

UWF ALUMNI RELATIONS

Chapter & Affinity Guide



UNIVERSITY *of* WEST FLORIDA



University of West Florida Chapter and Affinity Group Leaders,

Thank you for volunteering your time to assist with spreading Argo pride across the country and beyond. We are so fortunate to have a diverse alumni base with varied interests in locations near and far. Each of you had a unique UWF experience and we are honored to have you share your perspective with your fellow alumni.

As an affinity group or chapter leader you are an invaluable part of the Argo family. We appreciate the time and energy you devote to planning events, creating networking opportunities, scheduling watch parties, welcoming our newest Argos or just providing necessary suggestions and feedback to our team. We could not do it without you!

On behalf of the entire UWF Division of University Advancement, we are so excited to have your talent, influence and expertise. We look forward to strengthening our relationships and working together to connect with as many UWF alumni as possible. With over 100,000 UWF alumni, Argo Nation is a growing movement and we appreciate each of you for keeping us all connected.

Please do not hesitate to reach out to anyone on the Alumni Relations team with any questions, suggestions or concerns. Thank you again for this important service to YOUR university.

Go Argos,



Robin Zimmern
Executive Director of Alumni Relations and
Development
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Introduction

An alumni chapter for the University of West Florida serves as a vehicle to unite alumni and friends of the University of West Florida no matter where they are. Chapters are one of the best ways to stay connected with your Argo family. Graduation from the University of West Florida is the entrance into the Alumni Association and your opportunity to be a face of your university for future generations of Argos. As an alumnus, you are the heart of our future. An alumni chapter can and should be a strong benefactor for UWF through worthwhile endeavors, such as volunteering, scholarships, awards and events.

Alumni Mission Statement:

The mission of the University of West Florida's Alumni Association is to create a lifelong and worldwide community of alumni through increased opportunities for meaningful engagement in order to increase awareness, pride, participation, volunteer involvement and philanthropic commitment to the University of West Florida.



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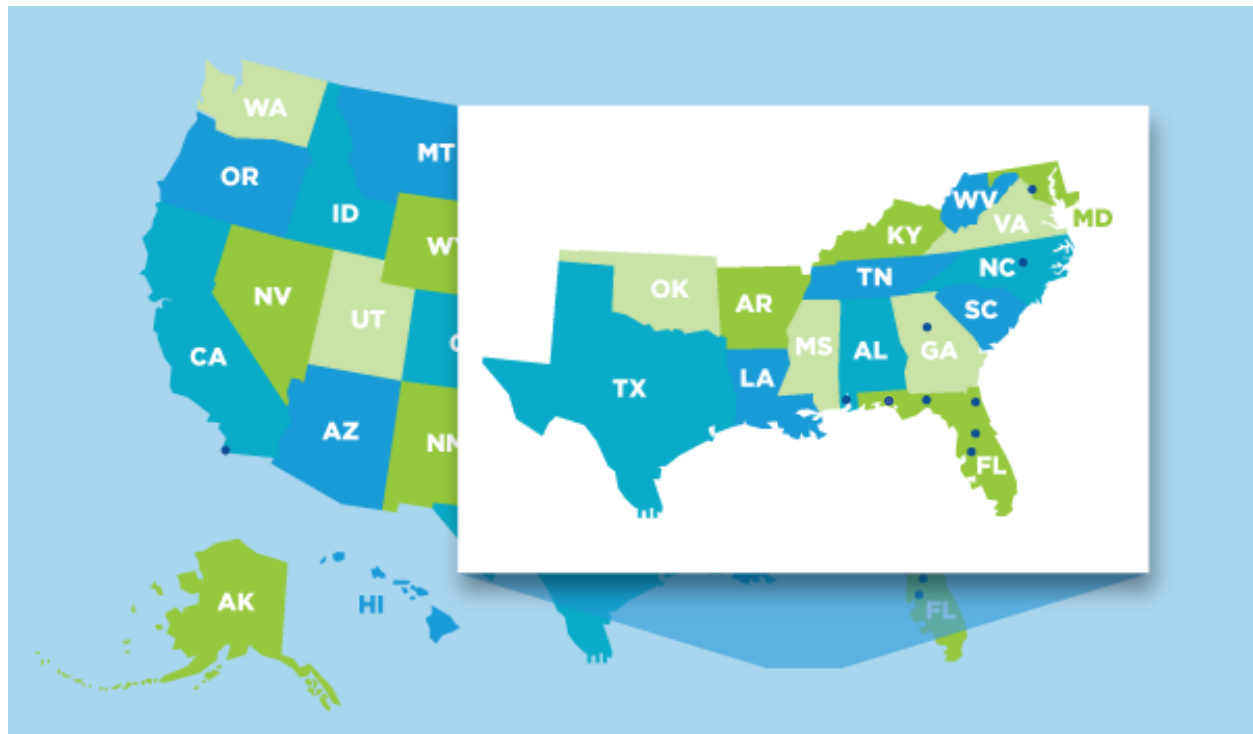
UWF Alumni Board of Directors

The UWF Alumni Board is a volunteer board that supports the efforts of the UWF Alumni Association while representing the more than 100,000 alumni. The board supports the mission of the association to increase opportunities for meaningful engagement in order to increase awareness, pride, participation and philanthropic commitment to UWF.

Use the link or scan the QR code below to view our current Board Directory.

[View the Current Board of Directors](#)





Chapter and Affinity Groups

What's the Difference?

Chapters

Geographic area alumni chapters provide UWF Alumni with opportunities to connect with each other where they live and work. For more information about chapters, contact [Kayla Stanley](#).

Affinity Groups

Affinity groups bring our alumni together based on a shared special interest or population (e.g., student organization, athletic team or professional organization). Alumni can be members of both an alumni chapter and affinity group. For more information about affinity groups, please contact [Teresa Burgess](#).

Current Affinity Groups

To view active affinity groups, please click the button or scan the QR code below.

View Active Chapters & Affinity Groups



The UWF Alumni Association Provides Chapter and Affinity Group Support By:

- Publishing your chapter and group name, contact information and relevant links on Alumni Relations website.
- Including your events on Alumni Relations Events calendar
- Promoting your events via social media and e-blasts to solicitable alumni in your area.
- Assisting with direction and support of activities promoting alumni and UWF.
- Providing reimbursement for events pre-approved by Alumni Relations.
- Hosting seasonal check-in conference calls with Alumni Relations team and chapter/group leaders.
- Supplying each chapter/group leader with a tool kit that includes swag for events and other resources.
- Attending one annual chapter event.
- Hosting a bi-annual volunteer leader retreat.
- Providing other assistance as needed.

Planning a Chapter or Affinity Group Event

1. Email Alumni Relations what type of event you want to host (watch party, networking event, community project), potential dates, locations and cost. Include any questions you may have about planning the event.
2. Alumni Relations will assist by aiding in the planning process, creating an event on the chapter's FB page, sending eblasts, and other social media promotion . Events will be added to the main event calendar on our website, and graphics will be provided for leaders and alumni to share on their social media.
3. During the event, make sure all attendees sign in on the sign in sheet and scan QR code to update info.
4. After the event, fill out the event summary form and submit to Alumni Relations via email with all receipts for reimbursement.
5. Don't forget to take pictures and share with us!



Activities & Programming Ideas

Social Events



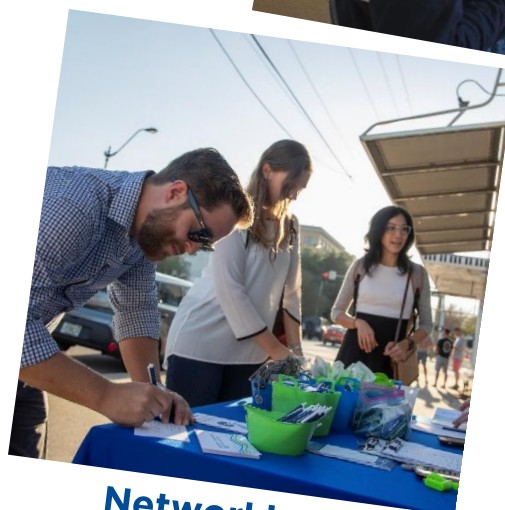
Chapter Kickoff Party



Service Projects



Virtual Events



Networking & Partnership Events



Annual UWF Events

Founders Week

Founders Week is a weeklong celebration that serves as an opportunity to bring the UWF family together, welcome alumni and visitors to our campus and give back to the community. We're honoring the way our story started and the many ways we're making our collective voices heard today. Alumni chapters can participate in Founders Week by promoting UWF, Day of Giving, and completing an Argo Day of Service Project. Document your good deeds and we will share them on social media.

Argo Day of Service

Chapters are encouraged to choose a community service project on Argo Day of Service as part of UWF Founders Week. Chapter leaders can rally members and their families to volunteer, and support their local community while showing Argo pride.

Day of Giving

Chapters can promote and participate in **Day of Giving**, a 24-hour online fundraising initiative and social-media-driven effort that supports the University and its programs. Alumni and the UWF community are invited to make gifts online and show their Argo Pride by competing with fellow alumni chapters, promotion on social media, spreading awareness and inviting others to give by using #UWFDayofGiving. Past events have been themed. The event is part of UWF's Founders Week.

Homecoming

Homecoming is a week-long celebration held every Fall. Traditionally, university alumni "come home" to their Alma mater. Alumni Relations hosts a Homecoming breakfast and other events throughout the week. The culmination of Homecoming week is the annual Alumni tailgate and football game.

Chapter Leaders Retreat

Alumni Relations looks forward to hosting chapter leaders every other year to learn about what's new on campus, to share programming ideas, and to reconnect with other alumni and friends. The programming will be updated each year to address the most pressing needs of our chapters.

Football Tailgates and Watch Parties

Alumni Relations and the Alumni Board of Directors hosts tailgates for every home football game while football watch parties are hosted locally for away football games.

UWF Alumni Relations General Policies

Chapter and Affinity Group leaders will adhere to the following policies while serving as volunteer chapter leaders.

- Maintain complete records of attendance to events hosted through sign in sheets.
- Complete Event Request form and submit it to Alumni Relations at least 2 weeks prior to anticipated event date.
- Complete and submit event summary form, sign in sheets, and receipts for reimbursement to Alumni Relations within 2 weeks following an event.

UWF Alumni Chapter and Affinity Group Expectations:

1. Maintain volunteer leadership team of at least 2 people
2. Host at least 1 alumni event each year (more if desired)
3. Participate in Founders Week/Day of Giving programming or promotion.
4. Comply with all UWF Alumni Association policies and procedures
5. Communicate regularly with alumni constituents and Alumni Association staff liaison
6. Encourage alumni to be active donors and advocate for UWF
7. Keep chapter and group social media channels active and engaging

Finances

Chapter leaders may be reimbursed up to \$300 on event expenses that are preapproved by Alumni Relations at least 2 weeks prior to the scheduled event date. Expenses must be communicated with the Alumni Association via email. Any changes must be communicated with Alumni Relations prior to the purchase of goods or services.

Branding

The UWF brand is more than a logo or a tagline. Our brand reflects everything we do and say, in person, online, in print and in broadcast. The brand functions as a lens through which every marketing message, community activity and personal interaction is filtered. The brand embodies UWF's energy, spirit and character. Groups and chapters can only use approved UWF logos in a way that has been approved by Alumni Relations staff. No manipulation or variation on the logomarks can be

Social Media Accounts

Chapter and Affinity Group leaders are encouraged to set up and maintain Facebook and Instagram accounts representing their respective chapter/group. Leaders have full create freedom under the following guidelines:

- Do not use any part of UWF logos as the account profile picture.
- Do not include UWF in the account handle.
- State in the account Bio that the account is ran/maintained by an alumnus and not a UWF representative.

