Chapter Leadership Team Handbook
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Dear Cedarville University Alumnus,

Thank you for your interest in local chapter leadership! The relationships we build at Cedarville are for life, and it is our goal that our chapters will strengthen relationships between our Cedarville family members throughout the world.

By joining a chapter leadership team, you are demonstrating your support for Cedarville. We hope you enjoy your experience in helping connect Cedarville alumni in the area with each other and back to their alma mater.

You are our best recruiters, so please share your Cedarville story. Other alumni will want to hear it, and our future students need to hear it.

I hope to see you at a future chapter event!

Yours in Christ,

Jeffery S. Beste
Director of Alumni Relations

ALUMNI ASSOCIATION
CEDARVILLE UNIVERSITY
Chapter Program Mission Statement

The Chapter Program consists of intentional regional communities whose purpose is to inspire the Cedarville family to commit to the mission of the University through effective and engaged networks.

Rochester, NY, Regional Event
A Partnership to Connect Alumni

When you join a chapter leadership team, you are part of a partnership, and we all work together to connect alumni back to Cedarville!

What the Alumni Office does:

The Supporter
- Assist the point person with planning and finalizing event details
- Provide a Cedarville representative for select events
- Promote events through email, postcard & social media
- Post event details and registration on the alumni website
- Provide event materials (Literature, signage, Cedarville decorations)
- Pay for all event expenses
- Remember: we are here for you! The Alumni Office has a full-time staff member whose job is to support chapter event activities!

What the Chapter Point Person does:

The Communicator
- Serve as liaison between the Alumni Office and the CLT
- Communicate event date, venue & guest price to the Alumni Office
- Advise chapter budget
- Help determine the event agenda and CLT duties
- Coordinate CLT membership and planning meetings
- Assist with the CLT duties below

What the Chapter Leadership Team does:

The Planners and Promoters
- Meet to plan events (brainstorm event ideas: venue, date, guest prices, attendees, themes, giveaways, etc.)
- Keep records of your events and CLT meetings
- Encourage chapter involvement amongst the Cedarville Family
- Gather necessary event supplies (tables, chairs, food, etc.)
- Assist with setting up, tearing-down and running the chapter event
- Promote Cedarville to prospective students
- Pray for your chapter and for Cedarville

Atlanta, GA, Chapter Leaders
How Does Alumni Relations Help Us Plan Events?

Alumni Relations will provide guidance in planning and implementing chapter events.

We will:

✓ Provide contact information of alumni who live in your chapter area.

We maintain a database of Cedarville alumni’s contact information. We can connect you to new potential leaders, as well as reach out to alumni in your area for specific help for an event. This could include hosting an event at their homes, housing guests who come for the event, or providing catering or a venue at their business.

✓ Suggest event ideas.

We hear from alumni every day who have new ideas about how to connect others with each and Cedarville. We also have carried out hundreds of events over the years, so we are happy to share ideas!

✓ Inform you when Cedarville’s teams are on tour in your area.

Consider booking a Cedarville traveling music team for an event, connecting your event to an athletic away game in your area, or even collaborating with Admissions staff for a Cedarville recruitment night.

✓ Provide requested event materials.

We can provide event giveaways, t-shirts, promotional materials, etc.

✓ Promote and advertise event.

With enough planning time, we can send a save the date email, a postcard invitation, and an email invitation. We will also post about the event on the Cedarville University Alumni Association web page, Facebook page, and Twitter account.

✓ Set up and manage guest registration.

✓ Suggest new members for your chapter leadership team.
Additional Information

Chapter Event Budgets
You are allotted a $200 budget per event. You are encouraged to plan two events every year, but if you only plan one event per year, your budget will be $300 for this event. This is based on our fiscal year (July 1st – June 30th). We can charge guests to attend events – however, remember that free events may have better attendance.

No unused money carries over to a new fiscal year, and any sum that goes over budget is deducted from the next event’s budget. If you use $300 for your first event, you can use $100 for your second, and vice versa.

We suggest you nominate a ‘treasurer’ to track this information. Exceptions to the budget policy can be made on a case by case basis. Please contact Rita Heaton with questions.

Chapter events as fundraisers
Because of the support and commitment you and many others offer to Cedarville, often the question arises whether fundraising should occur at a chapter event. The main purpose of a chapter event is to connect alumni with each other and back to the University. It is our hope that as the Cedarville family is informed of Cedarville’s progress, needs, and vision for the future, they will be inclined to invest financially. So, the Alumni Office will support any fundraising activities that the chapter leadership team deems appropriate.

Cedarville University Representative
When possible, we like to have a Cedarville University representative at each event. Work with the Alumni Office if you would like to request a specific faculty or staff member.

Thanks!
We know your service to Cedarville is more than just organizing a couple of chapter events a year. You are communicating to your fellow alumni your support of the character and mission of Cedarville University and your desire to see it succeed in years to come.
We greatly appreciate your volunteer efforts, and we value any input you may have to improve and refine the chapter program.
How to:
Plan a Chapter Event
Event Planning: Getting Started

Meet and Plan.

It is very helpful to meet as a leadership team to plan your event – in fact, involvement by the entire leadership team is probably one of the biggest factors in the success of your event. Alumni Relations will assume reasonable costs for one planning meeting per event. Simply mail or scan receipts to Alumni Relations for prompt reimbursement.

Choose a Date.

Actually, think of several potential dates! Contact Alumni Relations with these dates and your event idea. Plan to have an event date and theme confirmed at least 12 weeks in advance so that Alumni Relations can schedule accordingly to promote and support the event. Alumni Relations reserves the right to decline assistance for events that fall under the 12 week notice.

Choose an Event.

Keep in mind the diversity of ages and interests of the alumni in your area. Try to host one Cedarville-centered event each year. A Cedarville-centered event could feature current or former Cedarville faculty or staff, a recruitment event with prospective students, or a student ministry team. While a Cedarville basketball game certainly is a "Cedarville" event, it should not be the only type of event that is offered each year.

Concerts, BBQ's, family picnics, golf outings, a weekend retreat with a special guest speaker, serving with a local ministry together, or hosting a visit from President White are all great event ideas. Tour an art gallery with art faculty, see a Shakespearean play with English faculty, or plan a whale-watching trip with biology faculty. Be creative and run your ideas by Alumni Relations. We are happy to help! Cedarville parents, current students, and prospective students are also included on the mailing list for some events, so be mindful about your potential guest audience.
Decide on a Location.

For some events, the location is obvious. Cedarville's athletic or choir events will already be planned at a specific venue; a theater production will be at its respective theater location, etc. An event hosted in a home is popular and inviting. Use the lists provided of alumni and parents in your area to seek out potential hosts. You may also use Alumni Relations as a resource for identifying potential hosts for your events.

Location suggestions:

- Home of a Cedarville family member
- Local church or conference center
- Restaurant, hotel, or country club
- Park and/or beach
Possible Invitees:

- Alumni
- Non-graduates
- Graduate Alumni
- Current Students
- Current Grad Students
- Parents of Alumni
- Parents of Current Students
- Honorary Alumni
- Trustees
- Donors

“Phone Call” Email Template:

If chapter leadership can pitch in to help personally invite guests to events, it makes a huge difference! The Alumni Office will send a contact list of area alumni to your point person, and this individual can pass it along to the team. Here is a sample email for how to divide up phone call responsibilities:

“Hello Team,

Here is the call list for the event this month. There are about # people for each of us to call. Registration ends RSVP date. If you start tomorrow, you only need to call about # people per day. I have attached the list in Excel format as well as PDF below! As always, please also note the privacy statement.

When you open the attachment, you will see # color coded areas. I have broken up the call list like this:

- Red - Eric
- Yellow - Linda
- Orange - Jennifer
- Green - Bethany
- Blue - Kim
- Purple - Sarah
- Gray – Brittany

Please record any wrong or disconnected numbers and send results to Rita Heaton (rbheaton@cedarville.edu)
If you reach their voice mailbox, please leave a message with the event details & encourage them to attend.

When making your call, please use this suggested script:

- “Hello, this is name. I am calling on behalf of Cedarville University’s chapter. We are hosting an area event for Alumni, Family, & Friends of the University on event date at event location and would love for you to attend. This will be a wonderful opportunity for you to catch up with local alumni in your area. We will be event details…
- If you’re interested in attending, please register on or before RSVP date. You can register by visiting Cedarville.edu/alumni or by calling the alumni office at 1-800-837-2566.”

Possible Event Duties:

- Set up & run registration table
- Set up & run food table
- Decorate event area with party décor and directional signage
- Greet & mingle with alumni
- Take event photos (don’t forget a photo for Cedarville Magazine!)
- Set up & run projector/sound system
- Host/facilitate the event
- Assist with t-shirt drawing
- Pray for food/alumni/students/Cedarville

Possible Event Materials

- Balloons
- Balloon Weights
- Ribbon
- Scissors
- Tape
- Blue & Yellow Table Cloths (list quantity and shape preference)
- “Friends for Life” Hanging Banner (and bungee cords)
- “Welcome” Hanging Banner (and bungee cords)
- Helium Tank (if CU representative is traveling by car)
- Digital Camera
- Projector
- Cedarville University Table Covering
- Standing Banners (three options available)
• “Welcome Alumni & Friends” Foam Board (and easel)
• Folding Table (if CU representative is traveling by car)
• Sound System (if CU representative is traveling by car)
• Cedarville Coloring Sheets
• Crayons

DAE Students Running Registration
Procedures

Every event’s format will be a little bit different, but here is a template for an event procedure.

Set-up

- Yearbooks, brochures, drop box, packets, name tags, table cloth, banners & note cards

Procedure

- Welcome & ask for name
- Check off their box
- Make sure everyone in the party is there
  - If not, cross out the ones who aren’t there.
  - If there are additions, please write down their names (collect payment)
  - This is important because we track event attendance
- Collect payments if they have a balance due
- Give them their information form (prefilled for each alum party). Ask them to correct any outdated information & fill in any missing information
  - If they didn’t pre-register, give them a blank form to fill out
- Once they have put their completed form in the drop box, give them their packet and giveaway item (if not already in the packet)
  - Let them know their name tags (and tickets if appropriate) are in their packet
- Double check Who’s Coming List & completed info forms to make sure you have an accurate record of who attended
- T-shirt giveaway/drawing
  - If you need a different size for a winner, just let us know and we will mail it out to them
  - Don’t worry, you could win a hoodie. Just watch for an email from the alumni office and complete the event survey
The Cedarville University Seattle Chapter invites you and your guests to a Seattle Locks Cruise!

Join the Seattle Cedarville family for a 2 1/2–hour tour of the Puget Sound, Lake Union and the Hiram M. Chittenden Locks.

**Date**  
May 18, 2013

**Cost**  
Adults–Early Bird Rate by April 18th: ($33.50/each)  
Adults ($40.25/each)  
Children Ages 4–12 ($16/each)  
Children Ages 3 and Under (FREE)

**Time**  
12:30 p.m.

**Location**  
Argosy Visitor Center  
1201 Alaskan Way, Pier 55/56  
Seattle, WA 98101

Please register online or by calling Alaskan at relations at 1-800-637-2566 by May 12, 2013.
Join Us For

DINNER IN FLINT

With Cedarville Friends and Family

The Alumni Association invites you and your guests to a catered dinner in Flint. Join us at South Baptist Church for fellowship with the Cedarville family! HeartSong, Cedarville’s student worship team, will be providing live music throughout the evening. We hope to see you there!

Date
Saturday, October 20, 2012

Time
6 p.m.

Cost
$6.50 for adults
$3 for ages 5–11
Free for children 4 and under

Location
South Baptist Church
4091 Van Slyke Rd.
Flint, MI 48507

Don’t miss this opportunity to meet the Cedarville family in Flint and find out what is new and exciting at Cedarville!

Dress is casual. For dietary or other special accommodations, please contact the Alumni Relations office.

Register by Wednesday, October 14:
online at cedarville.edu/alumni
or call Alumni Relations at 1-800-837-2566.
The Cedarville University Alumni Association Invites You and Your Guests To
An Evening With Dr. Thomas White
President of Cedarville University

Join other alumni to meet Dr. White, enjoy a good meal, and hear the latest news from Cedarville.

DATE: Saturday, November 16, 2013
TIME: 6:30–9 p.m.
COST: $13.50/adults
     $6.75/children under 10
LOCATION: First Christian Church
          8900 Market Avenue North
          Canton, OH 44721

Please register by November 9, 2013:
online at cedarville.edu/alumnievents or
call Alumni Relations at 1-800-837-2366.
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<tr>
<td><strong>1 Week</strong></td>
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<td>- Send Email (final details)</td>
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<td>- Send Email (list of materials needed)</td>
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<td>- Submit Food/Dress Code to RMAH</td>
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<td>- Send Email (final details)</td>
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<td>- Contact Caterer/Grounds Staff</td>
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Alumni Relations Contact Information

Alumni Relations Office
alumni@cedarville.edu
1-800-837-2566
937-766-7858

Jeff Beste ‘87 – Director of Alumni Relations
bestej@cedarville.edu

Rita Heaton ‘12 – Coordinator for Regional Events & Services
rbheaton@cedarville.edu

Mailing Address

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251 N. Main Street
Cedarville, OH 45314
alumni@cedarville.edu

cedarville.edu/alumni/chapters