Volunteer Orientation

Friday, October 16
Welcome!

- Introductions
  - Name and graduation year
  - Chapter/Club you represent
- Staff Assignment List
WSUAA Staff

- **Engagement**
  - Kim Mueller
    Director, Engagement
  - Kristi Boone
    Chapter Support
  - Carrie Neppel
    Strategic Events
  - Christina Parrish
    Group & Volunteer Management
  - Katie Savage
    Special Events

- **Membership**
  - Kelly Brantner
    Director, Membership and Marketing
  - Taylor Eylar
    Membership Specialist
  - Julie Mackie
    Membership Services Manager

- **Operations**
  - Mark Wilcomb
    Director, Finance and Operations
  - Linda Linehan
    Fiscal Specialist
  - Leilani Stevens
    Administrative Coordinator
  - Andrea Vantrease
    Lewis Alumni Centre Coordinator
WSUAA Key Three Objectives

1. Increase Dues-paying Memberships

2. Meaningfully Engage More Alumni And Friends In Support Of WSU

3. Increase The Financial Strength Of The WSU Alumni Association
Where Do I Fit In This Volunteer Organization?
Board of Directors Structure

President
1\textsuperscript{st} Vice President
2\textsuperscript{nd} Vice President

- Executive Director
- Secretary-Treasurer
- Council of President Representative
- Legal Council
- Immediate Past President
- Alumni Advocacy Co-Chairs

- Audit Committee Co-Chairs
- Award Committee Chair
- Nomination Committee Co-Chairs
- Scholarship Committee Chair
- At-Large Members
Chapters, Clubs and Special Interest Groups

• The WSUAA has 53 Chapters, Clubs and Special Interest Groups

• 17 Washington Chapters
• 15 Chapters throughout the United States
• 4 Multicultural Chapters
• 12 Clubs throughout the United States
• 5 Special Interest Groups
Multicultural Chapters

- African American
- Asian American Pacific Islander
- Ku-Au-Mah
- La Alianza
Out of State Chapters & Clubs

- Skagit Valley
- Snohomish
- North Central WA
- Greater Inland Empire
- Central WA
- South Central WA
- Tri-Cities
- Southeast WA
- Lower Columbia
- Twin Harbors
- S Puget Sound
- Kitsap
- King
- Pierce
- Lewis
- Skamania
- Cowlitz
- Lower Columbia
- South Central WA

Members Make the Difference.
Special Interest Groups

- Cougars of the Desert (COTD)
- Greek Alumni Organization (GAO)
- LGBT Cougs
- Student Alumni Ambassadors (SAA)
- WSU Retirees Association (WSURA)
Student Alumni Ambassadors

- Mission and goals
- Event highlights
- Future chapter leaders
Chapter Leaders

TERMS

• Presidents: serve 3 year terms, potentially a second (6 years total)
• Vice Presidents: No term limit

WHAT YOU ARE:

• Leaders, coordinators, delegators
• “Friendraisers”
• Representers of the WSUAA and University

WHAT YOU ARE NOT:

• Fundraisers
• Cougar Clubs
“FRIENDraising”

What is “Friendraising?”

- Reaching out to WSU alumni and friends
- Providing opportunities to stay involved
- No expectations or pressure for donations
- Service to members, alumni, and the University
“FUNDraising”

Who raises the money?

- WSU Foundation has primary responsibility
- Independent fundraising should not be done by chapters unless approved
- Specific, central fundraising efforts will still occur
Volunteer Cultivation

RECRUITING VOLUNTEERS

• Why recruit?
• Ask yourself: Why volunteer?
• What to look for
  Enthusiasm, motivation
  Responsiveness
  Organization
  Willingness to give
Volunteer Cultivation

• Make the “Volunteer Ask”
• Introduce and Connect with other chapter volunteers
• Train
• Assign duties/tasks in areas of interest
• Provide incentives (i.e., bring to a Leadership Conference)
• Recognize achievements
Event Planning Stages

**First Steps:**

- Survey Chapter to Gain Feedback
- Hold a Planning Meeting
- Determine Type of Events and Desired Audience
- Form Committees to Help Coordinate and See Events Through
The Four WSUAA Program Areas

Connections:
Social Gatherings, Sports Related Events, Cultural Activities

Career & Life Networking:
Career Programming, Life Networking, Life-Long Learning

Community Service & Advocacy:
Community Service, Student Recruitment, Legislative Advocacy

Scholarship & Membership Development:
Scholarships, WSUAA Membership
Event Planning Stages

- Organizing an Event:
  - Date
  - Venue
    - AV Equipment
  - Attendance (minimum/maximum)
  - Food
  - Contracts/Deposits
  - Budget – Break Even Basis

Members Make the Difference.
# Budget

<table>
<thead>
<tr>
<th>COSTS</th>
<th>REVENUES</th>
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<tbody>
<tr>
<td>LOCATION RENTAL:</td>
<td>PRICE PER PERSON:</td>
</tr>
<tr>
<td></td>
<td>x ESTIMATED ATTENDANCE:</td>
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<tr>
<td>CATERING/FOOD:</td>
<td>x 85% (IF APPLICABLE) x .85</td>
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<tr>
<td>PERMITS/FEES:</td>
<td>= EVENT REVENUE:</td>
</tr>
<tr>
<td>DECORATIONS:</td>
<td>+ EXTRA REVENUE:</td>
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<tr>
<td>DOOR PRIZES:</td>
<td>+ EXTRA REVENUE:</td>
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<tr>
<td>OTHER COSTS:</td>
<td>+ EXTRA REVENUE:</td>
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<td>OTHER COSTS:</td>
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<td>OTHER COSTS:</td>
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<tr>
<td>TOTAL PROJECTED COST:</td>
<td>TOTAL PROJECTED REVENUE:</td>
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</tbody>
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EVENT BALANCE (COSTS-REVENUES): $
What Can WSUAA Do For You?

• Registration Pages
• Email Invitations
• Post Card Mailings
• Contracts
• Deposits/Payments
• Work with Vendors
• Provide Supplies
  • Door Prizes
  • Give-Aways
  • Decorations
• Nametags
Event Planning Stages

• **Day of Event:**
  • Arrive Early
  • Check-In Table
  • Decorate Area, Tables, etc.
  • Greet Attendees
  • Check-In Sheet
  • Sign-In Sheet
  • Interact & Mingle with Attendees
  • Encourage Membership
  • Recruit New Possible Volunteers
Event Planning Stages

• **Follow Up:**
  • Was Event Successful?
  • Thoughts/Ideas
  • Concerns
  • Thank You’s
  • Survey
  • Invoice/Receipts to WSUAA
  • Event Evaluation
Awards and Recognition

Regents’ Distinguished Alumnus(a) Award
Alumni Achievement Award
Honorary alumnus(a) award
Volunteer Service Awards
  – Distinguished Service Award
  – Outstanding Volunteer Award
  – Young Alumni Service Award
  – Staff Service Award
  – Faculty Service Award
  – Outstanding Student Volunteer Award
Adopted Cougar Award
Scholarships

• Leadership awards
  – $5,000 awarded (in-state, out of state, multicultural)
• Legacy Awards
• Branch Campus
• Online selection timeline coincides with WSU process
Membership

• Add a membership component to everything we do
• We will provide Membership Applications
Questions?