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**ST. BONAVENTURE
UNIVERSITY**

Alumni Chapter Handbook

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Introduction

St. Bonaventure University's Alumni Chapters serve as a vital gateway to connect the school with its graduates, extending the Bonaventure community across class years and geographies.

The University thanks you for your role in supporting its Alumni Chapters, recognizing that your efforts are the embodiment of SBU's goal to bring out the best in every individual through meaningful relationships.

The mission of our chapters is to connect and engage alumni with the University. This is primarily done via in-person and virtual events that vary from basketball games to volunteer opportunities to networking receptions.

This handbook is designed as a guide to assist you in your role. In addition to its contents, St. Bonaventure's Alumni Office always stands ready to assist you. For a full list of Alumni Chapters, please visit <https://www.sbu.edu/alumni/connect>.

Good luck in your role and go Bona's!

Alumni Office

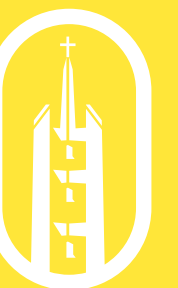
Director of Alumni Engagement:

Lindsay Retchless

Assistant Director of Alumni Engagement:

Jack Steger, '22

Contact information for Lindsay and Jack can be found on St. Bonaventure's website here: www.sbu.edu/alumni/connect.



How do Chapters work with the Alumni Office?

The Alumni Office will be your first point of contact whenever any chapter wants to plan an alumni event. The same is true if you require any other assistance related to your chapter or your responsibilities.

While each chapter is empowered to determine, plan, and execute its own alumni events, each event must be communicated to and approved by the Alumni Office before any plans are finalized or promoted to the public.

Once an event is approved, the Alumni Office will assist chapter leaders with communications and marketing (e.g., sending event invitations to local alums), compile the list of registered attendees, and provide SBU-branded items (e.g., T-shirts, pens, decals, etc.) to distribute to attendees if time and budget constraints allow.

Chapter Requirements

In order to be an official Alumni Chapter, each chapter must:

- Have an official chapter leader.
- Hold a minimum of three alumni events per year, including at least one volunteer event.
- Fill out an annual survey to track and log the chapter's activity.
- Participate in Bona Giving Day (typically held in March).
- Communicate with the Alumni Office and comply with their rules and protocols.

Should these conditions not be met, the Alumni Office may reach out to determine the best course of remediation or action.

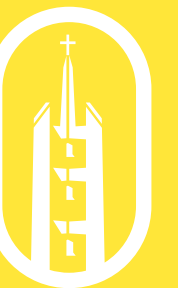


Chapter Leadership: Recommended Structure

While there is no formal leadership structure required, it is strongly recommended that each chapter:

- Be led by a leadership council (at least two people).
 - One person designated as chapter leader.
 - Other members designated as vice chapter leaders.
- Hold periodic leadership council meetings focused on the planning of future events and delegating tasks to the appropriate leadership council members.
- Implement two-year terms for leadership council members with the option to serve three terms (i.e., six years in total).
 - Should this recommendation be implemented, a chapter should adjust the terms/term limits as needed so that members' term expirations are staggered (i.e., do not occur all in the same year).
- Identify future leadership council members and invite them to join when current members reach the end of their respective terms.
 - Communicate and work with the Alumni Office regarding leadership council succession.

Note: Outside of planning events, chapter leaders are expected to help promote Bona Giving Day to their chapter membership via friendly chapter vs. chapter competition.



Event Planning

Chapters are required to host a minimum of three events a year, including one that focuses on volunteerism or community service. These activities should reflect the interests and demographics of the alumni group and the unique circumstances in a particular town or city. A varied menu of events will attract alumni of all ages and professions.

Chapter events generally fall into one of four major categories:

- **Spiritual:** Mountain on the Road, mass, retreat, etc.
- **Volunteer:** Service day or event (i.e., food pantry, Habitat for Humanity, BonaResponds)
- **Social:** Bonnies basketball games, pre/post-game receptions, other sports-related events, holiday parties, cruises, golf outings, summer picnics, etc.
- **University Driven:** Presidential tours, events with faculty and/or staff present, Gaudete Awards, advancement receptions and activities, student career and professional development, etc.

We also welcome **virtual events** if the nature of the event allows for a successful virtual execution, such as a fireside chat with the University president, game night, or speed networking.

Multi-Chapter Events

Multi-chapter events are both allowed and encouraged. If you wish to extend participation in your chapter's upcoming event to other chapters, please reach out to the Alumni Office so that they may assist you and help coordinate.

Important Planning Note

The main alumni event of the year is Reunion Weekend (typically held in June). Another important event is Homecoming Weekend (usually held mid-February). These are campus events that require considerable planning time by the Alumni Office. Please keep these major events in mind when scheduling your chapter events.

How to Submit an Event for Approval

All event details should be communicated to the alumni office no later than eight weeks before the event. Please fill out the following form and an Alumni Office representative will contact you to confirm your event as soon as possible: [\[insert link to form\]](#). (Please note: Confirmation will vary based on the time of year, however, the Alumni Office will do its best to contact you within one week.)



Event Planning

Suggested Timeline of Events:

January: Basketball watch party

March: Bona Giving Day

Late June/July: Summer activity, such as a picnic, baseball game, or boat cruise

September/October: Volunteer activity

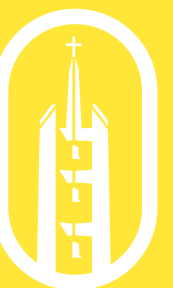
November/December: Basketball watch party

Event Tips Checklist

- Submit the event request form via the alumni website a minimum of eight weeks ahead of time or as soon as possible. Please DO NOT book any venues or event spaces until the Alumni Office has given you approval.
- Receive approval from the Alumni Office. Please check in if you have not heard back after one week.
- Requested potential swag or other Bona-branded items from the Alumni Office.
- Prepared a registration table for check in.
- Watched the tutorial provided by the Alumni Office on how to use RSVPify.
- Remember to take plenty of pictures that could be shared on the University's social media channels.
- Consider making a pitch for fundraising/donations at your event.
 - o This could be done via an announcement or more passively through the use of a QR code at the registration table. (The Alumni Office will provide you with access to the electronic check-in tool as well as a QR code before your event.)

Post-Event Checklist

- Submit photos to alumni@sbu.edu.
- Jot down notes about what you considered successful and what you would change; keep this in mind for future planning.
- Debrief with your leadership team and discuss your notes; feel free to share your thoughts with the Alumni Office, too.
- Post about the event on your social media channels.



Communications and Marketing

All event details should be communicated to the alumni office no later than eight weeks before the event. By doing so, the Alumni Office will be able to help you promote your event and news, by:

- Posting event details on the SBU website.
 - The alumni website contains information on and registration for all events, reunion information, an online alumni directory, a list of chapters and their leaders, Alumni Council information, and quick links for everything from the bookstore and alumni rings to transcript copies. Visit www.sbu.edu/alumni.
- Sending out emails to alumni, announcing events in their chapter.
 - An initial blast is sent, and a second blast is often sent as a reminder.
- Utilizing the @SBU E-newsletter, a monthly newsletter emailed to alumni.
- Posting events on the Alumni Office social media channels.
- Mailing out event postcards.
 - Save-the-date postcards may be mailed for larger events followed by a postcard with final event details.
- Utilizing ROBO reminder calls.

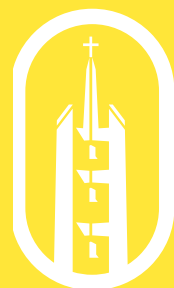
Please Note: The Alumni Office is unable to release any alumni personal identification information to non-University personnel, including emails and addresses.

Social media has greatly enhanced connectivity and timeliness of communication. The Alumni Office maintains the following social media channels:

- [Facebook](#)
- [Twitter](#)
- [Instagram](#)
- [LinkedIn](#)

Each chapter is encouraged to set up a Facebook group and invite the Alumni Office to be one of the group administrators. Your group will then be linked to the main alumni Facebook page, which will allow for greater visibility for your group and chapter activities.

[List of Current Facebook Groups](#)



Dos and Donts

Please keep in mind: Facebook pages reflect the University, therefore, all posted information, including photographs, should reflect the mission, vision, and values of the University. The University requires all those who maintain University-affiliated social media accounts to read the information below, understand how to use the technology to its maximum potential, and consult with the Alumni Office for advice on growing an audience online.

Do:

- Be aware of how your comments may reflect on us and protect the University's reputation.
- Be aware of members of your audiences who find social networks inaccessible and offer an equal level of service.
- Take care with branding and always link to official University sites where possible.
- Publish regularly and relevantly, moderate comments in a timely manner; try to engage with stakeholders, and link or refer to others' relevant content.
- Be transparent: Make sure the account you use is obviously official, and readers are in no doubt of its credentials.
- Correct mistakes: If you make a blunder, admit it and apologize.
- Inform the alumni relations team if you receive a press query regarding the content of your social media channel relating to the University.
- Be aware of Data Protection and Freedom of Information legislation and requirements. Always check the Terms & Conditions of any provider.
- Be secure with your passwords. Protect against identity theft where you can. Never give out your password to a third party.
- Keep work and personal social media accounts separate and use only social media where it offers real value to alumni.
- Only offer advice, support, or comment on topics that are within your area of expertise or responsibility. Exercise good judgment and be restrained when interacting with potentially contentious posts on social media sites. If you are in any doubt about whether you should respond to a conversation, contact the Alumni Office.



Do not:

- Post discriminatory or bullying material.
- Post confidential, inflammatory, or sensitive information.
- Use your personal presence as the first point of publication for any official reports or announcements.
- Endorse political parties/state a political opinion.
- Breach copyright.

Branding

The University logo, slogans, and trademarks represent, in part, the St. Bonaventure University brand. As such, each chapter is expected to be respectful in their use and adherence to all University guidelines. Use of the name, logo, etc., for personal gain, profit, or commercial activity unrelated to the University is prohibited. The logo must always be used intact and may never be altered in shape or orientation. For more information, reference the [University Brand Guide](#).

Please note: The use of the “Brown Indian” is strictly prohibited. While we understand, some alumni have a strong connection to this former logo and mascot, the University does not condone its use and has not for 30-plus years. Should you have any questions or concerns, please reach out to the Alumni Office.



Frequently Asked Questions (FAQs)

What sort of budget/funds are available to my Chapter?

- St. Bonaventure does not have a dues-paying Alumni Chapter structure, and, consequently, individual chapters do not have their own funds. The University’s Alumni Office handles alumni funding in a centralized manner, and they will provide support as necessary for approved events.

What if a venue requires payment for services?

- We do not expect nor do we want Alumni Chapter representatives to handle any payment or monetary funds. The Alumni Office will handle all budget concerns. As such, it is critical to source your events ahead of time, including potential venue costs, and submit those details to the Alumni Office at least eight weeks ahead of the date you want to host your event.

What if a venue requires a contract?

- Similar to the previous question’s answer, the Alumni Office does not expect Alumni Chapter representatives to handle such details. Please provide this information to the Alumni Office when you submit your event for approval, and the office will review the contract and work directly with the venue to ensure payment, contracts, and any other legal bases are covered. **Please DO NOT book any venues or event spaces until the Alumni Office has given you approval.**

How many alumni events is a Chapter expected to hold?

- Per the above requirements, each chapter must hold a minimum of three events per year (inclusive of at least one volunteer event). There is no maximum number of events, but a good rule of thumb would be to hold one event every three months (i.e., one event per calendar quarter).



Frequently Asked Questions (FAQs)

Do you have any recommendations for alumni events?

- Ideally, chapters should hold varying types of events in order to appeal to the different interests of their local alumni. Don't focus solely on sporting events or happy hours. Mix it up with networking events, holiday parties, local traditions, a church service and brunch, and so on. While some events may establish themselves as yearly staples (such as a pre-game basketball reception), chapters that hold the same events year in and year-out may see a drop in alumni participation and engagement. Do your best to keep events new and fresh, and if your chapter's leadership council is having trouble coming up with a new event, reach out to the Alumni Office for help with brainstorming and assistance.

Can we get our own Bona merchandise or swag made?

- The short answer is yes. The long answer is that it must adhere to the University branding guidelines mentioned above. The use of the "Brown Indian" is strictly prohibited. Before ordering anything, please contact the Alumni Office to have your designs approved.

