Alumni Group
Leaders Manual

...Working together to advance the interests of the University of California and to promote the welfare of its current and future alumni.

Adapted from the 1872 Charter of the Cal Alumni Association
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SECTION 1

INTRODUCTION
Welcome to the Alumni Groups Program

The Alumni Groups Program, brought to you by the Cal Alumni Association, offers alumni the opportunity to stay involved with and connected to the University, students, and fellow alumni. By volunteering time, energy and talent in this program, you have joined a group of alumni leaders who are committed to supporting the University and connecting alumni with each other.

You and the Alumni Groups Program are essential to the Cal Alumni Association’s central mission to support and serve our alma mater. Wherever your group places itself in our three-category system, the work you and your group’s members do is invaluable.

Your Alumni Group Advisors are committed to partnering with you to create vibrant organizations. We look forward to your successes.

Thank You and GO BEARS!

- The Alumni Groups Staff

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updated 07/2012
The Cal Alumni Association (CAA) was formed in 1872, four years after the establishment of the University of California. From its humble beginnings with a handful of alumni, CAA has grown to represent the whole alumni body of 450,000 graduates and attendees and over 95,000 dues-paying members.

CAA’s first constitution stated its purpose as the “promotion of good fellowship and kindly feeling among its members.” This was the basis of the founding the CAA Alumni Groups Program - a network that has grown to over 80 alumni groups nationwide. Each group represents an alumni community where Cal grads can network and support each other, while also serving Cal.

CAA offers an array of programs for alumni and future alumni, as well as special benefits for CAA members – all to deepen their connection to Cal. Here’s just a sample of our programs and activities:

- Alumni Awards
- Cal Advocacy
- Cal Connection monthly e-newsletter
- Cal Discoveries educational travel
- CALIFORNIA magazine
- Charter Gala
- College Fair Alumni Ambassadors
- Football Tailgates
- Hoops Tip-Off Parties
- Lair of the Bear family camp
- New Student Receptions
- Scholarships
- Student Alumni Relations Council
- The CAA Fund and Giving Society

There are many ways for alumni to connect with their alma mater through the alumni association and alumni groups. We hope by staying informed and involved, Cal alumni are inspired to support the University of California, Berkeley and ensure its continued excellence.

To learn about all of CAA’s programs, visit alumni.berkeley.edu.
FROM THE EXECUTIVE DIRECTOR AND THE PRESIDENT OF CAA
Dear Alumni Group Leaders,

Welcome to the Cal Alumni Association’s Chartered Alumni Group Program! We are grateful for the time, energy and enthusiasm you’ve contributed to build your local alumni group programs. This manual is designed to provide you with alumni programming tools, best practices, resources, and a good dose of Cal Spirit! We are confident this manual will be a valuable tool to further enhance Cal alumni programming in your area.

Thanks to your efforts, over 27,000 Cal alumni stay connected to the University and to one another through a wide variety of annual alumni group events and programs. And it’s not just about the numbers of alumni who show up and participate. The variety and character of programs your groups sponsor are vital to the well being of Cal and the alumni community. Events like New Student Receptions and Summer Welcome Parties demonstrate the breadth of support provided by alumni to students. Professional networking events are well attended by alumni of all ages and enable meaningful connections and career opportunities. Scholarship oriented programs allow local alumni to connect with and financially support Cal’s best and brightest. Cal speaker events bring the intellectual star power of Berkeley to your local community. Social hours and mixers are the perfect way for new arrivals in your community to meet fellow alums -- and a great way to stay in touch with your local Cal friends and colleagues. And of course, football viewing parties and Big Game events are always well attended by a broad array of Cal fans. While CAA alumni groups have different types of programming, your efforts are unified by the common goal of keeping the local Cal community energized and connected.

As the Association moves into its new five year strategic plan (2013-2017), Alumni Groups remain one of our top priorities. That’s why CAA is investing incremental staff resources to promote the success of the Alumni Groups Program. We will continue to offer the breadth and depth of support for your groups -- from website support and social media strategies to the summer leadership training and retreat at the Alumni House. The continued growth and success of the Alumni Groups Program requires a great partnership between CAA’s professional staff and you, the dedicated alumni volunteer leaders. We look forward to supporting your continued success in the years ahead.

Thanks for all you do to keep the Cal spirit strong in your community. Your commitment of time and energy is a great testament to the enduring Cal spirit and dedication of our global alumni community.

Fiat Lux and Go Bears!

Karen Clancy ‘76
President

Jefferson Coombs ‘89
Executive Director
Mission
CAA’s mission is to advance and promote the interests of the University of California, Berkeley by connecting alumni with each other and our alma mater. Together with our campus partners, we will inform, involve and inspire all alumni to support the University.

Vision
Our vision is to be the primary campus-wide alumni relations organization responsible for building a broad alumni community that supports the University.

Core Strategies and Goals

1. Focus our mission and resources on supporting the University of California, Berkeley.

2. View all Cal alumni as our primary constituency.

3. Encourage and support partnerships between CAA and other campus entities that engage alumni.

4. Build and implement a comprehensive communications strategy to position CAA as one of the primary places for alumni to access University and alumni information, insights and connections.

5. Strengthen our infrastructure and ensure our long-term fiscal sustainability in order to support high quality, impactful programs.

For more information about CAA and to view the full text of CAA’s Strategic Plan, please visit: alumni.berkeley.edu/about-caa.
CAA Alumni Groups Program
The CAA Alumni Groups Program provides a grassroots mechanism for Cal alumni to form their own communities and networks in order to reach and engage their constituency. Alumni groups fall under three major categories: geographic, special interest and cultural/ethnic.

The CAA Alumni Groups Program is part of CAA’s first four core strategies in the following ways:

1. Through alumni groups, thousands of alumni are engaged with the University nationwide. Because of limited resources, CAA cannot support a wide-range of events and programs nationwide. Alumni group volunteers fill the gap by providing field leadership in alumni communities, organizing events, raising money, welcoming new students and offering many other activities to support UC Berkeley. This far-reaching network is an important component of CAA’s effort to reach all alumni.

2. Because our alumni groups are interested in connecting their constituency with campus, CAA facilitates the connection between alumni groups and various campus units – from Athletics for raffle prizes to academic units for speakers to Admissions for information to prospective students.

3. The broad and diverse reach of our alumni groups provides CAA with a grassroots communications channel. Likewise, CAA provides vehicles for alumni groups to promote their activities and voice their feedback about Cal and CAA.

Key Goals

1. Assess all alumni groups in our current portfolio, providing best practices to groups needing direction in order to meet CAA’s expectations of the program.

2. Evaluate and update the current Alumni Groups Program structure (categories, services to Cal, requirements, benefits, policies) to better serve CAA, the groups, and the University.

3. Measure success of the overall program.

4. Improve communication between the alumni group members and CAA.

5. Expand promotion of the Alumni Groups Program among alumni groups, the broad alumni community, and campus.

6. Increase alumni participation.

7. Explore development of an umbrella “Cal Alumni Network” with alumni groups and online social groups being part of the umbrella.
**January/February/March**
Hoops Parties in Alumni House (alumni.berkeley.edu/athletics)

**March**
The Achievement Award Program Scholarship Application Readings (alumni.berkeley.edu/scholarships)
Charter Gala (alumni.berkeley.edu/chartergala)

**April**
New Student Receptions (alumni.berkeley.edu/yesberkeley)
Cal Day (berkeley.edu/calday)
“I Run 4 Cal” 5k Run/Walk (alumni.berkeley.edu/sarc)
Freshmen Leadership Scholarship Application Readings (alumni.berkeley.edu/scholarships)
The Achievement Award Program Scholarship Interviews (alumni.berkeley.edu/scholarships)

**May**
Freshmen Leadership Scholarship Interviews (alumni.berkeley.edu/scholarships)
“The Last Grrr-rah” Young Alumni / Graduating Senior Mixer (alumni.berkeley.edu/sarc)

**July**
Summer Welcome Parties (alumni.berkeley.edu/yesberkeley)
Transfer & Continuing Student Scholarship Application Readings (alumni.berkeley.edu/scholarships)

**August/September**
College Fair Alumni Ambassadors Training (alumni.berkeley.edu/yesberkeley)

**September/October/November**
Away Game Football Tailgates (alumni.berkeley.edu/athletics)
Football Viewing Parties (alumni.berkeley.edu/athletics)
Transfer & Continuing Student Scholarship Interviews (alumni.berkeley.edu/scholarships)

**October**
Homecoming & Parents Weekend (alumni.berkeley.edu/homecoming)
Student Homecoming Week (studenthomecoming.berkeley.edu)

**November/December**
Big Game (alumni.berkeley.edu/athletics)

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<table>
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<tr>
<th><strong>Important Dates for Alumni Groups</strong></th>
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<tbody>
<tr>
<td><strong>January</strong></td>
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<tr>
<td>Category selections go into effect</td>
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<tr>
<td>(Gold, Silver, Bronze)</td>
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<tr>
<td><strong>February 1</strong></td>
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<tr>
<td>Confirm group participation in a</td>
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<td>New Student Reception</td>
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<td><strong>March</strong></td>
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<tr>
<td>Year In Review and Annual Registration (YIRAR) due</td>
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<tr>
<td><strong>June 15</strong></td>
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<tr>
<td>Submit nominations for Outstanding Alumni Group</td>
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<tr>
<td><strong>June / July</strong></td>
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<td>Alumni Group Leaders Meeting (AGLM)</td>
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SECTION 2

PROGRAM OVERVIEW AND TOOLS
The Alumni Groups Program helps Cal alumni create communities whose purpose is to enhance the University and connect alumni to each other, the University, and the Cal Alumni Association (CAA).

This manual provides practical information for Alumni Groups as you interact with CAA and lead your Alumni Group. Throughout this guide, you will find descriptions of the key elements of the program, helpful information to create and sustain a group, and ideas for fulfilling your Services to Cal.

The Alumni Groups Program is organized around two important concepts: Services to Cal and Categories. The Categories (Bronze, Silver, Gold) define how much support CAA will provide to the groups based on your fulfillment of the Services to Cal and the level of participation of your members. The Services to Cal define ways in which the groups and your members should direct their activities.

All chartered Alumni Groups are officially registered with CAA and are covered under CAA’s event liability insurance. New Alumni Groups may apply to join the program at any time. If CAA approves your application, you will need to meet certain requirements within the Provisional Period before becoming a chartered Alumni Group.

Every year, an Outstanding Alumni Group is nominated and awarded at CAA’s annual Charter Gala in March/April. We hope every group will aspire to achieve this award.

While this manual strives to answer many of your questions, please know that your Alumni Group Advisor is available to provide support and knowledge to help you along the way.

Starting an alumni group is easy. Growing a flourishing, active alumni group requires time, commitment and innovation from many alumni volunteers.
Starting an Alumni Group

1. Read this manual in its entirety to decide if you want to be a chartered group with CAA.

2. Create a name that describes your group. Please use the following guidelines:
   a. Keep the name concise and clear.
   b. The name cannot include the word “Association” unless you are a separate nonprofit organization.
   c. The name cannot start with “UC Berkeley” as this has been deemed to be confusing to alumni as an official campus organization. You may start your name with “Berkeley” or “Cal” if you wish.
   d. The name cannot have “Cal Berkeley” per University standards (ombo.berkeley.edu).

3. Fill out the New Alumni Group Application (alumni.berkeley.edu/groups).

4. Your Advisor will confirm receipt of the application and contact you within 2-4 weeks. Be prepared to discuss ideas, concerns and suggestions arising from the information you provided. Not all applications will be accepted.

5. If your application is approved, your group will need to meet the requirements laid out in the Provisional Period within the first year. See Page 21b.

6. After completion of the Provisional Period, your Alumni Group Advisor will determine if your group has met the necessary requirements to become a chartered Alumni Group.

Alumni Group Re-Categorization

All new Alumni Groups begin in the Bronze category. After one year, a Bronze group may request to re-categorize itself as a Silver group. After one year in the Silver category, the group may request to re-categorize itself as a Gold group. All groups are welcome to remain in any one of the categories as long as they fulfill the required expectations for that category. All groups are required to consult their Alumni Group Advisor when considering re-categorization.

Any Alumni Group may re-categorize itself as a Bronze Group at any point in its affiliation with CAA. Any Alumni Group may also dissolve itself at any time.

Additional Resources

Important Alumni Group documents can be found on our website: alumni.berkeley.edu/groups

Online Alumni Communities (OAC)

Alumni wishing to connect with fellow alumni in their regional area or area of special interest but who do not wish to become a CAA chartered alumni group can form an Online Alumni Community (OAC). These communities do not receive benefits as outlined in this manual. If interested, contact CAA’s Alumni Groups Staff at alumnigroups@alumni.berkeley.edu for more information.
Alumni Groups are organized into three categories: Bronze, Silver, and Gold. New groups would start in the Bronze category and stay a Bronze group for at least one year before considering re-categorizing. Bronze groups, with time and effort, can become Silver groups, which can with more time and effort, become Gold groups. It is not necessarily the goal of every group to become a Gold group – a group can be successful in any category and should stay in the category that is sustainable with the level of participation from its volunteers.

The categories provide a clear explanation of how and when CAA provides support to the alumni groups as well as CAA’s expectations of our alumni groups.
# Alumni Group Categories

<table>
<thead>
<tr>
<th>Bronze</th>
<th>Silver</th>
<th>Gold</th>
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<tr>
<td><strong>Benefits:</strong>&lt;br&gt;• Group events posted on CAA website&lt;br&gt;• Contact listing on CAA website and printed brochure&lt;br&gt;• Event liability coverage&lt;br&gt;• A website (managed by group) hosted through CAA&lt;br&gt;• Email Blast to relevant alumni, sent up to four times per year (approximately quarterly)&lt;br&gt;• Invitation to the Alumni Group Leaders Meeting (AGLM)&lt;br&gt;• Alumni Groups Advisor support&lt;br&gt;• CAA Staff attendance at key events as available</td>
<td><strong>All Benefits of Bronze Plus:</strong>&lt;br&gt;• $500 monetary support per calendar year&lt;br&gt;• One four-hour rental of Alumni House per calendar year, subject to availability&lt;br&gt;• One custom banner throughout group’s tenure</td>
<td><strong>All Benefits of Bronze Plus:</strong>&lt;br&gt;• $1000 monetary support per calendar year&lt;br&gt;• One eight-hour rental or two four-hour rentals of Alumni House per calendar year, subject to availability&lt;br&gt;• One custom banner throughout group’s tenure</td>
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<td><strong>Expectations:</strong>&lt;br&gt;• Primary Contact and three signatories must be Cal alumni and dues paying members of CAA&lt;br&gt;• Promote CAA membership&lt;br&gt;• Primary Contact must be responsive to inquiries from interested alumni, staff and students and return emails and phone calls in a timely manner&lt;br&gt;• Timely submission of the Year in Review and Annual Registration (YIRAR) document (March)&lt;br&gt;• Have and maintain an up-to-date website&lt;br&gt;• Hold at least one event per year for all alumni in area/interest&lt;br&gt;• Hold at least two officer meetings per year&lt;br&gt;• Maintain regular communications with membership base&lt;br&gt;• Facebook presence is strongly encouraged</td>
<td><strong>All Expectations of Bronze Plus:</strong>&lt;br&gt;• Minimum Officer Structure required of five leaders (all officers must be Cal alumni and dues paying members of CAA), including regular elections&lt;br&gt;• At least 25 active members (people who consistently attend meetings and events or volunteer and correspond with the group regularly)&lt;br&gt;• Fulfillment of two or more Services to Cal&lt;br&gt;• Be in existence at least one year in the Bronze category</td>
<td><strong>All Expectations of Bronze Plus:</strong>&lt;br&gt;• Expanded Officer Structure required of six leaders (all officers must be Cal alumni and dues paying members of CAA), including regular elections&lt;br&gt;• Conduct one general membership meeting per year&lt;br&gt;• At least 75 active members (or over 1000 potential alumni to draw upon)&lt;br&gt;• Fulfillment of four or more Services to Cal&lt;br&gt;• Minimum of one event targeting recent graduates per year&lt;br&gt;• Co-sponsor (when appropriate and within means) CAA/University events and programs in your area&lt;br&gt;• Be in existence at least one year in the Silver category</td>
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BRONZE CATEGORY

The Bronze category allows entry into the Alumni Groups Program, providing groups a way to stay connected and build their alumni base.

Benefits for Bronze Groups

• Group events posted on CAA website.
• Contact listing on CAA website and in the printed Alumni Groups brochure.
• Event liability coverage for events. Available via web-form.
• A website managed by the Group, hosted through CAA/Convio.
• Email Blast to relevant alumni, sent up to four times per year (approximately quarterly).
• Invitation to the Alumni Group Leaders Meeting (AGLM).
• Alumni Groups Advisor support.
• CAA Staff attendance at key events as available.

Expectations for Bronze Groups

• Primary Contact person and three signatories must be Cal alumni and dues paying members of CAA.
• Promote CAA membership.
• Primary Contact person must be responsive to inquiries from interested alumni, staff and students and return emails and phone calls in a timely manner.
• Timely submission of the Year in Review and Annual Registration (YIRAR) document every March. Failure to submit documentation will result in the group being de-chartered.
• Have and maintain an up-to-date website.
• Hold at least one event per year for all alumni in area/interest.
• Hold at least two officer meetings per year.
• Maintain regular communications with membership base.
• Facebook presence is strongly encouraged.
Groups in the Silver category offer CAA and Cal a greater level of commitment than Bronze Groups and in turn, CAA provides more support to Silver groups.

**These benefits and expectations are in addition to the ones listed for the Bronze Category.**

### Additional Benefits for Silver Groups
- $500 monetary support per calendar year. (See Page 21a for more information)
- One four-hour rental of Alumni House per calendar year, subject to availability.
- One custom banner throughout group's tenure.

### Additional Expectations of Silver Groups
- Minimum Officer Structure required of five leaders (all officers must be Cal alumni and dues paying members of CAA), including regular elections.
- At least 25 active members (people who consistently attend meetings and events or volunteer and correspond with the group regularly).
- Fulfillment of two or more Services to Cal.
- Be in existence at least one year in the Bronze category.
Groups in the Gold category provide Cal, CAA and its members the most support and receive the most support from CAA. This category is reserved for the most active Alumni Groups.

*These benefits and expectations are in addition to the ones listed for the Bronze Category.*

**Additional Benefits for Gold Groups**
- $1000 monetary support per calendar year (See Page 21a for more information).
- One eight-hour rental or two four-hour rentals of Alumni House per calendar year, subject to availability.
- One custom banner throughout group’s tenure.

**Additional Expectations of Gold Groups**
- Expanded Officer Structure required of six leaders (all officers must be Cal alumni and dues paying members of CAA), including regular elections.
- Conduct one general membership meeting per year.
- At least 75 active members (people who consistently attend meetings and events or volunteer and correspond with the group regularly) or over 1000 potential alumni to draw upon.
- Fulfillment of four or more Services to Cal.
- Minimum of one event targeting recent graduates per year.
- Co-sponsor CAA/University events and programs in your area (when appropriate and within means).
- Be in existence at least one year in the Silver category.
To keep the members of your group interested and motivated, CAA requires the following officer structures for groups. The functions of the positions are more important than the names. CAA wants to ensure tasks are being delegated. Please notify your Alumni Group Advisor as soon as possible after any leadership transition.

We recommend limiting terms to two years in leadership positions to allow for increased involvement of all group members. All officers must be Cal alumni and dues paying members of CAA.

**Required of Gold groups (6 leaders)**

President (or equivalent):
This position will oversee the development of group, manage group officers, oversee group financial health, and serve as liaison to CAA.

President Elect (or equivalent):
This position will assist the President with group management and be prepared to become President when the current term is completed.

Treasurer (or equivalent):
This position will maintain accounting records that include expenditures, revenues, and reimbursements.

Membership (or equivalent):
This position will be responsible for generating ideas to attract new members, retaining current members, and maintaining an accurate record of membership to be submitted to CAA with the Year in Review and Annual Registration document.

Communication/Website Master (or equivalent):
This position will be responsible for updating and maintaining the group’s website, facebook, printed materials, fliers, e-newsletters, etc.

Secretary (or equivalent):
This position will maintain the group’s records including bylaws, event calendar, group’s communication to members, and meeting minutes.

**Required of Silver groups (5 leaders)**

President
Vice President
Treasurer
Membership/Secretary
Communication/Website Master

**Required of Bronze groups (4 leaders)**

Primary Contact and three signatories must be Cal alumni and dues paying members of CAA.
To keep an active Alumni Group healthy, members of the group need to transition into and out of leadership roles—this prevents leader burnout and the stagnation of events, ideas, and programs. Remember that while many traditions should be maintained, some change is necessary to keep the group vibrant and interesting to new and current members alike. Remember, too, that all leaders need good support, both from other leaders and from the group’s membership, to continue a successful organization.

**Helpful Tips**

- Hold elections at the same time every year. Do not allow one person to stay in their position year after year without a vote of the membership.

- Have a plan for transition:
  - An outgoing leader may wish to mentor an incoming leader through a portion of her/his term in a leadership role.
  - Elect a President Elect, making clear who the next President will be.
  - Set term limits: we recommend two- to three-year terms for all officers; these needn’t all be on the same cycle; some of the officers could transition each year.

- Delegate major event and program planning to members of the Group (consider non-officers and new members) with the idea that they will go on to become leaders/officers. You may also consider former officers as people to whom you may delegate tasks.

- Define your officer structure, volunteer job descriptions, term limits, and succession in bylaws.

**Other Suggestions to Promote Success**

- Use committees; delegate work.

- Encourage members to be involved in organizing or volunteering for programs and events.

- Periodically survey the interests, skills and resources of your membership. Know whom to turn to for help.

- Host an event with members to talk about new ideas.

- Create evaluations for your events to gauge their success.

- Focus your efforts on programs that are sustainable through leadership transition.
ALUMNI GROUP TOOLS

This section is for “everything else” that may be useful to your alumni group.

Usage of CAA’s mailing address
(1 Alumni House, Berkeley, CA 94720)

CAA’s mailing address cannot be used for Alumni Group communication, including bank statements, newsletters, and collection of group membership dues. CAA cannot accept mail or monies on your behalf. We suggest opening a local P.O. Box that can be used as your leadership changes.

Bulk Mailing
and using CAA’s nonprofit mailing permit

As a chartered alumni group of CAA, you have the ability to use our nonprofit indicia for bulk mailing purposes. While bulk mailing is less expensive, the process can be cumbersome. The delivery of your pieces can take 4-6 weeks. The mail must be dropped off at a post office that accepts bulk mail and they may request that it be sorted by zip code. The indicia must appear in a particular way with specific information.

Importantly, alumni groups must calculate the approximate amount of bulk postage needed BEFORE mailing so CAA can add money to our “checking account” with the post office. The post office will not mail your pieces unless there is sufficient money pre-paid. Please allow 2 weeks for CAA to add money to our postal account.

For more information, go to usps.com and type “indicia” in the search box.

Whether or not you use the bulk mailing service, we recommend using CAA’s mailing house, First Class Plus (firstclassplus.com), for the printing and addressing of your print pieces.

Event Liability Insurance

Starting on January 1, 2011, all alumni group leaders have to individually enter their own alumni group events through the Marsh Connections website. Marsh is the company CAA contracts with for our event liability insurance.

A member of your alumni group will need to register all of your events – including viewing parties – at least two weeks before they occur in order to be properly covered. The website is easy to use and we’ve created a tutorial to walk you through the process.

If the event venue requests to be listed as an additional insured on our policy, please contact your Alumni Group Advisor. This feature is NOT available through the Marsh Connections website.

The “Event Liability Insurance How-To” is located in the Documents section of the CAA Alumni Group Leaders website - alumni.berkeley.edu/groupleaders.
Usage of Cal and CAA logos

- If your group wishes to produce merchandise with a Cal logo (script Cal, bear paw, walking bear, Oski, etc.) or the CAA logo, either for sale or for giveaway, the production and design must be approved by the Office of Marketing & Business Outreach (OMBO) office, and the merchandise must be produced by a Cal licensed vendor. Merchandise for resale is subject to royalties.

- For print or online communications, Cal or CAA logos may be used without University approval, but must still follow OMBO and CAA identity guidelines. Logos may not be altered in any way, should use the correct color formula, and should be printed on a plain background. No red is permitted!

- For more information and guidelines regarding the University’s policies, visit oombo.berkeley.edu.

- For CAA identity guidelines, visit alumni.berkeley.edu/identity.

Dissolve / De-charter

An Alumni Group can decide at any time to dissolve and terminate their relationship with CAA. CAA also reserves the right to de-charter an Alumni Group at their discretion. This means the following:

- “Cal Alumni Association”, “CAA”, and the CAA logo cannot be used in your name, materials, or website.

- CAA will not list your group on any of its marketing materials nor will CAA promote any events that you host or participate in.

- If you are using a hosted website through CAA, it will be taken down.

- You will not be covered under CAA’s event liability insurance.

- If you own a CAA-made banner, it must returned it to CAA. It will be returned if the group re-establishes itself.

- You must relinquish all official group monies to CAA. It will be held with CAA in the group’s name and given back to the group if it re-establishes itself or if another group is started that serves the same constituents.
Usage of CAA Nonprofit Tax ID
CAA’s Tax ID may be used for the following purposes:

• To open a bank account for the alumni group to pay a discounted, nonprofit rate.
• To provide to vendors in order to receive a discounted, nonprofit rate.

Bank Accounts

No bank account
An alumni group can choose not to collect membership dues or event monies and simply run no-cost events and programs.

Bank account under the Alumni Group name using CAA’s tax ID
An alumni group can use CAA’s nonprofit tax ID in order to open a less expensive bank account. CAA requires there to be 2 active group officers listed as signatories on the account.

Please speak with the prospective bank to obtain a list of the necessary documents required to open a bank account. Providing this list to your alumni group advisor will speed up the process and save you trips to the bank.

Become a separate nonprofit organization
Alumni Groups have the option to be a separate nonprofit organization. You will use your tax ID to open your bank account. CAA’s tax ID may not be used for any reason.

These ways are NOT recommended:

Bank account under an individual’s name using the individual’s social security number
The individual would have to report all group revenue and expenses on their personal IRS tax return.

Bank account under the Alumni Group name using an individual’s social security number
Similar to a bank account in an individual’s name, the individual would have to report all group revenue and expenses on their personal IRS tax return.

CAA manages your funds
Logistically, we are unable to provide this service. If your alumni group dissolves or is de-chartered, we will hold on to your funds until the alumni group reforms itself and then reissue the monies.
DONATIONS
MONETARY AND GIFT-IN-KIND

Monetary Donations
Monetary donations to alumni groups can be accepted by the alumni group, but the donor will NOT receive a tax-deductible receipt for their donation from CAA. Monetary donations to alumni groups are tax-deductible ONLY if the alumni group is its own 501(c)(3) organization and therefore, can issue its own tax-deductible receipts.

CAA cannot accept monies on behalf of an alumni group for the alumni group’s use.

Alumni groups may solicit and collect donations on behalf of CAA scholarships and programs. In this case, for donors to receive a tax-deductible receipt, the alumni group must collect all the cash and checks (payable to CAA) in one envelope and mail to CAA with a spreadsheet of the donations along with full contact information. This must be done within one month of the donation and within the same calendar year of the donation.

In-Kind Donations of Goods*
In-kind donations of goods are tax-deductible to the extent of the IRS rules [IRS Publication 526 (2010), Charitable Contributions]. CAA can give tax-deductible receipt letters to individuals or organizations that provide in-kind donations of goods to alumni groups. Such letters will be provided only if the alumni group adheres to the following policies:

For donations of goods valued at under $1,000, the alumni group must submit one spreadsheet to CAA with all the donations listed, along with full contact information. The alumni group must have written proof of the donation agreement and value of the goods from the donor. The written proof may be in email form with confirmation from both parties or in a hard copy signed agreement. This must be done within one month of the donation and within the same calendar year of the donation.

For donations of goods valued at $1,000 or more, the alumni group must notify its Alumni Group Advisor PRIOR to accepting the donation. Once the donation is approved, the alumni group must follow the same requirements outlined above (for the donations below $1,000) in order to qualify for tax-deductible receipts for the donors.

In-Kind Donations of Services*
In-kind donations of services are NOT tax-deductible [IRS Publication 526 (2010), Charitable Contributions]. CAA cannot provide a tax-deductible receipt for any kind of donated service.

Examples of services:
• A graphic designer donates her design services to make a t-shirt design.
• An alumni group member volunteers his time to staff an event.
• A chef donates his time to prepare hors d’oeuvres for a reception.

* NOTE: If you are not certain if a donation is considered a service or a good, please contact your Alumni Group Advisor for clarification BEFORE accepting the donation.
CONTRACTS

From time to time, alumni groups enter into agreements and contracts with third party entities (e.g., t-shirt vendors, graphic designers, hotels, bars, restaurants). This section aims to provide CAA policies and expectations around such contracts, and how to help alumni groups prevent and protect themselves against disagreements with third party entities. Please talk with your Alumni Group Advisor if you have any concerns or questions before you finalize an agreement or contract.

Agreements
For the purposes of the Alumni Groups Program, CAA defines “agreements” as any monetary exchange for goods or services or non-monetary exchange of services for services. These tend to be more informal and may not always include a written agreement that each party signs.

Example 1: An alumni group makes an arrangement with a local bar to provide a donation back to the alumni group equal to 10% of the final bar tab from the alumni group’s happy hour hosted at the bar. In this case the bar is making a donation/monetary payment to the alumni group in exchange for promotion and hosting of the event at the bar.

Example 2: A graphic designer donates her services to the alumni group in exchange for the group promoting them to the members with the hope of netting additional paying business for the graphic designer.

CAA Expectations:
Memorialize these agreements in an email or a written letter with a clear explanation of what is being provided to and received by the alumni group and what is being provided to and received by the third party entity, including a clear time line of delivery for both parties. Please define an end date and if there is not, indicate that the agreement is open-ended. Send a copy of the email or written letter confirming the details of the agreement to your Alumni Group Advisor.

Contracts
For the purposes of the Alumni Group Program, CAA defines “contracts” as any formal written contract for the provision of services or goods by a third party entity in exchange for monetary payment from an alumni group.

Example: An alumni group must sign a contract with a hotel in order to reserve an event space and book the catering for its New Student Reception. The contract stipulates that the group must commit to a minimum catering expenditure at the time of signing the contract, but the final bill will not be paid until after the event and is based on final food and beverage consumption.

CAA Expectations:
Contracts valued under $1,000: Groups may sign the contract without prior approval. Please inform your Alumni Group Advisor and provide him/her with a copy of the contract.

Contracts valued at $1,000 or more: Groups may not sign the contract without prior conversation with their Alumni Group Advisor. Please provide him/her with a copy of the contract before any final contracts are signed.
PayPal Instructions

Setting up a PayPal account for your Alumni Group is easy!

Follow these steps:

1. Go to PayPal.com and click on the “Sign Up” button in the upper right corner.

2. You will want to open a “Business” account. Click on the “Get Started” button in the “Business” box.

3. There are 3 different Account Options - CAA recommends the “Standard” account - it is free and will serve all of your alumni group needs.

4. Click the “Get Started” button for whichever Account Option you feel is best for your group.

5. Select “Create New Account” - do not Login with your existing PayPal account - CAA does not recommend linking your personal PayPal to the alumni group’s PayPal account.

6. For “Business Type,” you should pick one of these 3 options:
   - “Individual” – if your group’s bank account is in a person’s individual name ONLY (not the group name) under that individual’s social security number.
   - “Sole Proprietorship” – if your group’s bank account is in the Alumni Group’s name and attached to a person’s social security number.
   - “Nonprofit Organization” – if your group’s bank account is in the Alumni Group’s name and you are using EITHER CAA’s Tax ID (94-1007751) OR your group’s nonprofit tax ID.

7. The email address that you enter here should not be one that is currently linked to an existing PayPal account.

8. The “Business Name” should be your alumni group name, with the remaining contact fields pertaining to the Alumni Group.

9. For “Category,” pick “Other.”

10. You will need to enter CAA’s Tax ID - 94-1007751

11. Fill out the rest of the information and hit “continue.”

From this point forward, the information for you to fill out should be self-explanatory. Please contact your Alumni Group Advisor if you have any questions.

updated 07/2012
SAMPLE
BYLAWS

Bylaws provide structure and purpose to an Alumni Group. Every alumni group should have bylaws that will enable the group to maintain themselves over time. Below are required elements of structurally sound bylaws. Also, please visit this website for other helpful tips: www.bylawsreview.com

Name
(insert Group Name), a chartered alumni group of the Cal Alumni Association (CAA).

Purpose
The purpose of this group shall be to join local University of California, Berkeley alumni together in organized efforts to benefit the members of the group and the University of California, Berkeley, in accordance with the provisions stated in the Alumni Groups Manual.

Officers
The group shall have a governing board consisting of the duly elected officers of the group: at least a President, President-Elect, Secretary/Membership Chair, Treasurer and Communication coordinator. All officers must be Cal alumni and dues-paying members of the Cal Alumni Association.

Meetings
Regular meetings shall be held [insert time frame here].

Term of Office
The Group will hold annual elections of officers. The term of office shall be limited to two consecutive terms of one year each.

Voting
A majority of officers constitutes a quorum. Passage of a motion requires a simple majority.

Membership
All UC Berkeley Alumni and friends of the University are eligible for membership in the group.

Dues (optional)
Each member of the group will be assessed annual dues of $_____ each year.

Amendments
These bylaws may be amended by a two-thirds vote of the group membership at any meeting. A change in the bylaws must be submitted to the Cal Alumni Association in writing for approval.

Date/Signatures
Date of approval by Alumni Group officers including signatures of President and Secretary.

updated 07/2011
MONETARY SUPPORT
REIMBURSEMENT PROCESS AND GUIDELINES

Guidelines
Keep the following guidelines in mind regarding monetary support reimbursement requests.

- CAA can reimburse for expenses such as venue rental, catering, decorations, a speaker’s travel/meal expenses and other expenses that may be associated with an event.

- CAA cannot reimburse for any costs associated with a non-CAA hosted website including the creation, design, maintenance, or email blasts.

- CAA cannot reimburse for any gratuities, unless it is automatically billed from vendor.

- CAA cannot reimburse for any speaker honorarium.

- CAA cannot reimburse for any alcohol expenses.

- Monetary support reimbursement requests must be made within the same calendar year that the expense occurred (January to December).

- Unused monetary support is not able to be rolled over to the next year.

Monetary Support Provision

- **Bronze Category**
  No monetary support.

- **Silver Category**
  $500 monetary support per calendar year. For administrative purposes, we ask that groups collect receipts and submit to CAA in one request.

- **Gold Category**
  $1000 monetary support per calendar year. For administrative purposes, we ask that groups collect receipts and submit to CAA in two or less requests.

Reimbursement Process
When requesting reimbursement, please follow these steps and allow 3 to 4 weeks for processing:

1. Provide the originals or copies of all the receipts related to the reimbursement to your Alumni Group Advisor. Scans are encouraged.

2. CAA is only able to make checks out to the name of the alumni group. Please confirm with your Alumni Group Advisor the correct name to be included on the check.

3. Provide the complete address, and to whose attention the check should be mailed to.
Alumni Groups wanting to be chartered under CAA must go through a one-year provisionary period. Once approved for the provisional period by CAA staff, the group must complete all of the following in their first year:

1. Hold at least four officer meetings, approximately quarterly.

2. At least two of the meetings must be in-person, with a majority of the officers present.

3. At least one of the meetings must include the CAA Alumni Group Advisor.

4. Hold at least one event, resulting in an increase of alumni on the group’s mailing list and/or facebook page/group.

5. Send one email blast through the CAA/Convio system to notify the target alumni population of the new group.

6. Have an active website containing up-to-date information. Additionally, having an active facebook presence is encouraged.

In addition to the above, the group needs to have at least the following in place for Year 2:

1. Several events planned.

2. At least half of the original officers staying on board.

3. Updated mission/goals presented to CAA.

After the Provisional Period concludes, CAA will consider the group to become a chartered Alumni Group in the Bronze Category. CAA will approve groups on a case-by-case basis.
SCHOLARSHIPS AND GIFTS
TO STUDENTS

Many alumni groups want to give scholarships and/or monetary gifts to Cal students and to be involved in selecting scholars. Giving scholarships and monetary gifts have tax implications, so this section explains best practices for getting involved. Please contact your Alumni Group Advisor with any questions.

Here are the proper ways and associate policies for alumni groups to be involved with scholarships and/or gifts:

1. Participate in the CAA Scholarship Program
   Please visit alumni.berkeley.edu/scholarship-selection for information about volunteering to be a District Chair, reader, and/or interviewer.

2. Raise money for the CAA Scholarship Program
   All groups that do not currently have scholarship activity are encouraged to develop this model if they want to get involved in fundraising for scholarships. All groups involved in CAA scholarship fundraising must follow a defined procedure for donations and receipting. CAA Development will provide thank you letters to each individual donor and send the tax receipt.

   For donors who give less than $250 in a single donation, the group can send one check from the group and a spreadsheet with name/contact information/donation amount for each donor to CAA Development. The group will tell CAA Development into which fund the money should go.

   If a donor gives $250 or more, the group must have the individual donor write his/her check to CAA, and the group or the individual should mail the check to CAA Development with information on where the funds should be designated. On the occasion that a donor of $250+ writes the check to the alumni group, the group must send the funds to CAA and a copy of the check to CAA Development so that proper receipting can occur.

3. Operate and raise money for your own defined scholarship program
   Any group that would like to set up or continue an existing scholarship program that they fundraise and administer on their own must run these efforts through their own 501(c)(3) nonprofit tax designation or partner with another nonprofit fiscal agent. The group will not be allowed to fundraise for their own scholarship efforts under the CAA 501(c)(3). The group must set up a separate bank account under their non-CAA 501(c)(3) tax ID for their scholarship funds, so that scholarship monies do not co-mingle with monies for other group activities. The group has the ongoing responsibility of interviewing, selecting, and awarding the students according to UC Berkeley Financial Aid guidelines.

4. Provide supplemental gifts to any student
   A group can provide a monetary gift to a Cal student, either as a stand-alone gift or as a supplement to his/her CAA scholarship. According to the IRS, a gift is not considered a scholarship. There cannot be a formal selection process administered by the group and no formal fundraising effort. The group can receive donations for the gift, but the group (and CAA Development) cannot provide tax-deductible receipts for the donations. The gift per student cannot exceed $12,000 per year. The student is required by the IRS to report this income on his/her CARS account with UC Berkeley.

updated 07/2012
SECTION 3

SERVICES TO CAL
This section of the manual provides information about how alumni groups can serve Cal, current and prospective students, and alumni. We believe that by supporting our alma mater, we will make a difference in helping UC Berkeley maintain and grow its status as one of the greatest universities in the world.

The Alumni Groups Program supports and encourages 6 Services to Cal:

- Alumni Networking
- Cal Pride/Spirit
- Lifelong Learning
- Philanthropy
- Scholarships
- Student Involvement

To receive their CAA benefits:

- **Gold Groups** are required to organize activities that fulfill **four or more Services to Cal**.

- **Silver Groups** are required to organize activities that fulfill **two or more Services to Cal**.

- **Bronze Groups** are required to host at least one event per year to engage alumni within their area/interest.

Please review the following pages for details about the 6 Services to Cal.
SERVICES to CAL summary

ALUMNI NETWORKING
• Host and participate in local professional, career, or social networking events
• Attend CAA, UC Berkeley, or Alumni Group sponsored networking events
• Be involved in UC Berkeley’s @cal Internet community (cal.berkeley.edu)

CAL PRIDE/SPirit
• Participate in campus/CAA spirit events such as Homecoming and Charter Gala
• Be involved in CAA’s athletics events such as away football game tailgates, home basketball hoops parties, and bowl game activities
• Host viewing parties for Cal sporting events
• Encourage members to become dues paying members of CAA

LIFELONG LEARNING
• Organize speaker events, seminars and cultural activities
• Host a reception in conjunction with a faculty speaker at Homecoming or Discover Cal lecture series
• Participate in community building activities

PHILANTHROPY
• Fundraise monies for The CAA Fund to support CAA’s alumni and student programs
• Establish an endowment ($50K minimum) for one of CAA’s 3 scholarships: the Leadership Award, The Achievement Award Program (TAAP), or the Equity Scholarship
• Fundraise monies to increase existing endowments for CAA’s 3 scholarship programs
• Support non-scholarship fundraising for the campus

SCHOLARSHIPS
• At the request of the CAA Alumni Scholarships Department, review applications and interview scholars locally
• Participate in panels, social networking events, and workshops hosted by the Leadership Award Scholars Association (LASA)

STUDENT INVOLVEMENT
• Join the Alumni Ambassadors program and table at College Fairs
• Visit local high schools and community colleges to speak about Cal
• Host local New Student Receptions in the spring for admitted students
• Attend Prospective Student Receptions in the spring and fall to encourage high school students to apply to Cal
• Host local Summer Welcome Parties for newly attending Cal students
• Organize leadership trainings for current Cal students
• Mobilize your Group to participate in CAA student-alumni events such as the “I Run for Cal” 5K Run/Walk in April or the Young Alumni/Graduating Senior Mixer in May

updated 07/2011
The cornerstone of being a part of an alumni group is networking with other Cal alumni. Bring alumni together through some of these networking activities.

**Networking Events**
Hold your own career or social networking event in your area. Happy Hours at a bar are great ways to attract younger alumni. Casual picnics that are kid-friendly are great ways to attract Cal alumni with young children. Starting a book club can be a great way to attract Cal alumni of all ages.

**Networking via @cal (cal.berkeley.edu)**
@cal is the online community for Cal alumni. You can set up a Berkeley forwarding email address, connect with friends, join groups, search and post jobs, or start a discussion! Your alumni group should be a “group” on @cal.

**Local Professional Networking Events**
Keep abreast of local professional networking events in your area and encourage your Alumni Group members to attend.
A great way to connect with Cal Alumni from all class years and backgrounds is through showing your Cal pride and spirit—locally, at a sporting event, or talking about Cal to others.

**Participate in Campus/CAA Spirit Events**

**Homecoming** ([alumni.berkeley.edu/homecoming](http://alumni.berkeley.edu/homecoming))

Organize a group event or attendance around Homecoming including CAA’s Young Alumni Reunion, or visit Alumni House – your home on campus!

**Charter Gala** ([alumni.berkeley.edu/chartergala](http://alumni.berkeley.edu/chartergala))

Attend CAA’s signature event celebrating the founding of the University of California and raising needed monies for CAA.

**Be Involved in CAA’s Athletics Events**

**Away Football Game Tailgates** ([alumni.berkeley.edu/athletics](http://alumni.berkeley.edu/athletics))

CAA hosts pre-game tailgates for select away football games. We rely on our Alumni Group in the area to volunteer during the party and/or organize an informal Friday night gathering.

**Home Men’s Basketball Hoops Parties** ([alumni.berkeley.edu/athletics](http://alumni.berkeley.edu/athletics))

Host a table or more at one of CAA’s Hoops Parties, held in Alumni House before a select number of men’s home basketball games.

**Bowl Game Activities** ([alumni.berkeley.edu/athletics](http://alumni.berkeley.edu/athletics))

Participate in CAA’s bowl game activities as a group and/or volunteer to help.

**Other Spirited Ways to Get Involved**

**Viewing Parties** ([alumni.berkeley.edu/athletics](http://alumni.berkeley.edu/athletics))

When Cal is playing on TV, we encourage you to set up a viewing party at a bar or restaurant to provide local Cal alumni a welcoming place to view the game and cheer Cal to victory.

**CAA Membership** ([alumni.berkeley.edu/join](http://alumni.berkeley.edu/join))

Encourage your group members to become dues paying members of CAA. We will all thrive if we support each other.
Over the years, we have heard from alums—from all eras and from all over the country—who want to learn added skills, challenge their intellects, and who miss the educational aspects of their lives as students. You may satisfy one of your Services to Cal by providing programs that impart practical knowledge or that stimulate the minds of your group members.

Help keep your members connected to one of the best aspects of their experience at Cal—the education!

**Ways your alumni group can fulfill this Service:**

- Plan campus speaker events  
  (see “Campus Speakers” on Page 32 for more information)

- Organize outings to local museums, intellectual lectures, or cultural events

- Participate in practical seminars: financial planning, buying a house, or career services

- Host a reception for your members before or after a faculty seminar during Homecoming or a Discover Cal lecture series

- As an Alumni Group, attend a Discover Cal lecture  
  discovercal.berkeley.edu

- Participate in community building activities such as beach clean-ups, reading to kids, or volunteering for a soup kitchen
Now, more than ever, Cal and CAA need your support. Inspire your alumni group to donate towards a Cal cause through one of the opportunities listed here.

**CAA Fund** ([alumni.berkeley.edu/donate](http://alumni.berkeley.edu/donate))
The CAA Fund is your gifts, our services, and the University’s future.

As the cornerstone of the Cal Alumni Association, The CAA Fund supports programs and services that impact you and the University. CAA is a 501(c)(3) nonprofit and self-funded organization that relies on contributions to operate its programs. Your annual investment in The CAA Fund ensures that we actively and effectively involve, inform, and inspire all alumni to stay connected to the University and each other. **Together, Cal is our cause.**

**CAA Scholarship Endowments**
Endowments are essential to maintain a sustainable scholarship program.

Your Alumni Group can donate to an existing CAA endowment for any of our 3 scholarship programs or establish a new endowment with a minimum of $50,000 raised over a maximum of 5 years. If your group is interested in starting or contributing to an endowment, please contact your Alumni Group Advisor who will connect you to our Development Department.

**The Leadership Award**
Your gift to The Leadership Award directly supports the leaders of tomorrow by giving them access to UC Berkeley. Approximately 650 incoming and continuing scholars receive one-year scholarships of $2,000 each year.

**The Achievement Award Program (TAAP)**
Your contribution to The Achievement Award directly supports high financial need students who serve the community. Each year, approximately 25 incoming freshman and junior transfers are welcomed and receive up to $6,000 per year (for 4 years or 2 years, respectively) and a laptop.

**The Equity Scholarship**
Your support of The Equity Scholarship helps to increase diversity on the UC Berkeley campus. Incoming freshmen are awarded $5,000 per year for four years.

**Campus Non-Scholarships Fundraising**
Alumni Groups may choose to fundraise monies for campus non-scholarships beneficiaries such as academic units, libraries, student groups, etc.
Volunteers are a vital part of CAA’s scholarship program. More info: alumni.berkeley.edu/scholarships

Since 1934, The Leadership Award has recognized and supported Cal student leaders with merit-based scholarships. With more than 15,000 scholars since its inception, The Leadership Award is the largest merit-based scholarship of its kind in the UC system. The scholarship is awarded to Cal students who are able to inspire others to mobilize for a cause, apply innovative methods to solving challenges, and can make a visible impact on the campus.

Since 1999, The Achievement Award Program has provided high achieving, low-income students with the resources needed to attend and excel at UC Berkeley. This CAA scholarship program serves freshmen and transfer students who might not otherwise have the resources to attend college. Most Achievement Award Program scholars are first generation college students.

Established in 2008, The Equity Scholarship addresses the challenge to increase the number of underrepresented minority students on campus, specifically African-American, Chicano/Latino, and Native American/Alaskan Native students, and help to close the financial aid gap for students of families in the lower middle income range. Equity Scholars are chosen for their strong academic achievement.

How can your alumni group participate?

• Serve as a CAA Scholarship District Chair by recruiting alumni volunteers and arranging local interviews for incoming freshmen. (We recommend that the Alumni Group President not serve as the Scholarship District Chair to prevent potential conflicts between the missions of the two programs.)

• Read, evaluate, and score scholarship applications under the direction of the CAA Scholarship Office (March/April/July).

• Interview scholarship applicants with training from the CAA Scholarship Office (May/April/Sept).

• Participate in panels, social networking events, and workshops hosted by the Leadership Award Scholars Association (LASA) (alumni.berkeley.edu/lasa).

• If your Alumni Group would like to invite local CAA Scholarship recipients to your events, please contact your Alumni Group Advisor.

Please Note

If your group is interested in running your own scholarship program or gifting money to students outside of the CAA Scholarship program, please be advised that we have a defined process in place that must be followed. Contact your Alumni Group Advisor for more information.
 Alumni Groups can play an integral role in attracting the brightest and best students to UC Berkeley.

**College Fair Alumni Ambassadors**
Represent Cal at local College Fairs during the Fall semester. Mandatory admissions trainings take place during the month of August every year.

**New Student Receptions**
Team up with the Office of Undergraduate Admissions during April to share your Cal experience with local students who have been admitted to Cal.

**Summer Welcome Parties**
Alumni Groups can host and plan an afternoon of networking and activities for the new incoming Cal students and their families before they attend Cal in the fall.

**Calling Campaign**
African-American, Chicano/Latino, and Native American alumni are encouraged to participate during April by sharing their Cal experience with admitted under-represented minority students.

**Student and Alumni Engagement**
Student organizations sponsored by CAA create a vital link between Cal students and Cal alumni through their programming and events. In order to showcase a model to current students of dedicated alumnihood and “giving back,” alumni involved in Alumni Groups are encouraged to attend events such as:

- Top Dog Career Networking Luncheon in February
- “I Run 4 Cal” - 5K Run/Walk benefit in April
- Young Alumni and Graduating Senior Mixer in May
- Legacy Night Dinner during Homecoming in October
SECTION 4

EVENT PLANNING AND PUBLICITY TOOLS
EVENT PLANNING TIPS

Successful events don’t just happen on their own; they are well planned and coordinated. Preparation is the key to any successful event. When planning an event, you and your volunteers are responsible for the education, entertainment, nourishment, safety, and care of all attendees. Here are some tips to consider when planning your events.

1. Create an event plan with your volunteer leaders and event staff.
   i. What is the goal of the event? What does success look like?
   ii. Who is the target audience? What do they get out of it?
   iii. What is your budget? How many volunteer hours do you need?
   iv. What program elements do you want, such as food, speaker, etc.?

2. Choose events that your volunteers are passionate about hosting, as a successful event requires time commitment from its leaders. Diversify your calendar of events to attract different constituencies.

3. When choosing a date, check campus and other Cal calendars – Cal Athletics (calbears.com), major campus events (events.berkeley.edu), CAA events (alumni.berkeley.edu/events), etc. to make sure there are no conflicts with your potential event date. Local entertainment calendars are good to check also.

4. Secure venue, keynote speakers, and any catering services at least 3-4 months ahead of time. Make sure you understand the terms of the venue/catering contracts and when deposits and guarantees are due. With keynote speakers, confirm travel arrangements, topic, bio and other arrangements.

5. How are you going to promote your event? Utilizing a “Save the Date” communication, followed by a “RSVP/Ticket Purchase,” then a final “Reminder” communication is good practice. All events should have a website for more information and a way to register online.

6. Have Clear, Concise, and Consistent communications. Make sure that all of your communication channels (email, print, website, etc.) have the same clear information regarding the event.

7. Put yourself in the shoes of an attendee and “walk through” your event, starting with the communications you receive (do you understand what the event is?), to arriving on-site (is it obvious where to park?), to the enjoyment of the event (can a person hear in the back of the room?).

8. Send a post-event survey (with a free service such as SurveyGizmo) to your attendees to assess your event. Ask the question: “Would you recommend this event to your friends?”
EVENT PUBLICITY THROUGH CAA

CAA has two channels for marketing alumni group events to the general alumni population so you can attract new alumni to your event and to your group. We can post your events on our website and/or in our California magazine.

Online (alumni.berkeley.edu/groups)
We need the following information to post your event online:
(and can add more information at any time):
• Name of event
• Date
• Location (name and full address)
• Contact person name, email, and phone number
• Description

This additional information would be very helpful:
• Time (start and end)
• Cost
• Website
• Registration deadline and walk-up information
• Program including speaker information, if there is one

This information would add value to your event:
• Menu
• Is the event kid-friendly?
• Disability accommodations
• Parking information
• Dress code
• Directions
• Entertainment

Print (California magazine)
CAA lists 1-3 alumni group events in total per each issue of the California magazine, distributed approximately quarterly. We will choose which events to print from those already posted online based on the broad appeal of the event. The lead time for an event to be considered for print in the magazine is approximately 2½ months prior to the printing of the magazine, and the event must occur within the three months encompassed by the magazine.
Alumni Groups often want to host events that include a presentation from a campus speaker. These events are rewarding and interesting for UC Berkeley alumni. Obtaining a campus speaker, however, can be a challenging endeavor. Below are steps and tips to help your group be successful in recruiting campus speakers, but please remember that faculty and campus administrators are really busy, so be realistic in your search.

**Step One**
Begin your recruitment at least five months in advance of your event. Being flexible with your dates may increase your success in finding a speaker.

**Step Two**
Identify a list of topics that you think would be interesting to your group members. Contact your desired speakers with a “preliminary inquiry” (not an invitation) so you can contact several speakers at one time to assess their availability and interest.

**Step Three**
Once you have a speaker who is interested and available, send them an invitation. Provide information about the speaking opportunity (date, time, location, speaking time, expectations). Clarify travel arrangements and inform your speaker about any expense reimbursement.

**Tips for Finding a Speaker**
- Find a date/time that works for campus speakers. The start of a new semester or the height of finals is generally not a great time for faculty members. For coaches, don’t request them if their sport is in season.

- Consider asking emeriti faculty who have a lifetime of experience but are often less busy than faculty who are actively teaching or researching.

- If a faculty member is not available, but your group is really interested in a specific topic, ask the faculty member to recommend a graduate student who is knowledgeable about the topic and is a good speaker.

- Consider campus administrators – not just the Chancellor. The provost, vice chancellors, director of admissions are just a few examples of interesting speakers who know quite a bit about what’s happening on campus today.

- Look for speaker ideas by looking through issues of the California magazine. Look at campus websites for lists of faculty award winners, interesting faculty research and past faculty lectures.
  - [berkeley.edu/news/extras](berkeley.edu/news/extras)
  - [homecoming.berkeley.edu](homecoming.berkeley.edu)

- Tag onto a faculty member/campus administrator’s existing trip to your city, or create a group event around a Cal lecture in your city.
  - [discovercal.berkeley.edu](discovercal.berkeley.edu)

** FAQs**
- Who makes the “ask”? The alumni group should make the “ask” especially if there’s a personal connection. Your position as an alumni leader can be just as influential, if not more so, than any CAA staff member. Your Alumni Group Advisor can also assist you.

- Who pays for speaker expenses? CAA provides funding to Silver and Gold groups to defray the costs of an event. Silver and Gold groups can use these funds to pay for speaker expenses; such as travel expenses and accommodation. CAA funds cannot be used to provide an honorarium.
STUDENT SPIRIT
AND MUSICAL GROUPS

Alumni Groups often wish to have the Rally Committee, Yell Leaders, the Cal Band, the UC Men’s Octet, the Women’s California Golden Overtones, the Dance Team and/or Oski appear and perform at their events. There are other less well known student performance groups worth exploring (e.g. UC Ballroom Dancers, UC Jazz Choir, Indus Dance Team). Your Alumni Group Advisor can help you contact the leaders of these groups and their staff advisors.

Follow these Steps
Determine which group or groups you would like to perform at your event, then contact your Alumni Group Advisor at least two months prior to your event with this information:
• Date of the event
• Time of the event
• Location of the event
• Group(s) you want to appear

Your Alumni Group Advisor will contact the group(s) you have requested and inform you of the costs and the group’s availability. Your Alumni Group will be responsible for paying the student performers directly.

A sample of fees is included below. The Cal Band typically asks for $500-$1000 depending on the event. Oski can be up to $500. Prices are subject to change, so please check with your Alumni Group Advisor when budgeting.

UC Men’s Octet and Women’s Golden Overtones Performance Fee Structure

<table>
<thead>
<tr>
<th></th>
<th>On-Campus</th>
<th>Off-Campus within Berkeley City limits</th>
<th>Off-Campus outside Berkeley City limits*</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 to 3 songs</td>
<td>$100</td>
<td>$150</td>
<td>$350</td>
</tr>
<tr>
<td>4+ songs up to 20 minutes</td>
<td>$150 - $200</td>
<td>$200 - $250</td>
<td>$500</td>
</tr>
<tr>
<td>20 to 30 minutes</td>
<td>$250</td>
<td>$300</td>
<td>$600</td>
</tr>
</tbody>
</table>

* Within 30-mile radius. If over a 30-mile radius, fee arranged on a case-by-case basis.

Other UC Berkeley Singing/Performing Groups
Your Alumni Group Advisor can also help you access other singing/performing groups on campus. Many of the groups tour nationally and have garnered awards for the performances. The rates are different than those quoted above and depend on the individual group.
We are able to help our chartered Alumni Groups with contacting alumni (from the Cal Advancement Database System – CADS) and students (from the Office of Undergraduate Admissions) in order to promote alumni group activities and specific YES Berkeley! Student Recruitment events. Below are general guidelines for data requests and usage.

**Alumni Data**
The purpose of CAA providing alumni data to your group is to help you recruit new members and to encourage them to sign up on your email list for more regular communications from your group.

- We are only able to provide Alumni Groups with ONE of the following forms of data per request: Mailing Address, Phone Number, or Email Address.

- Each data list must be used within 30 days, are for ONE TIME USE only and the data must be destroyed after being used. There are NO exceptions to these rules.

- Alumni Groups are able to request alumni data from their geographical area, special interest, or ethnicity four times per year, approximately once per quarter.

- Production of an alumni data list takes two to four weeks, so please plan accordingly. The content needs to be ready two weeks after submitting a data request.

- Any data list over 500 alumni will be uploaded into your CAA Email Tool or must be sent through a Mailing House for mailings. Data lists under 500 alumni can be provided to your group for one time use via a password encrypted WinZip file.

- New graduates are imported into CADS by the end of August of that year.

**Student Data**
Alumni Groups participating in YES Berkeley! Student Recruitment events can work with the program manager to promote their approved events to students.

- We are unable to provide physical or electronic lists of student data to alumni groups. All communications must be through the CAA/Convio Email system or approved Mailing Houses. NO exceptions.

- If your Alumni Group would like to invite local CAA Scholarship recipients to your events, please contact your Alumni Group Advisor.

**Data Management Protocol Agreement (DMPA)**
- We require a DMPA on file for all alumni who come in contact with alumni data. There is a copy in the “Documents” section of the Alumni Group Leaders site - alumni.berkeley.edu/groupleaders.

- CAA takes the DMPA very seriously and we expect all Alumni Groups to follow the policies laid out in the DMPA.
CAA HOSTED WEBSITES

CAA provides all of our Alumni Groups with a hosted website powered by Convio, our third-party website and email provider. It is required for chartered Alumni Groups to have a website with up-to-date information and calls to action for their volunteers and members.

Benefits of a CAA Hosted Website

- It works seamlessly with the CAA website and creates consistent branding with CAA for your group.
- It looks great and is very easy for your members and potential members to navigate.
- It is completely customizable to your group’s needs. You can:
  - Collect membership dues or donations via PayPal
  - Encourage visitors to add themselves to your contact email list
  - List upcoming events
  - List interesting news pages
  - Create photo albums with built-in slide shows
  - Create a web log (“blog”) page
  - Link videos from YouTube to your website
  - Integrate RSS Feeds from your favorite organizations
  - Upload documents
  - Provide links to other websites of interest
  - Use the integrated email blast feature (see the “Email Tool” section)

Getting started on your CAA Hosted Website

- Choose someone in your group to manage your website. He/she should be comfortable with computers and have an eye for detail, but they do not need any coding or HTML experience.
- Contact Matt (information below) to create your page, short URL, and gain administrative access.
- For step-by-step instructions, read the “CAA Hosted Website Tutorial” in the Documents section of the CAA Alumni Groups Leaders Site on alumni.berkeley.edu/groupleaders.

CAA’s Expectations of all Alumni Group Websites

- The website must contain up-to-date and accurate information.
- The website cannot link to any leader’s personal business.
- Any non-CAA hosted website must include the “Chartered Alumni Group” logo provided by CAA on the website. Link this logo back to the CAA website (alumni.berkeley.edu).

Questions?
Contact Matt Ulery at matt.ulery@alumni.berkeley.edu or 510.643.1891.
Please note: Matt is unable to provide website support for alumni groups not using a CAA hosted website.
CAA strongly encourages our Alumni Groups to utilize the CAA Email Tool to send all of your emails. There are a number of benefits to using this tool over using conventional email providers. Listed below are general email guidelines that we would like all alumni groups to follow when communicating with alumni and students.

Benefits of the CAA Email Tool

• Stylish email template and formatting

• “Opt-Out” language and links so people can manage their own email preferences

• Bounceback email addresses are processed via Convio meaning no bounceback emails are sent to your email account

• Software to avoid “spam” lists and ensure that current and prospective members get your email

• Ability to create a customizable “From” name and “From” email address

• Ability to send to 10,000+ email addresses at one time

• Ability to manage multiple email lists, including:
  • Current group members
  • Group owners (officers)
  • Email subscribers (those who sign up via your website)
  • Data lists that CAA pulls for you

CAA’s Expectations of all Alumni Group Email Blasts

• Keep your emails concise and clear. Use bigger fonts and/or bullets to highlight key information. Keep your descriptions short and link to your website and social media pages for more information. Have a clear way for people to RSVP for any event.

• Groups may only use the CAA Alumni Groups Email Wrapper, we are unable to make custom modifications to this wrapper. Do not use the Blank Email Wrapper.

• Text based emails have the highest open and click-through rates. Please do not include overly large images or images with important event information in your emails. Image heavy formatting is a common spam red flag.

• Any non-CAA email blasts must include specific “Opt-Out” language at the bottom of your email (see Glossary). Manage your own list of these “Opt-Out” requests and provide the list regularly to your Alumni Group Advisor so we can update the Cal alumni database.
Social Media

Social Media is defined as any form of online presence that allows end users to engage in multi-directional conversations in or around the content on the website. It would be a lofty task for us to define all of the ways that alumni groups could successfully utilize Social Media platforms (our suggestions would be out-dated within 4 months). What we can do is provide you with some suggestions to get your group started.

Facebook – www.facebook.com
Once seen as a place for younger people to connect online, people of all ages are joining Facebook and looking for communities to join. Setting up a Facebook Group or Fan Page for your Alumni Group is a great way to create a social media presence, attract new members, and provide an online community for your members.

• Group or Page? There are a number of great “Help” articles in the Facebook Help Area.

• Become a “Fan” of the Cal Alumni Association on Facebook:
  www.facebook.com/CalAlumni

@cal – cal.berkeley.edu
@cal is UC Berkeley’s online alumni community. This community is similar to Facebook, but is only open to Cal alumni. You can also create a Cal forwarding email address, network with current Cal students, and post career opportunities.

LinkedIn – www.linkedin.com
LinkedIn’s mission is to connect the world’s professionals to make them more productive and successful.

• Creating a LinkedIn “Group” for your alumni group will provide a space for your alumni to connect with Cal alumni in their region, ethnicity or area of interest in regards to their career development.

• Join the Cal Alumni Association’s LinkedIn group.
  linkedin.berkeley.edu
The following documents should be used for reference only. They are current at the time of printing this manual, but we encourage you to download the latest documents from either the public CAA Alumni Groups website (alumni.berkeley.edu/groups) or from the CAA Alumni Group Leaders site (alumni.berkeley.edu/groupleaders).

These documents are on the following pages:

**Year in Review and Annual Registration (YIRAR)**
We have included a sample YIRAR for a Gold group. Groups in the Bronze and Silver categories will have slightly simpler forms. Every alumni group, no matter what category they are in, must fill out a YIRAR every year in March. Groups that do not complete this required documentation will be de-chartered.

**Data Management Protocol Agreement (DMPA)**
CAA is bound by campus policy and by state and federal laws regarding data use and privacy. Given the sensitive nature of data, Alumni Groups are required to sign and adhere to this agreement defining the management and protection of CAA-provided data. CAA is committed to ensuring that the data we provide is used appropriately. If the campus distributes an updated version of the DMPA, Alumni Groups leaders must sign the new document.

**Outstanding Alumni Group**
Every year, an Outstanding Alumni Group is nominated and awarded at CAA’s annual Charter Gala in March/April. We hope every group can aspire to achieve this award. A new nomination form is created every year for this award.

**Alumni Data Pull Request Form**
This is the form that alumni groups will need to submit when they wish to request alumni data from the alumni database for use in an email blast, calling campaign, or mailing.
Cal Alumni Association
Alumni Groups – Gold Group
2011 Year in Review & 2012 Annual Registration
Please return this form to us either by mail (CAA Alumni Groups, 1 Alumni House, Berkeley, CA 94720), fax (510-642-6252) or email your Alumni Groups Advisor.

Thank you for being an active Alumni Group with the Cal Alumni Association in 2011 and for your dedicated volunteer service to your alumni community and to Cal! We look forward to your Alumni Group’s continued engagement in 2012.

To continue your affiliation with CAA, this 2011 Year in Review and 2012 Annual Registration must be submitted in its entirety by March 15, 2012. These documents are necessary in order for your group to enjoy the benefits of a chartered alumni group as outlined in the Alumni Group Leaders Manual. CAA reserves the right to de-charter an alumni group at any time.

Please contact your Alumni Group Advisor if you have questions in completing this process.

ALL completed forms and supporting documents are due by MARCH 15, 2012.

2011 YEAR IN REVIEW

The following documents are part of your 2011 Year in Review. You may submit them with this form (preferred) or separately. Please indicate below if documents will be submitted hard copy or electronically to your advisor. Make a copy of your documents for your files. The 2011 Year in Review covers the period of January 1, 2011 to December 31, 2011.

1. Membership Roster
   - Submit Electronically
   - Submit Hard Copy

2. Alumni Group Bylaws
   - Submit Electronically
   - Submit Hard Copy
   - N/A

3. December 2011 Bank Statement
   - Submit Electronically
   - Submit Hard Copy

4. Income & Expense Statement
   - Submit Electronically
   - Submit Hard Copy

5. Alumni Group Services Summary
   - Submit Electronically
   - Submit Hard Copy

I confirm that this information is complete and accurate to the best of my knowledge.

______________________________________________________________________________
Alumni Group Name
_________________________________    ___________________________________________
First Name, Last Name Printed     Signature (italicized typed signature is acceptable)

__________________________________    ____________________________________
Officer Position/Title       Date

Cal Alumni Association
UC Berkeley
1. MEMBERSHIP ROSTER

CAA must code your alumni group members into the University’s alumni database -- CADS (Cal Advancement Data System). This also provides your group with a central location for tracking your membership over time.

Please email your membership roster to CAA (Excel format highly preferred). The following fields are required.

- First Name
- Last Name
- Email Address

The following fields in order of priority are highly recommended to ensure complete coding in CADS.

- CADS Number
- Full Address (street, city, state, zip)
- Middle Name
- Phone Number
- Cal Class Year(s)
- Maiden Name
- CAA Member (yes/no)

2. BYLAWS

Please submit your current group’s bylaws. Please note: If they are the same as last year’s, you do not need to resubmit, but please check the appropriate box below. If your group wishes to create bylaws, please reference your Alumni Groups Manual.

☐ We are submitting our current bylaws.
☐ Our current bylaws are the same as the one from last year.
☐ We do not have bylaws.
3. BANK STATEMENT

Please submit your group’s DECEMBER 2011 bank statement, as required for internal accounting controls and IRS reporting standards.

*** REQUIRED ***

Please mark AT LEAST one or more of the boxes below:

- Our Alumni Group does not do anything financially. We have no bank account.
- Our Alumni Group has our own bank account under an individual’s name. Provide information below.
- Our Alumni Group has our own bank account under the Group’s name only. Provide information below.
- Our Alumni Group has our own bank account under the Group’s name, using the CAA’s tax ID. Provide information below.
- Our Alumni Group has a custodial account with CAA. (i.e., CAA manages your funds.)
- Our Alumni Group is a separate 501(c)(3) nonprofit. Our tax ID number is: ____________________________________________________________

- Other banking arrangements (please describe):
_______________________________________________________________________

Bank Account Information:

<table>
<thead>
<tr>
<th>Bank Name and Branch</th>
<th>Checking Account</th>
<th>Savings Account</th>
</tr>
</thead>
<tbody>
<tr>
<td>Account Name</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Account #</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Name(s) of Signatories</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
# 4. INCOME AND EXPENSE STATEMENT (CASH BASIS)

In order to comply with IRS requirements for the California Alumni Association tax return, Alumni Groups MUST report specific financial information. Please provide your group’s financial information below – use zeroes as needed. Do not use commas. **ALL FIELDS ARE REQUIRED.**

<table>
<thead>
<tr>
<th>INCOME AND EXPENSE STATEMENT (CASH BASIS)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>January 1, 2011 to December 31, 2011</strong></td>
<td></td>
</tr>
<tr>
<td>Checking Starting Balance:</td>
<td>$______________________</td>
</tr>
<tr>
<td>Savings Starting Balance:</td>
<td>$______________________</td>
</tr>
<tr>
<td>Other (please specify):</td>
<td>$______________________</td>
</tr>
<tr>
<td>Total Beginning Balance:</td>
<td>$______________________</td>
</tr>
<tr>
<td><strong>INCOME</strong></td>
<td></td>
</tr>
<tr>
<td>Membership Dues</td>
<td>$______________________</td>
</tr>
<tr>
<td>Interest/Investment Income</td>
<td>$______________________</td>
</tr>
<tr>
<td>Donations</td>
<td>$______________________</td>
</tr>
<tr>
<td>Event/Program Revenues</td>
<td>$______________________</td>
</tr>
<tr>
<td>Fundraising/Scholarship Revenues</td>
<td>$______________________</td>
</tr>
<tr>
<td>Other (please specify):</td>
<td>$______________________</td>
</tr>
<tr>
<td>TOTAL INCOME</td>
<td>$______________________</td>
</tr>
<tr>
<td><strong>EXPENSES</strong></td>
<td></td>
</tr>
<tr>
<td>Operating/Administrative Expenses</td>
<td>$______________________</td>
</tr>
<tr>
<td>Website expenditures</td>
<td>$______________________</td>
</tr>
<tr>
<td>Events/Programs expenditures</td>
<td>$______________________</td>
</tr>
<tr>
<td>Fundraising expenditures</td>
<td>$______________________</td>
</tr>
<tr>
<td>Group Contributions to Scholarships</td>
<td>$______________________</td>
</tr>
<tr>
<td>Other (please specify):</td>
<td>$______________________</td>
</tr>
<tr>
<td>TOTAL EXPENSES</td>
<td>$______________________</td>
</tr>
<tr>
<td>CLOSING BALANCE</td>
<td>$______________________</td>
</tr>
</tbody>
</table>
5. 2011 EVENT AND “SERVICES TO CAL” SUMMARY

- How many total events did you hold in 2011 (best guess)? ______________
- How many events did you hold per service in 2011 (best guess)?
  - ______ Alumni Networking  ______ Cal Pride/Spirit  ______ Lifelong Learning
  - ______ Philanthropy  ______ Scholarships  ______ Student Involvement
- How many total alumni attended all of your events in 2011 (best guess)? (You should count duplicates – for example, if Joe Smith attended 3 viewing parties and a scholarship reading, he would count as attended 4 events.) ______________

Alumni Groups in the Gold category must host different programs or events that satisfy at least 4 “Services to Cal” as outlined in the Alumni Group Leaders Manual. Use ONE box to explain all events that satisfied that particular Service to Cal. For example, the “CAL PRIDE/SPIRIT” box might say: “Football Viewing Parties, Basketball Viewing Parties, Various bars, 20-100 attendees, watched Cal games to promote Cal spirit.”

NAME OF PROGRAMS/EVENTS: ______________________________________________

Please check which “Service to Cal” this program/event satisfied (check one box only):
- [ ] ALUMNI NETWORKING  [ ] CAL PRIDE/SPIRIT  [ ] LIFELONG LEARNING
- [ ] PHILANTHROPY  [ ] SCHOLARSHIPS  [ ] STUDENT INVOLVEMENT

Time of Year (months or seasons): ____________________________________________
Location: ____________________________________________________________________
Website for Event (if applicable): _____________________________________________
Number of Attendees: ______
Describe what your Alumni Group did to satisfy this Service to Cal as specifically as possible.

NAME OF PROGRAMS/EVENTS: ______________________________________________

Please check which “Service to Cal” this program/event satisfied (check one box only):
- [ ] ALUMNI NETWORKING  [ ] CAL PRIDE/SPIRIT  [ ] LIFELONG LEARNING
- [ ] PHILANTHROPY  [ ] SCHOLARSHIPS  [ ] STUDENT INVOLVEMENT

Time of Year (months or seasons): ____________________________________________
Location: ____________________________________________________________________
Website for Event (if applicable): _____________________________________________
Number of Attendees: ______
Describe what your Alumni Group did to satisfy this Service to Cal as specifically as possible.
5. **2011 EVENT AND “SERVICES TO CAL” SUMMARY (CONT’D)**

<table>
<thead>
<tr>
<th>NAME OF PROGRAMS/EVENTS: ____________________________________________</th>
</tr>
</thead>
<tbody>
<tr>
<td>Please check which “Service to Cal” this program/event satisfied (check one box only):</td>
</tr>
<tr>
<td>☐ ALUMNI NETWORKING ☐ CAL PRIDE/SPRIT ☐ LIFELONG LEARNING</td>
</tr>
<tr>
<td>☐ PHILANTHROPY ☐ SCHOLARSHIPS ☐ STUDENT INVOLVEMENT</td>
</tr>
<tr>
<td>Time of Year (months or seasons): ________________________________</td>
</tr>
<tr>
<td>Location: _____________________________________________________</td>
</tr>
<tr>
<td>Website for Event (if applicable): _______________________________</td>
</tr>
<tr>
<td>Number of Attendees: __________</td>
</tr>
<tr>
<td>Describe what your Alumni Group did to satisfy this Service to Cal as specifically as possible.</td>
</tr>
</tbody>
</table>

**Sample**

<table>
<thead>
<tr>
<th>NAME OF PROGRAMS/EVENTS: ____________________________________________</th>
</tr>
</thead>
<tbody>
<tr>
<td>Please check which “Service to Cal” this program/event satisfied (check one box only):</td>
</tr>
<tr>
<td>☐ ALUMNI NETWORKING ☐ CAL PRIDE/SPRIT ☐ LIFELONG LEARNING</td>
</tr>
<tr>
<td>☐ PHILANTHROPY ☐ SCHOLARSHIPS ☐ STUDENT INVOLVEMENT</td>
</tr>
<tr>
<td>Time of Year (months or seasons): ________________________________</td>
</tr>
<tr>
<td>Location: _____________________________________________________</td>
</tr>
<tr>
<td>Website for Event (if applicable): _______________________________</td>
</tr>
<tr>
<td>Number of Attendees: __________</td>
</tr>
<tr>
<td>Describe what your Alumni Group did to satisfy this Service to Cal as specifically as possible.</td>
</tr>
</tbody>
</table>
2012 ALUMNI GROUP REGISTRATION

Do you want to continue as a CAA chartered Alumni Group in 2012? □ YES □ NO

In 2012, the Alumni Group will continue as a Gold Group. If your group wishes to be moved to a different category, please notify your Alumni Groups Advisor. If after the calendar year is over, the Alumni Group has not fulfilled all the expectations, CAA will transition the group accordingly.

Alumni Group Agreement:
1. To serve as ambassadors of the University of California, Berkeley and the Cal Alumni Association.
2. To uphold the expectations outlined in the Alumni Group Leaders Manual for the “Gold” Alumni Group Category in order to receive the benefits outlined in the Manual.
3. To maintain communication with our CAA Alumni Groups advisor and provide any changes to our contact information.
4. To respond to requests from students, alumni and CAA in a timely manner.
5. To complete our Year in Review and Annual Registration form completely and timely.

It is also understood and agreed that the primary officer’s name, email and phone number provided below will be publicly posted on the CAA website and printed materials for the Alumni Groups Program.

The following documents are a required part of your 2012 Annual Registration.

1. Officer Information □ Submit Electronically □ Submit Hard Copy
2. 2012 Services to Cal □ Submit Electronically □ Submit Hard Copy

President/Primary Officer’s Information:
Full name: _________________________________________ Cal Class Year: __________
Street address: ______________________________________ CAA Member? □ Annual □ Life
City: ___________________________________________ State: ______ Zip: __________
Phone number: ________________________________ Type: □ HOME □ WORK □ CELL
Contact Email: ____________________________________________
Alumni Group Web Address: ____________________________
Alumni Group Email/Listserv Address: _______________________
Social Networking (Facebook, @Cal Café, LinkedIn): __________________________
Signed: _____________________________________________ Date:______________________

PRESIDENT / PRIMARY OFFICER (italicized typed signature is acceptable)

Signed: _____________________________________________ Date Received: __________________

CAA ALUMNI GROUPS ADVISOR
## 2012 ALUMNI GROUP OFFICER INFORMATION

Gold groups must have 6 officers in addition to the primary officer listed on the previous page.

**ALL FIELDS ARE REQUIRED.**

<table>
<thead>
<tr>
<th>Title/Position</th>
<th>Last Name</th>
<th>First</th>
<th>Middle</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cal Class Year(s)</td>
<td>Term Begin Date:</td>
<td>Term End Date:</td>
<td>CAA Member:</td>
</tr>
<tr>
<td>Address</td>
<td>City</td>
<td>State</td>
<td>Zip Code</td>
</tr>
<tr>
<td>Preferred Phone</td>
<td>Email</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
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</table>
### 2012 Alumni Group Officer Information (Cont’d)

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<tr>
<td>Address</td>
<td>City</td>
<td>State</td>
<td>Zip Code</td>
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<td>Term End Date:</td>
<td>CAA Member:</td>
</tr>
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<td>City</td>
<td>State</td>
<td>Zip Code</td>
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2012 SERVICES TO CAL

Alumni Groups provide an invaluable service to alumni and to Cal. Please indicate the type of services and programs your group plans to organize in 2012 by checking the appropriate boxes below. **You must check four or more areas of service.**

- Alumni Networking
- Cal Pride/Spirit
- Lifelong Learning
- Philanthropy
- Scholarships
- Student Involvement

Please briefly list the events/programs your group is planning for 2012 involving the above Services to Cal. Provide title of event/program, expected target audience and size of audience, and approximate date.

1.
2.
3.
4.
5.
6.

THANK YOU FOR COMPLETING THE 2011 YEAR IN REVIEW AND 2012 ANNUAL REGISTRATION FORM. GO BEARS!

alumni.berkeley.edu/groups
The University of California and the Cal Alumni Association are aware of the growing concern about privacy. In an age with increasingly aggressive marketing tactics and identity theft, issues of what information is available to whom, and when, are at the forefront of our thoughts and have informed the creation of the CAA’s policies about data distribution and maintenance.

CAA will always do as much as we can to get current, useful data to our Alumni Groups around the country as we know this data is essential for the continued vibrancy of the Alumni Groups. To facilitate this, the Alumni Group officer receiving the data will need to sign our Data Management Protocol Agreement (DMPA, this form).

If CAA does not have the signed form, we will help the Alumni Group find a mailing house to which they can send all the materials and CAA can send the addresses. The mailing house will then send the flyer or other document to the constituents defined by the Alumni Group. The Alumni Group will need to alert the CAA staff if it wishes to use a mailing house with which CAA does not already have a working relationship. Such a mailing house will need to read and sign a privacy agreement.

If, however, we have this document on file, we will produce and distribute lists of contact information for relevant alumni to an Alumni Group leader (CAA volunteer), with the following stipulations:

- List will not be released or disclosed to individuals or entities, other than to other officers who have signed this form without UC Berkeley’s prior written approval.
- User will comply with UCB laws and policies including this DMPA and the Data Management, Use, and Protection Policy (http://dataintegration.vcbf.berkeley.edu/DMUP.htm).
- List will be considered SINGLE USE ONLY documents.
- Lists will be destroyed after initial use.
- Lists will be used and destroyed within one month of receipt of list.
- Data will be:
  - Transferred via secure means from CAA to the alumni group officer who has signed the DMPA (via encrypted excel file, FTP, hard copy, or CD)
  - Transferred via secure means from the alumni group officer to CAA
  - Kept in a secure location while in use
- Alumni Group will convey any requests for removal from mailings, emails, or phone calls to an Alumni Groups Advisor.
- All emails will include an option for the recipient to exclude (“opt-out”) her/himself from future communications.
- Any computer containing data provided by CAA will be sufficiently secured through firewall protections and password protections.
- The signatory will ensure that any group members involved in handling the data for its intended purpose be aware of and abide by the DMPA.
- Alumni Group will include their alumni group advisor in all mailing lists.
- Alumni Group will allow three weeks for production of list (by CAA staff).
- CAA Staff is able to provide data lists up to four times a year to an Alumni Group.
ALUMNI GROUPS DATA MANAGEMENT PROTOCOL AGREEMENT (DMPA)  
(revised May 2009)

Stipulations, cont’d:
• Alumni Group understands that the data provided by CAA will be appropriate to the current task  
(e.g. a listing of email addresses for an email communication, or a list of street addresses for a hard 
copy mailing).
• Alumni Group can maintain independent list of members/interested parties based on responses 
from mailings. Alumni Groups are free to use the data from their own lists for mailings.
• Alumni Groups will provide their lists to CAA annually. Often, the CAA/University database 
is more current than those maintained by the individual Groups; we will update addresses we 
think are out of date and code members in our database from these lists—such coding allows us 
to provide better information to the Alumni Group’s leadership about their membership and new 
alums in their area.

Guidelines for Maintaining Independent Alumni Group Records
• Keep track of each alum’s preferences for how they wish to be contacted.
• Keep lists with CADS ID associated with names (all lists produced by CAA will contain CADS 
IDs for all alums).
• Send any updates (communication preferences, changes to address, phone number, or email) to an 
Alumni Group Advisor (include CADS ID).

I, the undersigned, have read and understood the contents of this document and promise to abide by the 
above stipulations. I understand that if I do not follow the above rules, I put my Alumni Group at risk of 
being dissolved immediately.

________________________                  ________________
Alumni Group Name         Date

________________________                  ________________
Printed Name      Signature

You may submit this form by mail, fax, or email:

Mail:
Cal Alumni Association
Attn: <insert your Alumni Group Advisor name>
1 Alumni House
Berkeley, CA  94720

Fax:  510-642-6252

Email:  Email your Alumni Group Advisor
2011 ALUMNI AWARDS
Award for Alumni Group of the Year

Nominations Postmark Deadline: June 4, 2010

The Cal Alumni Association invites you to submit a nomination of a distinguished CAA chartered Alumni Group for Outstanding Alumni Group. Please review the lists of previous recipients, which can be found at alumni.berkeley.edu/awards. Awardees and all nominators will be notified of award decisions by October 2010, with the award being presented at the 2011 Charter Gala. Awards will be formally announced in the California magazine.

Nominee:

Alumni Group Name:_______________________________________________________________________
Geographic, Cultural, or Special Interest:_______________________________________________________
Date Chartered: ___________________Website:_________________________________________________
Contact person phone (            ) _____________________Email_____________________________________

Nominated by:

Name: ___________________________________________________________________________________
Group Involvement or Position (President, member, etc.): __________________________________________
Address: ________________________________________________________________________________
Phone (            ) ________________________ Email_____________________________________________

Please provide supporting information:

1. Membership information: Please detail the number of members, number of dues-paying members, methods of attracting new members, methods of promoting CAA memberships, any changes in membership practices or numbers.
2. Events and activities: Please list the events and activities for the past year(s) including the title, type, cost, and attendance. Include copies of promotional materials as applicable.
3. Communications: Please list the ways the group corresponds with its members, including printed communications, e-newsletters, social networking sites, or other correspondence. Include copies of communications as applicable.
4. Services to Cal: Please describe the group’s involvement in the various Services to Cal as a requirement of CAA’s Alumni Groups Program. Include details on publicity of the events, the impact, and the goals of the Alumni Group.
5. Most successful program: Please describe the group’s most successful program or event and explain why it was a success.
6. Outstanding special quality: Please tell us why this group is special. What distinguishes this group from other groups? How is the group creating a positive energy for CAA and Cal? Why is this group integral to UC Berkeley alumni?

Questions? Please contact erin.proudfoot@alumni.berkeley.edu or 510.642.0227. Please mail complete nomination package postmarked by June 4, 2010 to: Cal Alumni Association, Attn: Erin Proudfoot, 1 Alumni House, Berkeley, CA 94720.
CAA Chartered Alumni Groups Alumni Data Pull Request Form

Please Note the Following:

1. Data Pull Requests take between 2 to 4 weeks to fulfill.
2. Content for the requested communication is due ONE week from the date of submitting this form.
3. Event content must be listed on Alumni Group website and appropriate social media channels before event content is submitted.

Date Submitted to CAA (mm/dd/yyyy):
Date of Featured Event (mm/dd/yyyy):

Alumni Group Contact Information for Data Request:
Alumni Group Name:
First and Last Name:
Phone (xxx)xxx xxxx:
Email:

Alumni Data Request Parameters:
Degree Type(s) (please choose one)
- Undergrads ONLY
- Graduates ONLY
- BOTH
Type of Communication (please choose one)
- Email
- Standard Mail
- Phone

List of Counties and associated States (leave blank if not applicable)

Other Parameters (ex. special interest, student groups, majors, etc.)

Cal Class Year(s) (please leave blank if you want all years)
@cal
The online community of Cal alumni and members of CAA. Find the community and update your information at cal.berkeley.edu.

**Active Members**
Individuals who consistently attend meetings, events and functions as well as volunteer and correspond with the Alumni Group regularly.

**Alumni Group Leaders Email List**
Every alumni group president is required to be on this email list to receive updates from CAA. Additional group leaders may also join the email list by contacting your Alumni Group Advisor.

**Alumni Group Leaders Meeting (AGLM)**
The summer meeting of alumni group leaders held in Berkeley.

**Alumni Groups Brochure**
A printed buckslip sent to all new members of the Cal Alumni Association as well as being available at the Alumni House, promoting the Alumni Groups Program and the Online Alumni Communities.

**Alumni House Rental**
(alumni.berkeley.edu/rentals)
CAA rents the Alumni House for events, parties, social gatherings, conferences and community functions. In regards to the Silver and Gold benefit, CAA will cover the cost of the room rental and set up / clean up done by CAA event staff. Your Alumni Group will be responsible for any other fees such as linens, catering, decorations, etc.

**Banner**
For Silver and Gold groups, one custom banner will be provided for each group throughout their tenure in the program. Should the banner be lost or destroyed, or if a Bronze group requests a banner, CAA can facilitate making a new banner, but the group will pay for it.

**Blog**
Blog is short for “web log” which is usually an online presence maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video. The ability of readers to leave comments in an interactive format is an important part of many blogs.

**Board of Directors, Cal Alumni Association**
(alumni.berkeley.edu/board)
The governing body of the membership of the Cal Alumni Association. Each board member serves a three-year term and is selected to engage in the Policy Governance work of the Association.
**Bulk Mailing**
The United States Postal Service (USPS) is able to send mail at a less expensive and slower rate to qualified nonprofit organizations such as CAA. Chartered alumni groups have the ability to use CAA's permit for their mailings. See the “Bulk Mailing” section on Page 17.

**CADS—Cal Advancement Data System**
CADS is the official University database for the UC Berkeley campus containing records for people and organizations associated with UC Berkeley, including alumni, donors, prospective donors, faculty, parents, corporations, foundations, and members of the Cal Alumni Association. Your Alumni Group Advisor will use it to fulfill your data requests.

**CADS ID**
Every person and organization in the CADS database has a unique CADS ID number. Associating the correct CADS ID with each of your members in your own database will facilitate updates to CADS, resulting in future data pulls to be more accurate.

**Call To Action**
A “Call to Action” is calling out specifically what you would like the user to do: Sign up for your alumni group communications, attend an event, volunteer, etc.

**Co-sponsorship of Events**
Alumni Groups may wish to co-sponsor certain Berkeley events in their area. When partnering with CAA or the campus, the Alumni Group will be listed as a co-sponsor and be involved in the event planning process.

**Color Formula**
UC Berkeley and CAA use particular colors for their logos. Please visitombo.berkeley.edu or alumni.berkeley.edu/identity for specifics.

**Convio**
CAA has partnered with Convio, a third-party website and email host, to provide the benefits outlined in this manual. You can find more information about this company at convio.com.

**Data Management Protocol Agreement (DMPA)**
CAA is bound by campus policy and by state and federal laws regarding data use and privacy. Given the sensitive nature of data, Alumni Groups are required to sign and adhere to an agreement defining the management and protection of CAA-provided data. CAA is committed to ensuring that the data we provide is used appropriately.

**Dissolution / De-charter**
An Alumni Group can decide at any time to dissolve and terminate their relationship with CAA. CAA reserves the right to de-charter an Alumni Group at their discretion. Groups that do not complete the required Year in Review and Annual Registration (YIRAR) document in March will be de-chartered.
Event Liability Coverage
Starting on January 1, 2011, all alumni group leaders have to individually enter their own alumni group events through the Marsh Connections website. Marsh is the company CAA contracts with for our event liability insurance. The “Event Liability Insurance How-To” is located in the Documents section of the CAA Alumni Group Leaders website - alumni.berkeley.edu/groupleaders.

Monetary Support
CAA provides monetary support to our Silver and Gold groups for expenses such as venue rental, catering, decorations, a speaker’s travel/meal expenses and other expenses that may be associated with an event. Silver groups receive $500 per calendar year and Gold groups receive $1000 per calendar year. See the “Monetary Support” section on page 21a.

Alumni Group Leaders Site
(alumni.berkeley.edu/groupleaders)
CAA hosts a site where Alumni Group leaders can access internal documents and stay up-to-date about deadlines and resources available for chartered Alumni Groups.

FERPA
The Family Educational Rights and Privacy Act (FERPA) is a Federal Law enacted in 1974 that protects the privacy of student education records and contact information.

Key Events (Alumni Group Advisor Attendance)
All alumni groups can request Alumni Group Advisors or other CAA Staff to attend key events that reach a wide range of constituents. Staff will need at least three months lead time to prepare arrangements for the trip. If you request the attendance of a CAA Board or senior staff member, please work with your Alumni Group Advisor to prepare a briefing document in advance.

Membership Roster
As part of your Year in Review and Annual Registration (YIRAR) document, you will submit a complete listing of all members (both active and passive) of your Alumni Group so CAA can code your members in the CADS database and update the University’s information. Please include CADS IDs if you have them. To be considered a “member” of your group, the person must have opted into your mailing list, signed up for your Facebook group, attended an alumni group event, or have expressed interest in some manner of your group.

Online Alumni Communities (OAC)
Alumni wishing to connect with fellow alumni in their regional area or area of special interest but who do not wish to become a CAA chartered alumni group can form an Online Alumni Community (OAC). These communities do not receive benefits as outlined in this manual. If interested, contact CAA’s Alumni Groups Staff at alumnigroups@alumni.berkeley.edu for more information.
**Opt-Out Language**
If you choose to send an email blast not through CAA’s email blast tool, the following text must be included at the bottom of every email message:

“You are receiving this email because we thought you might be interested in our alumni group, an official entity under the Cal Alumni Association (CAA). If you would like to be opted out of future email communications, either from our alumni group, the Cal Alumni Association or the University of California, Berkeley, please reply to this email with “Unsubscribe” in the subject line and specify which list you’d like to be removed from. Please note that if you do this, you will no longer receive any email communications from the group(s) you specify and will not be notified about upcoming events or opportunities for involvement.”

**Preliminary Inquiry**
In regards to requesting a speaker for your event, a preliminary inquiry should be sent first before a formal ask. You can send several preliminary inquires at one time. Information included should be: several date options, proposed location (city name), approximate number of participants, profile of the audience, structure of event (lunch, dinner, reception, etc.), length of speech and reimbursement options. The correspondence is meant to gauge their interest.

**Signatory**
Bronze groups are not required to have a particular officer structure, but they need four interested alumni to start and maintain the group. These four CAA dues paying members who are Cal alumni are signatories.

**University Policy on Non-Discrimination**
The Cal Alumni Association in accordance with the University of California, and in accordance with applicable federal and state law and University policy, prohibits discrimination, including harassment, on the basis of race, color, national origin, religion, sex, disability, age, medical condition (cancer related), ancestry, marital status, citizenship, sexual orientation or status as a Vietnam-era veteran or special disabled veteran. This non-discrimination policy covers admission, access and treatment in University programs and activities including but limited to the Cal Alumni Association reserving the right to not recognize groups who apply for Alumni Group status who violate the terms set forth above.

**Year in Review and Annual Registration (YIRAR) Document**
Every Alumni Group is required to submit this document in March of every year. The document includes information about your leadership, activities, membership, and finances. Any change in category must be approved by your Alumni Groups Advisor. Failure to submit documentation will result in the group being de-chartered.