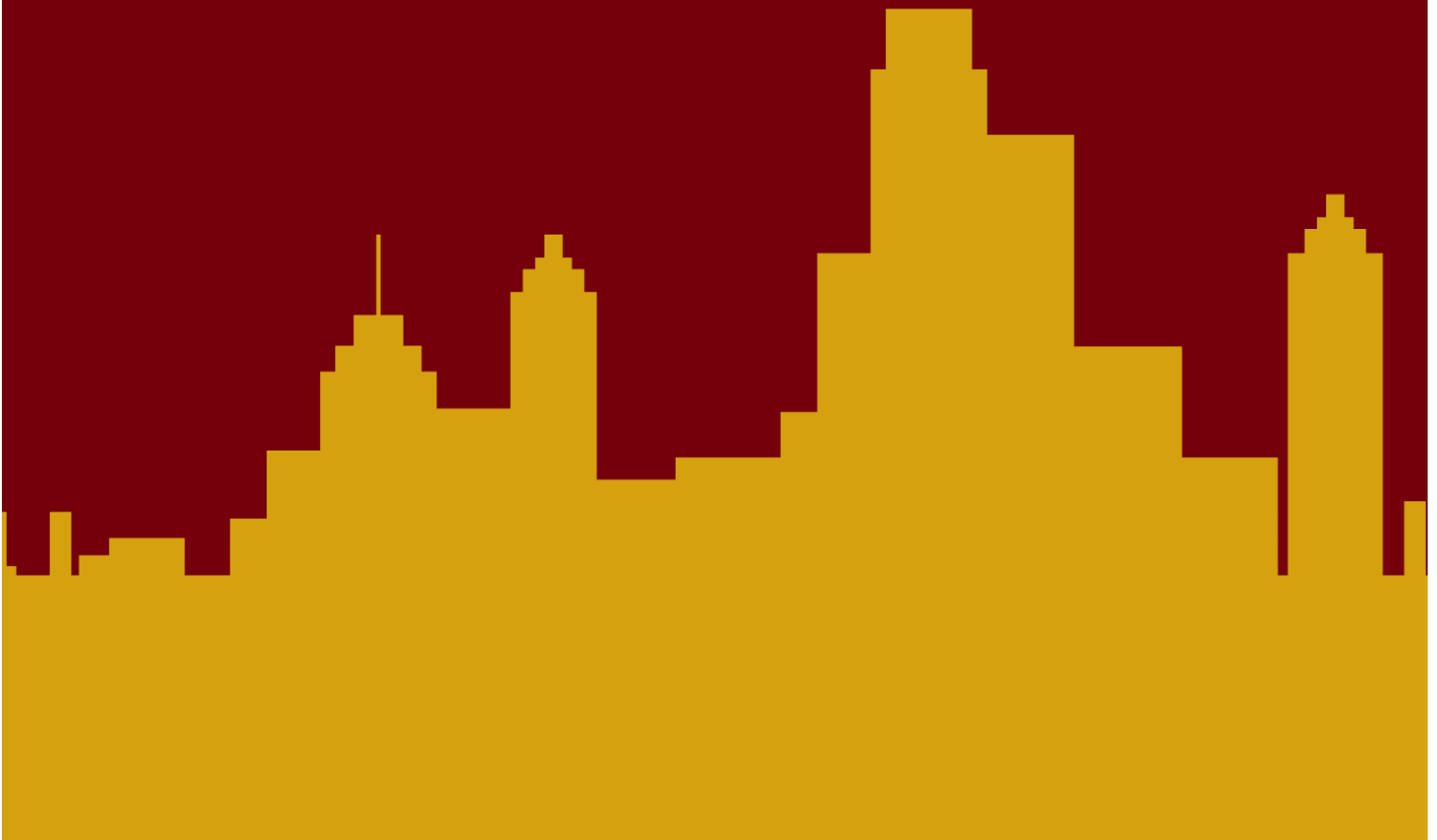


ELON
ALUMNI
REGIONAL CHAPTER HANDBOOK
2025-2026





Dear Chapter Leader,

Thank you for your commitment to leading and serving your local alumni chapter. Your willingness to devote your time to your alma mater and its programs is indicative of the loyalty you have to Elon and is representative of exactly what it means to be an Elon alum.

One of the most important ways that Elon's Office of Alumni Engagement works to engage alumni is through our regional chapters. We currently have 28 established chapters serving our 44,000+ alumni nationwide and in London, and we depend on dedicated alumni like you who work to provide ways for alumni to connect with each other. With only about 5,600 alumni living in the areas immediately surrounding Elon, there are roughly 38,400 alumni who benefit from staying connected to Elon in the regions where they live. Through regional programming, we work together to bring Elon to its alumni.

We hope you are excited to begin this new year with your chapter, just as we are excited to work with you as partners. The impact you make through your role is immeasurable. This is such a meaningful part of what shapes the Elon alumni experience and it's a lot of fun at the same time!

Here in the Office of Alumni Engagement, our regional programs are fortunate to have three liaisons that work in tandem to support the initiatives of each alumni chapter. Please do not hesitate to reach out to your staff contact with questions or ideas as we work together to enhance Elon's alumni network. Our hope is to make this a memorable and enjoyable opportunity for each of our volunteers.

Thank you again and Long Live Elon!

Raegan Baldwin '23

Senior Coordinator of Regional Alumni Engagement

Isabella Wolf-Krumholtz

Assistant Director of Regional Alumni Engagement

Kendra Haskins G'25

Senior Director of Alumni Engagement





OVERVIEW

Elon's regional alumni chapters are the University's largest tool for reaching alumni where they live. Whether in the U.S. or abroad, these geographically based, volunteer-driven chapters fulfill a major need to provide alumni with an opportunity to remain connected to Elon. Over the past year, 201 events hosted in the regions, engaged more than 3,750 individual alumni who might not have been connected to Elon otherwise. The efforts by the chapter volunteers expand the reach that the Office of Alumni Engagement would have on its own, creating an incredible impact on the Elon alumni community and on the university.

PURPOSE

Elon Alumni Chapters serve by:

- Providing positive and impactful opportunities to connect and gather through various social, professional development, networking, and sporting events right in their local community.
- Creating a community where alumni feel at home to establish and grow relationships with fellow alumni.
- Maintaining a partnership between Elon and its alumni by keeping alumni informed about major university events and news.
- Hosting a variety of events that cater to alumni of various ages and stages and seeks to be inclusive to all within the alumni community.
- Providing philanthropic opportunities through select events (i.e. Elon Day).

Elon Alumni Chapters serve the university by:

- Helping alumni to stay involved and directly connected with Elon.
- Finding and creating effective engagement opportunities and events.
- Advocating for Elon within their local communities



REGIONAL TIER STRUCTURE

Tier 1

Boston, Charlotte, New York City, Triangle, Washington, D.C.

- ◇ Minimum of 7 board members
- ◇ Host minimum of 6 board meetings per year
- ◇ President or representative must attend quarterly presidents' meetings
- ◇ Minimum of 8 events per year including:
 - Welcome to the City, Professional Development, Elon Day, Service Week, and 4+ Choice Events

Tier 2

Atlanta, Baltimore, Charleston, Chicago, Dallas, London, Los Angeles, Philadelphia, Pittsburgh, Richmond

- ◇ Minimum of 5 board members
- ◇ Host minimum of quarterly board meetings
- ◇ President or representative must attend quarterly presidents' meetings
- ◇ Minimum of 4 events per year including:
 - Welcome to the City, Elon Day, Service Week, and 1+ Choice Event

Tier 3

Asheville, Cincinnati, Columbus, Denver, Jacksonville, Nashville, Orlando, Piedmont, San Francisco, South Florida, Stamford, Tampa Bay, Wilmington

- ◇ Minimum of 3 board members
- ◇ Host board meetings twice per year
- ◇ President or representative must attend bi-annual presidents' meetings
- ◇ Minimum of 3 events per year including:
 - Welcome to the City, Elon Day, and 1+ Choice Event



BOARD STRUCTURE

A committed team of board members is vital to a chapter's success and growth. Each chapter is recommended to have a certain number of alumni volunteers based on their assigned tier. Below is an outline of the recommendations for each tier:

Tier 1 - Minimum of 7 board members

Tier 2 - Minimum of 5 board members

Tier 3 - Minimum of 3 board members

Each chapter will structure their board differently depending on their own best practices. Below are three positions that each chapter is recommended to have on their board.

President: This role serves as the main contact for alumni in your area. You represent the university and your chapter while leading your board and area alumni. You will schedule and preside over all board meetings as you set specific goals and timelines for the chapter and the board. You are also the primary liaison between your board and your Elon staff member.

Vice President: This role serves as the president-elect for the future, being an understudy to the president. The vice president has a major hand in important tasks, events, and goals with the chapter and the board. Examples include recruitment tasks and board meeting operations.

Social Media Coordinator: This role oversees and operates the chapter's Facebook or Instagram page. They consistently update the photos and activity to stay relevant with university updates and chapter events.

Events Coordinator: This role manages all of the details for chapter events, specifically Welcome to the City and Elon Day. Duties include venue scouting and booking, menu selection, décor and set-up, and budget management.

Women of Elon (WE) Coordinator (Tier 1): This role coordinates two Women of Elon (WE) events for the chapter, one in the fall and one in the spring. Duties include program development, venue selection, and budget management.

Professional Development Coordinator (Tier 1): This role coordinates two professional development events for the chapter, one in the fall and one in the spring. Duties include program development, venue selection, and budget management.

Treasurer: This role is responsible for keeping track of all chapter expenses, based on an annual budget allocated by the university.

Additional Board Positions: Based on the needs of your chapter and your goals for the year, additional positions may be necessary for success. Additional positions include and are not limited to, service event coordinator, sporting event coordinator, secretary, treasurer, recruitment chair, diversity equity and inclusion chair, general board members, professional development coordinators, or other creative positions that best suit the needs of your chapter board.



BOARD MEMBER EXPECTATIONS

All board members are expected to serve for at least one year, from June 1st to May 31st. As the end of the fiscal year approaches (between March – April), board members will be able to re-evaluate their position on the board, choosing to remain on the board to finish out a full 2-year term or step down at that time. This re-evaluation process can be facilitated by the chapter president or by the regional alumni engagement staff. Chapter board members are expected to attend all board meetings and all chapter events throughout the year.

Chapter President Expectations

Chapter presidents will be expected to participate in conference calls with other presidents within their tier, along with the regional alumni engagement staff. If for any reason the chapter president is unable to attend the designated meeting times below, a representative from the chapter board must attend in their place. Please go ahead and mark your calendar for the 2023-2024 leadership year.

Presidents will meet in person once and virtually 3x a year:

Tuesday, August 12 at 7:00 p.m.
Wednesday, November 19 at 6:30 p.m.
Tuesday, January 13 at 6:30 p.m.

Alumni Awards Weekend and Leadership Summit:
Friday & Saturday, May 1-2, 2026, at Elon University



EVENTS

To meet the engagement needs of alumni in your area, each chapter is required to host a minimum number and type of event based on their assigned tier. While the below events are required, additional events are strongly encouraged! Below is an outline of the 2025-2026 requirements for each tier, as well as a brief description of each event.

Tier 1

Welcome to the City
Elon Day Party
2 Professional Development
2 Women of Elon
2 Choice events

Tier 2

Welcome to the City
Elon Day Party
1-2 Choice Events

Tier 3

Welcome to the City
Elon Day Party



Elon at the Ballpark (June – August)

In select cities with popular major league or minor league baseball teams, the Office of Alumni Engagement will work with ticket representatives and our regional chapters to offer discounted ticket prices to local alumni each summer. Discounted tickets will likely be in group seating for Elon alumni to socialize amongst each other while enjoying the ballgame!

Welcome to the City (September – November)

This series of social events is held each fall to welcome new graduates and relocated alumni to the local alumni family and provide an easy social setting in which alumni can meet each other and get comfortable with the chapter. It's also a great way to reconnect after the summer season.

Elon Day Party (March 5, 2026)

Hosted on the first Thursday in March, Elon Day serves as an annual celebration of Elon. It is an opportunity to encourage alumni to give back to the university while celebrating in their city. This event's theme will change annually. All chapters participate by having a party on the very same night. Raffles and Elon prizes are popular here.

Professional Development (Anytime)

Each Tier 1 chapter is required to host 2 events that cater to the professional needs and interests of their local alumni at any point during the year. These events are important in showing alumni that we are a resource to them not only for social events, but also for events that will further their personal development.

Women of Elon (Anytime)

Each Tier 1 chapter is required to host 2 events that cater to Elon's population of alumnae as a part of the Women of Elon (WE) initiative. These events are open to all alums and are meant to provide a space for building community.

Phoenix Sporting Events (August – May)

In addition to the required events above, any chapter whose city will be hosting an Elon sporting event will be required to partner with the Phoenix Club to host an event to support the team. The CAA conference spans the East Coast, yet Elon can possibly face schools anywhere in the country each season. Typically, but not limited to, Football and Men's & Women's Basketball games.

This year we will be hosting an away tailgate in the following city. There is a possibility that additional dates may be added to the calendar as we progress through the football and basketball seasons.

Elon Football

- Thursday, August 28, 2025 | Alumni Tailgate at Duke
- Saturday, November 22, 2025 | Alumni Tailgate vs. NC A&T



Choice Events

Your chapter belongs to you, your board, and the alumni you serve, and we want you to get creative! Aside from the events that are required in your tier, what is something fun that you think your alumni would be interested in? Is it something unique to your area? It's up to you! Let us know what you want to do, and we'll help you make it happen. At the beginning of each fiscal year, the Office of Alumni Engagement will allocate funds for each required event within a chapter's tier. If a chapter chooses to hold an additional event, we encourage you to be creative in planning a cost-effective event.

Examples of Choice Events:

- Focus an event around something that is family oriented
- Plan a picnic or cookout in a local park
- Grab a few friends and take a group to the zoo
- Purchase group tickets to a show or concert nearby
- Take a trip to a local brewery or winery
- Plan a happy hour at a popular local restaurant
- Host a themed party around the holidays
- Gather to view an Elon sporting event on TV
- Take a tour or plan a tasting at a brewery and/or winery
- Visit a museum, specific historical site, or historical home
- Form an alumni team for local sporting organization including kickball, softball, frisbee, etc.
- Take a trip to the local farmers market
- Meet up at a neighborhood or community event
- Plan a weekend brunch round table
- Attend the theater, concert, or movie night, and include a pre or post event get together
- Outdoor activities could include a group hike, biking, outdoor picnics, boating, skiing, or cookouts
- Indoor activities could include a bowling league, escape room, or laser tag
- Host a class/workshop (ex. paint and sip, cheese board making, yoga, golf lessons, etc.)



TIPS FOR PLANNING SUCCESSFUL EVENTS

Alumni Participation

One of the most important numbers we track in the Office of Alumni Engagement is the number of *unique alumni engaged* through our programs. Alumni participation rates are measured in an unduplicated count, so while having a monthly event with the same 30 people is good, strive to plan a diverse range of events that appeal to a specific crowd or demographic that is typically underrepresented at events.

Advanced Planning

Plan well in advance. While using the Year-at-a-Glance calendar, **inform the Alumni Engagement staff about your event details 6 or more weeks prior to the event date.** This will allow enough publicity and planning time. Every chapter should host a summer board meeting and think through an annual event calendar that covers plans from June through the following May. Planning out a whole year of events at the start of the fiscal year will allow you all to delegate event responsibilities ahead of time and stay organized. If you are a tier 1 chapter, remember to go ahead and add your Elon LEADS event to the calendar.

SAMPLE YEAR AT A GLANCE

Tier 1 Chapter

Month	Event
June	Baseball Game
August	Flag Football
September	Welcome to the City
October	Family Pumpkin Patch Event
November	Happy Hour in Your Neighborhood
March	Elon Day
April	Professional Development Panel
May	Service Event



YEAR AT A GLANCE

Draft your event calendar and make notes of planning deadlines or tasks you can start delegating now.

Month	Event	Notes
June		
July		
August		
September		
October		
November		
December		
January		
February		
March	Elon Day on March 5, 2026	
April		
May		



Communications

We ask that chapters communicate events to alumni at least 3 weeks in advance via social media channels. When submitting your chapter event form, include an ideal communications plan of when you will be sharing the event with alumni in your area. Work with the Office of Alumni Engagement staff to develop a communications plan determining when email marketing will be sent out to alumni in your area. Make an announcement or pass out flyers about upcoming chapter events/activities at the event you are currently facilitating.

Location

Create a tradition by establishing an annual event or annual venue location. If your alumni group encompasses a large metropolitan or geographic area, rotate the location of meeting places. Choose locations carefully. Host events in venues that are welcoming and inclusive of all alumni and friends.

Demographics

Consider scheduling events for the entire family. Many alumni have children and are seeking events where they can bring their entire family. Consider age demographics to attract different aged alumni to your events.

Other Tips

Maximize your efforts through hopping on an event that is already happening in your city. Create an Elon team for a charity event, or let your alumni know where the Elon group is meeting to attend a popular event together. You don't have to do *all* the planning *all* the time!



EVENT SUPPORT FROM THE OFFICE OF ALUMNI ENGAGEMENT

Event Financing

Alumni chapters are provided with a set budget at the start of each summer to cover the events required of their tier level. An Elon credit card should be used for group tickets, room reservations, food costs, or any other cost associated with a chapter event. Costs related to alcoholic beverages at events should be discussed with your Elon staff representative in advance. **Any costs covered by an individual volunteer must be previously approved and will be reimbursed by Elon.** Please contact your staff liaison for assistance in paying for an event. Prior to each event, we ask for chapter volunteers to provide an expected-cost spreadsheet via the Chapter Event Form.

Contracts

As volunteers we never want to put you at risk in the event planning process. **Do NOT sign any contract on behalf of your chapter.** Send the contract to your staff liaison for review and signatures. This protects you from liability.

Event Email Announcement Production

The Office of Alumni Engagement will help design email event announcements and will handle the production of all announcements. Each individual chapter should provide text and other details to be used for email. If you would like to draft your own email to be sent, your staff liaison will be happy to send on your behalf. It is imperative that you **let the staff know about your event at least 6 weeks prior to event date by submitting the Chapter Event Form.** Make sure to plan accordingly.

Mail Services

Additionally, Elon will fund print and mail costs for specific event announcements. Typically, these events include Professional Development and Elon Day. Operation money or other chapter funds may be used for any additional mailings. Early planning is key to getting announcements mailed out in a timely manner.

Website/Magazine

The Office of Alumni Engagement staff will post all upcoming chapter events on the Elon Alumni website. The Office of Alumni Engagement will also submit chapter events to the editor of the Magazine of Elon to appear in the Alumni section. Photos from chapter events should be emailed to your staff liaison to be submitted to the Magazine of Elon and Today at Elon article. Photos submitted should be original high-resolution copies (300 dpi).



Today at Elon

Before each large event series, like Welcome to the City, Service Week, and Elon Day, the Office of Alumni Engagement staff will publish a Today at Elon article advertising all the chapters' events with registration links. Today at Elon stories can be shared on the chapter's Facebook page.

Alumni Lists

The Office of Alumni Engagement will provide boards with updated lists of local alumni upon request. Our office can share with you people's names, class years, and city, allowing you to see the age and geographic range of the chapter. We are not able to provide people's contact information such as emails and phone numbers. These lists are confidential and are only to be used by those who have signed the Elon Confidentiality Agreement (a copy of this agreement is located at the end of this handbook).

Event Supplies

The Office of Alumni Engagement provides nametags, limited decorations, and giveaways for events. If you would like to request these items, please include a note in your Chapter Event Form so that items can be gathered and mailed with plenty of time. Any other necessary event supplies not supplied by the office can be purchased using the event budget.

Chapter Responsibility for Events

Successful alumni events are the result of a partnership between The Office of Alumni Engagement staff and chapter leadership. The collaboration of planning, expertise, knowledge of local venues and creativity make for memorable events that make a lasting impression on alumni. Listed below are areas where alumni chapter volunteers should take the lead:

- Determining a location, a date, and an approximate cost for the event.
- Setting the agenda for events.
- Communicating all information about the event to the Office of Alumni Engagement at least 6 weeks prior to an event via the Chapter Event Form online (<https://www.elon.edu/u/alumni/regional-programs/chapter-events/chapter-event-form/>).
- Create a Facebook event, maintain social media, and complete personal outreach in the local area to publicize event.
- Send thank you notes to speakers, special guests, and key alumni who helped plan the event.
- Provide venue contact information to staff during the payment process.
- Managing the sign-in table at all events.
- Send copies of receipts, photos, and sign-in sheets to your staff liaison after the event.



SOCIAL MEDIA BEST PRACTICES

Use the 3 C's to Engage alumni on the chapter social media platforms:

Catchy Captions

Calls to Action (CTA's)

Community Management

- ◇ Strive to keep Facebook posts around 40 characters (not including spaces and links).
- ◇ Post the group photo you took at the event and thank everyone for coming.
- ◇ Establish a regular posting cadence (a few times a week before an event).
- ◇ Encourage your users to act on posts to increase engagement (Like, Comment, Share).
- ◇ Share reactive content that taps into existing conversations and elicits an emotional response.
- ◇ Check daily for comments and messages that might warrant a response or "like."
- ◇ Monitor engagement levels on a weekly basis to determine the success of different messaging and content.
- ◇ Continue to share multimedia such as videos. Consider testing out the silent video.



BUDGET ALLOCATION & ANNUAL FUNDING

Annual Allocated Budget

Based on each chapter's assigned tier and the events required within that tier, they will be assigned a budget. This initial budget amount will be allocated each summer and can only be used in the current fiscal year specifically to fund the required events in that chapter's tier. Elon's fiscal year runs from June 1—May 31.

Budgets allocated for these required events are determined based on the typical number of alumni engaged by the event, past spending on the event, and potential for growth.

Chapter presidents can check in at any time with their staff liaison to understand where their current budget stands.

Example:

Elon Alumni Chapter (Tier 3)

Required Events: Welcome to the City, Elon Day, Service Event, Choice Event

Budget Allocated Starting June 1: \$650

Welcome to the City - \$200

Elon Day - \$200

Service - \$100

Choice Event - \$150

Expected Cost Spreadsheet

Prior to each event, the Office of Alumni Engagement asks chapter leadership to provide an overview of expected event cost by submitting an excel spreadsheet or word doc through the Chapter Event Form (<https://www.elon.edu/u/alumni/regional-programs/chapter-events/chapter-event-form/>). This spreadsheet will act as a guide for both chapter leadership and the alumni engagement staff when approaching expenses for each event.

Additional Budget Requests

Should your chapter need additional funds other than has been allocated for your required events, we ask for you to write a detailed explanation as to how the additional funds would benefit the overall engagement in your alumni chapter region. Please send this request to your staff liaison for evaluation.

Expense Policy

Any event purchases over \$150 must be approved and purchased by the Office of Alumni Engagement. Chapter leaders will not be reimbursed by the Office of Alumni Engagement if their prior purchase was not approved in writing by a member of the Office of Alumni Engagement.



BOARD MEETINGS

Regular board meetings are an important part of keeping your alumni chapter running smoothly. When board meetings are not held, planning can fall behind, board members do not develop relationships with each other, volunteers lose their sense of connection to the group and the mission, and small things can slip through the cracks.

Every chapter will host their board meetings differently whether they're via conference call or in person. The important part is that you are making time on a regular and planned schedule to keep your board in the loop and involved in keeping the chapter active.

Meeting Frequency

To ensure that your board is meeting frequently enough to cover event responsibilities as well as develop relationships with one another, each tier is required to host a certain number of board meetings each year.

When scheduling your board meetings, it is especially important to keep in mind the needs of your board. With families, jobs, and social lives outside of the chapter, it can be hard to find a good time for everyone to meet. Be sensitive to your board members' schedules and needs to plan. It is better to postpone a monthly meeting than to scramble and ask everyone to be available on short notice.

Tier 1 - At least 6 times per year

Tier 2 - At least quarterly per year

Tier 3 - Twice per year

Meeting Structure

Before you lead a board meeting, think about what your goals are, what is upcoming on the chapter's calendar, and what Elon-related items need to be announced. It helps to keep the meeting on task by creating an agenda.

For example, in your July board meeting, you should talk in depth about Welcome to the City, plan your Year-at-a-Glance calendar and discuss a social media strategy for the year in collaboration with your Social Media Coordinator or General Board Members.

Elon items that may need to be added to your agenda at certain points of the year include Evenings for Elon's, Elon Day updates, CAA tailgates in your area, and other initiatives that come up during the year. Our staff will work with you to ensure that you are up to date about these things. **Following each board meeting, you can submit meeting minutes to your staff representative for them to review and answer any questions you may have.**



ANNUAL RECRUITMENT

Recruiting and onboarding alumni to be volunteers is essential to every chapter's growth and sustainability. Like previously stated, a committed team of board members is vital to a chapter's success. Volunteers of every generation will bring new ideas, collaboration, and teamwork to benefit your chapter.

Annual Recruitment Process

Each spring, the annual recruitment process will take place to recruit new chapter board members for the next fiscal year. The general steps will follow the timeline below:

- 1) In early April, the regional alumni engagement staff will send communications to all chapter presidents inquiring which board members will remain in their current positions for another year, and which positions will become vacant. Chapter presidents should have conversations and re-evaluations with all board members to discuss intentions to stay on or leave the board.
- 2) Once all vacant positions are known in early May, email communications will be sent out to all alumni in a region, marketing position descriptions with a call to apply. Applications will remain open until mid-June.
- 3) As applications are collected, these files will be shared with chapter leadership to review and perform interviews with applicants if necessary. Chapter leadership will then share recommendations on which applicants to onboard with the Office of Alumni Engagement.
- 4) Formal offer emails will be sent out to the applicants selected. All accepted applicants will attend an informational meeting and be onboarded.

Inclusivity

The Office of Alumni Engagement is committed to maintaining welcoming and inclusive alumni chapters and leadership boards. We ask that as leaders, you use the chapter applications and interviews (if applicable) to gain insight into your candidate and their ability to fulfill the responsibilities of the role.

When reviewing applications please strive to identify new leaders who:

- ☐ Have the ability to fulfill the position responsibilities and expectations.
- ☐ Are seeking to develop or strengthen leadership skills.
- ☐ Will champion Elon's broader commitment to inclusivity through engaging a broad range of alumni.
- ☐ Desires to commit the time required to fulfill the chapter leadership role.
- ☐ Has attended previous chapter events and/or understands the role of regional alumni chapters.
- ☐ Seeks to communicate the Partner, Advocate, Investor message to fellow alumni.



Goals for 2025-2026

Goals for yourself:

Goals for your chapter board:

Goals for your chapter:



Confidentiality of Alumni Records

Volunteer Agreement

2025-2026

All personal information on alumni is the property of Elon University and may not be shared without the express written consent of the Office of Alumni Engagement. By signing this confidentiality agreement, I acknowledge the sensitive and private nature of the data. I acknowledge that the use of the data for any other purpose, including, but not limited to, reproducing and storing in a retrieval system by any means, electronic or mechanical, photocopying or using the addresses (electronic or otherwise), or other information for any private, commercial, or political mailing is strictly prohibited and constitutes misappropriation of corporate property.

As an alumni volunteer and ambassador of Elon University and its Alumni Engagement Office, I agree to use all alumni data records for the sole purpose of enhancing and furthering the mission of Elon University.

Signature

Date

Name (please print)



Regional Chapter Event Form

The Regional Chapter Event form is available online and can be accessed via this link:
<https://www.elon.edu/u/alumni/regional-programs/chapter-events/chapter-event-form/>

Home > Alumni > Alumni Programs > Regional Alumni Chapters > Chapter events > Regional Chapter Event Form

Regional Chapter Event Form

Thank you for your interest in planning a regional alumni chapter event! Please fill out the form below and a staff representative will be in contact with you shortly.

Regional Chapter Event Form

Contact Information

Please provide your contact information.

Name: *

First

Last

Suffix

Class Year: *

Email Address: *

Chapter Board Position: