Welcome

Congratulations on becoming the Chapter Leader of your local alumni group! Whether you are starting up a new chapter or simply taking on a role in an established chapter, this guide was made with you and all of your questions in mind.

Please take the time to read the guide in its entirety. Outlined in the pages that follow is everything you need to know - what you need to do and how NTID Alumni Relations and the NTID Alumni Association can help!

We are excited to have you involved and look forward to working with you!

Best wishes,

NTID Office of Alumni Relations
http://www.ntid.rit.edu/alumni

NTID Alumni Association Board of Directors
www.ntid.rit/alumni/ntidaa/bod
The NTID Alumni Association

The NTID Alumni Association, along with the RIT Alumni Association, fosters understanding, engagement and support of RIT and its mission of education and service and creates lifelong connections among alumni as well as students, parents, faculty and friends. Membership in the Alumni Association is automatic, for life and does not require a fee. RIT defines alumni as all former students who have attended RIT for at least one semester and left RIT in good standing. NTID Alumni Relations is part of the overall RIT Development and Alumni Relations division and works in conjunction with the NTID Alumni Association and its Board of Directors. Visit www.rit.edu/alumni for information on RIT’s Development and Alumni Relations and a complete listing of Alumni Relations programs.

NTID Alumni Chapters

NTID Alumni Chapters are vital and valued components of the NTID Alumni Association. They are organized by geographic area and provide a great way to connect alumni, parents, students and friends worldwide in the name of RIT. Volunteers – along with NTID Alumni Relations – plan and implement events and programming with each chapter. Examples include:

- Educational events featuring RIT/NTID professors, administrators or local alumni speakers
- Cultural events, such as attending performances with seating for alumni and friends, or visits to local art exhibits with a special tour
- Networking events
- Gatherings to cheer RIT sports teams on to victory
Chapter Leaders and Volunteers

Chapter Leader

Your responsibility as Chapter Leader will be to oversee the operations of the chapter. You will be the eyes of RIT/NTID in your community.

Responsibilities include:

1. You most likely will want to recruit at least one other volunteer to help you plan and execute chapter events. If you would like help in identifying volunteers in your area, contact the director of NTID Alumni Relations.
2. Join an annual conference call with the director of NTID Alumni Relations and a representative of the NTID Alumni Association Board to plan chapter activities for the year. Following that, continued contact is expected with NTID Alumni Relations and the NTIDAABOD representative, is expected and encouraged for Chapter activity planning.
3. Plan, with the director of NTID Alumni Relations and the NTID Alumni Association, three to four chapter activities a year.
4. Organize an annual community service event (encouraged).
5. Organize and plan for at least two networking receptions/happy hours annually (encouraged).
6. Manage (or delegate) your chapter’s presence on social networking sites (Facebook, Twitter, Google+ and/or LinkedIn, as appropriate). This includes posting photos of chapter events on the Chapter Facebook page.
7. Manage event logistics as needed (see Event Planning Guide).
8. Act as an RIT/NTID representative to welcome alumni to the area.
9. Make an annual contribution to RIT/NTID in any amount. (optional)

Suggested Term Limit: Two years (with option to continue)

Chapter Volunteer

Your responsibility as a chapter volunteer will be to assist the Chapter Leader in the operations of the chapter.

Responsibilities include:

1. Help organize and run events (see Event Planning Guide).
2. Attend a minimum of one chapter event annually.
3. Assist with chapter’s presence on social networking sites (see #6 above).
4. Act as an RIT/NTID representative to welcome alumni to the area.
5. Participate in annual conference call, if able.
6. Make an annual contribution to RIT/NTID in any amount. (optional)

Suggested Term Limit: None
Chapter Leaders and Volunteers

Annual Conference Call
Chapter leaders are required to participate in at least one annual conference call with the director of NTID Alumni Relations in order to:

- Brainstorm ideas
- Create a proposed events calendar
- Confer with NTID Alumni Relations office staff about the proposed event calendar
- Avoid conflicts with previously-scheduled alumni events, holidays and major local events
- Receive approval for events
- Determine and book event location and major vendors
- Decide how much to charge attendees
- Request faculty or staff presence at event, if necessary

We’re in this together!
Running a chapter program is a joint effort between Alumni Relations staff and regional alumni volunteers.

What the alumni office provides:

- A staff liaison to work with you through all aspects of chapter group programming
- Expertise and ideas for running a successful group
- Connections with other regional group leaders and Alumni Association Board of Directors members who can assist with programming
- Professional-quality event publicity (mailings, mass emails, online calendar, etc.) if you’re the event requires.
- Online registration and other ways to collect RSVP’s and payments if the event requires.
- Facilitation of payments to caterers, venues and other vendors

What regional alumni volunteers provide:

- Time, talents, energy and enthusiasm
- Knowledge and insight specific to the area
- Hosts at events. See “How to Host an Alumni Event” for more information
- Feedback to the alumni office on event attendance and success
Chapter Leaders and Volunteers

Comp Policy

Chapter leaders and volunteers who work an event will receive one complimentary registration. This is intended to cover the registration cost of a volunteer who has generously dedicated their time and effort to work an event or activity. The comp is non-transferrable and must be used at the event at which you are volunteering. Guests of chapter leaders or volunteers are subject to standard event rules and pricing.

Hosting an Event
How to Host an Event

How to host an alumni event
Expected attendance at regional alumni events can range from 5-15% of the local RIT/NTID alumni population. Please bear this in mind when developing regional programs. Below is a suggested timeline for your involvement with alumni events in your area:

Four to three weeks before each event
- Work with alumni office staff to make arrangements for any food and drinks, audio/visual equipment, parking, setup and clean-up.
- Work with NTID Alumni Relations staff to approve of any postcards, emails and/or other event publicity.
- Work with NTID Alumni Relations to request any materials/brochures for the event.
- Encourage attendance of local alumni via personal contact (phone, email and social media).
- Work with NTID Alumni Relations and Development to identify any potential sponsors.
- Request nametags, pens, and giveaways from the alumni office.

During the event
- Arrive 60 minutes early to check in with venue staff and prepare for event.
- Work with vendors to make sure all event needs are met.
- Set up welcome/information table with:
  - Signs or banners.
  - RSVP list or sign-in sheet and pens.
  - Nametags and markers.
  - RIT/NTID literature and publicity for upcoming events.
  - Volunteer sign-up sheet to recruit future volunteers.
  - RIT/NTID raffle items and business card bowl (if used).
- Ensure welcome/information table is staffed (you could use a volunteer for this).
- “Host” the event by mingling with guests, introducing new faces and recruiting volunteers to help with future events.
- Request feedback from guests.
- Take pictures.
- Plan to stay for at least 30 minutes after the event to ensure successful guest departure and coordinate clean-up. Don’t forget to take home the attendance list and all receipts!
- Have fun!
How to Host an Event

After the event

- Report to the alumni office with attendance, comments and suggestions for future events.
  - Alumni Relations will send out a post-event survey
- Submit any receipts for out-of-pocket expenses and any money collected at the event.
- Return any extra event materials to the alumni office or safely store them for future events.
- Email pictures to the alumni office.
- Send a letter of thanks to any special guest, speaker, especially-dedicated volunteer or other individual who made a difference in the event.
- Contact guests from your area who expressed interest in volunteering.
WHERE DO I BEGIN?
Here is a list of questions to ask yourself as you think about your alumni events. If you need help finding answers, contact NTID Alumni Relations.

- What type of event would be most appropriate?
- How many alumni should I expect to attend? (This is based on the number of alumni in your area).
- What is the budget for this event?
- Are there any holidays or local events that may conflict with my event?
- Is the facility the appropriate size for our group?
- Is the location easily accessible with parking and/or nearby public transportation?
- Will there be any interpreting needs for my event?
- Have I allowed enough time to appropriately advertise my event? (See below for marketing information).

SHOULD I NEGOTIATE AND SIGN CONTRACTS?
Contracts, paperwork and/or terms of agreement are the responsibility of NTID Alumni Relations. If you receive paperwork from a venue, please send it to Alumni Relations. We will sign the contract and make sure that it meets compliance standards.

HOW DO I PAY FOR MY EVENT?
NTID Alumni Relations provides all financial support for regional events and will pay by institute credit card or check. All event payments must be made by NTID Alumni Relations.

HOW DO I PUBLICIZE MY EVENT?
NTID Alumni Relations sends out an e-publication to alumni four times a year – AlumniNews. Your event can be publicized here. Events also will be sent out via email to the region twice.

Additionally, NTID Alumni Relations may use printed pieces to market events (time and cost permitting). These pieces may include invitations, postcards or a letter to your region. Consult your contact at Alumni Relations to find out how you may market your event most effectively.

Note: The more time you allow for marketing, the greater response you will receive from alumni. We suggest no less than two appearances in each of these publications. That's approximately 10 weeks prior to the event – use this marketing guideline when selecting a date for your event.
Frequently Asked Questions

**SHOULD ALUMNI REGISTER FOR MY EVENT?**
YES! Registration will help you keep track of how many people to expect. NTID Alumni Relations will post the event on the alumni website’s Calendar of Events. This will serve as the main event description and registration hub. Alumni Relations tracks registration and will provide a list (and nametags, if appropriate) for you before the event.

**WHERE DO I GET LISTS OF ALUMNI IN MY AREA?**
Due to RIT’s privacy policy, alumni data must stay within the institution. Your contact with NTID Alumni Relations will be happy to send out postcards and emails about your event and include your event information in newsletters where appropriate.

**CAN I HAVE A BOOTH AT A DEAF EXPO, CONFERENCE, OR OTHER VENUE?**
Since NTID coordinates our exhibiting at many conferences, statewide events, and expos please contact NTID Alumni Relations before planning a booth at a national or statewide event. We may already have the event covered. In other situations, we might need your help. But this always needs to be coordinated through our office.

**DO I PAY TO GO TO AN EVENT THAT I AM HOSTING?**
No. Your registration will be complimentary. However, your guests must be registered and follow standard rules and pricing for the event.
Event Ideas

The ABC’s of Events
Creative Ideas for regional events result from brainstorming sessions, questionnaires and alumni suggestions. Here is an A to Z guide for event possibilities that have been tried, true, tested or suggested…

A is for Athletics, Authors, Art, Actors, Aquariums and Alumni hosts
B is for Brunch, Boating, Bowling, Breweries, Botanical gardens and Brick City Homecoming
C is for Career workshop, Comedians, Coffee, Cocktails, Cooking classes, Concerts and Curling
D is for Day at the Races, Dessert receptions and Dinner Theatre
E is for Exhibits, Educational programs or panels
F is for Family fun, Food, Fondue and Football games
G is for Galleries, Grand Openings, Game Night and Golf
H is for Habitat for Humanity, Historical Sites, Happy hour and Helping others
I is for Ice hockey, Ice skating, Ice cream socials, Interpreters and Innovation Festival at RIT
J is for Jazz concerts and Journeys back to campus
K is for Karaoke, Kid-friendly events and Kayaking
L is for Lectures, Luncheons and Life-long learning
M is for Museums, Music, Movies and Maize Maze
N is for Networking receptions, Newsletters and the Newest spot in town
O is for Outdoor activities, Online Community and Open houses
P is for Plays, Picnics, Parades and Potlucks
Q is for Quarterly lunches and Q&A with the President
R is for RIT faculty, Restaurants, Raffles and Receptions
S is for Symphony, Sporting events, Segway tours, Surfing lessons and Sunset cruises
T is for Tiger Sports Night, Theatre, Teams in your town and Tours of famous homes
U is for Under the stars at the planetarium and Unusual event venues
V is for Value events at low or no cost and Volleyball games with fellow alumni
W is for Wine tours and White-water rafting
X is for eXclusive, behind the scenes tours and eXtra good times!
Y is for You helping us as a volunteer
Z is for Zoo and any other Zany ideas you might have

Be creative and have fun!

Thank YOU for your involvement with RIT/NTID Alumni Relations!