Introduction

This document is designed to offer answers, ideas, and support to our enthusiastic alumni volunteers in their efforts to build a solid, proactive, and self-sustained alumni club or special interest group. The alumni club will create a platform for networking and maintaining lifelong relationships, and will strengthen and perpetuate the bonds between the local alumni community and the University.

Purpose of an NYU Alumni Club

New York University (NYU) alumni clubs are created by alumni volunteers who wish to reconnect with NYU and with fellow alumni in their region or through shared interests. Alumni leaders and collaborators recognize the power of networking and enjoy interacting with their local NYU community. The creation of an alumni club opens ongoing opportunities to share experiences and traditions, and to network during events and programs.

Goals

The main goals of an alumni club include:

- Create a sense of belonging to the NYU community among alumni
- Engage alumni and NYU friends with one another and with NYU life
- Build a sense of self-sustained energy among the members of the club and develop the best alumni programs for the region or special interest group
- Improve communication among alumni, students, and the University
- Promote NYU’s branding within the community

Establishing an Alumni Club

Each club begins with the ideas and enthusiasm of a group of potential members who are alumni volunteers. The first step in establishing an alumni club is reaching out to the appropriate alumni relations partner listed at the end of this document. If you are interested in creating a regional or a special interest club, you will need to present a clear mission statement and goals of the group to your alumni relations partner. After a preliminary discussion, fill out and submit the Application Form. Once the application is reviewed by NYU’s Office of Alumni Relations, it will go to the NYU Alumni Association’s Regional & Global Outreach Committee for approval and formal recognition. Club recognition will be based upon criteria such as the number of alumni who express interest in leading these efforts, and, in the case of regional clubs, the number of alumni currently living in the area.

Why do Alumni Volunteer?

- Desire to stay engaged with NYU and its global community
- Meet new people or reconnect with former classmates
- Contribute to the development of interesting networking opportunities
- Get involved with a group after the individual has relocated to a new area
- Satisfaction, recognition, and visibility
- Contribution of time and skills to a group of people with whom they have something in common
- Share an interest with others
- A sense of achievement
Name

Alumni regional clubs (US and global) are consistently named: NYU Alumni Club in [city/country]. Interest alumni clubs should convey the topic the club will explore in its name.

Each group will be provided with an @nyu.edu email alias to use for conducting group business.

Membership

In the case of US and global clubs, alumni from all NYU schools who live within a specified geographic area, or who travel frequently to such areas are invited to participate in events and activities.

In the case of special interest groups, group membership consists of alumni from all NYU schools who share this interest.

Alumni clubs and interest groups cannot charge membership fees or collect membership dues. Instead, we recommend having entry fees or getting attendees to cover their own expenses for events.

Leadership

The leadership structure of an alumni club can be as complex or as simple as each club desires. This is often driven by the size of your region or number of alumni with a similar shared interest. At a minimum, each club needs to have a two or three member leadership committee. One person, typically the president or chair, must be responsible for answering all communications from fellow alumni who write directly to the @nyu.edu contact address. Other positions, such as vice-president, marketing or communications manager can be created as needed.

The president or chair will be elected by the members of the committee and approved by your alumni relations partner.

Estimated Time Dedicated to the Alumni Club

The time allocated to the efforts of the alumni club will vary depending on the number of events per year, size of the group, alumni population in the region, stage of the group (first weeks/months/years), role of the member, and overall activity level of the group. For guidance purposes only, an estimated time of one hour per week can be expected.

Alumni Club Responsibilities:

- Plan, coordinate and implement social, and/or professional events that are based on the interests and resources of the club, and that strengthen connections among alumni while reflecting the goals and spirit of NYU.
- Once an event is approved, fill out the Google events submission form provided by the alumni relations partner at least three weeks prior to the date of the event, or by the 20th of the prior month – whichever happens first. Please note that due to high volume of requests, the first
communication (Save-the-date or invitation) will go out at least 5 business days after the Submission Form is filled out, so please plan accordingly.

- Track attendees at the registration table and send the list to your alumni relations partner within one week after each event.
- Submit a semi-annual report to alumni.clubs@nyu.edu, including a list of committee members, updated contact information, a summary of activities, and number of attendees for each event.

Alumni Club Best Practices:

- Organize at least three alumni events per year, which are in line with the needs and interests of the community.
- For each event, one or two club leaders must serve as the event manager. This entails coordinating communication about the event, as well as overseeing event logistics (venue selection, registration, set up, break down, etc.).
- Take at least one photo and submit it to alumni.clubs@nyu.edu or to your alumni relations partner within one week of each event, along with a short summary of the event.
- Help update University records by obtaining address, phone, and email changes for alumni by submitting new information to alumni.clubs@nyu.edu. These updates ensure alumni receive club information.
- Club leadership representatives will have access to NYU Alumni Club conference calls, which will allow for sharing of best practices and an exchange of ideas across the groups.
- Communicate the club’s activities and events through social media, keeping with social media guidelines, and ensure consistent information is posted on the NYU Alumni website.
- Create ways to support event costs, such as charging event fees, dividing costs among members, etc.

Support Provided by NYU Alumni Relations:

- Provide the club leadership committee with guidelines and report templates.
- Provide the club leadership committee with an alumni demographics profile, points of pride, and University news via email or social media (NYU Alumni Facebook page).
- Set up an email alias for the regional clubs: alumni.(city/country)@nyu.edu, or special interest group: (group).alumni@nyu.edu.
- Provide the leaders with standard NYU business cards upon request.
- Give guidance and best practices for events and meetings.
- Provide club page on NYU Alumni website.
- Assist with social media presence, and provide social media guidelines.
- List contact information for the club and promote events on the NYU Alumni website.
- Provide event communications support via the monthly Alumni Events email, on the NYU Alumni website and through targeted emails to alumni in your region or group.
- Assist in sending out and managing short surveys to alumni in the region, which will be helpful for determining needs and desires in the local alumni community.
- If available, provide NYU-branded materials for giveaways and raffles at select events, as well as an events tool kit which may include: name tags, NYU balloons, pins, pens, an NYU tablecloth, and printed material, if applicable.
Examples of Events and Programming that can be Planned/Developed:

• **University-Related**
  - Event with an NYU professor when/if they travel to the region
  - Update with an NYU administrator when/if they travel to the region
  - Plan an event/gathering during or around Alumni Day
  - Participate in campus activities related to your group’s interest
  - Mentor students
  - Sponsor related group events (writers’ workshop)
  - Career networking
  - NYU theater production event
  - Co-sponsor an event with a related student group
  - Scholarship funding
  - Welcome party for new alumni/recent graduates

• **Networking**
  - Host a happy hour, luncheon, or business card swap to emphasize connections and growth
  - Host an educational seminar with a local alumnus/a, a representative from NYU (if available in the region), or a local high-level contact

• **Education/Cultural**
  - Downtown business luncheon
  - Theater event
  - Museum visit
  - Breakfast speaker series
  - Cooking classes
  - Gathering around local or annual events (Shakespeare in the Park, Symphony, etc.)

• **Community Service**
  - Service project (collaborate with local community organizations such as Habitat for Humanity, Special Olympics, etc.)
  - Toy drive
  - Clothing drive
  - Book drive
  - Help with voter registration
  - Sponsor local team

• **Family-Friendly**
  - Family day at the zoo or circus
  - Family BBQ or picnic
  - Family day at the amusement park

• **Athletic**
  - Coaches’ event
  - Pre-game and post-game parties
  - Game watching party
- Tailgate
- Professional sports events (Rangers, Yankees, Giants, etc.)

**Social**
- Buffet or sit-down dinner
- Happy hour
- Tournaments (golf, tennis, poker, etc.)
- Holiday party
- Wine tasting
- BBQ
- Gathering around local events (parades, art festivals, etc.)
- Day trip to nearby city or attraction

**Online**
- Webcasts
- Podcasts
Contact Information

If you have any questions, comments, or ideas, please feel free to contact us!

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