

2014-2015 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.



Dear Chapter Leaders and Volunteers,

We are excited to have you all as part of the OSU alumni chapters and clubs team. Thank you for volunteering within your area and help spread **America's Brightest Orange** across the U.S.

The OSU Alumni Association is a non-profit 501(C)3 organization and exists to provide services for our alumni. There is a program for each type of alumni and we hope to showcase those benefits and opportunities to alumni through chapters.

Membership in the Alumni Association provides:

- Engaging events across the country
- University support through programs and services
- A variety of ways to connect to the OSU family
- Exclusive member-only benefits and savings

Please utilize this guide to strengthen your chapter or club. You will find many examples of communications and materials for events we are able to produce and supply.

Our volunteers are the most loyal and passionate alumni in the U.S. and we want to increase to represent alumni in all 50 states. If you know of other alumni and friends interested in starting a chapter or club in their area, have them complete the new location form online.

Again, thank you! Let's continue to work hard and keep Oklahoma State University alumni connected.

GO POKES!

A handwritten signature in black ink that reads "Pam Davis".

Pam Davis
Director of Chapters

A handwritten signature in black ink that reads "Haley Brorsen".

Haley Brorsen
Coordinator of Chapters

A handwritten signature in black ink that reads "Joy Fieldsend".

Joy Fieldsend
Program Assistant

Alumni Association Chapter Contacts



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Chapter Leader Website

<http://orangeconnection.org/chapterleaderresources>

Chapter Leader Facebook Group

<http://facebook.com>



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

orangeconnection.org/chapters

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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

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



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 & Alumni 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 (i.e. Google Drive)
- Strong committee structure
 - Gradually involve volunteers
 - Move up the hierarchy at their own pace



Gallagher-Iba Arena

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

Search

f t g+ y+ r

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!](#)

Jul 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

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[®]
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

Email Guidelines

The OSU Alumni Association is the main communication channel for all chapters and clubs. Communicating to alumni and friends is very important when planning event and growing chapter engagement.

Before planning any chapter communications, please review the important items below.

- The Alumni Association's email policy specifies we contact constituents no more than once a week, and only four times a month unless extenuating circumstances arise. We must carefully balance these opportunities to accommodate not only Alumni Association and chapter e-communications but also those of the numerous colleges, departments and units on campus the Alumni Association also handles.
- We discourage any emails sent through an external database due to subscription and legality issues. We are not able to unsubscribe individuals from Alumni Association (or university) emails if they unsubscribe from emails sent directly from the chapter without using the Alumni Association's iModules system.
- The Alumni Association has the main alumni database that will allow for more people to be invited to your event. This database includes contact information for those individuals who attend your events and complete a sign-in/check-in (print or electronic) that is returned to us.
- Brand and image consistency is very important to the Alumni Association and the university as a whole. We want to make a positive impact on email recipients with a clean, sharp and branded email they can identify with and take action.
- Emails sent to board members and officers are allowed, but please keep them informative and necessary. (i.e. minutes, agendas and chapter items)

If you are interested in sending a monthly email to your entire chapter area, please contact us and we will schedule those on the e-communications calendar. As our chapters program continues to grow, we hope to cover all 50 states with an identifiable and consistent brand that represents the most passionate collection of OSU graduates and fans.

As a reminder, you can find event communication requests and more helpful online tools at <http://orangeconnection.org/chapterresources>.

IMPORTANT: It is strictly forbidden to use the OSU Alumni Association chapter or club email and contacts for personal gain, solicitation or business promotion. Please do not use confidential information in this way. Immediate action will be taken if we are notified of such usage and may result in termination of chapter/club position.

We are very thankful to have each of you as a volunteer to this organization and always welcome your feedback. Please email chapters@orangeconnection.org if you have any questions, comments or concerns.

Custom Website

Join Today | First-Time Login | Login | Support



Your **ORANGE** Connection

Search

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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 12:35 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.

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

🖨️ 🔍

◀◀ Jul 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

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.

Kaely Michael Eric

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



OSU ALUMNI ASSOCIATION
TULSA CHAPTER

OSU Alumni Association - Tulsa

Community Page about Oklahoma State University Alumni Association

Welcome to the Tulsa Chapter of the OSU Alumni Association!

 <p>Photos</p>	 <p>Membership</p>	 <p>Update Your Info</p>	 <p>Bedlam Baseball</p>
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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

Unlike · Comment · Share

 OSU Alumni Association - Tulsa and Lance Fuller like this.

 Write a comment...

10 Friends

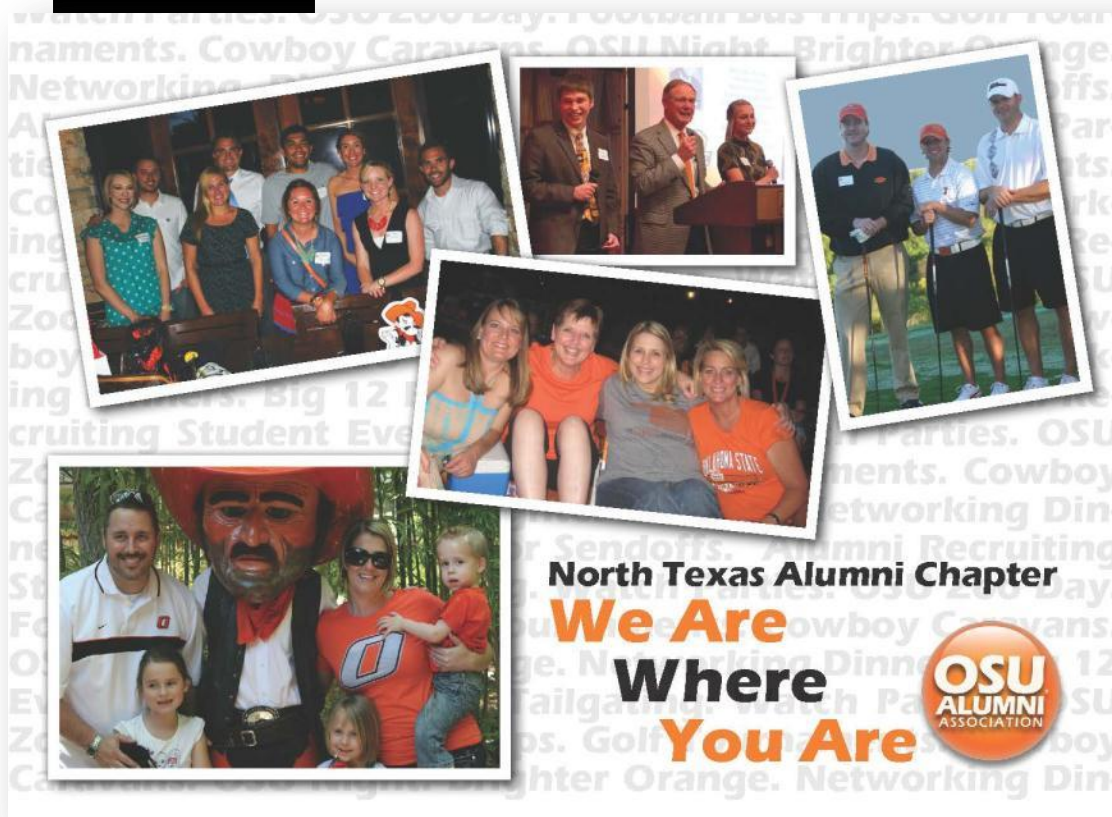
Like OSU Alumni Association - Tulsa



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

-  **Austin Ambrose**
Back from Stillwater from the Crazy Dayz Sale at the Stadiu...
 3  1 · July 18 at 3:19pm
-  **Mandy Clinton**
 OSU Alumni Association Tulsa chapter leaders are meeting...
 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**
 There was a new superhero in orange at the OSU Alumni ...
 479  11  18 · June 9 at 6:30pm

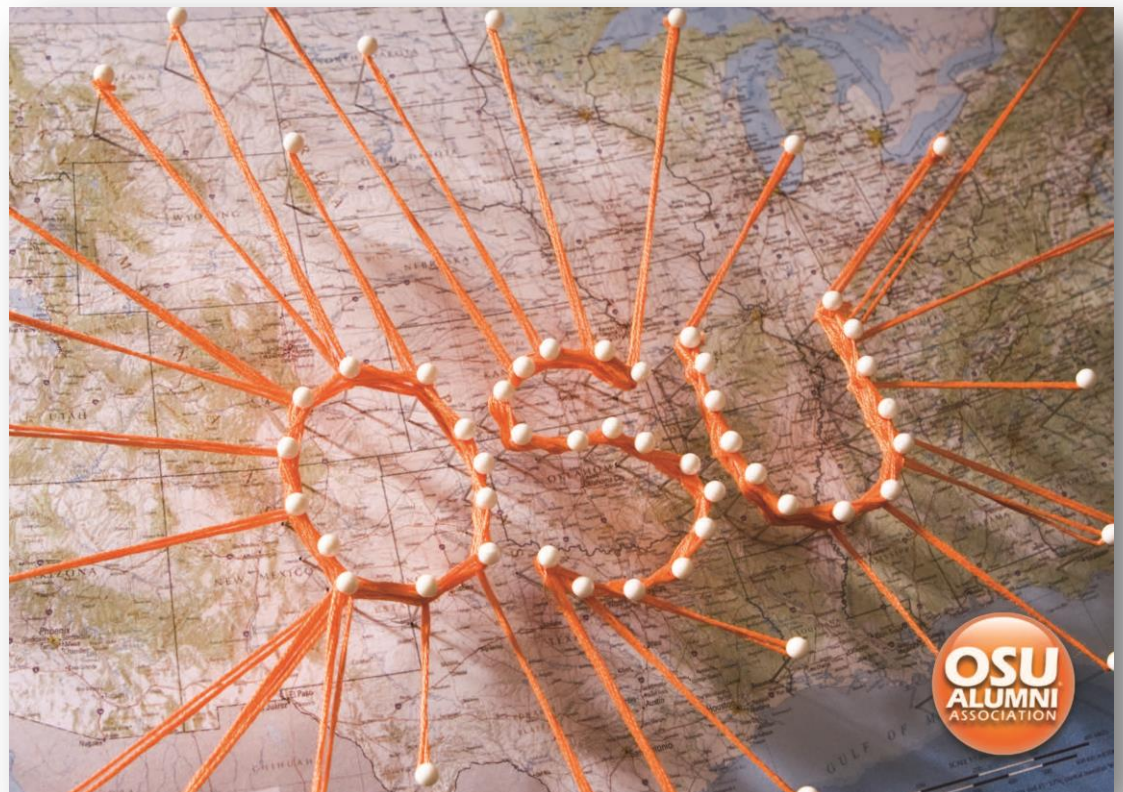
Postcards



Custom
Chapter
Postcards



Generic or
Stock
Postcards



Custom Invitations & Event Materials



2013 Brighter Orange of North Texas Planning Committee

Sandy Ammons	Walt Garrison	Travis Moss
Judi Boler	Paul George	Pam Parsons
Judy & Tom Bennett	Jasson Griswold	Shannon Phillips
Sue Bird	Jonathan Hufnagel	Jennifer Shears
Craig Campbell	Jenny & Patrick Lissoneit	Jenny Swain
Robin Carpenter	Don Mahoney	Dick Terrell
Karen Walters Chapel	Lori Marie	Diane Williams
Cynthia David	Stacey Marsh	Kathy Wilson
Charlie Duty (In Memoriam)	John Milburn	

The Brighter Orange of North Texas event has raised more than \$400,000 and provided scholarships to hundreds of OSU students from North Texas over the past seven years.
Thank you for your help in bringing a Brighter Orange to North Texas!



The North Texas Chapter of the OSU Alumni Association
P. O. Box 25164, Dallas, TX 75225 ♦ 214.606.9988
northtexasbrighterorange@orangeconnection.org



Please join us for
**A NORTH TEXAS
Brighter Orange
CELEBRATION**

Friday, February 22, 2013 ♦ 6:00 p.m.
Dallas Country Club
4155 Mockingbird Lane ♦ Dallas, TX 75205

*Enjoy fun, food & fellowship with OSU friends
Exciting Raffle, Silent & Live Auction items*

♦ Help us reach our goal of \$100,000 ♦
All proceeds support scholarships for North Texas area students attending OSU

Wear your orange ♦ Business casual ♦ \$150 per person ♦ Reply card enclosed

North Texas Brighter Orange Sponsors 2013

Rhinestone Cowboy - \$5,000
Vaughn O. Vernerberg, II
Cathy & Don Humphreys

Loyal and True - \$2,500
Rae & Mike Hyatt
iSNetworld
Janet & Dr. Tom McDougal
OSUAA North Texas Golf Tournament

Cowboys - \$1,500
Elizabeth & Rodney Baltzer
Judy & Tom Bennett
Faith Presbyterian Hospice
Jan & Bryan Hall
Barbara & Jerry King
Carolyn & John Milburn
Deanna & Dallas Miles
Meghan R. & Steven T. Taber
Kathy & Barry Wilson
Kathy & John Yeaman

Boots - \$1,000
Cindy & Phil Altbritten
Carol & Jack Corgan
Christine & John Forrest
Margaret & Chuck Gail
Lori Marie
Retta Miller
Tessa & Travis Moss
Jan & Fred Oberlander
Diane & Bill Teigen
Justin Thormodsgard
Kimberly & Jeremy Welter

A special thank you to those numerous sponsors at the Pistol Pete (\$300), Pole (\$550) and Spurs (\$800) levels. All donors will be recognized in the event program.

We designed the tri-fold invitation (above) with the reply card (below). We can design all event materials including bidder cards, programs, place cards, etc.

A North Texas Brighter Orange 2013

Name: _____

Names as they are to appear on the name tags if different: _____

Address: _____

Phone: _____ Email: _____

Event Tickets

I would like to purchase _____ Brighter Orange ticket(s)

Alumni Association Member - \$150 Nonmember - \$175

Recent Grad (five years) - \$125 Become a Member - \$200
(includes ticket plus \$45 one-year Alumni Association membership)

Raffle Tickets

I would like to purchase _____ raffle tickets at \$50 each or three tickets for \$100 for a chance to win: Trip for two to New York City (Includes airfare on AA and three-night stay at the Plaza Hotel).

Donation

I cannot attend but would like to donate \$ _____ to help fund Brighter Orange scholarships.

Total \$ _____ -- Payment --

Enclosed is my check made payable to: North Texas Brighter Orange

Please charge my Credit Card: (circle one) American Express VISA MasterCard Discover

Credit Card Number: _____

Expiration Date: _____ Name on Card: _____

Signature: _____

The North Texas Chapter of the OSU Alumni Association ♦ P.O. Box 25164, Dallas, TX 75225 ♦ 214.606.9988 ♦ northtexasbrighterorange@orangeconnection.org

Business Cards



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

Stay Connected to all things Orange in Portland
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



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

Branding

Consistent branding among all chapters and clubs is vital to maintaining the Alumni Association's identity. The OSU Alumni Association Style Guide can be found online at orangeconnection.org/chapterresources.

Logos



- Primary Logo
 - This is the preferred graphic for use with any Alumni Association publication.



**STEPHENS
COUNTY**
CHAPTER

- Primary Chapter Logo
 - The OSU Alumni Association has chapters and clubs across the U.S. The logos for the chapters are similar to the Alumni Association primary logo and wordmark. Their use is to be approved by the Alumni Association to ensure appropriate usage.

TULSA
OSU
ALUMNI
CHAPTER

- Chapter Wordmark
 - This configuration should only be used when necessary when use of the primary logo will not work due to size or format constraints.

Branding



- Personalized Chapter Wordmarks

- The Alumni Association can create personalized wordmark logo for you upon request.

- Official Color Palette



OSU Orange



OSU Light Orange



OSU Gray



Black

- Pantone 166 – OSU Orange
 - RGB - R: 217, G: 89, B: 0
- Pantone 151 – OSU Light Orange
 - RGB – R: 242, G: 125, B: 0
- Pantone Cool Gray 5 – OSU Gray
 - RGB – R: 184, G: 179, B: 173
- Pantone Process Black – Black
 - RGB – R: 51, G: 53, B: 36
- For more details, refer to the full style guide online at

orangeconnection.org/chapterresources

Branding

- Unacceptable Logo Applications
 - The logo should not be modified by using a different font than specified, layering a different logo on top of the orange ball, or merging other university logos with the Alumni Association name.
 - The logo should not be altered, angled, stylized, outlined, or distorted.
 - The logo should not be pulled from an unapproved source.

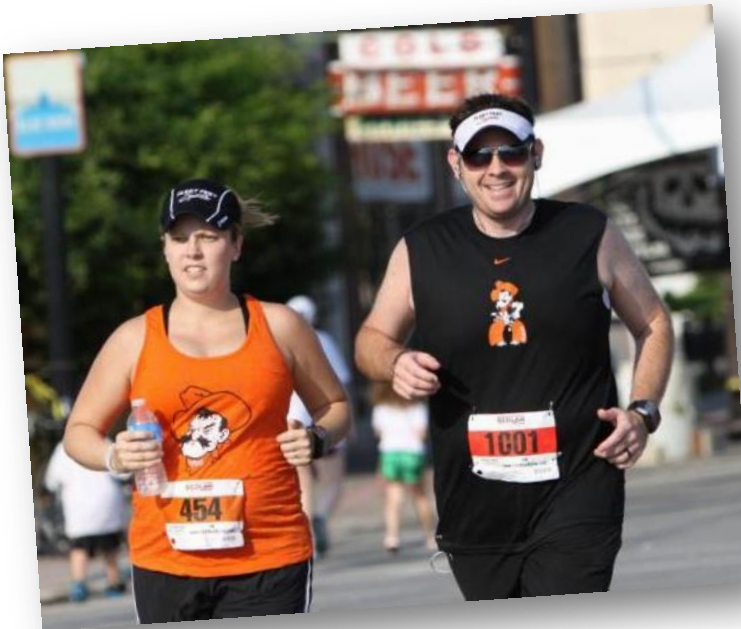


Chapter Events

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 Reward Program

This program allows you to earn points throughout the year and receive rewards to benefit your Chapter. It's simple to earn points and an excellent way showcase your Chapter!

Reward System

Level	Points Required	Rewards
"Pistols Firing"	20 points	Custom Chapter Photos and/or additional features on your OSUAA Chapter Website
"Orange Power"	40 points	Promoversity spirit package of merchandise valued at \$50
"Loyal & True"	80 points	Chapter Flag or complimentary Pistol Pete appearance (surrounding states only)

CHAPTER OF THE YEAR AWARD

Chapters that reach 80 or more points over one year will be eligible for the "Chapter of the Year Award." The Chapter selected for this award will gain bragging rights as Chapter of Year and they will receive all three rewards listed, plus a Chapter of the Year custom flag, recognition in STATE magazine, and additional benefits. If your chapter has already received a Chapter of the Year flag, surrounding states will qualify to receive a complimentary 30 minute Pistol Pete appearance. Start submitting your points today!

Point System

Description	Points Earned
Upload photos from your Chapter events onto your Google Drive shared folder	1 point per event
Submit communication forms, event evaluation, minutes, monthly bank statements, and other chapter documents	1 point per submission
Submit your event sign-in sheets and/or mobile check-in	1 point per event
DOUBLE YOUR POINTS! Use the mobile check-in or submit your event sign-in sheet within 48 hours of the event	2 points per event

How to earn points?

Chapters can earn points based on the point system explained above. Points will be accumulated for one fiscal year (**July 1 through June 30**) and awards will be announced in the Chapter Leader Newsletter.

Online forms are located on the Chapter Leader Resources Webpage. Each online submission will earn one point. Please visit orangeconnection.org/chapterresources.

Chapters and clubs must submit files via Google Drive or email to chapters@okstate.edu (bank statements may be mailed).

Google Drive

- Essential tool for storing files, photos, and records.
 - Files stored in your chapter or club's Google Drive shared folder can be accessed by all officers and members. A Google Drive app is available for smart phones and devices to allow you to instantly upload photos and files from your device.
- Assists with Chapter Continuation
 - As chapter officers change, Google Drive allows for information to continue to flow and not hinder a chapter from existing. Having all chapter files archived in one place will be very beneficial for all OSUAA chapters.
- Chapter Rewards Program
 - Google Drive will be the primary location for all chapters and clubs to submit files to earn points.

Chapter Financials

The following provides instructions and guidelines to assist in setting up your chapter's bank account.

Chapter Bank Accounts

- In order to use the OSU Alumni Association Tax ID number, chapters need to meet the following requirements:
 - Have [Pattie Haga](#) (OSUAA VP & COO) as a co-signer on the account
 - Supply monthly bank accounts to the Alumni Association
- These requirements are necessary because the OSU Alumni Association has an insurance policy to cover all chapters that are using the Tax ID number
- Additionally, if a chapter should dissolve, the Alumni Association could be the responsible party.
- Disclaimer: The funds within the account will not be used by the Alumni Association in anyway. This is for advisory purposes only.

Chapter Bank Account

Bank

- You may choose the bank of your choice to set up a non-profit OSU Alumni chapter bank account.

Tax ID Number

- All chapter bank accounts **must** include the OSU Alumni Association's employee identification number (EIN) for tax purposes. Please contact us to request this number.

Co-Signer

- All chapter bank accounts **must** have the OSU Alumni Association's VP & COO, Pattie Haga, listed as a co-signer. Please have your bank call us to complete the co-signer paperwork (405.744.8837).

Monthly Bank Statements

- Each chapter is required to have monthly bank statements sent to the OSU Alumni Association office by e-mail, fax, or to the mailing address listed below.

201 ConocoPhillips OSU Alumni Center, Stillwater, OK 74078-7043
chapters@orangeconnection.org | FAX 405.744.6722

Year End Reports

- Please submit year end financials by July 20 of each year.

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

Aug 1

- Online Application Posted
- Start Promoting for New Year

Feb 1

- Application Deadline for Students

Feb 8

- Completed Scholarship Applications available to download
- Set an Evaluation Date for Board Members

Mar 1

- Deadline to Submit Recipients to Association
- Mail check and recipient information to Association

June 1

- Student Deadline to Accept Scholarship

May 10

- Unaccepted scholarships cancelled and re-awarding selection begins

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.

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:

- Student Annual \$20
- Student Life Single \$600 (Bursar accepted)

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

Officer Contact Form

- Due July 1
- Online Form orangeconnection.org/chapterboardupdate

Meeting Minutes

- Conduct annual planning meeting
- Upload minutes online after each board meeting
orangeconnection.org/chaptereventeval

Monthly Bank Statements

- Due each month
- Email to 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.