



WISCONSIN
ALUMNI
ASSOCIATION

AFFINITY GROUP LEADER HANDBOOK

Affinity Groups provide a space to celebrate being a Badger *no matter where you live.*

Letter from the Chief Alumni Officer

Dear Alumni Leaders,

The Wisconsin Alumni Association® (WAA) is the place where all alumni are welcome and all alumni belong. We strive to advance and support the University of Wisconsin–Madison and serve the needs of UW alumni. Our aim is to amplify the relationship of alumni with the university and facilitate a sense of community by keeping alumni informed about and connected to the university. Our hope is that by engaging with the UW, alumni will be inspired to support the university and current students.

The need for community and connection has never been greater, and WAA is committed to nurturing a community where all feel welcome and included. Relaunching WAA's alumni affinity groups is a critical step in a strategic plan to improve how we welcome, include, and celebrate alumni of color and LGBTQ+ alumni. We could not fully achieve the outcomes we want, and the community that all alumni deserve, without the commitment, support, creativity, and engagement of alumni volunteer leaders.

Your role as a leader in the WAA affinity group program is absolutely essential to our ability to fulfill our mission and live our commitment to the university and alumni. There is nothing more powerful than the encouragement of peers and fellow community members to inspire involvement from others. We appreciate your willingness to serve, lead, and encourage other alumni in advocating for improvement, activating connections among alumni, and advancing the university through support.

I'm grateful to you all for helping us build and sustain alumni affinity groups, and I'm looking forward to being on this journey with you and celebrating the positive impact you will have on the alumni and university communities.

On, Wisconsin!



Sarah Schutt
Chief Alumni Officer and Executive Director
Wisconsin Alumni Association

Letter from the Program Manager

Welcome, Affinity Group Leaders!

Thank you for your commitment and leadership to the Wisconsin Alumni Association®. As the program manager of diverse alumni engagement, I will be your main point of contact with WAA. I look forward to getting to know you. A little about me:

My parents immigrated to the United States in the early 1980s as refugees of the Vietnam War. I come from a Hmong family, and I'm the youngest of six siblings. I'm an aunt to five nephews and six nieces. I graduated from high school in 2009 and started my freshman year at UW–Madison feeling extremely isolated. In 2010, I chartered a multicultural, Latina-founded sorority on campus and started my journey toward service and mentorship.

Near the end of my junior year, I decided to take a break. My love for equitable education took me to south Los Angeles for two years, where I served in one of the nation's largest school districts. But I couldn't tell my students that education was the key to success without completing my own degree. I returned and graduated from UW–Madison with a degree in community nonprofit leadership and educational policy studies. I spent almost four years after graduation working for a nonprofit where I provided after-school program management.

As I find myself back on campus with WAA, my values of service and mentorship still guide me. I cannot wait to see the work you will do for UW students, as well as the community you will build for our alumni.

In unity,



Pasha Thao '16
Program Manager
Wisconsin Alumni Association



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Overview

WAA–recognized affinity groups represent the alumni association and, by extension, UW–Madison in their communities. These groups provide opportunities for alumni to:

- engage with alumni who share an identity or interest in the group
- identify and nurture volunteer leaders
- celebrate alumni who make a difference in their communities
- connect with students on campus as well as future Badgers
- support students, either financially or otherwise, during their time on campus
- make a difference for students and alumni by connecting with campus partners and the university

Purpose

Affinity groups build an inclusive local community of UW alumni and supporters united by Badger pride, spirit, and the desire to advance UW–Madison’s positive impact on the world.

WAA Group Expectations

Administrative:

- Establish a leadership group or board and submit an **Annual Leadership Roster**.
- Establish and/or maintain a leadership succession plan.
- Sign WAA's Volunteer Expectations Agreement annually to be recognized as a Badger Leader (via DocuSign).
- Have a charter on file with WAA (via Google Drive).
- Sign WAA's Affiliation Agreement annually (via DocuSign).
- Ensure that members of executive leadership are UW–Madison alumni.
- Complete all appropriate WAA training and onboarding.
- Maintain communication with WAA.
- Stay informed about WAA news, updates, and information.
- Refrain from charging dues.
- Complete an Affinity Group Program Report.
- Hold four leadership/board meetings annually.
- Complete one administrative initiative:
 - Share best practices for an event or program during a Badger Leaders Call.
 - Participate as a presenter or panelist during a WAA Badger leader onboarding training.

Engagement:

- Host a signature event.
- Maintain a scholarship fund.
- Utilize WAA's resources (marketing, print collateral, program staff support) when planning programs and events.
- Participate in planning the annual Affinity Group Celebration.
- Conduct two events that support alumni engagement united by Badger pride and spirit, (See list of options.)
- Complete two initiatives that supports the advancement of UW–Madison. (See list for options.)

Alumni Engagement Initiatives:

- Host an enrichment event.
- Host an event or program specific to young alumni and recent grads.
- Collaborate with a WAA chapter or group to host a program or event (as applicable).
- Have a member serve on a WAA chapter leadership board (as applicable).

Advancement Initiatives:

- Recognize a local UW grad for Badger of the Year.
- Recognize a Badger leader for lifetime achievement or by nominating for a President's Circle of Excellence award.
- Nominate a UW grad for a Forward Award, Luminary Award, Distinguished Alumni Award, or Distinguished Service Award.
- Assist with a student initiative, such as supporting a targeted scholarship program or working directly with the Office of Admissions and Recruitment.



Communication:

- Manage an affinity group social media account and use it in accordance with WAA's social media policies.
- Direct all communications through WAA email systems.
- Use WAA branded logos and materials.
- Maintain an affinity group webpage on uwalumni.com.
- Send a minimum of two affinity group–driven communications.
- Maintain an e-newsletter (cadence of the newsletter can be quarterly or monthly).

WAA reserves the sole and exclusive right to dissolve a group whose activities do not align with our mission.

Charters Template

Wisconsin Alumni Association® (WAA)

[Insert Group Name] Affinity Group Charters

Updated Select Month Select Year

ARTICLE I — Name and Purpose

Section 1

Affinity groups provide a space to celebrate being a Badger no matter where you live.

This affinity group shall be known as the Wisconsin Alumni Association (WAA): _____ Affinity Group.

Section 2

The purpose of WAA affinity groups is to build an inclusive local community of UW alumni and supporters united by Badger pride, spirit, and the desire to advance UW–Madison’s positive impact on the world.

ARTICLE II — AFFILIATION

Section 1

Overview

WAA–recognized affinity groups represent WAA and, by extension, UW–Madison in their communities.

These groups provide opportunities for alumni to:

- engage with alumni who share an identity or interest in the group
- identify and nurture volunteer leaders
- celebrate alumni who make a difference in their communities
- connect with students on campus as well as future Badgers
- support students, either financially or otherwise, during their time on campus
- make a difference for students and alumni by connecting with campus partners and the university

Section 2: Expectations

Administrative

- Establish a leadership group or board and submit [Annual Leadership Roster](#).
- Establish and/or maintain a leadership succession plan.
- Sign WAA’s Volunteer Expectations Agreement annually to be recognized as a Badger Leader (via DocuSign).
- Keep a charter on file with WAA (via Google Drive).
- Sign WAA’s Affiliation Agreement (via DocuSign).
- Ensure that members of executive leadership are UW–Madison alumni.
- Complete all appropriate WAA training and onboarding.
- Maintain communication with WAA.
- Stay informed about WAA news, updates, and information.
- Refrain from charging dues.
- **Complete** the Affinity Group Program Report.
- Hold four leadership/board meetings annually.
- Complete **one** administrative initiative:
 - Share best practices for an event or program during a Badger Leaders Call.
 - Participate as a presenter or panelist during a Badger Leaders Call or onboarding training.

Engagement:

- Host a signature event.
- Maintain a scholarship fund.
- Utilize WAA's resources (marketing, print collateral, program staff support) when planning programs and events.
- Participate in planning and attending the annual Affinity Group Celebration.
- Conduct **two** events that support alumni engagement united by Badger pride and spirit. (See list of options.)
- Complete **two** initiatives that supports the advancement of UW–Madison. (See list for options.)

Alumni Engagement Initiatives:

- Host an enrichment event.
- Host an event or program specific to young alumni and recent grads.
- Collaborate with a WAA chapter or group to host a program or event (as applicable).
- Have a member serve on a WAA chapter leadership board (as applicable).

Advancement Initiatives:

- Recognize a local UW grad for Badger of the Year.
- Recognize a Badger leader for lifetime achievement or by nominating for a President's Circle of Excellence award.
- Nominate a UW grad for a Forward Award, Luminary Award, Distinguished Alumni Award, or Distinguished Service Award.
- Assist with a student initiative, such as supporting a targeted scholarship program or working directly with the Office of Admissions and Recruitment.

Communications

- Manage an affinity group social media account and use it in accordance with [WAA's social media policies](#).
- Direct all communications through WAA email systems.
- Use WAA branded logos and materials.
- Maintain an affinity group webpage on uwalumni.com.
- Send a minimum of two affinity group–driven communications.
- Maintain an e-newsletter (cadence of the newsletter can be quarterly or monthly).

WAA reserves the sole and exclusive right to dissolve a group whose activities do not align with our mission.

ARTICLE III — MEMBERSHIP**Section 1**

No member of an affinity group should be charged dues. The only paid membership should be with WAA.

Section 2

Any graduate or former student of the University of Wisconsin–Madison may become a member. This organization encourages spouses of alumni or friends of the university to be included in any activity in which they wish to participate.

Section 3

Only alumni of UW–Madison shall have the right to serve as officers or committee chairs or to nominate individuals to serve in those positions.

ARTICLE IV — ORGANIZATIONAL STRUCTURE

Section 1

Affinity groups will maintain a minimum of one executive leader (a president) to remain an active and recognized group by WAA. The president, vice president, vice president of communications, secretary, and treasurer will constitute the executive board, with other committees as deemed necessary by the affinity group. The executive board shall be elected by its members and or appointed by WAA, as appropriate.

A regional director shall be elected to represent the affinity group in a respective area and work in accordance of the affinity group's executive board.

Section 2

The officers shall be elected at the meeting of the affinity group held in the month of Select a month and shall enter upon their duties at the following meeting. Officers shall serve for a term of Select a number of term year(s). The list of officers must be sent to WAA immediately following the election. (We suggest a two-year term, with a maximum of two consecutive terms.)

Section 3

The fiscal year of the affinity group shall begin on Select a month 1 and end on the last day of Select a month.

ARTICLE V — RESPONSIBILITIES OF OFFICERS

Section 1

President

The president serves as the group liaison with WAA and as the ambassador and point of contact for the community. The president provides leadership; oversees effective affinity group operations; steers the direction and implementation of events, marketing, and scholarship fundraising; and fosters a fun, productive group environment.

Section 2

Vice President

The vice president supports WAA and its Alumni Relations and Engagement team by implementing its purpose statement. The vice president assists the affinity group's president and oversees general operations. The vice president is responsible for focusing on recruitment, retention, and recognition of members.

Vice President of Communications

The vice president of communications supports WAA's purpose through communications with alumni to increase awareness and maintain good public relations for the affinity group and WAA. The communications committee is responsible for maintaining social media accounts and the affinity group website with the support of WAA marketing staff.

Section 3

Treasurer

The treasurer supports WAA's purpose and the affinity group. The treasurer is responsible for assisting WAA staff in allocating budget toward programming and operational costs. The treasurer manages collection and submission of receipts. The treasurer is responsible for managing corporate sponsorships.

Section 4

Secretary

The secretary supports WAA and the affinity group by governing and conducting business officially. The secretary is responsible for keeping the affinity group organized by helping prepare for and document meetings, documenting important information, such as decisions and attendance, and assisting the affinity group leadership as needed.

Section 5

Regional Director

The regional director supports WAA and its Alumni Relations and Engagement team. The individual elected to serve in this role remains in communication with the executive council by attending scheduled meetings and maintaining consistent email communication. Additionally, the regional director works closely to support the vice president in recruitment, retention, and recognition. The regional director shares upcoming WAA events and programs with the local alumni and chapter leaders (if applicable).

ARTICLE VI — COMMITTEES

Section 1

The **Events Committee** engages local alumni in a variety of events. This committee is responsible for planning and executing WAA corporate events that are hosted by the affinity group, as well as other events that meet university and affinity group priorities. The committee works with the communications committee and WAA staff, as necessary, to market and promote event opportunities to local alumni.

The **Fundraising Committee** raises funds for the affinity group scholarship fund and plans and executes fundraising activities. The fundraising committee works closely with the treasurer, events committee, communications committee, and WAA for marketing and promotion of fundraising opportunities. Fundraising events will be scheduled via close collaboration with the WAA Annual Giving team.

The **Professional Networking Committee** is responsible for planning and executing networking events, which can include happy hours, industry panels, young professionals gatherings, and professional development events. The professional networking committee works with the communications committee and WAA staff, as necessary, to market and promote event opportunities for local alumni.

The **Scholarships Committee** oversees the scholarship program and works to promote the affinity group scholarship at events and via other channels (email, web, social media, etc.). The scholarships committee works with the treasurer, communications committee, and WAA staff, as necessary, to market and promote scholarship opportunities for students.

A complete list of committee descriptions, duties and responsibilities, and qualifications can be found on page 13.

ARTICLE VII — MEETINGS AND ACTIVITIES

Section 1

Regular meetings shall be held at a time designated by the president and upon at least 10 days' notice.

Section 2

A minimum of **two** activities that support WAA's purpose will be held annually. **Operational costs of activities will be funded by WAA.** Affinity groups will work with appropriate WAA staff to manage, budget, and plan for approved activities.

ARTICLE VIII — REVISION OF THE CHARTERS

The above provisions, required by the Wisconsin Alumni Association, must be included in any revision. Affinity groups may make additions to the charters with the approval of a majority vote by the members, as well as approval of WAA staff.

Position Descriptions

Affinity Group President

Job Description

The affinity group president supports WAA's affinity group purpose and the Alumni Relations and Engagement team by implementing Badger pride and spirit. The president serves as the group liaison with WAA and as the ambassador and point of contact for the community. The president provides leadership; oversees effective affinity group operations; steers the direction and implementation of events, marketing, and scholarship fundraising; and fosters a fun, productive affinity group environment.

Duties and Responsibilities:

- Be familiar with the WAA affinity group purpose, programs, services, and outreach.
- Provide leadership and direction to the affinity group.
- Ensure affinity group charters are followed.
- Preside over affinity group leadership meetings.
- Delegate responsibilities, appoint teams or event chairs, and support other affinity leaders in their duties as needed.
- Maintain regular communication with affinity leaders and teams.
- Maintain regular contact with WAA.
- Ensure board members and alumni leaders have appropriate roles within the affinity group and actively recruit new members and retain current members.
- Ensure that affinity group publicity, impact reports, minutes, event forms, and reports are submitted by appropriate lead in a timely manner.
- Create a succession plan to guarantee the continuation of a successful and effective UW alumni affinity group.
- Attend quarterly meetings with presidents from all affinity groups and WAA staff representatives to share updates and best practices.
- Send records to WAA within 30 days in the event the affinity group disbands.

Qualifications:

- Strong affinity for UW–Madison
- Strong communication skills and public speaking experience
- Good interpersonal skills
- Ability to delegate tasks in an organized fashion

Preferred Qualifications:

- Previous work in a leadership or supervisory role
- Experience working with and leading volunteers
- Previous event planning experience
- Board management experience

Term of Service:

The affinity group will hold regular elections of executive members. The term of service shall be limited to [insert number] consecutive terms of [insert time frame] each.

Affinity Group Vice President**Job Description**

The vice president supports WAA and the Alumni Relations and Engagement team by implementing Badger pride and spirit. The vice president assists the affinity group's president and oversees general operations. The vice president is responsible for focusing on recruitment, retention, and recognition of members.

Duties and Responsibilities:

- Be familiar with the WAA affinity group purpose, programs, services, and outreach.
- Perform the duties of the president when the president is absent.
- Support the president, secretary, and treasurer at affinity group functions in order to become familiar with and promote all affinity group operations.
- Advise and support affinity group committees.
- Focus on recruitment, retention, and recognition of members.
- Delegate tasks as needed.
- Be familiar with WAA resources in order to effectively utilize them.
- Represent the affinity group, WAA, and the university at events and activities as needed.
- Coordinate with the events committee to welcome new members.
- Attend quarterly meetings with vice presidents from all affinity groups to share updates and best practices.
- Coordinate and create a succession plan with the president to guarantee the continuation of a successful and effective UW alumni affinity group.
- Succeed the affinity group president if needed to ensure continuation of a successful and effective UW alumni affinity group.
- Keep a record of each volunteer's leadership activities and use this information to support succession planning.

Qualifications:

- Strong communication skills and public speaking experience
- Good interpersonal skills
- Ability to take direction and assist others
- Ability to delegate tasks in an organized fashion
- Ability to assist on a wide range of projects

Preferred Qualifications:

- Previous work in a leadership or supervisory role
- Experience with recruitment and retention
- Experience working with and leading volunteers
- Previous event planning experience
- Board management experience

Term of Service:

The affinity group will hold regular elections of executive members. The term of service shall be limited to [insert number] consecutive terms of [insert time frame] each.

Affinity Group Treasurer**Job Description**

The treasurer is responsible for assisting WAA staff in allocating budget toward affinity group programming and operational costs. The treasurer manages collection and submission of receipts. The treasurer is responsible for managing corporate sponsorships.

Duties and Responsibilities:

- Serve as the liaison to WAA staff and fundraising committee.
- Manage collection of receipts; submit them to WAA staff a week after any event.
- Propose affinity group budget and present it to WAA staff.
- Manage corporate sponsorships for programming.
- Prepare year-end treasurer's report for the affinity group's annual report, as needed.
- Manage donor money; this includes but is not limited to ensuring that money is deposited into the appropriate financial account and is spent consistent with member expectations, and ensuring that affinity group money and personal funds are never commingled.
- Attend quarterly meetings with treasurers from all affinity groups to share updates and best practices.

Qualifications:

- Financial-management skills
- Good accounting and math skills

Preferred Qualifications:

- Organizational skills
- Experience with corporate sponsorships

Term of Service:

The affinity group will hold regular elections of executive members. The term of service shall be limited to [insert number] consecutive terms of [insert time frame] each.

Affinity Group Secretary

Job Description

The secretary helps the affinity group to govern and conduct business officially. The secretary is responsible for keeping the affinity group organized by helping prepare for and document meetings, documenting important information (such as decisions and attendance), and assisting the affinity leadership as needed.

Duties and Responsibilities:

- Maintain a regular schedule of board meetings and board attendance.
- Prepare and distribute meeting agendas and minutes.
- Keep the board and WAA informed of meetings, nominations, elections, and changes in the board and membership.
- Work with affinity group leadership to engage and identify new board members, as necessary.
- Remain informed about affinity group work and attend at least two affinity group events a year.
- Provide the affinity group and WAA with an annual report on affinity group activities in collaboration with the affinity group officers.
- Share board minutes and board rosters as needed.
- Work with the treasurer to ensure the treasurer's annual report is submitted to WAA.
- Attend quarterly meetings with secretaries from all affinity groups to share updates and best practices.

Qualifications:

- Good leadership and communication skills
- Good organizational skills
- Ability to take direction and assist others
- Proficiency with Microsoft Office
- Ability to work well in a team setting

Term of Service:

The affinity group will hold regular elections of executive members. The term of service shall be limited to [insert number] consecutive terms of [insert time frame] each.



Affinity Group Regional Directors

Job Description

Each affinity group regional director is responsible for leading an engagement committee to serve the affinity group's members within a region. Directors are responsible for overseeing the regional engagement committing and supporting the purpose of the affinity groups by implementing Badger pride and spirit. The regional director is responsible for recruitment and engagement in their area.

Duties and Responsibilities

- Report to the vice president and WAA director of diverse alumni engagement.
- Attend at least one national board meeting per quarter*. Participation in monthly meetings in strongly encouraged.
- Oversee the regional engagement committee.
- Act as a liaison to the national board.
- Serve as a representative, ambassador, and extension of WAA at regional events.
- Participate in and or attend local chapter board meetings to give updates on the affinity group.

Qualifications

- Living in the region
- Ability to take direction and assist others
- Ability to delegate tasks in an organized fashion
- Strong interpersonal skills
- Good customer service skills

Preferred Qualifications:

- Previous work in a leadership or supervisory role
- Organizational skills
- Creative thinking skills

Term of Service

The affinity group will hold regular elections of national board members. The term of service shall be limited to [insert number] consecutive terms of [insert time frame] each.

*Quarters run on a fiscal calendar: Q1 (July-Sept), Q2 (Oct-Dec), Q3 (Jan-March), Q4 (April-June).

Affinity Group Communications Committee

Job Description

The communications committee communicates with alumni to increase awareness and maintain good public relations for the affinity group and WAA. The communications committee is responsible for maintaining social media platforms and affinity group web content with the support of WAA marketing staff. The affinity group will hold regular elections of committee members.

Duties and Responsibilities:

- Complete website training and quiz to gain access to make changes to your website, as needed.
- Work with affinity group leadership, affinity group teams, and WAA staff to develop an annual communications calendar for the affinity group.
- Regularly update the affinity group website with local affinity group events, WAA news, fundraising opportunities, and other important information.
- Work with event coordinators to advertise and promote events on the affinity group website.
- Engage with alumni through social media outlets.
- Ensure all social media accounts follow the [WFAA Social Media guidelines](#).

Committee Member Qualifications:

- Excellent written and verbal communication skills

Preferred Qualifications:

- Previous work experience in communications and media
- Organizational and planning skills
- Previous work experience involving social media
- Experience with social media outlets



Affinity Group Events Committee

Job Description

The events committee is responsible for planning and executing WAA corporate events that are hosted by the affinity group, as well as other events that meet university and affinity group priorities. The events committee works with the communications committee and WAA staff, as necessary, to market and promote event opportunities to local alumni. The affinity group will hold regular elections of committee members.

Duties and Responsibilities

- Plan, coordinate, and implement WAA corporate events.
- Collaborate with local WAA chapters on events.
- Work with affinity group leadership and WAA staff to promote events and encourage alumni participation using email, the affinity group website, and social media.
- Manage registration processes, or work with WAA staff for registration support when necessary.
- Oversee event logistics: secure venues, oversee event programming and content, lead onsite registration and check-in, and manage event execution, including set-up and tear down.
- Support local events that are organized and/or sponsored by the university or WAA, e.g., talks by visiting professors, bowl games, NCAA tournament events, college/school/department events.

Committee Member Qualifications

- Enthusiasm for organizing and hosting Badger-related events
- Strong interpersonal skills
- Good customer service skills

Preferred Qualifications

- Previous event planning experience
- Organizational skills
- Creative thinking skills



Affinity Group Fundraising Committee

Job Description

The fundraising committee raises funds for the affinity group scholarship fund and is responsible for the planning and execution of fundraising activities. The fundraising committee works closely with the events committee, communications committee, treasurer, and WAA for marketing and promotion of fundraising opportunities. Fundraising events will be scheduled via close collaboration with the WAA Annual Giving team. The affinity group will hold regular elections of committee members.

Duties and Responsibilities

- Establish a calendar for fundraising events, many of which will take place alongside other planned affinity group events.
- Oversee pre-event preparations for fundraising.
- Comply with blackout dates determined by WAA.
- Ensure WAA's fundraising policy and protocols are followed and necessary reporting is submitted to WAA.
- Manage corporate sponsorships for scholarships.
- Collaborate with affinity group treasurer to receive reports on funds.

Committee Member Qualifications

- Enthusiasm for organizing and hosting Badger-related events

Preferred Qualifications:

- Previous fundraising experience
- Money-handling skills
- Organizational skills
- Creative thinking skills
- Negotiating skills



Affinity Group Professional Networking Committee

Job Description

The professional networking committee is responsible for planning and executing networking events, which can include happy hours, industry panels, young professionals gatherings, and professional development events. The professional networking committee works with the communications committee and WAA staff, as necessary, to market and promote event opportunities for local alumni. The affinity group will hold regular elections of committee members.

Duties and Responsibilities:

- Plan and coordinate events with local Badgers and the university.
- Plan and coordinate a variety of professional networking events based on the interests of affinity group members.
- Work with the affinity group leadership and WAA staff to promote events and encourage alumni participation through email, website posts, and social media.

Committee Member Qualifications:

- Enthusiasm for organizing and hosting Badger-related events
- Strong interpersonal skills
- Good customer service skills

Preferred Qualifications

- Previous event planning experience
- Organizational skills
- Ability to speak in front of large groups of people
- Creative thinking skills

Event Suggestions:

- Breakfast with Badgers
- Career Conversations
- Alumni after Hours
- Panel of Peers
- Wisconsin Women Networking



Affinity Group Regional Engagement Committee

Job Description

The regional engagement committee is responsible for planning and executing WAA corporate events that are hosted by the affinity group, as well as other events that meet university and affinity group priorities. The regional engagement committee works with the communications committee and WAA staff, as necessary, to market and promote event opportunities to local alumni.

Duties and Responsibilities

- Report to the regional director.
- Plan, coordinate, and implement WAA events to advocate, activate, and advance alumni.
- Support local events that are organized and or sponsored by the university or WAA.
- Collaborate with local WAA chapters on events.
- Work with affinity group leadership and WAA staff to promote events and encourage alumni participation using email, the affinity group website, and social media.
- Manage registration processes, or work with WAA staff for registration support when necessary.
- Oversee event logistics: secure venues, oversee event programming and content, lead onsite registration and check-in, and manage event execution, including set-up and tear down.
- Support local events that are organized and/or sponsored by the university or WAA, e.g., talks by visiting professors, bowl games, NCAA tournament events, college/school/department events.

Committee Member Qualifications

- Enthusiasm for organizing and hosting Badger-related events
- Strong interpersonal skills
- Good customer service skills

Preferred Qualifications:

- Previous event planning experience
- Organizational skills
- Creative thinking skills

Wisconsin Alumni Association® Affinity Group Policies

For the most updated policies, please click on the links below. All agreements must be signed annually, indicating that you agree to follow and abide by the expectations and guidelines established by WAA for all its volunteers. Agreement forms will be sent annually via DocuSign.

- [WAA Guidelines & Expectations for Group Structure](#)
- [WAA Volunteer Expectations Agreement](#)
- [WAA Volunteer Expectations Agreement - Additional Expectations](#)
- [WAA Volunteer Group Policies](#)
- [Social Media and Statement Policy](#)

Wisconsin Alumni Association Support

General

- email distribution to identity-based alumni
- registration support for most events
- funding, programming, and marketing support (see below)
- affinity group contact information, event location and information, and social platforms posted on uwalumni.com/affinitygroups
- promotional materials
- maintenance of the *Affinity Group Leader Handbook* and affinity group leader webpages
- affinity group leader communications and training
- assigned WAA affinity group representative
- WAA- and university-branded items, materials, and social media for some events
- affinity group scholarship program support
- affinity group web content and support

Marketing

- print collateral
- affinity group branding
- business cards for executive board members

WAA affinity groups must follow WFAA policies and be in good standing in order to receive WAA support.

Guidelines for Using Bucky Badger Imagery in Printed Materials and Social Media

The Bucky Badger logo is available for WAA affinity groups to use in marketing materials and online. Contact your affinity group representative to obtain the Bucky Badger logo. All use of the Bucky Badger logo must be submitted to your affinity group representative for review by UW–Madison’s Office of Trademark and Licensing.

The official Bucky Badger logo may not be altered in any way. Clothing items or symbols may not be added to create a “theme” Bucky. The Bucky Badger logo may not be used with other words, layouts, or compositions without prior approval from the Office of Trademark and Licensing. Additionally, Bucky should not be used in any other color without prior approval. All Bucky Badger images include a white outline, which means they can be placed on any color background without affecting the appearance of the image.

Beyond your affinity group logo and Bucky Badger images, affinity groups do not have permission to use any other University of Wisconsin logos or marks in affinity group materials. In an affinity group produces any promotional materials that include the WAA or Bucky Badger logos or any other university mark, those materials must be approved by the Office of Trademark and Licensing and purchased from a licensed vendor. Affinity groups are encouraged to use one of the contracted, licensed vendors listed at bussvc.wisc.edu/purch/contract/wp5784.html.

Events and Program Tools

General Event Planning Timeline

10 WEEKS BEFORE THE EVENT:

- ✓ Determine the scope, purpose, and name of the event or program (who, what, where, when, why).
- ✓ Identify potential dates and locations.
- ✓ Determine the target audience.
- ✓ Identify potential risk-management issues.
- ✓ Develop a budget.
- ✓ Determine the number of volunteers needed to plan and work at the event.
- ✓ Determine the method(s) to measure participation and success.
- ✓ Determine the registration process: online, day of event, and registration fees.
- ✓ Identify potential partners (e.g., other alumni groups, community organizations, local alumni-owned businesses).
- ✓ Contact your WAA representative with ideas and details.

8 WEEKS BEFORE THE EVENT:

- ✓ Confirm the date, time, location, and speaker/entertainment (if applicable).
- ✓ Confirm the food and beverage options (e.g., meal choices, buffet, open or cash bar, dietary accommodations).
- ✓ Determine target invitee list (e.g., local alumni, young alumni).
- ✓ Add the event to WAA’s event calendar.
- ✓ Submit a request to WAA for email and registration (if applicable).
- ✓ Determine the supplies needed.
- ✓ Post the event on the affinity group’s website and promote it on the affinity group’s social media outlets.
- ✓ Order event supplies from WAA (if applicable).

6 WEEKS BEFORE THE EVENT:

- ✓ Determine the event format and flow.



- ✓ Confirm room set-ups and supplies.
- ✓ Review invitation proofs from WAA. (WAA will send out print invitations to target audience.)
- ✓ Recruit volunteers if needed.
- ✓ Publicize the event on social media and community calendars (if applicable).

4 WEEKS BEFORE THE EVENT:

- ✓ Initial email goes out.

1.5–2 WEEKS BEFORE THE EVENT:

- ✓ Reminder email goes out.

1 WEEK BEFORE THE EVENT:

- ✓ Meet with volunteers, if needed.
- ✓ Conduct follow-ups with volunteers and vendors (if needed).
- ✓ Confirm attendee numbers with the venue and caterer.

DAY OF THE EVENT:

- ✓ Arrive at the venue early to set up and conduct volunteer orientation (if needed).
- ✓ Check in with venue personnel.
- ✓ Direct volunteers as they arrive.
- ✓ Oversee set-up and decorations.
- ✓ Oversee registration and check-in.

POST-EVENT WRAP-UP:

- ✓ Recognize everyone’s help before, during, and after the event: thank participants, volunteers, and any local partners.
- ✓ Evaluate what worked, what didn’t, and what lessons were learned; file these to use for future events. Provide the attendee list to WAA (if needed).

Annual Planning Timeline

Annual Planning Calendar for Affinity Groups

Program	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG
Welcome to the City	Red	Red							Yellow		Green	
Fill the Hill	Green	Red	Green									
Annual Donor Stewardship	Yellow	Yellow	Red	Red	Red							Yellow
Day of the Badger					Yellow	Green	Green	Red	Green			
Fiscal Year Budgeting				Yellow	Yellow	Red						
Student Send-Off Celebration								Yellow	Yellow		Green	Green
Badger Leaders Conference							Yellow	Yellow	Yellow	Red		
WAA Annual Reporting										Yellow	Yellow	Red



Annual Planning/Retreat									
Affinity-Driven Engagement/Events									
Ongoing Donor Stewardship									
WAA Awards and Recognition									
Affinity Leadership Transitions									
	Planning	Marketing	Marketing	Marketing	Marketing	Marketing	Marketing	Marketing	Marketing
			Execution	Execution	Execution	Execution	Execution	Execution	Execution

Welcome to the City (Wttc):

Welcome to the City (Wttc) is now a WAA corporate event. WAA annually determines the scope of support provided to participating chapters and groups. Typically, WttC will target recent grads, only. **Marketing and communication timelines and standards apply to events. Contact your WAA representative for more information.**

Fill the Hill (FTH)

Participate in this annual day of giving and have your donations matched up to \$3,000 by the George and Dorothy Pellegrin Fund. The FTH date is determined annually. **Specific marketing and communication timelines and standards apply to this event.** Participating group will drive social media campaigns. Other communication opportunities will be determined annually and shared during a Badger Leader call. *Group participation in FTH is subject to change and will be assessed and determined annually.*

Annual Donor Stewardship

End the calendar year or kick off the new year by thanking your donors for their ongoing support of your local scholarship program. Develop an annual stewardship piece to send your donors and highlight the impact scholarships have in your community. WAA recommends email communication. Print communications are at the expense of the group and must follow specific marketing timelines to receive support. *Please contact your WAA representative by the end of summer or early fall for more information.*

Day of the Badger (DOTB)

Participate in this annual day of giving and have your donations matched up to \$3,000 by the George and Dorothy Pellegrin Fund. The date of DOTB is determined annually. **Specific marketing and communication timelines and standards apply to this event.** Participating groups will drive social media campaigns. Other communication opportunities will be determined annually and shared during a Badger Leader call. *Group participation in DOTB is subject to change and will be assessed and determined annually.*

Fiscal Year Budgeting

Groups will prepare for the next fiscal year’s proposed budget based on how the first and second quarters’ (July to December) events and budget have been executed. Budgets should include cost allocations for: event costs, swag items, print, mailing, etc. A budget template will be shared by WAA representatives. Planning takes place from late December to early January to allow time for WAA representatives to review proposed budgets prior to submitting budgets to the WFAA board of directors. Final proposed budgets are prepared by WAA representatives and submitted in March.

Student Send-Off Celebration (SSO)

An SSO welcomes incoming students from your chapter and group to the Badger family! This is a WAA corporate event. WAA provides marketing, communication, and registration support. Chapters and groups are responsible for event logistics: venues, financial support, execution. Events are free for incoming students. Chapters and groups determine scope of broader audience: families, current students, alumni. Event details must be submitted to WAA six weeks prior to the event date. **Marketing and communication timelines and standards apply to this event. A unique request form will be made available to submit request support for SSO.** Do not submit support requests through the standard event form.

Badger Leaders Conference (BLC)

This annual volunteer development conference is hosted on campus and offers an opportunity to become informed and aware of modifications/updates, network with peers, and learn best practices from experts. BLC is open to domestic and international chapter board members, affinity leaders, and affiliate leaders. WAA provides a hotel block and conference information. Travel grants for two leaders per group will be reviewed by WAA.

WAA Annual Reporting

All affinity groups will send WAA an annual report that includes (but is not limited to) the following: leadership roster, program report, treasurer's report. All reporting will be completed online, and the **deadline is September 1.** WAA requires that forms be sent to all board members via DocuSign for completion. Forms must be signed by volunteers annually if they want to be recognized Badger Leaders.

Annual Planning/Retreat

Consider hosting a retreat for your leadership group to engage everyone in the process of planning and preparing for the upcoming program year.

Affinity-Driven Engagement Events

WAA provides communication and event support for affinity-driven engagement and events. Requests require three to five business days for processing and should be submitted at least 10 weeks prior to event date. Webpages are required for all events that need registration support. Event registration must be live for two weeks prior to an event. Event emails include an initial email and reminder, which send four weeks and two weeks prior to event date, respectively. Groups are responsible for providing all event details, including copy and images, for the event page and email. Support requests must be complete at the time of submission for processing timeline to be maintained.

Ongoing Donor Stewardship

Develop a consistent cadence to recognize and steward local donors who support your group scholarship program. Use WAA stewardship resources and customized print collateral for correspondence and recognition at events.

WAA Awards and Recognition

Nominate or recognize local alumni for WAA awards: Badger of the Year (BoY), President's Circle of Excellence (PCoE), Lifetime Achievement (LA), Forward Award, Luminary Award, Distinguished Service Award, Distinguished Alumni Award. BoY, PCoE, and LA awards can be presented at Founders' Day or another signature event hosted by an alumni group or chapter.

Affinity Leadership Transitions

WAA recommends group leadership transitions align with the program year and Badger Leaders Conference.

These events and programs are applicable to affinity groups who have regional directors and regional committee members. Additionally, these events provide opportunities for affinity groups and chapters to work together collaboratively.



Registration Quick Guide

Affinity Group's Role

- Submit event request form three to five business days before you would like to start marketing the event. It is best practice to have your registration site live for six weeks.
- Be the point of contact for all event questions.
- Request an email to promote your event and post about it on social media networks.
- Send pre-event emails to registrants.
- Provide a list of walk-ins and attendees to your affinity group representative.
- Cover the 3.5 percent credit card processing fee.

WAA's Role

- Build registration sites within three to five business days after receiving all relevant information.
- Provide a report link, username, and password to the affinity group.
- Send the invitation email (if requested) and registration confirmation email.
- Send post-event reconciliation two weeks after event is closed, assuming all payments and list of walk-ins and attendees have been received.

Registration Tips

- Request an email at the same time that you request registration support — it will save you time.
- If your event includes meal options, there is a limit of three. Remember to include one vegetarian option, and be in contact with your venue about attendee dietary restrictions.
- Donations can be made to your affinity group's scholarship fund only.

Communication Tools

Social Media 101

Although you may be familiar with social media as an individual user, managing your affinity group's social media can be a bit overwhelming. With help from the Wisconsin Alumni Association's communications team and social media specialists (communications@supportuw.org), we have pulled together some tips and best practices for your affinity group's social media efforts.

Social Media and Statement Policy

Overall Social Media Tips

- “Content is king” on social media! What you are sharing will be the biggest factor in your social media engagement.
- Integrate social media efforts into the overall affinity group marketing plan.
- You don't need to have a social media presence everywhere. Having a great social media presence on one network is better than a small presence on all networks.
- Seek out alumni in your area who have social influence. Connect, nurture, and partner with them to help share your story.
- Most importantly: be consistent, have fun, and keep at it!

Facebook Tips

- Leverage the Wisconsin Alumni Association® (WAA) Facebook page (@wisalumni) and website for content.
- Posts should be visually appealing. Iconic photos and videos perform the best.
- Follow the 80/20 rule:
 - 80 percent of the time, share content not asking your alumni to do anything.
 - 20 percent of the time, promote events and volunteer opportunities.
- Post a minimum of once per day, Monday through Friday. Use Facebook Insights to post at ideal times.
- Create official Facebook events for all your events.
- Video performs better than static photos on Facebook.
- Humanize your affinity group.

X (formerly Twitter) Tips

- Follow all the major UW–Madison accounts (@UWMadison, @WisAlumni, @buckybadger, @UW_Diversity, etc.). Create a UW–Madison X list with all those accounts.
- Craft a good bio. Make it accurate, entertaining, and targeted at alumni who may have an interest in your group.
- Good visuals are critically important.
- Tweet two to five times per day.
- Use relevant hashtags. Hashtags double engagement.
- Tag related accounts.
- Use media-rich tweets: links, photos, videos, etc.
- Be responsive to those who engage with your profile.

Instagram Tips

- High-quality images are a must.
- Filters are not needed.
- Post one or two times a day to get the most engagement per post. Instagram users are more active during weekends and evening hours.
- Highlight your followers. Crowdsource images using the “Repost” or “Regram” app.
- Tell the affinity group story with images.
- Hashtags are the key to content being found on Instagram.
 - Use between two and 10 relevant hashtags on each post.
 - Hashtags work for comments as well.
 - Experiment and see what works for your audience.

Social Media Metrics That Matter

- Increase engagement
 - Reactions, Likes, Retweets, Mentions, Comments, and Shares
- Brand awareness
 - Measure follower growth rate over time
 - Ensure your impressions increase consistently

Tips for Photos and Videos

Planning

Assign someone the job.

Make sure someone knows that it is their job to capture an event. This should not be the event’s lead organizer — when things are underway, it’s easy for the lead organizer to forget to take photos or video. Delegating this task ensures that it will get done and frees up the organizer to pay attention to other needs. This is a great job for young alumni!

Have a purpose.

Before you start, plan out the story you’re hoping to convey in the photos, and communicate that to your assigned photographer. Having this goal in mind makes your photographer’s job easier. Below are some examples of messages you might want to communicate.

- Demonstrate the fun atmosphere at events.
- Give credit to affinity group or event sponsors.
- Show appreciation for volunteers’ hard work.
- Recognize important affinity group members.

Check lights and resolution.

Before the event gets going, take a few photos and videos and give them a close look to see how they turn out. Take note if you might need to turn on your flash so that you can see what’s going on.

It’s also good to make sure that your camera is set to capture at a high resolution. You can adjust this in the settings of the camera (or smartphone). Photographing at a higher resolution gives you more flexibility later if you need to crop or edit.



Tips for Photos

Get a mix of shots.

Try to get a variety of large-group shots and photos of smaller groups, candid photos, and staged shots. The variety will come in handy later.

Avoid taking photos of people drinking or eating.

It's hard to make someone look good while they're drinking or eating, so it's best to avoid these awkward moments.

Make sure you can see the action.

Don't be shy! Getting close makes it easier to understand what's going on in a photo.

Tips for Video

Keep it short.

Especially if you plan to share the video later without editing, try to keep your video to 20–30 seconds. The maximum is 60 seconds. This benchmark helps you remember that people's attention spans are short (and saves space on your camera).

Keep it steady.

Holding elbows at your sides will help you keep a steady shot and avoid shaky camera movements.

Default to horizontal.

When in doubt, hold your camera in the horizontal orientation. This looks best for most media, especially if you're going to put the video on a website or on YouTube. If you are recording a clip specifically for Facebook or Instagram, vertical can work as well. For videos submitted to WAA, we prefer horizontal.

Consider audio.

When you're recording on your phone, make sure that your fingers aren't covering the microphone. If you're indoors, remember that a smaller space with furniture and carpeting will echo less than a large space with hard floors and bare walls. In a pinch, you can always add a rug to help reduce echoes.

Next Steps

Share with board members.

Add your photos to a central location so that board members can see and access them in the future. Cloud storage options, such as Google Drive or Dropbox, are great for this.

Share with your affinity group.

Now that you've captured your event, don't forget to share it! Post your photos on Facebook, Instagram, or your affinity group website and tag (or use captions) to mention people in the photo. But be selective about what photos to use. Curating your photos helps focus your message and makes it more likely that the audience will see the pictures. (People are much more likely to look at 10 good photos rather than a dump of 50 photos.)

Share with WAA!

We're always interested in seeing what your affinity group is up to and showcasing your work, so send us your photos and videos!



Affinity Brand Details

Your Official Affinity Logo

All WAA affinity groups have a distinctive crest logo that reinforces the affiliation among affinity groups, WAA, and the University of Wisconsin. Imagery, such as photos of campus or Bucky Badger, may be used in conjunction with — but not in place of — the crest logo. Contact your WAA representative to obtain your logo.



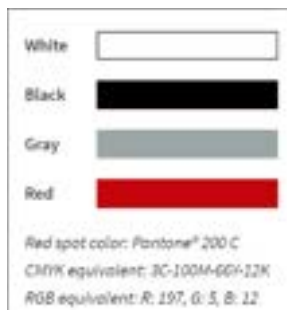
Fonts

WAA’s official fonts are Verlag and Mrs. Eaves XL. Verlag is to be used for headlines and short body copy. Mrs. Eaves XL is for body copy, especially in longer communications, such as newsletters and formal letters. If you do not have access to these fonts, Arial may be substituted for Verlag, and Palatino may be substituted for Mrs. Eaves XL.

Verlag	Mrs. Eaves XL
Black	Heavy
Black <i>Italic</i>	Heavy <i>Italic</i>
Bold	Bold
Bold <i>Italic</i>	Bold <i>Italic</i>
Book	Regular
Book <i>Italic</i>	Regular <i>Italic</i>
Light	
Light <i>Italic</i>	
Extra Light	
Extra Light <i>Italic</i>	

Color

Color is one of the most important elements of the University of Wisconsin–Madison’s brand identity. The colors below are the official colors for all University of Wisconsin–Madison institutional and athletics logos. If these colors are not available, the logos should be printed in all black or reversed in white, whichever offers the best contrast.



Red hex code: #c5050c