

**REGIONAL CLUB ALUMNI  
VOLUNTEER TOOLKIT**

**A GUIDE FOR**

**Wofford College Alumni  
Association Regional Club  
Leaders and Volunteers**

# A GUIDE FOR WOFFORD COLLEGE ALUMNI ASSOCIATION REGIONAL CLUB LEADERS AND VOLUNTEERS

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## DEFINITIONS

**Regional club:** A group of alumni or a single regional representative who has committed to represent the Wofford College Alumni Association in a given geographical region.

**Affinity group:** A group of Wofford alumni and friends who gather informally around their common love of Wofford College.

**Volunteer:** Someone who gives, without compensation, his or her time and talents to aid the Wofford College Alumni Association and its programs and initiatives.

## ROLE OF REGIONAL CLUBS

Regional alumni clubs provide opportunities for alumni to engage with the college and connect with others in their area. Regional clubs are volunteer-driven, and they represent alumni interests. They host regular events — from social to educational to service-based. Regional clubs are a part of the greater Wofford College Alumni Association and receive ongoing support from the Office of Advancement.

## HOW THE OFFICE OF ADVANCEMENT SUPPORTS REGIONAL CLUBS

Each regional club has an Advancement staff liaison who works with regional club leadership to:

- + Coordinate online registrations and ticketing for events.
- + Promote events and programs.
- + Send Wofford College gear and organizational materials for events (nametags, pens, banners, giveaways, sign-up sheets, etc.).
- + Manage the financial side of events, including the signing of contracts and payments to venues and vendors.

## ALUMNI CLUB LEADERSHIP

Having strong, well-defined leadership is key to your community's success. The goal of club leadership is to ensure that responsibilities are shared so every member of the group enjoys his or her role in the club. The size of your regional club's leadership team depends on your club's size and activity level. Most clubs are led by a committee that meets regularly to plan events and programs. Each committee also has a chair who serves as the community's main point of contact with the Office of Advancement.

Regional leaders or leadership teams should strive to:

- + Plan and execute a consistent calendar of events; the number depends on the size and interests of your community.
- + Recruit a representative committee of volunteers to assist in event planning.
- + Communicate regularly with volunteers, alumni and the Wofford College staff liaison.
- + Serve as a local resource for current and incoming students as well as alumni who are new to the area.
- + Respond to inquiries about your alumni community from fellow alumni or college staff.
- + Maintain social media group pages on platforms such as Facebook and Instagram.
- + Take pictures during events and make sure they follow the Wofford College Social Media Policy.
- + Track attendance at events.
- + Keep alumni contact information and mailing lists confidential and used for alumni purposes only. Announcements or other communications made for personal, commercial or political gain are prohibited.
- + Adhere to Wofford marketing guidelines in all permitted uses of the college's name, logo and other trademarks.
- + Comply with policies and requests from the Wofford College Alumni Association.

# COMMUNICATION POLICIES

## LISTS OF ALUMNI

Regional leaders may request a list of names, email addresses and phone numbers for alumni within their region. Communications should be for Wofford College. Only information on alumni who have opted in for communications will be included. Leaders who receive the list will complete a confidentiality release (see appendix).

## SOCIAL MEDIA ACCEPTABLE USE POLICY

Wofford College social media accounts exist to communicate college information with the Wofford community and other interested stakeholders. All official Wofford College social media platforms also may be used by the Wofford College Office of Marketing and Communications to disseminate information in the event of a crisis. More information about the Office of Marketing and Communications can be found at [Wofford.edu/omc](http://Wofford.edu/omc).

Wofford College social media account administrators will block users who attempt to spam college accounts. Posts that advertise services or promote ideals or events that are not in keeping with the mission of Wofford College also will be removed.

We recognize and value differences of opinion but will remove posts that:

- + Abuse, bully, threaten or endanger the health and safety of others.
- + Are lewd, profane or sexually explicit.
- + Are racist.
- + Encourage violence.
- + Violate privacy or copyright laws.
- + Are contrary to Wofford's mission and values.

The college reserves the right to remove posts in accordance with the above criteria. This Social Media Acceptable Use Policy applies to all official accounts that represent Wofford College.

## LOGO USAGE

There **are** particular banners and logos that the Alumni Association and its associated communities are permitted to use, which can be found at the links below. Please check with your staff liaison before using any image you haven't received directly from a Wofford College representative to represent your regional club. No logos should be distorted or manipulated in any way for any reason.

Please refer to the college brand guide regarding any question about logo usage.

Athletics Brand Guide - <https://indd.adobe.com/view/ddc43d70-fdf0-43b1-8a78-82da9106cde4>

College Brand Guide - <https://indd.adobe.com/view/4512b191-81d8-4c14-bfbc-868546c96870>

Vendor request form - <https://connect.wofford.edu/myWofford/omc/forms/vendor.aspx>

## UPDATING YOUR INFORMATION

To update your information, log in to your WoffordCONNECT account or email [alumni@wofford.edu](mailto:alumni@wofford.edu).

# PLANNING YOUR EVENTS

A strong annual calendar of events keeps alumni engaged. Depending on your community's size and interests, you may host a single event each year or a dozen.

To begin, follow this guide with the assistance of your staff liaison.

## **CHOOSE AN EVENT**

Keep in mind the diverse interests of alumni in our community as you consider locations and event types. When planning, consider age, accessibility, affordability, activity and location. Every event should include an opportunity for alumni to network and reconnect. Consider the following when planning your event.

- Determine the goal of the event and the target audience. For example, if the goal is to meet new people, a happy hour or a walking tour is more ideal than a baseball game or musical performance.
- Finalize event details 6-8 weeks in advance to give the Office of Advancement ample time to promote your event and alumni time to mark their calendars.
- Consider your budget when choosing an event. Club leaders are permitted and encouraged to host events that are at no cost to the club. Consider venues that do not require reservation fees or food and drink minimums. Club leaders are also encouraged to seek out and accept sponsored events as approved by their staff liaison. You may be eligible for regional budget support. Talk with your Advancement liaison to discuss further.
- Consider events that are relatively easy to plan and execute.

Below are event types to consider:

- + Group service events.
- + Wofford athletics watch parties.
- + Brewery, winery/vineyard and distillery tours and tastings.
- + College send-off parties.
- + Fitness opportunities (climbing, cycling, hiking).
- + Happy hours.
- + Networking events.
- + Theatre productions and receptions.
- + Cooking classes.
- + Cruises.
- + Holiday parties.
- + Reading or speaking groups.
- + Museum or gallery tours.
- + Professional sporting events.
- + Travel experiences.

These types of regional alumni events are prohibited by the Wofford College Alumni Association:

- + Partisan political events.
- + Fundraisers.
- + Gambling events.
- + Events that financially benefit a particular business or individual associate.

Consult your staff liaison with questions.

# PLANNING YOUR EVENTS CONTINUED

## **BEFORE THE EVENT**

1. Select the type and format of event.
2. Select the date.
3. Identify a venue.
4. Make a connection with the venue contact to determine availability and price. Your contact could be an event manager, group sales representative or venue owner.
5. Submit the event submission form and alert your staff liaison.
6. Request a contract or invoice and send it to your staff liaison. The Office of Advancement will take care of contracts and invoices.
7. Market your event using social media and word of mouth. Your staff liaison also will create an event page, and invitation email will be sent to alumni in your area.

## **AT THE EVENT**

- + Arrive early! We recommend you get there 30 to 60 minutes before the event begins to meet the venue's point of contact and make sure everything is set up properly. If you have requested audio/visual equipment, make sure to do a test run to ensure that everything is working.
- + Set up a guest registration table near the entrance. Your registration table may include nametags, sign-in sheets, giveaways and questionnaires. Be sure to have blank nametags and markers to create nametags for walk-ins.
- + Keep track of walk-ins and no-shows.
- + Welcome the guests to your event. Consider making welcome remarks to the group; it is often appropriate to thank guests for attending, introduce yourself and your role, and promote upcoming events.
- + Mingle and make connections. Events are a great opportunity to recruit new volunteers.
- + Take lots of pictures to post to your club's social media.

## **AFTER THE EVENT**

- + Check in with your staff liaison to let him or her know how the event went.
- + Email your staff liaison with attendance information.
- + Mail or email any receipts or final invoices to your staff liaison.
- + Evaluate the success of the event. This will help to determine whether the event should be repeated or whether changes should be made to make it more successful in the future.
- + Consider sending thank-you notes to your vendors, guest speakers, attendees, etc.

# THINGS TO KNOW BEFORE BOOKING A VENUE

## GENERAL

- + Who is the event venue contact person?
- + What is the space reservation process?

## ROOM AVAILABILITY AND OPTIONS

- + Is the venue available on the selected event date?
- + Can the venue accommodate the number of guests expected?
- + What is the layout of the space (single rooms, multiple rooms, capacity, restrooms, accessibility)?

## BUDGET AND FEES

- + What is the cost of the venue, and how does that fit in the budget?
- + Is there a food and beverage minimum?
- + Are there additional fees for audio/visual, tables, chairs, etc.?
- + Is a deposit required? Is it refundable? How is payment rendered?
- + When is the final balance due? Can it be paid with credit card?
- + Are there server/bartender or any other additional staffing fees?
- + For ticketed events:
  - Can we leave tickets at will call?
  - Can you reserve a block of tickets or do we need to buy the tickets in advance?

## CATERING AND FOOD OPTIONS

- + Drinks options:
  - What are the options for alcoholic beverages: cash bar, open bar, consumption bar, drink tickets?
  - What are the options for nonalcoholic beverages?
- + Catering options:
  - Can we bring in outside catering?
  - Can we bring in our own dessert?

## LOGISTICS

- + Is the space accessible to people with disabilities?
- + Is there a dress code?
- + Is parking available? Valet or self-park?
- + Is the Wofford game available on your cable network?
- + What is the inclement weather policy (especially for outdoor events)?
- + When do you need the final number of guests?
- + What is the closest metro or train station?
- + Will the space be private or shared with other customers?

# EVENT POLICIES

*This section is to be used as a general guideline. All events are subject to review and to changes and/or additions in liability and release per the college standards.*

## **CONTRACTS**

When reserving a venue or vendor, it is customary to have a signed contract in place with signatures from the college and the venue or vendor. The Advancement staff liaison handles all contracts for events. Club leaders are encouraged to request contracts and invoices, but all signatures and contract amendments must come from a college official.

## **INSURANCE INFORMATION**

If you have specific questions about insurance coverage for events, please contact your staff liaison. For example, you may have a question about insurance coverage if you're hosting an alumni event in your personal residence or if a venue has asked for proof of insurance from the college. In these and similar cases, work with your staff liaison to obtain proper coverage.

## **BUDGET ALLOCATIONS**

Depending on the size of your community, you may receive a budget from the Wofford College Office of Advancement. Allocations are determined based on a combination of factors, including alumni population in the local area and levels of previous activity. Talk with your staff liaison for more information.

## **REIMBURSEMENTS**

If you need to make a purchase on behalf of your club, please save the original, itemized receipts for reimbursement from the college. Receipts may be mailed, scanned or even sent as a photo through your phone. It may take two weeks to process a reimbursement. Whenever possible, please work with your staff liaison to make purchases using a college credit card or check.

## **PHYSICAL LIABILITY WAIVER**

Participation in some events bears risk and danger from which bodily injury may occur. For such events, the physical liability waiver must be acknowledged and agreed to by participants.

## **LIABILITY WAIVER**

I acknowledge that participation in the above referenced activity bears risk and danger from which bodily injury may occur. With full knowledge of the facts and circumstances surrounding the activity, I voluntarily agree to participate and assume all responsibility for and risk resulting from my participation. To the extent permitted by law, and in consideration for participating in the activity, I hereby save, hold harmless, discharge and release Wofford College from any and all liability, claims, causes of action, damages or demands of any kind and nature whatsoever that may arise from my participation in the above activity.

## TO BEGIN A REGIONAL WOFFORD ALUMNI CLUB

- + Ideally, a group should include 25 or more in the regional Wofford community.
- + With a list of names of people interested in forming a regional Wofford group, contact the Wofford Office of Advancement.
- + Submit a written proposal for organization, geographic scope and events.
- + The alumni engagement officer, director of engagement, associate vice president for advancement and the alumni association board president will review the application and ensure that the club does not overlap with another nearby regional Wofford alumni club.

# ALUMNI VOLUNTEER AGREEMENT

All institutional data regarding alumni is the property of Wofford College and shall not be disclosed or distributed to any person or entity without the express written consent of the Wofford College Alumni Association and the Office of Advancement.

By signing this confidentiality agreement, I acknowledge the sensitive and private nature of the data. As a volunteer and ambassador of Wofford College and its alumni, I agree to use all alumni data records for the sole purpose of supporting the college's engagement efforts.

I acknowledge that the use of the data for any other purpose, including, but not limited to, reproducing and storing in a retrieval system by any means, electronic or mechanical; photocopying; or using the addresses (electronic or otherwise) or other information for any private, commercial or political mailing is strictly prohibited and constitutes misappropriation of corporate property.

**First name** \_\_\_\_\_

**Middle name** \_\_\_\_\_

**Last name** \_\_\_\_\_

**Email address** \_\_\_\_\_

**Class year** \_\_\_\_\_

**Signature** \_\_\_\_\_

**By checking "I agree" below, you are agreeing to the terms of this agreement:**

I agree to the terms of the Alumni Volunteer Agreement and understand that failure to comply may result in denial of future access to institutional data.

**Completed forms may be scanned and emailed to [alumni@wofford.edu](mailto:alumni@wofford.edu)**

# EVENT SUBMISSION FORM

This form is a formal notice of the intent to host a Wofford event in your area. Please submit at least 4-6 weeks prior to the event date to ensure appropriate organization, invitations and publicity.

**Regional club name** \_\_\_\_\_

**Event title/type** \_\_\_\_\_

**Event date** \_\_\_\_\_

**Event start time** \_\_\_\_\_ **Event end time** \_\_\_\_\_

**Maximum number of event attendees** \_\_\_\_\_

**Suggested venue** \_\_\_\_\_

**Venue address** \_\_\_\_\_

**Venue contact (first and last name)** \_\_\_\_\_

**Venue contact email** \_\_\_\_\_

**Estimated total cost for event** \_\_\_\_\_

**(Please list all costs associated with the event.)**

**Event description**

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**Event organizer name** \_\_\_\_\_

**Event organizer email** \_\_\_\_\_

**Event organizer phone** \_\_\_\_\_

**Name and contact information for additional event organizers/planners** \_\_\_\_\_

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**Additional comments:** \_\_\_\_\_

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## ACCEPTANCE OF RISK

As a participant in the Wofford College Alumni Association \_\_\_\_\_ (activity) I recognize and acknowledge that there are certain risks of physical injury, which may arise from accidents or other causes. I have no physical condition that would present a risk of injury to me through my participation in the activity. Notwithstanding any instruction or consultation Wofford College or the Wofford College Alumni Association, I agree to assume responsibility for any such injuries, damages or loss, which I may sustain as a result of participating in any and all activities connected with or associated with the activity except to the extent caused by the sole negligence of Wofford College or the Wofford College Alumni Association.

I hereby release, waive and discharge Wofford College, the Wofford College Alumni Association and each of their respective trustees, officers, agents or employees (collectively, the "released parties") from any and all liability, claims, damages, and losses arising out of any loss, damage or injury that may be proximately caused by me in connection with the activity, except to the extent caused by the sole negligence of the released parties. It is my express intent that this acceptance of risk agreement shall bind the members of my family, my heirs and assigns. This agreement shall be construed in accordance with the laws of the State of South Carolina. I further agree that participation in any activity will be at my own discretion and judgment. I also understand that Wofford College and the Wofford College Alumni Association do not provide health, accident or liability insurance to me. I am 18 years of age or older. I have read and fully understand the above acceptance of risk, and I voluntarily sign this agreement.

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Participant signature

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Date

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Printed name of participant

*If under 18 years of age:*

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Parent or guardian signature

---

Date

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