Alumni Chapter Handbook 2015

The University of Georgia Alumni Association
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Greetings from UGA

Alumni have always been a vital part of the University of Georgia’s success – even founding the UGA Alumni Society in 1834. Such dedicated individuals have helped the Alumni Society, now the UGA Alumni Association, carry on a tradition of engagement, inclusiveness and service at their alma mater.

The University of Georgia counts on the support of alumni volunteers in order to fulfill its mission to enhance the academic excellence, best interests, and traditions of UGA and the more than 288,000 alumni worldwide.

Therefore, chapter leaders like you are the lifeblood of our organization. Your efforts in bringing UGA to your communities provide our alumni, their families and other university supporters with opportunities for networking, friendship-building and remaining active with Georgia’s flagship institution of higher learning.

We are pleased to provide you with this handbook to assist in your alumni relations efforts. Please share it with your fellow officers and board members, and refer to it when planning chapter activities throughout the year. Of course, in addition to this handbook, the UGA Alumni Association staff is always on hand to support you in your endeavors.

We appreciate every individual who gives their time to UGA and helps promote the importance of giving back to the university. Your loyalty is appreciated and your contributions are a key component to the continued success of your alma mater.

We look forward to working with you,

Meredith Gurley Johnson (BSFCS ’00)
Executive Director
UGA Mission Statement

The University of Georgia, a land-grant and sea-grant university with statewide commitments and responsibilities, is the state’s oldest, most comprehensive, and most diversified institution of higher education. Its motto, “to teach, to serve, and to inquire into the nature of things,” reflects the university’s integral and unique role in the conservation and enhancement of the state’s and nation’s intellectual, cultural and environmental heritage.
Visit www.uga.edu/profile/mission for more details.

UGA Alumni Association Mission

The UGA Alumni Association proudly supports the academic excellence, best interests and traditions of Georgia’s flagship university and its alumni worldwide.

The Pillars of the Arch

As members of the University of Georgia community, we aspire to uphold the principles manifested in the three Pillars of the Arch: Wisdom, Justice and Moderation.

- **Wisdom** challenges us to apply lessons received inside and outside the classroom to our everyday lives. Wisdom transcends knowledge, embracing curiosity, discovery and expression throughout our community.

- **Justice** leads us to be fair in our dealings, accountable for our actions, responsible for ourselves and empathetic for others. Justice requires honesty and celebrates diversity, establishing credibility and integrity for our community and ourselves.

- **Moderation** compels us to act with civility, bolstering our faith in others and the faith others have in us. Moderation accentuates our self-respect, promotes responsible citizenship and enhances pride in our university.

Without each of these pillars, the Arch would lose its strength and balance. Likewise, all three qualities are necessary for us to be strong and complete citizens.
What is an Alumni Chapter?

The UGA Alumni Association’s chapter program trains volunteers to become ambassadors for the University of Georgia. All UGA graduates are automatically members of the Alumni Association and are encouraged to become involved with their local alumni chapter. Chapters are located throughout the world and led by UGA’s most dedicated and loyal graduates.

Chapters are operated by volunteer leadership boards, consisting of at least three leaders. The UGA Alumni Association’s Regional Programs Office manages volunteer training and guides chapter leaders in planning activities in order to engage a wide range of alumni.

Alumni Chapter Goals

• Connect alumni to the university and each other
• Promote UGA as a philanthropic endeavor
• Share alumni stories and UGA news
Chapter Area Guidelines

Numbers below are based on all constituents in an area, including anyone affiliated with the university. This may include alumni, donors, students and parents.

Based on the number of constituents in a defined area, the UGA Alumni Association will provide the following benefits:

**Fewer than 100 constituents**

The regional programs office will assist in creating a personal outreach plan.

**100-499 constituents**

- One official templated email message per year sent to all constituents in the area
- An open Facebook page created for the area
- Use of the UGA Alumni Association logo on social media

**500-999 constituents**

- Two official templated email messages per year sent to all constituents in the area
- An open Facebook page created for the area
- Use of the UGA Alumni Association logo on social media
- One game watching supply box per year
- Use of the game watching eblast system and post on main game watching Web page
1,000-2,500 constituents

- An open Facebook page created for the area
- Use of the UGA Alumni Association logo on social media
- A chapter Web page created and managed by the regional programs office for the area
- Four official templated evites a year sent to all constituents in the area. In order to guarantee the eblast, please submit the full details six weeks in advance of the event.
- One game watching supply box per year
- Use of the game watching eblast system and post on main game watching Web page
- Event supplies from the regional programs office for up to four events per year if requested
- Facilitated leadership training via Skype (in person when possible by staff)
- May have potential for a UGA speaker or special guest appearance at an event
More than 2,500 constituents

- An open Facebook page created for the area
- Use of the UGA Alumni Association logo on social media
- A chapter Web page created and managed by the regional programs office for the area
- Assistance in planning events and speaker / special guest appearances when possible
- Event supplies for all events if requested
- Encouraged to coordinate at least four events a year and utilize the Alumni Association evite system
- Official templated evites sent to all constituents in the area. In order to guarantee the eblast, please submit the full details six weeks in advance of the event.
- Can request a logo and chapter business cards
- Encouraged to host game watching parties during football season
- Use of game watching eblast system and post on main game watching Web page
- Game watching supplies as needed
- Staff-facilitated leadership training in person, when possible
- Staff attendance at events, when possible
20 Key Alumni Chapters Outside Georgia

These chapters are considered strategic areas of focus for the UGA Alumni Association:

• Asheville, NC
• Birmingham, AL
• Charleston, SC
• Charlotte, NC
• Chicago, IL
• Columbia, SC
• Dallas-Fort Worth, TX
• Denver, CO
• Houston, TX
• Jacksonville/ St. Augustine, FL
• Miami/Palm Beach, FL
• Nashville, TN
• New York, NY
• Orlando, FL
• Raleigh, NC
• San Francisco, CA
• Southern California/ San Diego, CA
• Tampa, FL
• Upstate, SC
• Washington, D.C./ Baltimore, MD

10 Key Alumni Chapters Within Georgia

These chapters are considered strategic areas of focus for the UGA Alumni Association:

• Athens
• Augusta
• Columbus
• Golden Isles (St. Simons Island/Brunswick)
• Hall County
• Macon
• Metro Atlanta
• Rome
• Savannah
• Southwest Georgia (Albany)
Postcards Policy

Under special circumstances, a chapter can request that postcards be mailed out by the regional programs office to promote a specific event.

If a postcard is approved, the regional programs office will handle design, printing, postage and distribution of the postcards.

If the UGA Alumni Association is co-hosting the event and decides to send out postcards, it will cover the printing and postage fees.

Things to consider before requesting a postcard:

- Does the chapter area have at least 1,000 constituents?
- Does the postcard advertise for a specific chapter event?
- Are there at least 12 weeks before the event?
- Has the chapter already sent out a postcard this year?
- Does the chapter have enough funds to cover the printing and postage fees?
Guidelines for Trademarks, Logos and Merchandise

The university’s trademark policy applies to all designed artwork for chapter merchandise. Visit http://t.uga.edu/1gH for the full policy on trademarks and logos. **No alterations of the university marks or logos are allowed. Prior to production, artwork must be sent to the regional programs office.**

All merchandise production is required to be done through a Collegiate Licensing Company (CLC) licensed vendor. For key alumni chapters, the regional programs office will assist in business card and chapter logo artwork production.

If the chapter does not have explicit permission from the UGA Alumni Association, it is not authorized to use a mark, logo or verbiage — even if a printer is willing to print the job without it. It is the chapter’s responsibility to acquire the approval before going to print.

**Below are a few steps to follow:**

1. **Design the artwork.**

2. **Seek approval by sending artwork proofs to the regional programs office.**
   - The regional programs office will seek permission from the university and UGA Athletic Association, if registered marks are used.
   - The regional programs office will provide guidance if the artwork is not approved. **Chapters cannot print merchandise until official approval is granted.**

3. **Print the product with a CLC licensed vendor.**

4. **Distribute the product.**
   - Sales of merchandise cannot net a profit and will be sold at cost.
   - For the sale of all merchandise, use a CLC licensed vendor.
   - If the chapter wants to use the merchandise as free giveaways, chapter funds can be used if available. The regional programs office will work directly with the vendor to purchase merchandise.
Twelve Habits of Outstanding Chapter Leaders

1. Encourages constituents to update their contact information with the UGA Alumni Association in order for them to receive evites and updates

2. Sends all contact information updates to UGA and does not maintain a separate list of alumni contact information

3. Communicates with the regional programs office and with fellow chapter leaders regularly

4. Is a current UGA donor
   Members of the Student Alumni Council donate $20-$50 and achieve 100% board giving each year – alumni chapter leaders can too!

5. Completes a 2-year term in a leadership position

6. Identifies and recruits potential chapter leaders
7. Utilizes social media to connect with local alumni.

8. At events, serves as a host, greets attendees and encourages gifts to the Georgia Fund.

9. Reads the monthly chapter leader update email and passes along information to other chapter leaders about deadlines and important information.

10. Informs the regional programs office about chapter leader transitions and utilizes the chapter leader update form (see page 16).

11. Refrains from promoting personal business interests through chapter communication and at events.

12. Upholds the three Pillars of the Arch as an official ambassador of UGA (see page 6).
Suggested Chapter Leadership Roles

The regional programs office requires at least three chapter leadership positions be filled on each chapter board. Leaders can visit http://t.uga.edu/1gl to submit their chapter leader form online.

Sample volunteer roles could include:

**President**

- **Provides leadership and direction** to the chapter for a 2-year term
- **Has graduated** from UGA
- **Consistently communicates** with the regional programs office on chapter activities, board structure and notable local alumni news
- **Serves as the main contact** for alumni and friends in the region
- **Facilitates leadership and chapter meetings**, preferably in a professional meeting space
- **Directs the planning of all activities** and assumes responsibility for the success of each activity
- **Ensures there is at least one chapter leader present** at each event
- **Shares UGA news and alumni success stories** with the local community
- **Assumes communications and events chair roles** if vacant
- **Communicates the benefits of donating to UGA** and updating contact information
- **Actively donates to UGA** to support excellence
Vice President

- Encouraged to step into president role after 2-year term
- Assists the president in facilitating meetings
- Performs the duties of the president in his/her absence
- Communicates the benefits of donating to UGA and updating contact information
- Actively donates to UGA to support excellence

Communications Chair

- Maintains meeting minutes and sends them out to chapter leaders as appropriate
- Takes pictures at chapter events and sends them to the regional programs office after the event
- Consistently utilizes social media to promote chapter events, share pictures and engage alumni and friends
- Communicates the benefits of donating to UGA and updating contact information
- Actively donates to UGA to support excellence

Events Chair

- Works with the president and regional programs office to ensure there is a chapter event and program calendar for the year
- Submits an event request form for each event at least six weeks in advance
- Encourages event attendees to sign in and ensures that the sign-in sheet is sent to the regional programs office
- Communicates the benefits of donating to UGA and updating contact information
- Actively donates to UGA to support excellence
How to Plan a Successful Chapter Event

Before the event:

- Meet with the chapter board to brainstorm events for the year and let the regional programs office know the ideas. Not everyone enjoys gathering at a bar to watch sports, nor are all alumni interested in a picnic at a local park. It is important for a chapter to plan a variety of events that appeal to a diverse group of alumni in the area.

- Incorporate UGA’s mission when brainstorming events. How do these events connect people to UGA, what are attendees learning, and what can they take away from the event?

- Decide what events the chapter wants to coordinate and consider budgetary restraints.

- Delegate roles and responsibilities to chapter leaders for each event. Everyone should participate!

- Submit event details through the event request form at least 4-6 weeks in advance. The form is available at http://t.uga.edu/1gT.

- Advertise the event in creative ways (word of mouth, social media, etc.)
At the event:

- Serve as hosts - make people feel welcome and have fun!
- Encourage attendees to sign in. Take group and candid photos. Incorporate a giving message/brochures.

After the event:

- Send a follow-up email to attendees with whom chapter leaders personally connected, and ask for event feedback from them when possible.
- Send sign-in sheets and photos to the regional programs office.
- Thank fellow chapter leaders and reflect on the event with them.

Remember, the regional programs office is available to advise and assist.

Event Policies

Subsidized Chapter Events

The UGA Alumni Association will consider subsidizing event costs when given a thorough budget and event proposal. The regional programs office will process all revenues and expenses for events.

Best practices for proposals include:

- Submit to the regional programs office staff at least 12 weeks in advance.
- Describe the event, including how the event will promote the mission of the chapter and the UGA Alumni Association.
- Include a budget that estimates event costs and revenues, including registration fees and sponsorship revenue.
**Door Prizes**

Chapters can choose to give away door prizes at free chapter events. If the chapter would like to request prizes, please contact the regional programs office. Supplies are limited. The regional programs office will act as a liaison between other schools, colleges, departments and units for prizes when necessary. Chapters are not allowed to hold raffles or other gambling-related activities at events.

**Contracts**

Please send unsigned contracts to the regional programs office to be signed by the UGA Alumni Association. This process will prevent chapter leaders from becoming personally liable for the contract and event.

**Official UGA Events**

If university administrators plan a regional event in a specific area, costs will be covered by the university. In some cases, registration fees will be charged in order to offset event expenses. Chapter leaders will often be involved in the event planning and volunteer duties.

**Alcohol at Events**

All chapter events must follow the UGA alcohol policy. To read the full policy, visit [http://t.uga.edu/1gK](http://t.uga.edu/1gK).

**Important tips to remember:**

- Minimize references to alcoholic beverages in advertising.
- Ensure alcohol is being served by a hired bartender.
- Ensure food and non-alcoholic beverages are available to attendees.
Nonprofit organizations

Other nonprofit organizations are allowed to collect in-kind donations at chapter events. However, the nonprofit representative is prohibited from collecting names and contact information from attendees or asking them to donate money. All fundraising events should support the University of Georgia.

Ticketed Events

Chapters have the opportunity to coordinate events that involve tickets if the event is directly associated with UGA. Event examples include: when UGA teams travel to the area, a graduate is speaking at an event, etc. For ticketed events directly associated with UGA, the regional programs office will work with you on the sales and distribution of tickets. Tickets will be sold at face value.

If advanced tickets are purchased, these are some things to consider:

- Tickets will be purchased in allotments determined by the regional programs office.
- Ticket sales will close within three business days prior to the event to allow time for shipping and delivery.
- Ticket sales may be extended if the venue allows for the tickets to be stored at a Will Call office.
- Chapters will be accountable for tickets not sold. Unsold tickets will be deducted from the chapter account balance. Monetary loss from unsold tickets needs to be recouped before future tickets are purchased for the chapter.
- The entire chapter board will be asked for approval of purchasing tickets before moving forward with chapter funds.
## Chapter Points

<table>
<thead>
<tr>
<th>Item</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Support of the Georgia Fund</strong></td>
<td></td>
</tr>
<tr>
<td>100% giving participation by chapter leadership board</td>
<td>4 points</td>
</tr>
<tr>
<td>Donate at least $500 of chapter funds to an established UGA Foundation program or scholarship</td>
<td>4 points</td>
</tr>
<tr>
<td>Raise the giving participation rate to over 10% for your chapter area in a calendar year</td>
<td>4 points</td>
</tr>
<tr>
<td><strong>Events</strong></td>
<td></td>
</tr>
<tr>
<td>1. Coordinated a UGA-focused event and informed the regional programs office prior</td>
<td>3 points per event</td>
</tr>
<tr>
<td>2. Sign-in sheets submitted to regional programs</td>
<td></td>
</tr>
<tr>
<td>3. Meaningful photos submitted to regional programs</td>
<td></td>
</tr>
<tr>
<td>All three steps need to be completed to receive points.</td>
<td></td>
</tr>
<tr>
<td><strong>General Activities</strong></td>
<td></td>
</tr>
<tr>
<td>Chapters will be rewarded points when general activities are reported to the regional programs office. The following activities are examples:</td>
<td>1.5 points per activity</td>
</tr>
<tr>
<td>• Attending college fairs on behalf of UGA</td>
<td></td>
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<tr>
<td>• Sending notes to admitted students through the Admissions Office</td>
<td></td>
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<tr>
<td>• Assisting and/or volunteering with a signature UGA event</td>
<td></td>
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<tr>
<td>• Hosting an IMPACT student group</td>
<td></td>
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<tr>
<td>• Participation in thank you activities to donors once per year (cards or emails)</td>
<td></td>
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<tr>
<td>• Any other specific strategic outreach assisting the UGA Alumni Association</td>
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</tbody>
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Chapter Awards
Chapter leaders can fill out a nomination form, with exception of Chapters of Excellence awards, and submit it to the regional programs office to qualify for the awards outlined below.

The form and applicable deadlines are emailed to chapter leaders each year. All award winners will receive recognition on the UGA Alumni Association website and newsletter.

Chapter of the Year
In order to be considered for the Chapter of the Year award, the chapter must fulfill the following criteria:

- Acquire a minimum of 21 points during the calendar year
- Chapter leader update form submitted for all chapter leaders
- 100% giving participation by the chapter board
- At least one chapter representative attends the previous year’s Alumni Leadership Assembly conference
- Nomination form submitted describing how the chapter has worked to meet the goals of the alumni chapter and support UGA’s mission as outlined on page 6

The chapter of the year will be recognized in the following ways:

- First place will receive a Chapter of the Year banner to hang at events
- First place receives $5,000 in chapter funds
- First runner-up receives $1,000 in chapter funds
Chapter of Excellence

In order to become a Chapter of Excellence, the chapter must fulfill the following criteria:

- Acquire a minimum of 12 points during the calendar year
- Use the Web page provided by the UGA Alumni Association and/or Facebook page
- Utilize the system of communication provided by the UGA Alumni Association for e-communication and/or Facebook page for promotion

Chapters of Excellence will receive the following rewards:

- If at least one chapter representative attends the previous year’s Alumni Leadership Assembly conference:
  - Banner added to the chapter’s Web page
  - $500 in chapter funds
- If a chapter representative did not attend the previous year’s Alumni Leadership Assembly conference:
  - Banner added to the chapter’s Web page
Best Chapter Promotion

In order to be considered for the Best Chapter Promotion award, the chapter will fulfill the following criteria:

- Creative promotion of events and chapter information on a regular basis
- Consistent messaging to constituents about the importance of giving, updating contact information and UGA news
- Photos shared regularly on social media and submitted to the regional programs office
- Submit a nomination form describing why the chapter should be considered for the Best Chapter Promotion award

The winner will receive $500 in chapter funds.

The Philanthropy Award

In order to be considered for the Philanthropy Award, the chapter will fulfill the following criteria:

Have the highest donation rate compared to other chapters in the calendar year

- Quarterly updates will be disseminated by the regional programs office.

The winner will receive $500 in chapter funds.
Event of the Year

In order to be considered for the Event of the Year award, the chapter will fulfill the following criteria:

- The regional programs office will have received notice of the event prior to the event date
- Sign-in sheet and photos were submitted to the regional programs office
- Nomination form submitted describing:
  - Why the chapter should be considered for the Event of the Year award
  - How the chapter advertised the event
  - How the event furthers UGA’s mission

The winner will receive $500 in chapter funds.
Volunteer of the Year

In order for an individual to be considered for the Volunteer of the Year award, the following criteria will apply:

- Active donor to the Georgia Fund
- Nomination form submitted by the chapter which describes:
  - Why the volunteer should be considered for the Volunteer of the Year award
  - How their leadership influences the chapter area
  - How they connect alumni to UGA

The award winner’s chapter will receive $500 in chapter funds. The individual will receive a framed award for their outstanding work.
Chapter Finances

Chapter Dues

UGA graduates are automatically members of the UGA Alumni Association and encouraged to become involved with their local alumni chapter.

Chapter Funds

The regional programs office maintains each chapter’s account balance. Independent chapter bank accounts are not permitted. Contact the regional programs office to inquire about chapter fund balances at any time. All use of funds should benefit the chapter, the University of Georgia, the UGA Alumni Association and/or the Georgia Fund.

Revenue can be added to a chapter balance in the following ways:

- **Collecting event registration fees:** The registration fee will be collected through the UGA Alumni Association’s online registration system. The registration fee amount can be set at a higher cost than the actual event resulting in excess funds to be deposited into the chapter account.
• **Sponsorships:** Chapters can ask local businesses for sponsorship revenue in order to cover event and project expenses. See page 32 for full details.

• **Chapter awards:** Chapters can earn revenue by winning a chapter award. See the explanation about accruing points in the chapter points system on page 22.
Collecting Event Registration Revenue

- The preferred method to collect registration fees is to use the online registration system. The chapter can have a computer on-site and register via the event site. Receipts are automatically emailed to the purchaser and the UGA Alumni Association can easily process the payment.

- Check payments can be received at walk-up registration. Send the UGA Alumni Association all cash and checks within two business days after the revenue was collected. Each payment must be paired with a person. Please make sure to provide this information.
Paying expenses

Please provide the regional programs office with the contact person’s information from the business. The regional programs office will work directly with them to discuss costs and payment process. Preferred method of payment is for the regional programs office to cut a check directly to the vendor for expenses. The regional programs office will need a W9 and invoice (including tax) from the vendor, and the check process can take up to 10-14 business days. Additional paperwork may be necessary, so the process may take longer.

In special cases discussed with the regional programs office, the chapter can choose to pay for an event expense and be reimbursed. Please contact the regional programs office for more information and approval. If approval is obtained, the chapter leader will need to mail in a W9, honoraria, original receipt and a list of event attendees. Upon receiving the documents, a check will be processed and mailed back to the chapter leader for the amount. This process can take 3-4 weeks.

Chapter Fund Expense Examples include:

- Registration and hotel costs associated with an Alumni Leadership Assembly conference
- A Book of Honor (http://t.uga.edu/1gU)
- Costs associated with an approved chapter event
- Funds to an established award program or scholarship at UGA on behalf of the chapter
**Donations**

All official chapter communications should encourage giving to UGA. The regional programs office will provide chapters with materials to promote giving during chapter events. Please contact the office for additional resources.

All donations should be payable to the “University of Georgia Foundation” and directed to the Georgia Fund, which supports the operations of the UGA Alumni Association and the chapters.

Chapter funds cannot be donated to other charitable organizations.

**Sponsorships**

Chapters can ask local businesses for help offsetting costs for a specific chapter event. Local companies may want to provide door prizes, other event supplies or a monetary gift. In return for providing gifts or services, the business will receive recognition (see full details in the sponsorship packet that the regional programs office provides).

**Steps to follow:**

1. **Identify a specific chapter event to utilize sponsor assistance.**

2. Make a list of local businesses and share with the regional programs office.

3. If a business approached the chapter with a donation idea, please send that information to the regional programs office.

4. Upon approval, chapters can use the sponsor packet to approach and work with businesses on specific donation and recognition levels.

5. Inform the regional programs office of all business interactions and the business contact person’s information. The regional programs office uses this information to track businesses in order to be able to better serve alumni in the future.
Important information for the sponsor:

• By agreeing to sponsor the UGA Alumni Association, the sponsor is agreeing to make a charitable or in-kind donation and to license the use of its business name, image/logo, likeness, products and/or services for purposes of advertising and promoting the event, to be used at the discretion of the UGA Alumni Association, based on its best efforts and judgment.

• Use of the sponsor’s name/logo is subject to receiving the material by UGA Alumni Association deadline.

• Sponsors agree to be in compliance with the UGA alcohol policy.

• Sponsors agree to not have an email sign-up sheet, raffles or drawings at the event.

• The UGA Alumni Association staff can assist with a letter for an in-kind sponsorship donation or recognition or gift credit if requested by the sponsor.
About the Georgia Fund

All gifts, no matter their size, make a difference every day at the University of Georgia. The Georgia Fund is the annual giving program that supports academic and alumni initiatives at the university. Georgia Fund gifts enrich the lives and experiences of students, faculty and alumni, wherever they are engaged in advancing the university’s mission - on campus, around the state or abroad.

Why give?

- **Every gift makes a difference.** All private donations support the University of Georgia, its mission and its students. Annual gifts provide flexibility for the university to support areas that are most in need.

- **Each gift adds a drop to the bucket.** The majority of gifts given to UGA are under $1,000, but they add up to millions of dollars for scholarships, faculty support, research and programs. Chapter leaders are encouraged to lead by example and donate annually.

- **Help students realize the dream of a UGA education.** One hundred percent of undesignated Georgia Fund donations support student scholarships—general, merit, and need-based. Give the next generation of students an opportunity to have the UGA experience you enjoyed!

- **Demonstrate your loyalty and inspire other alumni to give.** Your example of giving inspires a culture of philanthropy. When you meet other alumni tell them, “I am a donor. Please join me in supporting the University of Georgia.” Make a point to engage with young alumni and encourage the next generation of donors.

- **Invest in one of America’s best universities.** Your alma mater is educating the next generation of leaders and visionaries. Your gift supports a world-class faculty and research enterprise at UGA that benefits our local communities in Georgia and beyond. Private gifts ensure the university is evolving and competing in the educational marketplace.
• **Show your appreciation for what UGA gave to you.** Who you are today is, in part, the result of the education, friendships and connections you made as a student at UGA. Show your appreciation for what UGA has given to you with a gift each year.

**How UGA Alumni Association chapters can promote the Georgia Fund**

The simplest way for chapters around the country to help promote the Georgia Fund is to encourage a culture of philanthropy to UGA.

**During chapter events**

- Provide giving brochures at all events and display them prominently.
- Speak to the importance of giving to the Georgia fund – from the podium or in one-on-one conversations. Here is some suggested wording:

  “**By including UGA in your philanthropic giving, you demonstrate your commitment to ensuring a bright future for your alma mater. Please consider UGA in your philanthropic endeavors.**”

**Through Social Media and Other Communications**

- Share stories, videos, photos and news about donors on personal and chapter Facebook and Twitter pages. This multimedia content is provided on a regular basis by the UGA Alumni Association ([www.alumni.uga.edu](http://www.alumni.uga.edu) and [www.facebook.com/ugaalumniassociation](http://www.facebook.com/ugaalumniassociation)) and the University of Georgia ([www.uga.edu](http://www.uga.edu) and [www.youtube.com/universityofgeorgia](http://www.youtube.com/universityofgeorgia)).
- Share thank you messages on personal and chapter Facebook and Twitter pages. This content is also shared on a regular basis by the UGA Alumni Association and the University of Georgia.