

# 2012-2013 Chapter Leader Guide



A chapter provides a local community for Oklahoma State University alumni and fans across the nation. Along with communication and networking opportunities, chapters provide a variety of activities for alumni and their families. Through activities and legacy events, chapters support OSU Alumni Association programs by promoting membership and the continuation of OSU traditions.

# Alumni Association Contacts



**Pam Stubbs**  
Director of Chapter Relations  
405.744.8717 OFFICE  
405.640.5511 CELL  
pamela.stubbs@okstate.edu



**Haley Brorsen**  
Coordinator of Chapter Relations  
405.744.8923 OFFICE  
Haley.brorsen@okstate.edu



**Joy Fieldsend**  
Program Assistant  
405.744.8837 OFFICE  
joy.fieldsend@okstate.edu



**Pattie Haga**  
Vice President and COO  
405.744.2881 OFFICE  
pattie.haga@okstate.edu



**Kathy Wilson**  
Coordinator of North Texas  
214.253.0855 OFFICE  
214.673.1263 CELL  
kathy.wilson@okstate.edu



**OSU Alumni Association**  
201 ConocoPhillips OSU Alumni Center  
Stillwater, OK 74078-7043  
405.744.5368 office | 405.744.6722 fax  
chapters@orangeconnection.org | orangeconnection.org

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Orange Fountain during Homecoming

# OSU Alumni Association

The OSU Alumni Association is your “Connection for Life.”  
Membership keeps alumni connected to their alma mater and is key to  
providing services and communications to our alumni and chapters.

# The OSU Alumni Association

## Mission & Vision

- **Mission Statement**

The mission of the OSU Alumni Association is to serve its members and alumni and to support and serve the needs of Oklahoma State University, its students, faculty, staff, and friends.

- **Vision Statement**

To be recognized as the gateway that fosters lifelong connections between its alumni and Oklahoma State University.



Murray Hall

# Overall Goal Statements



- Promote and preserve the distinctive values and traditions of Oklahoma State University.
- Promote OSU's role as a modern, comprehensive university dedicated to excellence, while emphasizing its land-grant mission.
- Communicate to alumni, students and other OSU constituents the achievements, concerns and activities of the Association and the University.
- Encourage alumni and friends to make their human and financial resources available to the University, and influence others to help the University achieve its goals.
- Provide networks for OSU alumni to interact with each other and with the University.
- Provide alumni with services and programs that support their educational needs and other interests.
- Maintain accurate membership and biographical records of alumni for the Association, constituent groups, and the University.
- Building on the legacy of past leadership, pass on to future generations a strong Association that will serve effectively the interests of OSU Alumni and be a strong advocate for Oklahoma State University.

# Chapters & Clubs

Each chapter has its own character, but they all connect alumni to OSU. Individual chapters host university speakers, sponsor watch parties for OSU fans, cultivate relationships with local students and provide fellowship and fun for their members.

# Chapter Goals

## Engagement

- Engage alumni & friends with events and activities

## Report

- Complete online forms
  - Communication Request
  - Event Evaluation
- Utilize Chapter Leader Resources on the website
- Work with the Alumni Association in planning events

## Membership

- Educate attendees about the Alumni Association and why membership is important
- Spread word about other programs that may be beneficial to families and/or friends
  - Chapters
  - Discounts
  - Homecoming
  - Legacy
  - Orange Door
  - Scholarships



# Types of Alumni Chapters & Clubs

## Chapter

### Requirements

- Have at least 150 alumni living in a 50-mile radius
- Leadership board that meets quarterly
- Complete and maintain the following on file with the Association
  - Bylaws
  - Officer Contact Form
  - Chapter Action Plan
  - Monthly Bank Statements

## Watch Club

### Requirements

- Have one or two contact people willing to coordinate watch parties
- Location for events communicated to the Association



Watch Party

# Association Support

The goal of the OSU Alumni Association is to help every group be as successful as possible.

# Chapter & Club Support

## We provide...



## and much more!

# Calendar of Events

[Join Today](#) | [First-Time Login](#) | [Login](#) | [Support](#)



Your **ORANGE** Connection



[Membership](#) | [Alumni Programs](#) | [Student Programs](#) | [News & Events](#) | [Shopping & Services](#) | [Give to OSU](#) | [Alumni Center](#) | [About Us](#)



## Online Community

- Events
- Facebook
- Flickr
- Groups
- iPhone App
- LinkedIn
- Mobile
- MySpace
- News
- STATE Magazine
- Twitter
- Videos
- YouTube
- Webcam

[Home](#) > [News & Events](#) > [Online Community](#) > [Events](#)

View:  Content Type:  Display Filter:

## Orange Events

**July 28, 2012 6:00 PM to 8:00 PM**

[Memphis Chapter - First Meeting](#)

[RSVP Here!](#)

**July 28, 2012 7:05 PM**

[North Texas Chapter - OSU Night at the Texas Rangers](#)

**July 31, 2012 6:00 PM to 8:00 PM**

[Grady County Chapter - Senior Sendoff](#)

**July 31, 2012 7:30 PM**

[Pottawatomie County Chapter Senior Sendoff](#)

[Save the Date!](#)

**August 01, 2012 6:30 PM**

[Tulsa Cowboy Caravan](#)

**August 02, 2012 6:00 PM**

[Arbuckle Counties Chapter - Senior Sendoff](#)

[RSVP Here!](#)

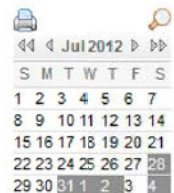
**August 04, 2012 2:00 PM to 4:00 PM**

[Fan Appreciation Day](#)

**August 04, 2012 7:00 PM to 10:00 PM**

[OKC Metro Chapter - Vintage O-State](#)

[Register/Sponsor Here!](#)



## Outlook Calendar:

Click the logo after an event to add it to your Microsoft Outlook calendar.

## OSU Athletics:

Click [here](#) to view a calendar of OSU basketball, football, soccer and wrestling events.

# Emails

[Alumni Home](#) | [Chapters Home](#) | [Login](#) | [First-Time Login](#) | [Support](#)



Your **CHAPTER** Connection



## Panhandle Chapter - Family Fun Night

OSU alumni and friends invited to attend July 7 at Wonderland Park

### [Panhandle Chapter - Family Fun Night](#)

7/7/2012 5:00 PM | Wonderland Park - Amarillo | Contact: [Mollie Barney](#)

The Panhandle Chapter of the OSU Alumni Association is hosting a Family Fun Night for all OSU alumni and friends in Amarillo.

The event will be held on Saturday, July 7, at 5 p.m. at Wonderland Park, located at [2601 Dumas Drive](#).

The cost to attend is \$24 for adults and children 6 and over. Children 5 and under are \$18. The cost includes admission to Wonderland Park, a catered meal and a t-shirt.

**Register online by June 30 to ensure the correct number of t-shirts are ordered.** For more information, contact Mollie Barney with the chapter.

[Register](#) ▶

PANHANDLE  
**OSU**<sup>®</sup>  
ALUMNI  
CHAPTER

## It Pays to be a Member!

[Become A Member](#)  
[Renew Your Membership](#)

Alumni Association dues directly support Chapter events like this one and other Association programs like "America's Greatest Homecoming Celebration."

Membership is open to all graduates, students, fans and friends and is the most recognizable way of expressing your loyalty and affinity to Oklahoma State University. A full suite of **benefits** are also provided to current members.

Please consider the membership options above to support OSU. Your membership can make a difference!



Use the appeal code **CPAT** to give credit to your local chapter!

## Online Registration & RSVP

# Custom Website

Join Today | First-Time Login | Login | Support



Your **ORANGE** Connection

Search

f t g+ b+ y+ r+

Membership | Alumni Programs | Student Programs | News & Events | Shopping & Services | Give to OSU | Alumni Center | About Us



## Chapters/Clubs

- Chapters/Clubs Calendar
- Chapter Leader Guide
- Find a Chapter/Club
- Find a Watch Party
- Scholarships

## Chapter Contacts

- President:  
[Mike Callahan](#)
- President elect:  
[Garland Hanson](#)
- Secretary:  
[Kaely Loftis](#)
- Treasurer:  
[Chris Kaze](#)
- Email the Chapter, [here](#).

## Chapter Weather

Richmond, VA  
89 °F  
Mostly Cloudy  
at 12:33 PM  
  
[Click for Forecast](#)  
[Click for weather forecast](#)

[Home](#) > [Alumni Programs](#) > [Chapters/Clubs](#)

## Southeast Virginia Chapter Like 75

Welcome to the Southeast Virginia Chapter of the OSU Alumni Association! Our organization's intent is to facilitate Cowboy and Cowgirls across the region in making an Orange Connection!

**Watch Parties:** The Southeast Virginia Chapter invites you to attend its watch parties at the following locations when applicable. Watch party dates and times will be posted in our calendar below. Come early, wear ORANGE, stay late and GO POKES!

- Ft. Eustis/Peninsula** [The Yorktown Pub](#), 540 Water Street, 23690  
**Richmond** [Gus' Bar & Grill](#), 2701 West Broad Street, 23220  
**Virginia Beach** [Just George's](#), 1956 Laskin Road, 23454

For more information, contact the Chapter at [southeastvirginia@orangeconnection.org](mailto:southeastvirginia@orangeconnection.org).

## Chapter News & Events

NOTE: All game times listed are Central.

**July 28, 2012 5:00 PM**  
[SEVA Chapter - Richmond Cowpoke Social Hour](#)

*Save the Date!*

**August 11, 2012 1:00 PM**  
[SEVA Chapter - Board Meeting](#)

*Save the Date!*

**August 23, 2012 7:00 PM**

Calendar for July 2012:

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

## Find Us on Facebook

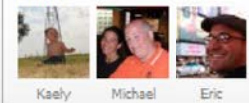
OSU Alumni Association - Southeast Virginia on Facebook

Like You like this.

OSU Alumni Association - Southeast Virginia

OSU's 2013 QB commitment Luke Del Rio made the final cut as an Elite 11 QB.

76 people like OSU Alumni Association - Southeast Virginia.



Facebook social plugin

# Facebook Page

facebook  Search for people, places and things  Pamela Stubbs

You are posting, commenting, and liking as OSU Alumni Association - Tulsa — Change to Pamela Stubbs



## Tulsa Bedlam Run

Saturday, July 28 | 7:30 a.m. | BlueDome District  
5K, 10K and Fun Runs | [BedlamRun.com](http://BedlamRun.com)



**OSU ALUMNI ASSOCIATION**  
**TULSA CHAPTER**

### OSU Alumni Association - Tulsa

Community Page about Oklahoma State University Alumni Association

Liked 

Welcome to the Tulsa Chapter of the OSU Alumni Association!



About

Photos

Membership

Update Your Info

Bedlam Baseball

Highlights 

 Status  Photo / Video  Event, Milestone +

Write something...

 **OSU Alumni Association - Tulsa** updated their cover photo, about an hour ago 



BEAT OU! BEAT OU! BEAT OU! BEAT OU! BEAT OU! BEAT OU! BEAT OU! BEAT OU! BEAT OU!

## Tulsa Bedlam Run

Saturday, July 28 | 7:30 a.m. | BlueDome District  
5K, 10K and Fun Runs | [BedlamRun.com](http://BedlamRun.com)

Unlike · Comment · Share

 OSU Alumni Association - Tulsa and Lance Fuller like this.

 Write a comment...

### 10 Friends

Like OSU Alumni Association - Tulsa



Recent Posts by Others on OSU Alumni Association - Tulsa See All



**Austin Ambrose**  
Back from Stillwater from the Krazy Dayz Sale at the Stadium...  
 3  1 · July 18 at 3:19pm



**Mandy Clinton**  
  
 3  2 · July 14 at 9:48am

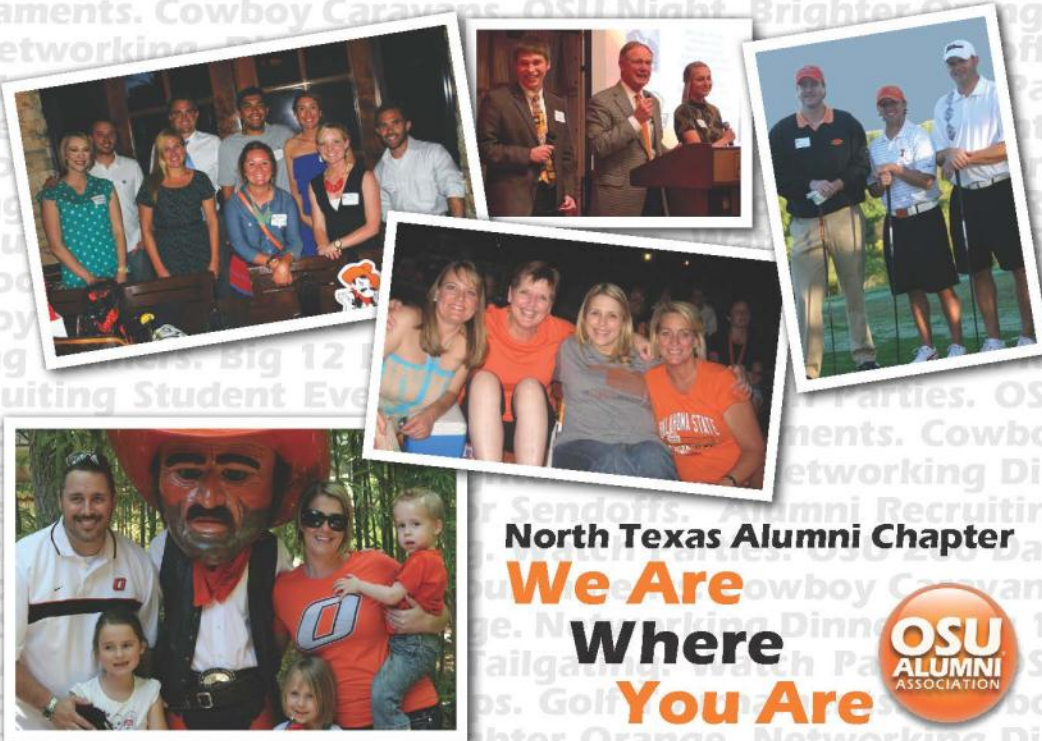


**Sarah Elizabeth**  
Why choose OSU? What made you want to be a Cowboy for...  
June 18 at 1:52pm



**Oklahoma State University Alumni Association**  
  
 479  11  18 · June 9 at 6:30pm

# Print Materials





# Business Cards



OSU Alumni Association  
**Portland Chapter**  
portland@orangeconnection.org  
facebook.com/osuaaportland

Stay Connected to all things Orange in Portland  
[orangeconnection.org/portland](http://orangeconnection.org/portland)

**We Are Where You Are!**

**Chapter Leader Contact**  
Gayle Shriver

**Watch Parties**

Spirit of '77  
500 NE Martin Luther King Blvd.  
Portland, OR 97232

For more information  
and upcoming events, visit:  
[orangeconnection.org/portland](http://orangeconnection.org/portland)



## Other Items

**Branded Email Account**  
**Event Box**

**Watch Party Listing**

**Calendar of Events in STATE**

**OrangeBytes E-newsletter**

**Press Releases**

**Facebook Advertising**

# Association Services

## Communications Team



**Chase Carter**  
**Director of Communications**

**Duties include:**  
Media Relations  
OrangeConnection.org  
Social Media  
STATE Magazine



**Lacy Tatroult**  
**Coordinator of Communications**

**Duties include:**  
E-communications  
Website Support  
Media Relations

# Roles of Leadership

Each chapter may build leadership and committee structures that are best for their situation. The following committee structure and leadership positions serve as examples for all chapters.

# President

## Main Roles:

- Be an active OSU Alumni Association Member
- Encourage new and renewed membership in the Association
- Manage correspondence and requests between your chapter and the Association
- Encourage and thank volunteers
- Arrange and preside at all chapter and board of directors meetings

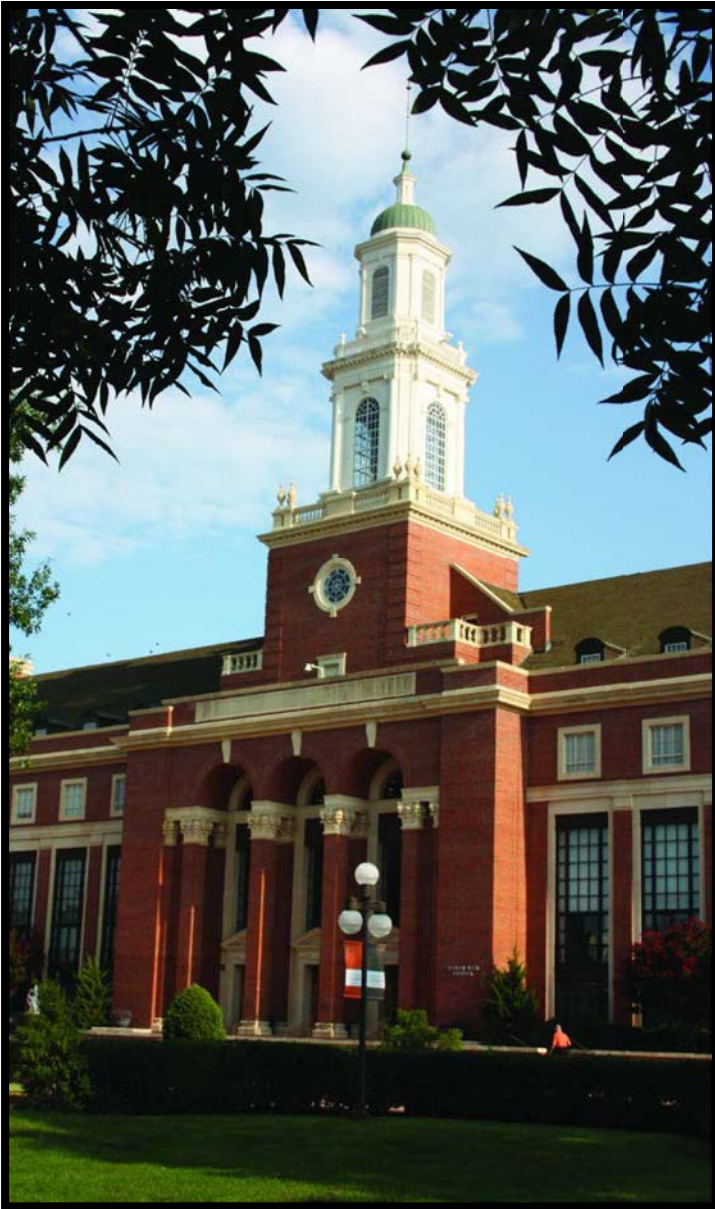


Old Central

## Additional Roles:

- Help identify and cultivate alumni leaders and contacts in your area
- Inform other alumni of activities in your area
- Encourage support for the University and higher education
- Share alumni concerns, compliments and recommendations with the Association
- Communicate with other alumni leaders
- Serve as a goodwill ambassador representing the University and Association at programs and ceremonies
- Work with alumni and Alumni Relations staff to coordinate activities in your area
- Lead alumni in your chapter to be more innovative and responsive to the needs of the Association and the University
- Adhere to the Chapter Bylaws
- Be an ex-officio member of all committees

# President Elect/ Vice-President



Edmon Low Library

## Main Roles:

- Be an active OSU Alumni Association Member
- This position is elected after office is vacated to fill presidency
- Attend executive committee and board of directors meetings
- Perform the duties of the president in their absence
- Work with other officers and committees to learn chapter operations

## Additional Roles:

- Learn the duties of the presidential role
- Assist the president in the fulfillment of his/her duties
- Assist with correspondence and requests between your chapter and the Association

# Secretary

## Main Roles:

- Be an active OSU Alumni Association Member
- Take the minutes of all chapters and of all board of directors meetings and activities
- Send out notices of chapter meetings, board of directors meetings and chapter activities with the cooperation of the Alumni Association office
- Submit chapter reports
  - Minutes, Chapter Action Plan, Chapter Officer Contact Form, etc.

## Additional Roles:

- Maintain items such as Alumni Association letterhead, nametags, etc.
- Photograph events and send to Alumni Association office to be used in Association communications and publications



Homecoming Walkaround

# Treasurer

## Main Roles:

- Be an active OSU Alumni Association Member
- Maintain the chapter funds, pay obligations of the chapter and keep a record of all chapter financial transactions
- Share monthly bank statements with the Association

## Additional Roles:

- Establish a budget for the chapter's yearly activity to be approved by the Chapter Board of Directors
- Be an ex-officio member of every chapter committee



OSU Alumni Center Boots

# Other Positions

## Membership Coordinator

- Work with the Association to solicit support for membership within the chapter area

## Communications Coordinator

- Serve as an administrator on the chapter social media outlets
- Work with the Association communications team in developing email and website information

## Scholarships and Student Recruitment

- Be a liaison for the office of Undergraduate Admissions to the local area
- Work with the Association to develop and distribute a chapter scholarship application
- Organize the review and selection of scholarship recipients

## Social Chairperson

- Brainstorm and plan informal engaging events for the chapter area

## Immediate Past President

- This position is filled by outgoing chapter president to provide continuity
- Provide advice to the current president and other officers



# Future Leader Development

## Important to have the following:

- Continuity
  - President
  - President-Elect
  - Immediate Past President
- Shared documents
- Strong committee structure
  - Gradually involve volunteers
  - Move up the hierarchy at their own pace



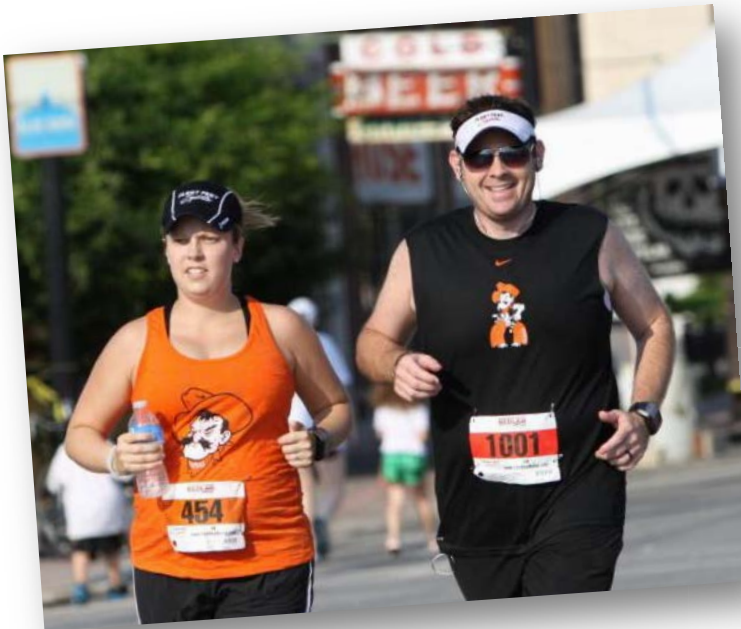
Gallagher-Iba Arena

# Chapter Events

The purpose of hosting events is to engage alumni, build membership and create connections to OSU and to each other.

# Be Unique!

The following pages have events that have been successful for OSU Alumni Chapters. Your chapter is encouraged to be creative when brainstorming possible events. Many successful events occur when you capitalize on aspects that are unique to your community/area.



# Happy Hours Networking Dinners

- Held on a certain day and week of each month
- Held at a local bar or restaurant
- Generally appeal to recent alumni
  - 10 years out
- Little or no cost
- Great engagement event
- Examples:
  - NYC Thirsty Thursday
  - NTX Neighborhood Networking Dinners
  - NTX Singles Happy Hours



# Watch Parties

- Gatherings to watch any OSU athletic event
- Held at local sports bars or restaurants
- Use the same location for the season
- Be mindful of families and the environment of the location chosen
- Inform the Association of your watch party location, dates and times, and contact person prior to each sports season for publication in Orange-Bytes and on the website
- Utilize the OSU event package to decorate tables showcase the Chapter or Watch Party
- Little or no cost
- Requires moderate planning with the venue and Alumni Association



# Family Day

- Can plan as a Legacy event and focus more on children
- Attractions to partner with:
  - Zoo
  - Museum
  - Aquarium
  - Amusement Park
- Work with the Alumni Association to get Legacy information for the event
- Little or no cost
- Good way to include more than alumni
- Examples:
  - OKC Pistol Pete's Birthday at the Zoo
  - NTX Family Day at the Zoo
  - Tulsa Legacy Stampede
  - Panhandle Family Night at Wonderland Park



# Picnics Cookouts

- Held at a park, beach or lake
- Can be family outings with sports and games
- Meals could be:
  - Burgers and hot dogs
  - Pot luck
  - “Bring your own sack lunch”
- Could pair with a Senior Sendoff or Scholarship Recipients
- Able to have little cost if everyone works together in assisting
- Examples:
  - Grady Co. Ice Cream Social
  - Kansas City Summer Picnic
  - Cleveland Co. & Arbuckle Co. Senior Sendoff Cookout



# Pre-Game Receptions

- Parties hosted prior to away games
- Held at:
  - Hotels
  - Student unions
  - Restaurants
  - Tailgate areasTry to have easy accessibility to the stadium
- Locations may be advertised in the Orange Bytes and the website
- Requires a great amount of planning and expenses
- Examples:
  - OKC Pokes, Brats & Bedlam
  - Austin Alumni Headquarters
  - Tulsa Bedlam Baseball
  - OKC All-College Classic
  - NYC Post-Game Reception





# Bus Trips

- Chartered bus to away games
- Includes cost of game ticket and bus rental
- Reserve bus well in advance of game
- Requires a large amount of organization and up front money for the transportation
- Examples:
  - Houston Football Trip
  - NTX Baylor Bus Trip



# Sports Outings

- Get a group together to attend a nearby OSU sporting event
- Partner with a local professional team to have OSU alumni hosted in a section
- Little to no cost
- Great engagement event
- Examples:
  - D.C. Nationals Baseball Game
  - NYC Basketball Outings to Madison Square Garden
  - Memphis vs. OSU Women's Soccer Outing
  - Many more!



# Golf Tournament

- Four-person scramble
- Mulligans, raffles and silent auction items help raise money
- High cost for set up but high cost to consumer will offset that aspect
- Not for everyone, but helps satisfy one niche
- Usually used as a scholarship fundraiser
- Examples:
  - Cherokee Strip Golf Tournament
  - NTX Golf Tournament
  - Houston Golf Tournament



Don't have enough money or time to set up a golf tournament?

Try a mini-golf tournament like Cleveland County!

# Reception/Gala

- Annual chapter function
- Could include dinner or hors d'oeuvres
- Program may include a campus speaker
- Fundraiser for Chapter Scholarships
- Silent and/or live auctions



- Examples:
- Brighter Orange
  - Houston
  - North Texas
- Vintage O-State
  - OKC
  - Tulsa
- NYC Boone Pickens Reception



# Event Advice

- Some of these functions require more time and planning than others.
- Feel free to ask questions about the events BEFORE any planning.
- The Alumni Association office and other chapter presidents are all great resources for advice.
- The Alumni Association respectfully requests chapters give due consideration for events related to alcohol and gambling. We have received numerous complaints over the years due to these types of events.
- DO NOT overload on social events.
- Too many social events can “burn-out” your volunteers and bore many of your area alumni.
- It is a good idea to try to target different groups within your area as not everyone enjoys the same things.

# Chapter Scholarships

The OSU Alumni Association is very active in the recruitment of future Cowboys. One way we do this is through Chapter Scholarships.

# Types of Scholarships

## Matching Scholarships

- Oklahoma and Texas only
  - These states are currently the only two because the Alumni Association receives revenue each year from the sale of official OSU license plates
- The Alumni Association will match two \$1,000 scholarships for each chapter, creating two \$2,000 scholarships
- These must be paid over an eight-semester period
- Only available to incoming freshmen
- Must be awarded to those attending OSU-Stillwater
- All matching scholarships are subject to financial availability

## Non-Matching Scholarships

- Most scholarships awarded by Chapters
- Usually one-year scholarships
  - Half is awarded the fall semester and half during the spring semester.
- Non-matching scholarships range from \$500 – \$2000 per student.
- The payment needs to be paid in full prior to the student's first academic year



# Types of Scholarships

## Endowed Scholarships

- Several chapters have endowed scholarships through the OSU Foundation.
- This allows the chapter to use money from the interest of the endowment to award scholarships each year.
- The recipients may be selected by the chapter or by the Scholarships and Financial Aid office based on criteria set by the chapter.





# Scholarship Timeline

July 1

- Online Application Posted
- Start Promoting for New Year

Feb 1

- Application Deadline for Students

Feb 15

- Completed Scholarship Applications Sent to Chapters
- Set an Evaluation Date for Board Members

Mar 10

- Deadline to Submit Recipients to Association

May 1

- Student Deadline to Accept Scholarship
- Mail Check and Recipient Information

# Details

By meeting the deadlines the Chapter will receive the following:

- Chapter name included on university scholarship letter to student (once the student has completed the FAFSA forms).
- Assistance to the student by allowing them to accept Chapter Scholarship and Federal Financial Aid without additional evaluation.

Please make checks payable to:

**OSU Foundation**

Mail to:

OSU Alumni Association

Attn: Chapter Scholarships

201 ConocoPhillips OSU Alumni Center

Stillwater, OK 74078

If you have any questions pertaining to scholarships, please contact the Chapters team at [chapters@orangeconnection.org](mailto:chapters@orangeconnection.org).

# Association Membership

Membership in the OSU Alumni Association allows us to host engaging events, supports the university, connects members to the OSU family, and provides exclusive benefits and savings!

# Membership Types

## Alumni Association Memberships:

- Annual Single \$45
- Annual Joint \$55
- Life Single \$1,000
- Life Joint \$1,500

## Senior Memberships:

- Annual Single \$40
- Annual Joint \$50
- Life Single \$900
- Life Joint \$1,400

## Recent Grad Memberships:

- First Year Grad \$15
- Second Year Grad \$30

## Student Memberships:

- STAT Annual \$20
- Student Life Single \$600

# Membership Benefits

## Annual

- Helps build a stronger university
- 100% tax deductible and a donation to the University
- Pride in providing support that makes all the programs and services of the Alumni Association possible
- Legacy Program
- STATE magazine
- OrangeBytes monthly e-newsletter
- College publications and invitations to college alumni events.
- Online benefits/services including
  - Latest OSU information
  - CowboyMail
  - Alumni directory
  - Classnotes
- Savings Connections including:
  - National car rental
  - Hotel discounts
  - Local restaurants
  - OSU University Store
- OSU Alumni Career Services privileges (\$10 subscription fee)
- OSU Libraries privileges at any of the five main campuses
- Colvin Recreation Center membership eligibility
- Annual member orange car decal

## Life

Life members will additionally receive:

- Permanent life member card
- Life member informer annual newsletter and gift
- Life member apparel pin
- Birthday recognition
- Life membership certificate for framing
- Life member orange car decal



# Annual To-Do List

The following list is a guideline of the annual items needed from each chapter. Please be sure to complete these items by September 1.

# To-Do List

## Action Plan

- Due May 1
- Online Form [orangeconnection.org/actionplan](https://orangeconnection.org/actionplan)

## Officer Contact Form

- Due July 1
- Online Form [orangeconnection.org/chapterboardupdate](https://orangeconnection.org/chapterboardupdate)

## Meeting Minutes

- Conduct annual planning meeting
- Upload minutes online after each board meeting  
[orangeconnection.org/chaptereventeval](https://orangeconnection.org/chaptereventeval)

## Monthly Bank Statements

- Due each month
- Email to [chapters@orangeconnection.org](mailto:chapters@orangeconnection.org) or Mail to the Alumni Association



# Thank You!

Your efforts throughout the U.S. spread the mission and commitment of the OSU Alumni Association to all alumni, friends and family. We greatly appreciate the time and effort of our volunteers.