

**Syracuse University**  
**Office of Alumni Relations**



**SU Alumni Club Manual**

*October 2013*

# Alumni Club Manual

## Preface: History and Background

The history of the Alumni Association of Syracuse University displays a tradition rich in innovation and ingenuity. The Association began following commencement exercises in May 1872. Graduates of the school of Liberal Arts/Genesee College met to organize loyal graduates interested in advancing the fortunes of their alma mater. At this first meeting a temporary organization was formed; no permanent law or constitution was adopted until 1874.

The objectives and purpose of the Association as stated in this constitution were: to foster in all proper ways every interest of the University; to retain the friendships formed at college; to keep a record of all alumni activities; to unite in annual literary and social activities; and to provide memorial services for the deceased. The objectives of the Association according to the most recent constitution highlight the same goals: to promote a close relationship between alumni and the University; to conduct educational and social programs and other activities of mutual benefit and interest; to advise the Office of Alumni Relations on all matters relating to alumni affairs; and to encourage alumni and other support for the University.

Originally, provisions were made for an annual election of a president, three vice-presidents, a recording secretary, corresponding secretary, a necrologist, a treasurer, a historian poet, and an executive committee of seven. The responsibilities of governing the association rested in the hands of thirteen people elected annually to the Board of Directors. Today, the number has increased to thirty five, including two student members; however, the offices of historian, poet, and necrologist no longer exist.

The constitution was amended in 1876 to include graduates from each of the colleges of Syracuse University and the graduating class of each current year. Unlike today, membership in the Association was not automatic or compulsory. Graduates demonstrated their intentions to uphold the responsibilities and duties of the Association and accepted their voting rights by signing the constitution and paying a fee of one dollar per year.

From 1873-1893, the business of the Alumni Association was conducted in the Hall of Languages, usually in the Chancellor's Classroom, the large assembly room on the first floor. Alumni gathered to socialize usually at either the Parlors of the Hall of Languages or at one of the city hotels, such as the Temperance House.

In 1882, it was decided that the constitution was in need of drastic revision, especially with respect to the Association's efforts to establish an alumni endowment fund. When the committee assigned to the task found that no state law existed under which alumni could be incorporated, they drafted an act and sent the proposal to Albany where it was passed by the state legislature in June 1882. This act not only provided for the incorporation of Syracuse University alumni but alumni of colleges and universities throughout New York State as well. In 1884, a new constitution was adopted and the old Association completed its work.

1892 marked the beginning of a new era for the Association - the establishment of Syracuse University alumni clubs in cities other than Syracuse. The first was the Alumni Association of New York City. Over time, as the number of alumni increased, so did their support for the University. In approximately 1925, an alumni center was established on campus. This center served as the focal point for alumni activities. However, it was not until 1940 that the Alumni Association became integrated into the structure of the University. Six staff members supervised the functioning of the fourteen clubs. In just five years, the number of alumni clubs more than quadrupled into ninety clubs nationwide. That year, the Alumni Association and the Office of Alumni Relations became a University budget line item.

In 1953, The Office of Alumni Relations moved to a new home, the Women's Building. Alumni activity in New York City and in Washington, D.C. were accelerated by the donation of Lubin House and Greenberg House (1964 and 1990 respectively).

In 1991, the revised Constitution and By-Laws of the Alumni Association were approved. According to this document, all persons who attended Syracuse University for at least two years and whose class had graduated are considered members of the Association and affiliate membership is extended to parents of present and former students who consider themselves friends of Syracuse University.

In 1997, Syracuse University Alumni were given a true place to call home on campus. The Goldstein Alumni and Faculty Center, located next to Bird library, held its grand opening during Homecoming '97. The Office of Alumni Relations moved to its new home on the third floor of the center and welcomes any opportunity to greet alumni and friends.

The Alumni Association works to promote a close relationship between alumni and the University by conducting educational and social programs. It advises the Office of Alumni Relations on all matters relating to alumni affairs and encourages alumni support for Syracuse University. Indeed, where would the University be without its alumni?

# Alumni Club Manual

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## I. SU Alumni Association

### A. Membership

Once a person completes 60 credit hours at Syracuse University, he/she is a member of the Syracuse University Alumni Association as defined by the by-laws of the Syracuse University Alumni Association. There is no membership fee.

### B. Mission Statement & Bylaws

The Syracuse University Alumni Association advances the mission of the University through the active participation of its members. We strive to create an environment in which Syracuse University graduates; former students, current students and friends become and stay connected to the university, supporting it with their work, wisdom and wealth. All alumni clubs are chartered under the guidelines and bylaws of the Syracuse University Alumni Association.

### C. Leadership/Board of Directors

A Board of Directors governs the Alumni Association. Board members are elected to two-year terms. The Executive Committee of the Board is comprised of seven members, as well as the chairs of the current board committees: Awards, Clubs, Generation Orange, Nominating, Philanthropy, Planning Task and Social Media. Syracuse University Trustees are appointed as Ex-officio members of the Alumni Association Board of Directors.

To view a list of the Board of Directors, go to:

[www.syr.edu/alumni/suaa/boardmembers.html](http://www.syr.edu/alumni/suaa/boardmembers.html)

## **II. Definition of Alumni Chartered Clubs, Alumni Groups and Alumni Contacts**

### **A. Alumni Clubs**

Alumni Clubs of the Syracuse University Alumni Association organize groups of supporters of Syracuse University, primarily in geographic areas, to carry out the mission of the Alumni Association. Membership in Alumni Clubs is open to any alumnus/a, student, parent or friend of Syracuse University. The Alumni Association Board of Directors requires alumni clubs to become chartered in order to be eligible for services from the University. These clubs are guided by the programming policies established by the Alumni Association Board of Directors in conjunction with the Office of Alumni Relations.

The purposes of an alumni club are to bring together the organized efforts of alumni, to encourage participation more fully in the life of the University, to provide information about the University and to facilitate association among alumni of the same community. Informed, interested and influential alumni bring added strength to the University.

Currently there are two types of chartered clubs:

1. Regional Clubs

A regional alumni club can be established in an area where there are 1000 or more alumni residing.

2. Specialty/Affinity Clubs

A specialty/affinity club can be established for a specialty group if there is an anticipation of more than 500 alumni committed to this interest.

### **B. Alumni Groups**

An Alumni group is formed when there are people interested in networking and engaging, but in an area that does not meet the population requirement for a chartered club, as defined above. A group can be formed when at least two people are willing to organize opportunities for the area alumni to meet and engage. One person shall serve as the contact for the group. This person can set up an informal network in their area and may create a Facebook group. The role of the contact would be to help organize social events. The Office of Alumni Relations will assist by promoting any events for the group. The name of the contact person for the group will be listed on the University website.

If a group continues to thrive, shows growth, holds successful events, and there are enough volunteers willing to form and sustain a chartered club, the group may request to become chartered. The decision to establish a chartered club will be at the sole discretion of the Office of Alumni Relations.

### **C. Alumni Contacts - International**

An Alumni Contact is an alumni leader who has volunteered to be SU's representative or contact person for his/her area (outside of the USA) and has agreed to be contacted by other alumni. This person can help set up an informal network in their area by organizing a social media group (i.e., Facebook, Twitter, LinkedIn, etc.) The role of the contact would be to help organize social events (such as game networking events) in the area. The Alumni Contact's name will be listed on the University website.

### III. Forming a Club

#### A. Getting Started

1. Determine Parameters

Once the Office of Alumni Relations has approved the request of a group to establish a chartered club, parameters should be defined. The Office of Alumni Relations will assist with this. Zip codes or specialty area codes are typically used to define club boundaries. You must also take into consideration the location of other clubs in your state or other clubs similar to your interest area.

2. Establish Leadership/Organizational Meeting

The group should begin by planning a meeting with area alumni who have expressed an interest. A number of individuals may have already emerged as potential officers for the club, particularly a president. If so, this person could preside over this initial group meeting. Depending on how many individuals attend, it may be possible to identify potential leaders for the club's Board of Directors and committee chair people. Most importantly, a discussion on strategies and objectives for getting the club up and running should take place at this meeting. In particular, a date, time and location for the organizational group meeting should be selected. Be certain enough time is allowed to notify all the alumni in the area and for preparing an email blast (see email blast guideline.)

3. Schedule Organizational All-Alumni Meeting

All alumni within the established club parameters should be invited to this meeting. The leaders of the start-up meeting should run this meeting. Be sure to have a sign in sheet for people to provide contact information. A presentation of any potential officers and committee chairs should be made and it is suggested a Board be elected at this meeting. Strong and committed leadership is an essential key to a successful alumni club. Every club should include a minimum of four officers; president, vice president, secretary, and treasurer, whose duties are outlined in the next chapter.

4. Identify Leaders

A strong alumni club depends on strong leadership. Leadership in a club is an active job: directing, delegating, planning and using resources. The main activity of leadership is getting other people involved.

#### B. File a Club Charter

Each Alumni Club of the Syracuse University Alumni Association is required to complete the Chartering and By-laws process before they are recognized as an official Alumni Club and allowed to operate as a division of the Alumni Association. The Charter will authorize each Alumni Club the use of the Syracuse University name, the Alumni



Association's tax ID number, and liability insurance. Becoming a Chartered Alumni Club also provides club officers and board members with general liability and directors and officers insurance. **The University will not recognize or be responsible for liability coverage of club officers and board members of non-Chartered Clubs, including Alumni Groups or Alumni Contacts.** Additionally, Chartered Clubs as official entities of the Syracuse University Alumni Association, are recognized by the IRS as charitable and educational organizations under section 501(c)(3) of the Internal Revenue Code. This qualifies clubs for tax-deductible contributions from donors.

Each Alumni Club is expected to fulfill the following program standards to sustain its Charter, please take note of \*\* requirements.

#### *Meetings/Board Matters*

- Elect a governing board, terms can be determined by each club, however it is suggested terms coincide with the University's fiscal year (July 1-June 30)
- Schedule a minimum of two Board meetings per year, including one annual meeting with all members for election purposes
- Submit annual financial report by the deadline set forth by Alumni Relations\*\*
- Submit club member rosters annually with contact information \*\*
- Submit an annual report \*\*

#### *Events*

- Host events in a calendar year which should include at the very minimum:
  - New Student Send-Off party (for incoming SU students) \*\*
  - Annual dinner/luncheon
  - Community Service Project in recognition of National Orange Day \*\*

#### *Programming*

- Promote Career and Professional Networking within the club and for current students
- Assist in the recruitment of new students
- Work in collaboration with the Office of Alumni Relations to promote, attend, and volunteer at programs initiated by the University.

**\*\* Failure for any chartered club to meet these requirements may result in the immediate suspension of the club's charter and possible dissolution of the club.**

### **C. Club By-laws**

Sample by-laws are provided on the website.

<http://www.syr.edu/alumni/wherelive/clubs/Alumni%20Club%20Manual.html>

Once the Club's board of directors has established and voted on the club's by-laws, they shall be ratified by a vote of the general club membership and forwarded to the Alumni Relations Office.

## **IV. Club Leadership & Board Roles**

### **A. Club Officers**

The Board officers should ensure the club is meeting the requirements of the charter and by-laws. They should also provide new ideas for club operations, events and programs, draw up an annual schedule for club activities, approve monthly minutes and the treasurer's reports, and select alumni to fill terms of office when vacancies occur.

#### ***President***

The president must be a good organizer, motivator, person of action, public speaker and also interested in the University. The president serves as an ex-officio member of all committees, presides at all club meetings, meetings of the board of directors, and is invited to attend any and all Club Presidents meetings or conference calls scheduled by the University's Office of Alumni Relations.

#### ***Vice President***

The vice president assists the president in the performance of all duties and presides in the president's absence. The vice president should work closely with the program committee to be sure that the club meetings and events are interesting and well planned. Usually the vice president will become the next club president.

#### ***Secretary***

The secretary takes minutes of all club meetings and should provide the University with timely and complete information on club activities by submitting a required annual report to the Association and the University's Office of Alumni Relations. This report shall include a list of activities and events held by the club during the year in question, names of registrants at activities and events (where possible), the current paid membership list, and a roster of current officers and directors with their terms of office specified and other information deemed necessary by the Office of Alumni Relations to aid in the quantification and analysis of alumni activity.

#### ***Treasurer***

The treasurer handles club funds, pays the clubs bills, and keeps records of all financial transactions. The treasurer oversees the club's bank account and should submit a report on the club's assets at every board meeting. The treasurer is also required to complete the annual financial statement for the University's yearly review by the deadline established by the Office of Alumni Relations.

#### ***Past President (optional)***

The past president will offer guidance to the new president and other Board members as necessary.

## **B. Board Members/Committee Chairs**

Club operations require the completion of many important tasks. Responsibility for those tasks is shared by club members who are delegated to serve on various committees. Most clubs find it useful to involve as many members as possible by forming various committees. These can include: programming committee, membership committee, scholarship committee, nominating committee, publicity committee and communications committee. Following are some suggestions committees can be charged with.

### ***Programming Committee***

This committee plans the content of the year's meetings in cooperation with the club's officers and board. The committee is responsible for seeing that the plans for each meeting are executed, including arranging a location, reservations, set-up, and registration.

### ***Membership Committee***

This committee develops ways to solicit new members for the club. It is recommended that the committee review the club by-laws and determine if club membership is open to non-alumni.

### ***Scholarship Committee***

This committee directs club activities that raise money to provide scholarship funds for students to attend SU. (See Scholarships section.)

### ***Public Relations/Marketing Committee***

This committee is responsible for publicizing all club events. This includes coordinating the email blasts through the University, posting the event to the Regional Calendar, and sharing it on social media outlets: Facebook, LinkedIn, Twitter, etc. (See Communicating with your Constituents)

### ***Nominating Committee***

This committee handles the critical task of obtaining new leadership. A successful club will identify potential leaders and have a succession plan in place. For example, the current VP, after fulfilling their term, is eligible to be the next president or look to successful committee chairs as potential officers.

## **C. Succession Planning**

Terms of office should be defined in the club by-laws and the club officers should be cognizant that new board officers will eventually be needed. Finding those future leaders and making a seamless transition is vital to the smooth operation of a successful club. Each event offers the opportunity to identify potential good volunteers and many times a gentle ask is all that is needed to involve those people. Keep an open mind and consider demographics on the board. Some alumni are very avid sports fans, others are not. It is better to have a plan in place and people in mind in case a vacancy occurs.

## V. Communicating With Your Constituents/Promoting Club Events

### A. Email Blasts

The preferred way to communicate with the constituents in your area or specialty group is to request an email blast sent by the University. This should be done at least 10-14 days before the date you would like the email to be sent. For more information on sending email blast, go to [this link](#) and complete the [form](#). The form will be reviewed by Alumni Relations. A 'test' email will then be shared with the person who submitted the request. That person will be asked to review it and make any changes, if necessary. Once the final draft has been approved, it will be scheduled accordingly. Please be sure to review your email carefully before you submit it to improve efficiency and prevent delays. Understand that the entire University, as well as clubs, use this system and our scheduling is done with respect the amount of email our alumni receive in any given day or week. We will do our best to accommodate your requested date if the request adheres to the time guideline above.

### B. Mailing Options

Email is the main form of communication. If a club has a need to send a postal mailing, the club is responsible for all mailing costs and should contact the Office of Alumni Relations for guidance.

### C. Facebook

Each club may want to establish their own group on Facebook. The link will be included in the alumni club contact page on the University's website. Additionally, club events may be posted to the general alumni Facebook page. Basic announcements, event invitations, and photos can also be posted on the club's page.

### D. Other Social Media

Syracuse University also has groups set up on Twitter, FourSquare, LinkedIn, and Meetup. Check out each outlet and if you have any questions or need additional information, contact the Office of Alumni Relations.

### E. SU Alumni Listserv/Club Presidents Listserv

The Office of Alumni Relations has established an alumni listserv where alumni can opt in or out at any time. To post a notice to the listserv, go to <http://syr.edu/alumni/services/listserv.html> for guidelines and instructions. Additionally, the office maintains a listserv to communicate with the club presidents: [clubpresidents@listserv.syr.edu](mailto:clubpresidents@listserv.syr.edu). Please contact the Office of Alumni Relations to add additional board officers.

### F. Regional Calendar

When planning an event be sure to post it to the Regional Calendar at <http://suevents.syr.edu/main.php?view=month>. You may also want to review this calendar before planning an event to be sure there is not another event going on in your area that could potentially conflict with your event. For directions and the password, please contact the Office of Alumni Relations.

## VI. Programming for Your Club

Determine the type of event and the club's goal for the event. Many times the event is to give the alumni a chance to hear a speaker from campus, network or maybe raise money for the club's scholarship. Each event should be viewed as an opportunity to increase club membership and identify possible alumni for future leadership in the club.

Types of events:

- a. Service to SU (New student send-off parties, welcome back graduates)
- b. Social (game watches, theater night, holiday parties, museum tours)
- c. Educational (SU faculty or other noted speaker)
- d. Networking (Success in the City, networking happy hour, expert breakfasts)
- e. Community Service (National Orange Day)

These events may be in collaboration with the Office of Alumni Relations or another University department, school or college.

Event Planning, sample questions to ask:

1. Who is the intended audience?  
All alumni, certain class years, students and /or parents, public welcomed  
(keep in mind the size of the venue)
2. When to hold the event?
  - a. Great events usually succeed due to thorough planning and attention to details. There needs to be ample lead time to ensure the alumni have enough notice of the upcoming event. Before determining the date, check the SU, regional, athletic, religious and federal holiday calendars to avoid scheduling conflicts. Here is an example of planning backwards to meet the deadlines and cover all the aspects of an event, in this case with a speaker:
    - i. Ten weeks or so before the event: determine format (theme, activity, panel discussion, etc.) secure the venue and speaker(s).
    - ii. Eight weeks prior: confirm date with speaker and venue. If sending a save-the-date notice, submit your email blast request. If a contract is required, be sure to submit it to Alumni Relations for review and possible signature by the University's comptroller.
    - iii. Six weeks prior: design invitations and plan your marketing strategy. Submit your email blast request to give alumni four weeks' notice prior to the event. Update your website to include the event, post it on the SU regional calendar, and utilize social media to advertise the event. Begin to secure volunteers and plan where help will be needed; set-up, check-in, name tags, etc. Delegate assignments so one person is not responsible for

all aspects. The event should be enjoyable for all, including the club officers.

- iv. Three weeks prior: review the reservations to determine if a reminder email blast is necessary and/or other methods need to be utilized to increase the attendance. Continue to publicize the event. Encourage board officers to personally invite people.
  - v. Two weeks prior: confirm speaker and verify travel plans (do they need a ride to the venue, if yes, who will handle) and the program, check on any special equipment needed, such as AV, podium, finalize menu and room set-up with venue. Consider if signage is necessary to direct attendees.
  - vi. Week of: run nametags; cover any last minute details.
  - vii. Day of: be sure volunteers are well informed of their roles and arrive early to set up, arrange name-tags, test AV, etc.
3. How will the club pay for the event?
- Determine the total cost of the event and then decide how the costs will be covered, i.e., charged event, club subsidized, etc. Be sure that the fee will cover the costs completely, food, beverage, room rental, gratuity, a/v rental, etc. Decide what a reasonable price for the event is and what people would be willing to pay. Some clubs will add a bit to the price of the ticket so the club receives a small income from the event.
4. How will the club advertise/promote the event?
- Facebook, LinkedIn, Twitter, listserv, websites including the University's alumni site, and email blasts are all avenues the club can use to promote events.
5. How will the club report the event and measure the success?
- a. It is important that Alumni Relations receives an attendance list, as well as a report on the event.
  - b. Use an evaluation form to help with your report. Evaluate what worked well and what needs to be improved, as well as the total cost for the event, and the number of people that attended. While all events will not garner the same number of participants, if you complete evaluations after each event, it will be very helpful in successful planning for the following year or future events.

## **VII. Financial Information**

### **A. Definition of Treasurer**

The Treasurer shall be the chief financial officer and as such shall have charge and custody of all funds of the Club; shall deposit the funds as directed by the Board of Directors; shall keep and maintain accurate and complete books and records of accounts of the Club; shall handle all Club funds in accordance with Alumni Association guidelines and Internal Revenue Code requirements for Section 501(c)(3) organizations; and shall perform such other duties as may be specifically assigned by the club's Board of Directors. The Treasurer shall also be responsible for preparing all appropriate financial reports and information required by the Club's Charter Agreement with the Association. Unless otherwise specified by the club's Board of Directors in the election of other officers, the Treasurer shall carry out the duties of the President in the absence of the President and/or Vice-President.

### **B. Responsibilities**

The Treasurer is responsible for maintaining all financial information and reporting financial data needed to meet Internal Revenue Service filing requirements for tax exempt organizations. Such information shall be provided to the Association on a quarterly basis (September 30, December 31, March 31, and June 30). The report will be due 45 days after the quarter ends. The SU Alumni Association shall in turn be responsible for filing the Form 990, Annual Information Return required by the Internal Revenue Service.

The Club's Treasurer is also responsible for the day to day activities of the Club including the following:

- Collecting fee revenue for Club functions and maintain supporting documentation for receipts, invoices, etc.
- Pay bills incurred by the Club on a timely basis and maintain support for disbursements,
- Maintain internal spreadsheet or QuickBooks of financial records,
- Prepare monthly financial statements to be presented and ratified at the club board meeting
- Collect membership dues,
- Record and maintain scholarship contributions and disbursement records, and
- Maintain the Club's banking records, PayPal and investment accounts.

### **C. Financial Matters**

#### **1. Annual Reporting**

Each club is provided with an Excel report that will need to be filled out on an annual basis. The report will be used to generate information from your Club's internal record keeping from July 1st through June 30th, in order for the Association to complete the IRS Form 990. Failure to complete reports by the University's deadline will result in consequences as determined by the SU Alumni Association, including but not limited to the possible revoking of a club's charter.

This report is intended to be completed electronically in Excel. The entire file is a workbook with separate tabs called worksheets. Each worksheet should be completed. To begin completion of this report, follow the instructions included in the first worksheet. There is a Glossary included to provide the definition of some key terms. There are several lines on each worksheet that are linked or are formulas. The Club should enter activity for twelve months from July 1 through June 30.

The Club will enter all of the revenues collected in the Schedule of Revenue and all of the expenses expended in the Schedule of Expenses.

The Club should enter the checking, savings, investment and PayPal account balances on the balance sheet tab. The prior year ended June 30 is pre-populated with the ending balances, do not edit. Note that the Revenue less Expenses should agree to the change in net assets on the Balance Sheet.

## **2. Bank Account**

The Board of Directors shall authorize the officers to open a bank account in the name of the Club, using the Federal Employer Identification number of the Association, as authorized by the Association's Charter Agreement with the Club. All banking transactions shall require the signatures of the Treasurer and the President at the authorization of the Board of Directors to engage in banking transactions on behalf of the Club. The President and the Treasurer should be the only signatories on the account.

If online banking is available, it is the Treasurer's responsibility to maintain and control online accounts. The Association recommends that the Treasurer have administrative rights and the President have viewing rights. If online access is not available, the President should request a copy of the bank statement mailed directly to them from the bank. **The Club should ensure that the ability to do wire transfers to outside accounts has been disabled. Refer to treasurers manual concerning credit and debit cards.**

The bank account should be reconciled from the bank statement to the check register on a monthly basis and reviewed by the President. Any old or outstanding items should be investigated.

## **3. Closing a Bank Account**

If a club needs to close a bank account due to termination of the club's charter, the president and treasurer under the direction of the Office of Alumni Relations, will need to determine how to appropriate any remaining funds. The balance of the accounts can be donated in two different ways: 1) Given to current student(s) residing within the club region; or 2) Donated to the new club start-up fund. Arrangements can be made by contacting the clubs representatives in OAR.

## **4. Fundraising**

The Club is responsible for accounting for all fundraising activities. Accordingly, there should be two individuals involved in the reconciliation of the funds raised, which shall include the Treasurer and the coordinator/President to ensure funds raised are properly accounted for, reported and dispensed. More information can be found in the "Fundraising" section of the Manual.



## VIII. Fundraising

### Fund Raising Tip Sheet

An organized alumni club takes a lot of hard work and organization from our alumni volunteers. Along with your dedication, a successful alumni club also needs capital for the day-to-day operations of the club, as well as, for building scholarship and award programs.

This tip sheet was developed to meet national standards on fund raising for not-for-profit 501(c)(3) corporations. Failure to follow these guidelines could put your charter and the association's not-for-profit status in jeopardy. It will help your club in deciding what types of fund raising activities you may promote, what portions of the funds are tax deductible and will help to make your alumni club events **SU**ccessful!

#### A. CLUB DUES

Dues are the initial source of alumni club revenues. The fee is usually nominal and is intended mainly to cover the club's operating expenses. According to the internal revenue code, DUES paid "for membership in any club organized for business, pleasure, recreation or other social purpose" are NOT TAX DEDUCTIBLE. Membership should not be denied for the inability to pay dues.

To use membership renewal as a method to raise funds, clubs might consider having a separate charitable donation option included on the membership form. (Please note, this type of fund is meant to go towards a scholarship fund, not the club's operating fund.) This would allow alumni the option of making a charitable donation to the club's scholarship fund. *A donation of this nature is tax deductible; however the donation must be made with a separate check.*

#### B. SCHOLARSHIPS/AWARDS

Each club is encouraged to "give back" to Syracuse University by supporting students in their area with financial awards. There are many different types of scholarships/awards and the Office of Alumni Relations is available to assist in establishing these awards and setting guidelines for them.

#### C. RAFFLES

While a raffle for a TV set or 50/50 raffle may seem like the perfect fund raiser for an alumni club, it is the single fund raising activity that is **NOT ALLOWED**.

The purchase of a raffle ticket is considered a "game of chance"; individuals are gambling/betting for the opportunity to win a prize.

University Counsel reports that most states have general and specific restrictions on any type of gambling activities, including bingo, lotteries and raffles of all kinds. Betting, gambling and games of chance require a special license or permit. Without a license or permit **RAFFLES ARE ILLEGAL**.

## D. CLUB DINNERS AND SPECIAL EVENTS

A charity dinner or special event is another way for alumni clubs to raise funds. Typically, the club charges an attendance fee that is higher than the actual cost of the activity and applies the additional monies to its budget. For example, the club holds a dinner and charges \$35.00 per person. The actual cost to the club is \$20.00 per person. In this example, each event attendee will have received goods or services worth \$20.00 (their dinner) and made a “quid pro quo contribution” to the club of \$15.00. THIS CONTRIBUTION IS TAX DEDUCTIBLE and the individual can claim it on their taxes.

If the contribution is more than \$75.00 per person, the club is required by IRS code to provide a written disclosure statement to the donor. The disclosure statement must include:

- The value of the goods and services received
- The portion of their payment that is tax deductible

## E. DOOR PRIZES

Door prizes are a great way to encourage attendance and boost the fund raising potential of an event. But organizers beware, the best way to meet IRS guidelines for fund raising is to assure that your door prize items are DONATED TO THE CLUB.

If the club purchases the items to be awarded as door prizes, the argument could be made that part of the event fee will be used to offset the cost of the door prizes and that the club is actually providing consideration for the chance to receive a prize. This would constitute a lottery or gambling activity and may be subject to the same limitations as raffles.

## F. CHARITY AUCTIONS

Clubs may raise money by using a silent auction or live auction to “sell” items to the highest bidder. The “winner” is determined by the highest bid, not by chance. Since there is no element of gambling involved, it makes no difference if the auction item was donated or purchased by the club.

The “quid pro quo contribution” described above does apply.

## G. ATHLETICS - COACH APPEARANCES/EQUIPMENT

### **Request for Coaching Staff or Student Athlete to Appear at Event**

Clubs can submit a request for a coach/student athlete appearance at an event. You can obtain the form by contacting Alumni Relations and then faxing it to the Compliance Department: 315-443-1441. Forms are available at:

<http://www.syr.edu/alumni/wheretheyoulive/clubs/Alumni%20Club%20Manual.html>

### **Requests for Autographs/Donations from Athletics**

Clubs can submit a request for an autographed donation from a coach/team/student-athlete. The applicant needs to complete the form in its entirety and follow up with the Compliance Department at 443.1265 two or three days after submission of a request. The compliance office reviews, approves or denies the request, and then forwards the approved form to the athletic director’s designee for approval. The form is then forwarded to the sport program of interest.

*Most sport programs do not provide items, the individual making the request is responsible for getting the items to the sport program, and the basketball program charges for autographed items.*

## IX. Guidelines/Regulations

### Liability

Syracuse University Alumni Association, Inc., its members, officers, trustees and affiliated organizations maintains (but reserves the right to change) insurance policies covering the Association and its chartered alumni clubs as identified in Appendix A of the club charter. Appendix A is a summary only and the specific terms and conditions of the policies will govern. For more information, contact the Office of Alumni Relations.

### NCAA Compliance

The Office of Athletic Compliance (OAC) functions within the scope of the University's compliance program to coordinate, monitor and verify compliance with all NCAA requirements, and to educate the various constituencies of the University and the athletics community regarding NCAA regulations. This includes usage of photographs of current student-athletes, which is not allowed without prior consent, and subject to NCAA rules and regulations. **Please contact our office before using any photos of athletes.**

The requirements and regulations set forth by the NCAA are lengthy and complicated. For the most current information visit the Compliance website at:  
<http://suathletics.com/index.aspx?path=compliance>.

### Syracuse University's Alcohol Policy

#### LIQUOR LIABILITY

Appendix B on the club's charter and by-laws states: "The serving of alcoholic beverages at Club sponsored events must be in accordance with all local, state and federal guidelines. All reasonable and responsible precautions, including appropriate training of Club presidents and officers, must be taken to insure that there not be any alcohol related problems as a result of a club sponsored event."

Additionally, the University's guidelines on Alcohol, Other Drugs, and Tobacco is listed online at:  
[http://supolicies.syr.edu/fac\\_teach/alcohol.htm](http://supolicies.syr.edu/fac_teach/alcohol.htm).

### Use of Trademarks

Clubs are allowed to use University logos but must include the officially registered or trademark symbols. This link offers details and explanation on usage and obtaining a trademark:  
<http://auxiliaryservices.syr.edu/licensing/index.shtml>.

**X. Office contact information**

All questions concerning the alumni clubs should be directed to the Office of Alumni Relations. Currently each club is assigned a staff member to assist the club. Please refer to the club listing on the website for the assigned staff member for your club. Additionally the office hires work-study students who assist staff members with club related projects. For a listing of current Alumni Relations staff members please refer to our website: [http://www.syr.edu/alumni/office\\_of\\_alumni-relations/staff.html](http://www.syr.edu/alumni/office_of_alumni-relations/staff.html)

*This manual is subject to change at any time at the sole discretion of the Office of Alumni Relations. September, 2013*