts” from a database of 700+ Texas Ex alumni who have agreed to share their career insight & experience with alumni members & current students through informational conversations www.texasexes.org/careernet

LinkedIn Group
- Texas Exes Alumni Group—Used by millions worldwide, the Texas Exes LinkedIn group has 35,000+ Longhorn alumni. Join the Texas Exes LinkedIn group so you can connect with alumni in your field.

Texas Exes Chapters
- Connect face to face with Longhorns in your local area and attend social and professional events. “Find Your Chapter” at www.texasexes.org/chapters ; look for TEBN, “business networking” or professional events, as well as a wide array of social events.

Texas Exes Facebook
- “Like” the Texas Exes on Facebook to connect with alums, have fun, and find out what is happening on the 40 Acres and with Texas alumni across the globe! www.facebook.com/texasexes

Texas Exes YouTube
- Check out our Career Services and association videos at www.youtube.com/user/TexasAlumni!

Career Services Twitter
- Follow us @TexasExesCareer for announcements, tips, and the latest job postings on Hire ‘Em Horns!

Texas Exes Blog
- Stay informed on university and alumni news with The Alcalde blog at http://alcalde.texasexes.org

Job Search Center

Please visit our “Find a Job” page at http://www.texasexes.org/career/find-a-job.aspx for links to all of these sites:

Hire ‘Em Horns
- This free site showcases Texas Exes alumni resumes and employer job postings.
  - Job Seekers, create an account to search jobs and employer profiles, to post your resume and cover letters.

Going Global
- Great tool for international and domestic job seekers; free service for Members Only

HireTexas: AccessUT
- Job listing site for UT-Austin alumni and students.
  - Job Seekers –login with EID to access listings. Don’t know your EID? Call UT Registrar’s Office @ 512-475-7656
  - Employers – Create an account and post jobs for free!

Experience
- Great website for alumni with experience and/or advanced degree(s); job listings, resume postings, free access to Hoover’s research tool; free service for Members Only

40 Business Journals/Book of Lists
- Exclusive online access to 40 metro U.S. business journals and their Book of Lists. This is one of the best ways to keep your finger on the pulse of what’s happening in your targeted city. This is a MUST for anyone doing a remote job search; free service for Members Only
Membership

Membership is the lifeblood of the Texas Exes, and as such, it is an important issue for all local chapters. The Texas Exes is a separate entity from The University and is 100% self-funded. As a result, the Texas Exes rely on the dues of members to support all its programs, including the chapter program. **Without members the Texas Exes would not be able to support the chapters and networks.** It is vitally important that chapters and networks, as extensions of the Texas Exes, are always striving to increase membership.

*Membership – Did you know…*

...most graduates think that they are Texas Exes just because they graduated from The University of Texas.

...that a Life Membership can be paid in installments with only for $50 down and less than $1 per day? It’s called an Associate Life Membership (until it’s fully paid).

...there are a significant number of graduates that would join the Texas Exes if they were only asked or approached about joining.

*Membership FAQ’s*

**Q. Why should I become a member of Texas Exes?**

**A.** Membership in the Texas Exes is a simple yet effective way to connect to the University, advocate on its behalf, and have access to the proud alumni network. There’s no better way to show **pride with purpose.**

**A.** Membership in the Texas Exes keeps you closely connected to your alma mater and other alumni through *The Alcalde* member-magazine, networking opportunities, and access to the online UT Library System. What’s more, if you join as a Life Member then 90% of your membership dues are placed in a permanent endowment that continually supports the many programs - like Camp Texas, student scholarships, community engagement, and advocacy on behalf of UT - that radically shape experiences and improve lives. Unlike shirts that fade and games that end, a membership in the Texas Exes positively impacts you, the University, and the Longhorn faithful. And that’s something you can feel good about.

**Q. How do I join the Texas Exes?**

**A.** You can join online at [www.texasexes.org/join](http://www.texasexes.org/join) or by calling 1-800-369-0023.
Q. Can I join Texas Exes if I am not a graduate of The University of Texas?
A. Yes. Friends of UT are welcome to join the Texas Exes and support the school they love!

Q. How many Texas Exes members are there now?
A. There are 99,000 total members in the Texas Exes. Of those approximately 64,000 are Life Members and 3,900 are Associate Life Members. The remaining base of over 30,000 is made up of Annual members. Separately the Texas Exes Student Chapter boasts approximately 2000 student members each year.

Q. How do local chapters benefit from membership?
A. It is through membership dues that Texas Exes is able to provide the framework that supports the global network of chapters and networks. Promotion resources are provided in the form of email (creation, sendout, and audience selection), a website presence (platform and interface), direct mail (from design to print), public relations support, etc. None of this would be possible without dues-paying members.

Membership Talking Points

Tailor your membership talk to suit your audience.

Sports events – ex: Game Watching Party

The Texas Exes is a membership based organization that supports The University of Texas. From travel options and chapter game watches to the biggest tailgate in Texas held at the Alumni Center, we offer a variety of options for members and their guests to cheer for the Longhorns. What’s more, from time-to-time we take the tailgate on the road. The Longhorn faithful look to us to get game ready and have Texas-sized fun.

Networking

The Texas Exes is a membership based organization that supports The University of Texas. Members can take advantage of the following networking opportunities:

- Find classmates online with the Texas Exes Alumni Directory.
- Network and share career information within the Longhorn community through the Texas Exes Career Network.
- Connect and socialize with other alumni in your area at Texas Exes chapter events.

(ADD BENEFITS SPECIFIC TO THE LOCAL CHAPTER)
Texas Exes Career Services

The Texas Exes is a membership based organization that supports The University of Texas. Texas Exes Career Services provides support for any member looking to start fresh, grow or make a transition. The Texas Exes Career Services office provides valuable feedback, resources, and networking tools through consultations, assessments, job listings, webinars, and networking resources.

Scholarship event

The Texas Exes is a membership based organization that supports The University of Texas. The Texas Exes are the premier scholarship administrators at The University of Texas. We award $2 million a year in scholarships to some 700 students. Chapters select and award scholarships to local students who are entering freshmen, transfer students, and/or students continuing their education at UT. The Texas Exes Chapters’ volunteer leaders also work year-round to fundraise for their awards. (ADD BENEFITS SPECIFIC TO THE LOCAL CHAPTER)

Tips for reaching out to nonmembers

Increasing Texas Exes membership benefits local chapters – membership provides funding for local chapter program and increased membership leads to new volunteers for the local chapter and increased chapter participation. Here are some tips for reaching out to nonmembers in your area and making them feel welcome at your events. If nonmembers feel a part of the local chapter, they are more likely to join!

- Utilize your chapter website to showcase your events – both upcoming and past events. Nonmembers have access to the chapter websites so this is a great tool for bragging about the success of a recent event and showing how much fun was had. Also, this is a great tool for showcasing upcoming events – if they don’t know it’s happening they don’t know to attend!

- Ask nonmembers to sign in at events with their address information. While Texas Exes maintains data for both members and nonmembers it’s more difficult to get current information for nonmembers. If we don’t know where they are, we can’t communicate with them! Have them fill out their email address at the least and then send that information to Texas Exes so we can update our database. This way they will be on the email distribution for the next chapter event!

- Follow up with nonmembers after an event. This can be done through an email telling them how happy you are they attended and informing them of the next chapter event. Include a link to the chapter website so they can stay current on chapter events and a link to Texas Exes so they can join.
• Always have membership brochures on display. Be prepared to answer membership questions – see membership benefits section and the membership FAQ section.
• When you make announcements at your events, be sure to plug membership. Tailor this to suit the type event and to suit the local chapter. You know best what is going to motivate nonmembers in your area to join. See the membership talking points section for some ideas on selling membership.

• Have a discounted price for members when possible. When this is not possible, incorporate another way to recognize members. Some ideas:
  o Have a drawing that only members can enter. This doesn’t need to be something elaborate – a t-shirt would be enough.

The idea is to reward membership, not to alienate nonmembers. We want to show nonmembers the value in joining without making them feel left out.
What is Public Relations?

In a nutshell, public relations is communicating with people, relating to the public, and building relationships. The goal of good PR is to connect with the community by building positive relationships and promoting two-way communication.

Tools of the Trade

- News Releases: Print - newspapers and magazines; broadcast - radio and TV
- Public Service Announcements: Print - Newspapers and magazines; broadcast - radio and TV
- Media Advisories
- Social media: blogs, social networking sites, etc.
- Fact sheets
- Photographs
- Letters to the Editor
- Op-ed pieces
- Interviews/Features
- Chapter newsletters
- Special events such as conferences or 5Ks
- Websites/Email
- Audiovisual materials such as PowerPoint presentations
- News Conferences
10 Steps for Public Relations Planning

1. **Establish a public relations role in your chapter.** This is the easiest step in the process! At all times, the chapter leadership must be committed to the PR function. PR must be given the same importance given to leadership development, membership, and other chapter roles.

2. **Define the objectives of the public relations program.**
   What do you hope to accomplish? A good tool to define objectives is a chapter officers’ Brainstorming session. This will result in objectives the leadership is committed to supporting.

3. **Define your publics or target audiences.** Who do you wish to reach with your message? Current members, potential members, young alumni, general community, and the media can all be target audiences.

4. **Define the message.** What are the important issues? Identify these and know which audiences are concerned about which issues. Create clear, key messages that you wish to communicate. The message will vary depending on the audience.

5. **Develop your strategies.** The strategies are a key element of your plan. These are your tools used to reach your target markets and convey your messages, as well as forming the basis of your PR plan. A list of strategies might include:
   a. Continually develop public-relations materials.
   b. Use a broad spectrum of media to convey the message.
   c. Build and develop media contacts.
   d. Work to position yourself as a credible, reliable source of information for the media.
   e. Work to position your president as a spokesperson for your chapter.
   f. Coordinate with other chapter board members.

6. **Set goals.** What do you want to accomplish through public relations? You may wish to:
   a. Build membership.
   b. Change attitude or behavior.
   c. Inform the publics about special events.
   d. Recognize award winners.
   e. Communicate scholarship opportunities.
   a. Increase visibility in the community.
   b. Effectively promote Texas Exes programs.
   c. Enhance the image of your chapter.

7. **Be aware of your chapters schedule.** To be effective, you must be informed of what is happening within your chapter. Attend meetings, read email and newsletter communications, and ask questions. Know what your chapter has planned and know its timetable. You cannot
communicate what you don’t know about.

8. **Develop a timeline.** What strategies are required to achieve your communication goals? Develop a written plan that details actions needed and when. Prepare a PR calendar based on the chapter event calendar. Information should be sent to the media one to two weeks ahead of the event. Also, identify required resources and develop a budget.

9. **Implement the plan.** Just do it!

10. **Evaluate and measure.** Identify how you will track and measure your success so you can learn for the future. It is easy and free to use a tool like Google Alerts to help you find media clips.

### How To Get Your Chapter in the News

- Look for a "hook" or a unique angle in a story. Reporters want to write one-of-a-kind or out-of-the-ordinary stories.

- Don’t flood a reporter with reams of paper each week. Send items that are timely, interesting, and newsworthy to the general public. Also make sure to do your research and that you are targeting the right reporter. Reporters change positions frequently.

- Plan ahead. Send your news release to the media 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 can’t), but just say you called to remind them and if they can cover your event, you’d 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.

- Radio is often overlooked. Talk/news radio stations are in great need of filling time. Contact them to see if your chapter president could do an interview on a morning show about an upcoming event, or if they would do a live remote from the location of your event. They may also want to be a media sponsor.

- 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 media outlets 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. Send the photo electronically. Make sure you identify the chapter, date, event title, and the names of those pictured. Sometimes the photo will be published, but the release will not, so be sure that the caption can stand alone.

**Sample Chapter Events Calendar**

These are some events that a typical chapter might take part in during the year. Each one of these could garner publicity for your chapter and help to not only inform your community of what your chapter is doing, but also generate membership interest.

- **Game Watching Parties/Tailgates**
- **Scholarship Fundraiser**
- **Texas Independence Day – March 2**
- **Send-Off Celebration**
- **Business/Networking Events**

There are some really easy things you can do to get publicity for these events.

- You can simply take a photo of your group and write a short caption for the photo, then send it to your local paper. Many small-town papers are looking for community news like this to share.

- You can send out a news release prior to the event to try to get the media to come out and do a story on the event.

- Even easier, you can simply make sure you post the event on any community calendars you can find so that people in your area know what you are doing.
Texas Exes Boiler Plate

A boiler plate is a single paragraph that describes your organization and answers the basic questions like who, what, when, where, and why. It is always the last paragraph in a press release and should always include your website. Below is the boiler plate for the Texas Exes. Please make sure it is at the bottom of every press release you send out. If you would like to include your chapter’s membership number in there, you can do that as well.

The Texas Exes, the alumni association for The University of Texas, was founded in 1885. The core purpose of the Texas Exes is to be an independent voice that champions the University, and to organize alumni and friends into a formidable network to change the world. Today there are around 99,000 members whom the Association strives to connect to each other and to the past, present, and future of the University through career counseling, travel, reunions, continuing education, fellowship, legislative advocacy in support of higher education, and The Alcalde magazine. For more information on Texas Exes or to become a member, please visit www.TexasExes.org.

Texas Exes Strategic Plan

The Texas Exes core purpose is to be an independent voice that champions the University, and to organize alumni and friends into a formidable network to change the world. Our vision is that the Association will be recognized as indispensable to the UT family, connecting and engaging supporters with each other and The University; together we will lead the charge for the University and its mission to be known worldwide as an institution of the first class. The five priorities of the Texas Exes as outlined in our strategic plan are as follows:

1) Advocacy – Dramatically ramp up effort and effectiveness of advocating for UT with multiple governing and decision-making bodies

2) Student Development – Execute and accelerate multiple student success approaches

3) Alumni Engagement – Significantly increase alumni & supporter participation: people, frequency, and quality

4) Strategic Partnering with UT – Manage formal strategic partnerships with the Colleges, Schools, and Units of UT

5) Communicating the Value of UT – Communicate the value of UT to the community, state and nation
Facts about the Texas Exes

- The 2012-2013 president is John Beckworth. Beckworth lives in Houston and graduated from The University of Texas at Austin with a BA in history in 1980 with high honors and a JD in 1983. John is the founder and partner of Watt Beckworth, where practices international and domestic arbitration and commercial litigation, including energy and employment law.

- On June 17, 1885, 34 new graduates of the two-year-old University of Texas organized the UT Alumni Association, later renamed The Ex-Students’ Association.

- In 1899, the Association awarded its first scholarship, supported by membership dues. Now the Association gives out more than $2 million dollars in scholarships each year through the Texas Exes Scholarship Foundation. The foundation also supports the new Forty Acres Scholars Program, which began last year with 10 recipients.

- The Alumni Association annually recognizes professors, teaching assistants, and advisors on the UT campus and offers various career services to members.

Current Membership status as of August 2012:

Annual members: 29,498  
Associate Life Members: 3,901  
Life Members: 64,235  
TOTAL 97,633 *Note that this total fluctuates and that our membership number we will use for the year is 99,000.

Texas Exes Student Chapter Members: more than 2,000

Want to know your chapter’s membership numbers?

If your chapter has a website hosted by the Texas Exes, you can get your membership numbers by logging in to your website and accessing the “statistics” link in the lower left-hand side. Any coded chapter board member has access to the administrative section of your chapter website. If your chapter does not have a website through Texas Exes, contact Courtney Ratliff at Ratliff@alumni.utexas.edu to get your current membership numbers.
Ten Media Relations Tips

1. An interview is like a business meeting. Know what you want to accomplish before it begins. Develop three or four talking points and be sure you use them during the interview.

2. Learn what the reporter is seeking to accomplish and set ground rules before the interview begins. While it is inadvisable to speak off the record, if you plan to do so, make sure that it is stipulated clearly and the reporter agrees before you make off-the-record or background comments.

3. Learn to talk in brief sound bites, usually 25 to 40 words, and focus on the points you want to make – your key messages. Redirect negative questions to the point you are trying to make without repeating false or damaging assertions by the reporter or her sources.

4. Never hide facts. You don't have to volunteer information, but always be honest and forthcoming when you have the information requested.

5. Be aware of reporters' deadlines and schedules.

6. Familiarize yourself with the media outlets you wish to influence.

7. When on television, talk directly to the reporter - not the camera.

8. If you don't know something, say so. You could either answer, “That's a question for so-and-so,” or find the answer and get back to the reporter as soon as possible. If you don't, the story is almost certain to be published or aired without that information, or worse, without your explanation.

9. Create releases only for newsworthy items. When considering a topic for its news value, ask yourself the following questions:
   • Is it timely?
   • Is it local?
   • Is it important or interesting to the general public?
   • Does it have consequence or conflict, and is it controversial?
   • Is it new, novel, or different?
   • Are the people involved community leaders, high visibility citizens, or ordinary people?
   • Does it have human interest? What makes it unusual?
   • How will it affect the average person?
   • Is it on the "cutting edge?" Is it something few people know about?
   • Is it odd, unusual, the biggest, the smallest, or is it outstanding in some way, shape, or form?
   • Does it relate to a "hot" news item? Is the media already interested in the topic?

10. There is no such thing as a dumb question. Don’t talk down to reporters, don’t demean their questions, and don’t act as though you are too busy to accommodate them.
Tips for Interviews

*The chance for a successful interview increases greatly when you prepare your key messages.*

- In your mind, develop the headline you'd like to see in the next day's paper.
- Develop messages based on the interests of your key audiences.
- Think in terms of benefits. That's what your audiences will understand.
- Make each message very, very brief. Use quick phrases, not long sentences.
- Test your messages: Do they urge the listener to arrive at your headline? Do they flow logically from one to the other? If the answer is no to either of these questions, reconsider and redraft your messages.
- If you have time, find a colleague and practice these messages against sample questions.

About The Interview

- **It starts the moment you see the reporter.** Just because you don't see a notebook, Camera, or tape player doesn't mean your comments aren't registering in the reporter's head.
- **A media interview is not a conversation.** It is a stylized exchange of information where the reporter's job is to ask probing questions, and your job is to get one or two key messages across.
- Write these messages down and keep them in front of you.

**Stick to your key messages and repeat them over and over** (It's surprising how long it takes for some key ideas to sink in)
- Stay professional and courteous
- Answer every question with a one-two punch:
  - Answer every question with a direct, honest, and concise response. For example, yes, no, I don't know, or That's not the issue, etc.
- Deliver a key message or two every time you answer a question

**Remember: Unless it's live, reporters almost never run their questions, only your answers, so concentrate on giving the answers you want!**

Crisis Communications

Although we hope to never worry about a crisis, we should always be prepared if something does happen. For example, what if there is a fire at a chapter event? What if someone has too much to drink at a chapter event, drives home, and eventually tries to sue the Chapter? In the event of any kind of crisis, small or large, please be sure to alert Courtney Ratliff by calling 512.475.9352 or Ratliff@alumni.utexas.edu.
Publicity Report Form

Chapter: ________________________________________________________________

Publication: _____________________________________________________________

Date of Publication: _______________ ______________________________________

Brief description of story:

Thank you for filling this out. Please attach a copy of the article to this form and either mail it or fax it to Megan Clifton at: Texas Exes, 2110 San Jacinto Blvd., Austin, TX 78712. Fax: 512-471-8096
Student Receives Prestigious {CITY} Area Scholarship

{CITY}, Texas – {CITY} area student, {RECIPIENT NAME}, has been selected to receive the {SCHOLARSHIP NAME}. {RECIPIENT NAME} attended {HIGH SCHOOL NAME} where she {ACTIVITIES, for example: was captain of the volleyball team and president of the school’s community service organization, Interact Club.} {RECIPIENT NAME} was also very involved in {ACTIVITIES, for example: the Waxahachie community, volunteering for Habitat for Humanity, the Special Olympics and numerous other organizations.} She will enter The University of Texas at Austin in August and plans to study {RECIPIENT MAJOR}.

The {SCHOLARSHIP NAME} is given to {# OF STUDENTS} each year and is funded through the {CHAPTER NAME}. The {CHAPTER NAME} have given {# OF SCHOLARSHIPS} to students entering The University of Texas at Austin over the years. To find out how to contribute to the scholarship fund, visit {CHAPTER WEB ADDRESS}.

{RECIPIENT NAME}, along with other chapter scholarship recipients, will be presented with the scholarship at a dinner to be held in the Etter-Harbin Alumni Center on the University of Texas at Austin campus in September. This year the Texas Exes will award more than $2 million in scholarships to 716 students.

The Texas Exes, the alumni association for The University of Texas, was founded in 1885. The core purpose of the Texas Exes is to be an independent voice that champions the University, and to organize alumni and friends into a formidable network to change the world. Today there are around 99,000 members whom the association strives to connect to each other and to the past, present and future of the university through career counseling, travel, reunions, continuing education, fellowship, legislative advocacy in support of higher education and The Alcalde magazine. For more information on Texas Exes or to become a member, please visit www.TexasExes.org.

# # #
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**
  - 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**
  - 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, ect
- Parking information
- Information on attire
- Contact information for questions
- Information on speaker, if applicable
Chapter Guidelines and Resources

• Guidelines
  o Only use insured, licensed and bonded bartenders to serve alcohol during chapter events.
  o 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.
  o Raffles
    ▪ In state chapters are limited to two raffles per year. Out of state chapters must follow their state’s guidelines.
    ▪ The raffle prize cannot be cash.

• How we can help
  o Provide two free mailings per year – 1 to members only and 1 to both members and non members
  o Provide weekly email updates to both members and non members
  o Chapters are covered under the Texas Exes liability insurance. If you need proof of insurance, please request it through Texas Exes.
  o Provide nametags, balloons, cups, and napkins
    ▪ Logo cups ($5 for a sleeve of 25)
    ▪ Logo napkins ($10 for a sleeve of 250)
  o 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.
  o 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/Network Social Media Policy and Guidelines

The Texas Exes would like to encourage our chapters and networks to engage with the online community through social media. The following policy statements and guidelines are meant to assist you in your social media efforts, while protecting the interests and reputation of the Texas Exes. By posting on these sites as a chapter or network of the Texas Exes, you represent the Texas Exes and volunteers are expected to adhere to these guidelines and policies when using the Texas Exes name or brand.

Section 1: Policies for all Social Media Sites

- **Inform us of your accounts**: when creating a new account for your chapter/network on any of the social media sites, email Courtney Ratliff (Ratliff@alumni.utexas.edu), Laura Carpenter (carpenter@alumni.utexas.edu), or Sally Bage (bage@alumni.utexas.edu) letting them know the url of your group, page, channel or other account. The Texas Exes will link to these sites from our website and this will allow us to publicize your presence on these sites.

- **Naming and logo use**: all chapter/network social media sites should include Texas Exes and your specific chapter or network name in the site. Please use the format “Texas Exes CITY Chapter/Network” to ensure consistency. To be consistent with our brand, you need to use your official chapter logo on the site. If you need a copy of your chapter/network logo, please contact Courtney Ratliff, Laura Carpenter, or Sally Bage. When setting up a Twitter background, you may contact us for the Texas Exes chapter Twitter background we have created for chapters who would like to use it.

- **Transferring administrative status**: we know that chapter leaders change positions and sometimes rotate off the board each summer. The current president should have administrative capabilities on your social media sites and other board members should be given administrative capabilities as the chapter/network board sees fit. The current president should add incoming presidents to administrator status, and/or give them account login information before they take office. The board can determine if the past president will remain an administrator, but it is recommended that you remove the past presidents’ administrator status after one year if they no longer have an active role in the chapter.

- **Respect copyright and fair use**: when posting, be mindful of the copyright and intellectual property rights of others. Do not use the Texas Exes logo or name to promote a product, cause, political candidate or any other endorsement.

- **Terms of service**: social media sites have their own terms of service. Make sure you obey these terms of service or your account with the site may be suspended.

Section 2: Guidelines for Social Media Use

- **Respect and Ethics**: we encourage different viewpoints and opinions, and as a participant in social media, you should, too. Be respectful of others’ viewpoints. If you disagree and would like to engage in a conversation, do so cordially, logically and ethically.

- **Accuracy and Honesty**: double check facts and details before you post – remember, once you post, it is out there. If there is a Web site you used to gather facts, provide the link for your readers to show accountability. Also, always write in the first person. If you make a mistake, admit it. Your followers will be more willing to forgive and forget if you are up front and quick with your correction. Maintain a high level of quality that exhibits superior grammar, punctuation and spelling.

- **Transparency and Disclosure**: when communicating using social media or blogs on behalf of the Texas Exes, make sure you identify yourself as a volunteer of the Texas Exes. It should be clear when posting opinions of any sort that the views expressed are not necessarily those of the Texas Exes.
Section 3: Best Practices for Social Media

- **Value and Interest**: when posting to your blog, Twitter or Facebook, ask yourself if your content adds value and interest to the discussion. Make sure your comment, post or tweet is a valued piece of information. There are millions of people, companies and universities on the Web. If you want to stand above the clutter, make sure you provide content that is exciting, engaging and stimulating.

- **Personality**: in the social media realm, you are encouraged to use your own voice and bring your personality to the forefront. The Web is a venue that is relaxed, open and diverse—embrace it. A voice that is over-institutionalized and rehearsed can repel your audience. Make sure your site is not a place for self-promotion. Some social media sites, such as Twitter, close down such sites.

- **Planning**: putting in place a social media calendar of sorts for the year can help to organize you on how to cross promote your material and the times of year when you know you will have big events and may want to do extra posts. Also think about who on your board would be the best person to handle your social media needs and whether that is one person or multiple people. Make sure you are consistently contributing content. You don’t want to let your followers down by only posting a couple times a year.

- **Join the conversation**: listening and responding to your constituents through social media sites is just as important as posting information. Make sure you are responding to posts and questions from your followers and fans. Being a part of the conversation already happening about your chapter shows you care and creates community. Also realize that it isn’t just about what you are saying, it is also about the connections your fans and followers are making to other chapter members through the site.

- **Be brief and link when possible**: ideally, posts should be very brief; redirecting visitors to content that resides on another site. Whenever possible, link back to your chapter Website or the Texas Exes Website.

Section 4: Social Media Tips by platform

[BLOG]

Of all the social media tools available to Texas Exes chapters, a dynamic blog is one of the most important and underutilized resources. Think about your blog as a relationship-builder within your community—in many ways it your chapter’s media outlet (think of it like a “Dallas Texas Exes” newspaper) and the best way to approach it is to consider how you can provide value to both current membership and others in your local area. The best sign that you are providing value is when people want to share the link to your blog with others in their network. So, how should you approach your blog?

- Work with the leadership team in your chapter to create an editorial calendar that allows you to plan ahead for upcoming posts and keep the blog fresh. If possible, assign one person as the blog’s editor.

- As you create your editorial calendar, think about the following ideas as potential posts:
  - **Interviews**: Never underestimate the power of interviews as a relationship builder. Are there local community leaders (business, political, sports, etc.) you could interview as part of a Texas Exes interview series? The topics could focus on higher education and a look back at their time at UT. These interviewees could be members or not—the important thing is that you target those who the chapter wants a better relationship with. Think about it…how many times have you been asked to do an interview for a blog? It doesn’t happen very often and, when it does, we are very appreciative and look for ways to reciprocate. Another way to target interviewees is to think about upcoming events in
your local area and interview those putting on the events—from bands coming to town to a big high school football game. The more frequently you update your blog, the better search engine optimization it will have. The higher profile the people you interview have, the more traffic you will drive to your blog. The better the interviews are, the more likely people are to share them. It works on so many levels and, best of all, these interviews are a great networking tool for whoever heads them up for your chapter.

- **Texas Exes Spotlight.** Ever read *Esquire*? Aside from “The Answer Man,” the “what I’ve learned” series is one of the best parts of the magazine. Think about having each member of your chapter write a “what I’ve learned” post, which would essentially be a look back at their life since graduating and what they have learned since. One post could hit the blog a week (would be a nice series) and each time someone’s “what I’ve learned” piece posts, they are going to paste the link in an email or add it to their Facebook page and share it with their entire network. Again, because most people don’t get a lot of blog coverage, this provides great value and visibility for your members.

- **Think local.** Sure, it’s great to talk Texas football on your blog, but is that really going to outrank other sports-focused websites in a search? Your goal is not to rank highly on a national level, it is to build better visibility within your local community. A great community-focused blog expands the reach of your chapter beyond simply a networking group into a community resource. Be a place local citizens can go to see a rundown of local events, read tips on preparing their teenager for college, see pictures of local events, etc.

- **Be interesting. Be different. Have fun.**

[**Twitter**]

On the surface Twitter seems superficial, crass and even silly and we know that while many of you may have set up a chapter Twitter account, few seem to view it as a viable channel. Here’s the thing with Twitter—if used correctly, it is the second best resource for building relationships on behalf of your chapter (behind your blog). So, how should you approach your Twitter feed?

- If you haven’t yet signed up for Twitter, please go with a username consistent with most Texas Exes chapters. If you have not created it already, it’s best to go with “TexasExesCHAPTER” format so that it’s easily searchable for people in your area (for example, “TexasExesSA”)
- Your Twitter feed should have both a local and national content strategy. Nationally, it makes sense to connect with other Texas Exes chapters (share ideas), higher education resources and perhaps even UT football players. Locally, you’re looking to use the Twitter account as a chance to create and build relationships with local political leaders, companies, leaders and citizens. Unlike Facebook, where people go to interact with people they already know, Twitter is all about meeting new people and it can be a great way to connect with both current members and others you want to know.
- Twitter has its own language to it. Spend your first two weeks “listening” before you begin pushing out content. Learn how to use @ replies to your advantage and make key connections along the way.
Most of our chapters are well-versed on the benefits that Facebook can provide, both in terms of communicating with current members and giving those who visit chapter events a place to connect with the chapter over the long-term. Here are a few quick ideas for Facebook:

- If you currently have a page (of course you do), make sure it is frequently updated and not static (if you don’t have a page, go to http://Facebook.com/pages).
- To avoid frustrating your community, don’t connect Facebook with Twitter—what works in one doesn’t always work in the other.
- Get visual—add pictures, videos and other content outside of just text to up your rankings. People love images and fly right by long text.
- Grab a custom URL. Once your page has 25 “likes,” you can go to http://Facebook.com/username and grab a custom URL (for example: http://Facebook.com/texasexesdallas).
- Use “tagging” to your advantage. If you are writing something about a member, other chapter or local business, tag them in your post by putting “@” before their name (Facebook should auto-populate). This will post your post to that person or business’s wall and increase impressions for your page.

Many who join Texas Exes do so for the networking opportunities that come along with it and no social media site is more focused on business networking than LinkedIn. If your chapter doesn’t have a LinkedIn group established, this can be a great way to connect your members to each other in a more professional environment.

Social media is constantly evolving and it’s important to try to stay as well-versed as you can with the latest trends and best practices. Here are a few things to keep in mind as you get more active within social media:

- **Google.** While a lot was expected from Google+ it has yet to become a leader in the social media world. It continues to grow, though, so it would not be to your disadvantage to check it out and possibly start a page. www.plus.google.com.
- **Online brand audit.** Ever searched “Texas Exes Denver” or “Texas Exes Tyler” on Google? If not, type in your chapter’s name on Google and as you review the results, think about a potential member doing the same search and ask yourself “how easy are we making it to connect with us online?” If you don’t dominate page one, the tips in this sheet will help.
- **Video?** Video is as easy as breaking out an iPhone during a chapter event, so don’t underestimate how effective great video (coupled with a bit of editing) can be in raising your chapter’s profile.

Feel free to email Courtney, Laura, or Sally at any time for social media advice or suggestions. We are here to help!
The Universal Truths

Recruiting new volunteers is hard work

• Requires a significant time investment by chapter leaders
• Some people don’t like to ask for help

but...

It’s worth it!

• No chapter can exist without new leaders
• To get new leaders, you need new volunteers first
• They benefit from the opportunity as well
Recruiting Volunteers Successfully

- Why You Need’em
- How to Get’em
- What to Do With’em
- How to Keep’em
Volunteers: Why You Need’em

Shared Responsibilities

- Plan the event
- Pick a venue
- Find a speaker
- Arrange the food
- Setup registration

Risk of not completing necessary tasks in time (bus theory)
- May miss or forget something

Fresh Ideas

- Doing It Yourself
  - Plan the event
  - Pick a venue
  - Find a speaker
  - Arrange the food
  - Setup registration

- Working Together
  - Plan the event
  - Pick a venue
  - Find a speaker
  - Arrange the food
  - Setup registration

More brains to think over potential problems
- Teamwork and leadership development

Develop Future Leaders
The Need for Building Your Base

Chapters perform better with strong leadership on all levels

Volunteers typically bring friends along to events (keeps the cycle going)

A pool of volunteers will contain a few strong leaders
Volunteers: How to Get’em

**Tap into People Who Attend Events**

*Events Attendees…*
- Probably have a some sort of connection to UT
- Like being around UT people
- Are great candidates to be volunteers

**Host an Open House**

- Chance to explain volunteer opportunities
- Allows members to show they want to help
- Specifically & personally invite recent grads to attend & get involved

**Just Ask!**

- All board members have Texas Ex friends who could play an active role
- If everyone asks just 2-3 people, you’re bound to get some good volunteers

*Think about what works in your area*
Tips on How to Ask

**Timing**
Recruiting volunteers needs to be an ongoing activity throughout the year. Your chapter can’t succeed without them.

**Ask Directly**
Be specific and upfront about any special skills required.

**Find a Fit**
Listen to their needs and wants and fit them in appropriately to the chapter.

**Be Positive**
Approach recruiting volunteers in a positive manner. Make it easy for them to say yes.

**Personalization**
When possible, ask them personally. Sometimes a mass email is necessary, but the personal touch is much more effective.

**Follow-Up**
Always follow up, sooner rather than later, with any potential volunteer.
If you get volunteers, USE THEM!

If someone agrees to volunteer but they are never used they will take their time and resources elsewhere.

Makes them feel needed and wanted

Gives them greater buy-in to the success of the chapter

Makes people more likely to stick around
Delegation: The 3 L’s

Don’t do it all yourself… delegate!

• Takes the pressure off the one or two people that “do everything”
• Builds a wider base of leadership & brings new people to the chapter
• Casts a wider net of friends
• Gets “buy-in” by leaving room (Starbucks theory); buy-in gives you momentum

L Look for good people
• Keep an eye out for new volunteers
• Think about who would be a good fit

L Listen to them
• Learn what people need from you first
• Find out what they like and want to do

L Let them shine
• Give them room to succeed
• Give them credit for their success
Delegation: The How-To’s

**STEP 1** Stop doing everything yourself!

**STEP 2** Give some tasks to the volunteers

**STEP 3** Provide boundaries and guidance for their tasks

*Boundaries are the things about the event that you care about:*
  - Timing and location of the event
  - Will there be a speaker of raffle / auction?
  - What color are the napkins?

*Limit the boundaries so the volunteer has some room to make decisions*

*Be available to provide guidance*

*Boundaries may need to be adjusted on the fly*

**STEP 4** Follow-up

**STEP 5** Give feedback
Task Creation

So, what comes first, the volunteer or the task?

*Have tasks ready to be assigned to volunteers before they sign-on.*

CREATE A LIST OF TASKS

- Secure the location
- Locate a caterer and entertainment
- Create the invitation
- Handle ticket sales
- Design invitations
- Secure raffle prizes
- Table decorations
- Get sponsors
- Get a photographer

FIND VOLUNTEERS

1. Contact people in the chapter
2. Ask them to perform specific tasks
3. Give them boundaries
4. Let them run with it!
# How to Keep’em

<table>
<thead>
<tr>
<th>Integrate them into the culture</th>
<th>Make them feel like they are a part of the chapter’s success</th>
</tr>
</thead>
<tbody>
<tr>
<td>Get them involved</td>
<td>Use the volunteers again!</td>
</tr>
<tr>
<td>Thank them</td>
<td>Everyone appreciates when they are appreciated</td>
</tr>
<tr>
<td>Respect them and their time</td>
<td>Make sure assigned tasks are a wise use of their time</td>
</tr>
<tr>
<td>Make sure they have a voice</td>
<td>Respect their opinions and provide an avenue for them to be heard</td>
</tr>
</tbody>
</table>

**Constantly be on the look out for future leaders! Start new volunteers in small roles and gradually have them work their way up.**
Questions / Discussion
SPONSORSHIP AND FUNDRAISING PROGRAM OVERVIEW
Fundraising & Sponsorship Overview

- Fundraising is the organized activity of raising funds for a cause – scholarships in this case.
  - This can occur by itself as a straight donation, as a raffle, or as part of an event, an auction. Fundraising can occur any time!
- Sponsors are businesses or companies who chapters partner with to help underwrite the expense of events or chapter costs.
  - In return, sponsors receive recognition through various ways within the chapter.
  - This is a mutually beneficial relationship.
Common methods of fundraising:

- **Raffles**
  - Sell tickets for a chance to win a prize
  - Make sure to follow the rules set forth governing raffles held by non-profit organizations
    - This differs from state to state
    - The full list of rules be found on our website
  - General rules:
    - Each chapter is restricted to two raffles per calendar year
    - Can only sell tickets to one raffle at a time
    - Prize cannot be cash
    - All proceeds must go towards the charitable purposes of the organization – ie scholarships
Auctions

- Silent Auctions
  - Can easily be added to an event as an extra way to raise funds
  - Aim to have as many items as possible donated – 100% of the proceeds go to the chapter
  - Be very clear and up front with the rules regarding bidding
  - Quality over quantity
    - Can raise more money with a limited number of high quality, desirable items
Fundraising Ideas

- Auctions, cont’d
  - Live Auctions
    - Ideal for large, high dollar items
      - Gain by having others actively bid against each other
    - Be careful not to have too many items in the live auction
      - Recommend 3 - 5
        - Too many reduces the excitement and can drag on too long
    - Can be more financially rewarding than silent auctions but are also riskier
Auctions, cont’d

Online Auctions

- Run an auction online
  - Allows a great number of bidders – available to the public, not just those at the event
  - Allows a longer time for bidding – not limited to the time limits of the event
  - This is something that we can set up and host for the chapter
  - Also gains more exposure for the donor - can use this as leverage when requesting a donation
  - Will be seen by 1000s of eyes versus 100
Fundraising Ideas

- Specialty bars
  - Set up a special bar at an event with a specialty drink sold at a premium
    - Portion of proceeds are donated to scholarship fund
      - Example: Drink price is $10 but cost is $5, extra $5 is donated to scholarship fund
    - Also gets them a special incentive – needs to be something tangible
      - Examples:
        - Extra raffle ticket
        - Special door prize
        - Special, souvenir event glass
Fundraising Ideas

- Competition Fundraising
  - Team up with a local chapter from another alumni association in an event to see who can raise the most funds
    - Example: Brownsville Waiter Challenge with Texas A&M
    - Chili Cook-off with the local Aggie Club
Fundraising Ideas

- Working with local venues
  - Bar proceeds go towards the chapter’s scholarship fund
    - Partner up with a bar so that a portion of sales to Texas Exes go to the chapter’s scholarship fund
      - Examples:
        - Corpus Christi – 15% of bill at their game watch location is donated back to the chapter
        - Austin Young Alumni Pub Crawl – at pub crawl proceeds from certain drinks went back to the chapter
  - This relationship can transition into a sponsorship opportunity.
Transitioning into a sponsor

- Bar example:
  - The first year of a relationship with a bar, ask the bar to donate a certain percentage of sales to the chapter
    - 10% for example
  - The second year, after showing them how much business you are bringing the bar, ask them for a straight donation.
    - They are now a sponsor!
Sponsorship Overview

- **In-kind sponsorship**
  - Sponsor gives merchandise or product to the chapter
  - Examples:
    - Beer sponsors often donate product
    - Restaurants may provide food for an event
    - Printing company may provide all of the printing needs of the chapter for a year

- **Cash sponsorship**
  - Sponsor gives $$$
What we can offer to sponsors

- Their company name listed on all of the chapter’s email broadcasts with a link to their website.
- Their name and logo printed on any paper mailings or flyers.
- Their name and logo can be printed on any signage.
- Their name and logo on the chapter website with a link to their website.
- They can receive recognition at the event(s).
- They can receive complimentary ticket(s) to events.
- Anything else the chapter can offer that follows the rules/law.
What we cannot offer to sponsors

- Sponsors will not receive access to the Texas Exes database. We will not share emails or addresses with sponsors.
- Sponsor logos included by themselves on the chapter email blasts. They can be used as part of a flyer or event promotion on an email.
- Anything that could jeopardize the Texas Exes non-profit status.
Many chapters have a sponsorship matrix or tiered system for sponsors.

Allows a variety of sponsors to get involved with the chapter at a level they are comfortable.
Sponsorship Best Practices

- Under promise, over deliver
  - Work on building relationship with sponsor over time
  - The sponsor has to feel appreciated in order to renew their relationship with the chapter.
  - The sponsor expects recognition in exchange for their money or product.
  - Be clear and up front with your sponsors about what recognition they will receive and then deliver.
Sponsorship Best Practices

- Give sponsors feedback
  - Ex: Keep record of how many alums are attending game watches at bar – shows the value of the sponsorship

- Determine what the sponsor is looking for in the relationship
  - Will enable the chapter to best tailor the sponsorship package

- Recruit someone on chapter board to be responsible for all chapter sponsorship
  - Takes someone with the right skill set