

*Start a Chapter:
Stay Connected to Your Classmates after Graduation*

What is a Chapter?

- Chapters are groupings of graduates and friends from an institution who have common connections through social, geographic, academic or athletic interests.

Why a Chapter Program?

- Sustainability and partnered promotions. This group/Chapter attracts graduates each year thus building its membership and sustainability. The Chapter will be promoted throughout TRU, the Alumni Association and your faculty. This type of grouping has a club feeling and becomes sustainable due to the continual intake of interested alumni.

How will the alumni member benefit?

- Create events to socialize with peers and faculty
- Encourage professional networking and career enhancement
- Promote continuing education
- Provide opportunities to stay connected and re-connect after graduation

Plan for Success:

- Create a mission, purpose and goals – keep them simple
- Recruit alumni and friends of TRU to help you start your chapter.
- Contact

Set up is as easy as: 1, 2, 3,	Action
#1: Know your Chapter name and purpose	<ul style="list-style-type: none"> • For Example – TR-U-CC SON (School of Nursing) Chapter – to promote the social interaction, continued education and networking opportunities
#2: Collect a group of dedicated volunteers to promote and coordinate this program.	<ul style="list-style-type: none"> • Possible volunteer responsibilities volunteers listed on page 2. • Assistance available through the Advancement office – listed on page 2
#3: Contact the Alumni Office to plan your next steps.	<ul style="list-style-type: none"> • An event • Communication avenues • alumni@tru.ca, 250-828-5264, GYM 321

Chapter Responsibilities	Action
Chapter Operations	<ul style="list-style-type: none"> Set up initial meetings, coordinate the development of your Chapter's mission and purpose and ensure that they align with the missions and values of your department
Events – The Special events team with the Alumni Office can assist with this planning	<ul style="list-style-type: none"> Help plan minimum of one event that will be appreciated by your members
Contact List- the Alumni Office can assist with contacts and mass email notices	<ul style="list-style-type: none"> Request contact list from Advancement Office - <i>specific to your Alumni</i> Audit and update the addresses and contact info Follow all Freedom of Information and Privacy Act regulations and restrictions (Advancement Office can help with all these steps)
Fundraising - may be a function of your Chapter- the TRU Foundation can help.	<ul style="list-style-type: none"> Set target goals and strategies with the Department and membership Liaise with Foundation for receipt if applicable Provide department information to student callers and mailing campaign
Communications - utilize the on campus avenues through your dept and Alumni office	<ul style="list-style-type: none"> Promote events and programs held by your chapter on TRU web page/publications/ blog page/other social media outlets Provide stories, testimonials, events, successes, invitations and advertising information to promote Chapter activities

Advancement Office & Alumni Office Assistance	Action
Managing contact lists	<ul style="list-style-type: none"> Assist with recording and updating accurate contact lists
Event planning	<ul style="list-style-type: none"> Provide a step by step template to help with event planning Assist with venues, equipment and decor Assist with protocols, agendas, scripts and event timing – to maximize budgets and fundraising efforts Assist with creating guests lists, and RSVP strategies
Marketing strategies	<ul style="list-style-type: none"> Assistance with flyer/poster and news release formats Develop a promotions plan using the Bridges Magazine, appropriate web pages, newsletters, and other pre-existing communication avenues
Fund coordination and maintenance	<ul style="list-style-type: none"> Consulting available with respect to tax receipts, student awards and endowments possibilities Assistance with events logistics surrounding money intake and credit and debit card transactions