



**REBELS
FOREVER**

VOLUNTEER HANDBOOK

2025-2026

Rebels Then, Rebels Now, Rebels Forever.



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WELCOME FROM THE EXECUTIVE DIRECTOR

Alumni Board Members, Chapter and Club Presidents, Committee members and all of our Volunteers,

On behalf of the University of Nevada, Las Vegas (UNLV) Alumni Association Board of Directors, thank you for your service to your alma mater and your support of the Rebels Forever program. Volunteer groups are formed primarily because alumni have a fondness for UNLV. Alumni also enjoy getting to know other alumni within their community and sharing their experiences and stories from their time at UNLV.

Official volunteer affiliation with the UNLV Alumni Association comes with many advantages and privileges. This handbook will help you to better understand our expectations and guide you through the process of starting and managing a successful volunteer portfolio. Again, we thank you for your commitment and look forward to working with you to engage our more than 150,000 alumni worldwide.

Sincerely,



Blake Douglas,
Executive Director, UNLV Alumni Association
Associate Vice President, Alumni Engagement



DIVISION OF PHILANTHROPY AND ALUMNI ENGAGEMENT

The Division of Philanthropy and Alumni Engagement (PAE) is dedicated to building meaningful relationships with UNLV alumni and stewarding private investment in the university. PAE supports the mission and vision of two 501(c)3 organizations: the UNLV Foundation and the UNLV Alumni Association. PAE advances the following core values:

TEAMWORK

We work cooperatively with other team members and empower all to make valued contributions to achieve common goals

INTEGRITY

We commit to consistently uphold shared values through personal accountability and transparency.

TRUST

We establish trust through transparency, honest communication, acting with good intentions, and respecting confidentiality.

EXCELLENCE

We are a service-oriented team inspired by our mission and core values to maximize our potential.

RESPECT

We seek a safe and welcoming environment through interaction that demonstrates empathy, kindness, dignity, and care for others by encouraging and fostering inclusion.

Alumni Engagement Strategic Plan

The Alumni Association is the driving force behind a strong relationship between UNLV and more than 150,000 alumni worldwide. On behalf of the Alumni Association, PAE's alumni engagement team facilitates the work of outreach, advocacy, and philanthropy for the benefit of UNLV. Our volunteers are the foundation of much of this work and support the Association's strategic plan.



MISSION

The UNLV Alumni Association builds lifelong relationships between current and future alumni, UNLV, and the community.

VISION

The Alumni Association will engage UNLV alumni, students, and the community to create a strong identity and increase support for UNLV through all that it does

STRATEGIC GOALS

1. Increase overall awareness of the UNLV Alumni Association
2. Increase alumni and community engagement with UNLV and the UNLV Alumni Association
3. Encourage new and continued philanthropy from alumni and the community
4. Strengthen the relationship between the UNLV Alumni Association and the UNLV Foundation

Volunteer Opportunities and Expectations



Our volunteers represent a diverse array of university alumni who are committed to supporting the Alumni Association's mission and vision. Our volunteers can engage in a number of ways including Chapters, Clubs, Committees, Board of Directors, and Program Support.

ALUMNI LEADER CONDUCT

Alumni leaders are ambassadors for UNLV and representatives of the Alumni Association. To maintain the reputation of professional excellence for the Alumni Association and the university, volunteer leaders are expected to display good judgment, diplomacy and courtesy when engaging with alumni. UNLV Volunteers perform a service for the University without promise, expectation, or receipt of compensation for services rendered. A volunteer offers service to the University and does so without pressure or coercion; and is not otherwise employed by the University to perform the same type of services as those for which the individual proposes to volunteer.



We ask that you adhere to the highest standards of personal and professional conduct and ethics. Volunteers must adhere to UNLV's privacy policy and work in support of the university's standards for diversity, equity, and inclusion. The Alumni Association reserves the right to disengage with any chapter volunteer at any time who does not adhere to these guidelines or whose actions may not be appropriate for, nor aligned with, the mission or the goals of the Alumni Association.

DATA AND ACCESS MANAGEMENT

Occasionally, UNLV volunteers come across contact information of key constituents (alumni, students, faculty and staff) to facilitate the purposes of a UNLV recognized group. As a UNLV volunteer, you may have access to information which is confidential in nature (whether or not labeled as “confidential”). UNLV volunteers are responsible for preserving the confidentiality of this information, and must therefore observe the rules as outlined below.

1. Volunteers may not violate privacy. Data can be shared only within the core group and with UNLV staff when it is necessary to the job that the group has been tasked with. The information must never be disclosed, disseminated, published, or used for personal use.
2. Volunteers who are privy to giving history should maintain strict confidentiality of the data. It is to be used only for the purpose of cultivation or for further solicitation as directed by UNLV. This information is not meant to be disclosed to others or for use for any other purpose. A signed confidentiality agreement does not guarantee the right to requested information.
3. No information that you have access to by virtue of your position as a UNLV volunteer may be used for any purpose except as directed in connection with the specific volunteer work. For example, the information may not be used for advertising or solicitations for commercial services, to solicit for or promote a political candidate (even if the candidate is affiliated with UNLV), or to seek employment.
4. Volunteers supported by the Division of Philanthropy and Alumni Engagement should use the provided email to communicate with constituents. The use of personal email to send mass communications to constituents about Chapter/Club events, programs, official communications, etc. must be done through the provided email account.
5. Volunteers will work with the Alumni Engagement office to create electronic messaging (such as e-newsletters or event invitations) through the iModules platform. The data used for electronic communication will be kept within the iModules platform to maintain relevant mailing lists.
6. The request for alumni contact information is handled through collaboration with the Alumni Engagement office. Requests are handled on the Chapter or Club’s behalf by notifying the Alumni Engagement office of the criteria to be pulled. Staff will notify your constituents through the iModules platform. iModules is the preferred method for web-based content the Division uses (e.g. e-newsletters, event invitations and registrations, constituent management). It is the responsibility of the Chapter or Club to provide the images and content to be distributed.

VOLUNTEER OPPORTUNITIES

Each of these volunteer opportunities are designed to provide unique and individually tailored leadership experiences for our alumni community. This handbook will outline the broad categories of engagement and provide detailed information on the expectations and standards for all volunteers.

BOARD OF DIRECTORS

The UNLV Alumni Association is governed by a volunteer board of directors called the Legacy Board. Members of the board are selected to serve two-year terms and participate in board meetings as well as various meetings and activities of their assigned committees. Nominations are accepted each year.

COMMITTEES

The Alumni Association's Board of Directors has a variety of Committees which support a specific area of engagement. Committees include Advocacy, Board Development, Chapters and Clubs, Executive, Finance and Philanthropy. Each Committee meets regularly and supports a specific component of the Board's Strategic Plan.

PROGRAM SUPPORT

Graduates of UNLV can give back to the university and gain meaningful experience by volunteering to support a variety of events and other programs. Program support opportunities include events, social media ambassadors, career services, advocacy and more. Program Support is very important to the function of the Association and provides a diverse range of opportunities for busy alumni to stay involved while furthering their career.

ALUMNI CHAPTERS AND CLUBS

Alumni Chapters are organized by individual Schools and Colleges; and Alumni Clubs are organized by various affinity groups. Volunteers can serve on the Chapter and Club leadership teams or as a general member of those organizations which meet on a regular basis and host numerous events throughout the year.



Alumni Association Board of Directors

A photograph of a brick wall at night with the UNLV logo cut out of it, illuminated from within. In the background, a city skyline is visible under a twilight sky, with the Stratosphere tower on the right. In the foreground, a solar panel array is visible on the left.

UNLV

The UNLV Alumni Association is governed by a volunteer board of directors called the Legacy Board. Members of the board are graduates of UNLV, committed to UNLV and its projects, and committed to providing service to the university and alumni.

ALUMNI ASSOCIATION BOARD OF DIRECTORS EXPECTATIONS

Directors on the UNLV Alumni Association Board of Directors exist to secure and promote the fiduciary, legal, and ethical well-being of the Association and to ensure that the organization fulfills its missions. If you do not fulfill these commitments to the association, expect the board president to discuss your responsibilities with you to determine if dismissal as a director is necessary.



LEADERSHIP

- Act in the best interests of the organization, and excuse yourself from discussions and votes where a conflict of interest exists
- Assume leadership positions on the board
- Stay informed about what's going on in the organization. Read the information provided, think strategically, request additional information, come prepared, and ask questions. Participate in and take responsibility for making decisions on goals, issues, policies, and other board matters

AMBASSADORSHIP

- Be informed about the association's mission, goals, policies, programs, and services
- Gain sufficient knowledge of the university to be an effective ambassador of UNLV in your community
- Represent the views and interests of alumni in board, association, and university affairs
- Whenever possible, attend and represent the association at events hosted by other campus departments and student organizations
- Cultivate relationships with campus leaders and partners

PARTICIPATION

- Attend 75% of board meetings, retreats and any committee meetings for which you are a member
- Pay your own expenses incurred in attending meetings
- Collaborate in good faith with other board members and staff as partners towards achievement of organization goals
- Serve on at least one committee and volunteer to assist with events
- Providing a timely response to requests and notices
- Serve as hosts at association events
- Actively support and participate in association and university programs

PHILANTHROPY

- Be a Scarlet Loyal donor
- Encourage and solicit other UNLV alumni to become Scarlet Loyal donors; identify volunteers for the association, and direct them to the appropriate staff
- Encourage alumni and friends to participate in programs including:
 - Attend an event
 - Use the UNLV Alumni Association Mobile App
 - Purchase a UNLV license plate
 - Contact Career Services to become a mentor for students
 - Volunteer at university functions or on an association committee
- Introduce potential corporate sponsors or other resource opportunities to the staff
- Cultivate and inspire financial generosity among alumni and friends towards UNLV by a personal demonstration of philanthropy toward the UNLV Alumni Association Scholarship Fund
- Assist in the association's fundraising efforts



Alumni Association Committees

The Alumni Association's Board of Directors has a variety of committees which support a specific area of engagement. Committees include Advocacy, Board Development, Chapters and Clubs, Executive, Finance, and Philanthropy. Committees are the backbone of engaging alumni in university life after graduation.

Committees serve an important role in carrying out the Alumni Association's strategic plan, and increasing an engaged community of alumni across the country and around the world. Similar to Chapters and Clubs, as detailed below, each committee has a leadership team and a Staff Liaison to ensure continued success.

ADVOCACY COMMITTEE

The purpose of the Association's Advocacy Committee ("Committee") is to bring a diverse group of UNLV alumni and friends together in a unified front to advance the University's interests in local, state, and federal governments and maintain a network of advocates. The Committee will provide:

- Guidance for the Association's advocacy efforts at the local, state, and federal levels
- Policy recommendations for those advocacy efforts to the Association's Board of Directors ("Board")
- Information and leadership to individuals who volunteer to advocate for UNLV as Rebel Advocates ("Advocates") regionally, throughout Nevada, and the United States
- Information to key decision-makers to generate awareness about issues impacting UNLV and higher education



BOARD DEVELOPMENT COMMITTEE

The Board Development Committee is charged with nominating new directors and officers for election to the Alumni Association Board of Directors. The members of this committee regularly review and evaluate the involvement of the current directors of the board and recommend members for reappointment. The Board Development Committee leads the annual process of reviewing the qualifications of potential board members and recommending new Board members each year. The committee plays an important role for the Alumni Association, and oversees governance, leadership development, strategic planning, and diversity. This committee will meet a minimum of four times a year.

CHAPTERS AND CLUBS COMMITTEE

The Chapters and Clubs Committee will prepare policies and make recommendations to the board concerning chapter and club development, recognition, operation, and termination including chapter member qualifications and requirements. This committee is comprised of the Presidents of each Chapter and Club, who meet a minimum of four times a year.

EXECUTIVE COMMITTEE

The Executive Committee was established to supervise and manage the operations and affairs of the UNLV Alumni Association. Members of the Executive Committee include the President, Vice President, Secretary, Treasurer and Immediate Past President. Except to the extent limited by a resolution of the Board of Directors, the board delegates to the Executive Committee all of the power of the board whenever the board is not in session. This committee will meet a minimum of four times a year.

FINANCE COMMITTEE

The Finance Committee works with auditors, accountants, and the UNLV Foundation to ensure that the financial goals and objectives of the Alumni Association are met. The Committee will present an overall operating budget to the board and monitor financial progress throughout the year, set long-range financial goals and strategies, oversee the investment portfolio, also, create and grow affinity partnerships. This committee will work closely with staff to evaluate the needs for sponsorships, track progress, and oversee benefits provided to sponsors. This Committee will meet a minimum of four times a year.

PHILANTHROPY COMMITTEE

The Philanthropy Committee encourages and leads active participation through the gifts of time, talent and treasure for the alumni association and for the colleges and units across the UNLV campus. It will provide direction and advice to the Alumni Board and staff on connecting fellow alumni with the “why” to be involved annually in order to build a stronger culture of philanthropy. The Committee will evaluate undergraduate alumni engagement and philanthropic participation and make recommendations to the Alumni Board and staff about the strategic purpose for outreach and engaging events. Additionally, the committee will actively work with the Division of Philanthropy & Alumni Engagement to appropriately and creatively thank those alumni who give of their time, talent and treasure.





Alumni Association Program Support

Graduates of UNLV can give back to the university and gain meaningful experience by volunteering to support a variety of programs. Program support opportunities include events, social media ambassadors, career services, advocacy, and more.

WAYS TO SUPPORT

EVENTS

Each year, the Alumni Association hosts a number of events including Rebel Homecoming, tailgates and pre-game gatherings, and the Alumni Awards. Our extended alumni network can volunteer for these events to help us provide an exceptional experience, and to enjoy the camaraderie of fellow UNLV graduates.



REGIONAL NETWORKS

The UNLV Alumni Association regularly hosts events across the country in regions with a high concentration of alumni, providing a unique platform for networking and information sharing with a diverse range of individuals. These events are promoted through the Association and listed on the UNLVAA events page.

In order to grow opportunities for alumni living outside of Southern Nevada, the Association is establishing Regional Networks that will create formal and informal volunteer positions. Regional Networks will be comprised of local volunteer leaders and members who coordinate communications, events, student recruitment support, and philanthropic efforts tailored to alumni living in the area.

Regional networks will soon be forming in areas that may include Southern California, Washington, D.C., Hawaii, Phoenix, Reno, and more.



CAREER SERVICES

With a wide variety of programs and majors, the UNLV alumni community is full of exceptional professionals at various stages of their career. Our Career Services staff provide individualized opportunities for alumni to get engaged in supporting students and recent graduates as they embark on their own journey.

SOCIAL MEDIA AMBASSADORS

The UNLV alumni community regularly engage with our social media content, and can sign up to become a Social Media Ambassador to amplify the many great stories from our university and alumni across a diverse range of careers. Many of our volunteer leaders become Ambassadors by liking, sharing and creating high quality content.

ADVOCACY

Through the Rebel Advocates program, hundreds of UNLV alumni volunteer to support higher education, university priorities, and the interests of the UNLV alumni community. Our alumni have the power to help expand our reach, guide public discussions, and connect with others to support our university.



Alumni Chapters and Clubs Overview



ACADEMIC CHAPTERS

Academic alumni chapters are comprised of alumni who graduated from a specific academic discipline and are organized by college or school. The current chapters are:

- Lee Business School Alumni Chapter
- College of Education Alumni Chapter
- Howard H. Hughes College of Engineering Alumni Chapter
- College of Fine Arts Alumni Chapter
- William F. Harrah College of Hospitality Alumni Chapter
- School of Integrated Health Sciences Alumni Chapter
- William S. Boyd School of Law Alumni Chapter
- College of Liberal Arts Alumni Chapter
- School of Nursing Alumni Chapter
- School of Public Health Alumni Chapter
- Kirk Kerkorian School of Medicine Alumni Chapter
- Greenspun College of Urban Affairs Alumni Chapter



AFFINITY AND IDENTITY CLUBS

Affinity and identity clubs bring together alumni with a shared common attribute, identity, or activity. The current clubs are:

- African American Alumni Club
- Asian American Pacific Islander Alumni Club
- Native American Alumni Club
- Soccer Alumni Club
- Veterans Alumni Club


Alumni Chapters and Clubs benefit the university, alumni, and members of the UNLV community by:

Creating new ways for alumni to network and meet each other in their communities

Planning and hosting events that strengthen alumni ties to UNLV

Renewing friendships developed at UNLV

Assisting UNLV's recruitment and admissions programs



Supporting the efforts of UNLV to
keep alumni informed of campus
developments

Providing avenues for the exchange of
ideas between alumni and UNLV

Involving alumni in career cultivation
(jobs, internships, student placement,
and graduate students)

Instilling a spirit of philanthropy for
scholarships and student services

CHAPTERS & CLUBS – BENEFITS AND SUPPORT

PROGRAM MANAGER

An Alumni Engagement staff member is charged with the management of the Chapters & Clubs program, including developing structure and training resources, advising on course of action, and connecting with resources.

GOOGLE DRIVE AND COMMUNICAATION

Every Chapter and Club is given access to Google through UNLV. This allows for streamlined information storage, official email access, and shared resources. In addition, each group is assigned a listserve, updated by the Alumni Association, which allows for quick communication to all leaders and members of the individual groups.

EVENT SUPPLIES

Membership brochures and a limited quantity of alumni giveaway items will be provided for Chapter and Club events.

ONLINE EVENT REGISTRATION

If your event requires registration and/or payment in advance, we can build a webpage to collect event registrations on behalf of your Chapter or Club

CUSTOM WEB PAGES

Opportunity to build custom web pages for the Chapter or Club.

EVERGREEN DONATION LINKS

Each Chapter and Club can raise funds that go directly to their Alumni Association budget throughout the year. These links are made to be shared with members and other individual supporters who may be interested in helping financially.

SPONSORSHIP SUPPORT

Chapters and Clubs should request assistance when reaching out to new or potential sponsors for events, promotional items, and any activities. Staff from the Division of Alumni and Philanthropy can provide information, materials and other support for this type of outreach.

VOLUNTEER HANDBOOK

This guide is maintained with information on Chapter and Club events, activities, and organization.

EXPOSURE IN UNIVERSITY PUBLICATIONS

The Alumni Association will dedicate a portion of the newsletter to cover important updates from Chapters and Clubs and can assist with placement in the magazine.

USE OF LOGOS/INTELLECTUAL PROPERTY

Use of UNLV Alumni and Chapter/Club logos/marks.

INFORMATION SHARING THROUGH ALUMNI ASSOCIATION DATABASE

The Alumni Association database is managed jointly by the UNLV Alumni Association and the UNLV Foundation. Chapter and Club leadership can request that information be shared out to specific alumni who may be interested in joining or participating in the group's activities.

PROMOTION ASSISTANCE

The UNLV Alumni Association promotes events through email blasts, print newsletters, and social media. Chapter & Club events can be placed in these communication tools.

FACILITY USE

The Richard Tam Alumni Center is available to Chapters and Clubs for alumni events. See the Guidelines for Scheduling University Facilities for more details along with the Event Planning guide online and referenced below.

TYPE II DIRECTOR POSITION (FOR CHAPTERS ONLY)

A voting director position is appointed from the Chapter board of directors (Chapter President) to the overall UNLV Alumni Association Board of Directors.

FINANCIAL ADMINISTRATION

All financial reporting and day-to-day bookkeeping, maintenance of non-profit tax status, documentation of donations, management of financial accounts, tax filings, audits, and compliance with Nevada System of Higher Education policies.

NAME

Use of "UNLV Alumni" in name (trademark owned by the UNLV Alumni Association).

POSITIONS WITHIN THE CHAPTER/CLUB BOARD OF DIRECTORS

LEADERSHIP EXPECTATIONS

Chapter and Club leadership will change over time. It is important for leadership to provide continuity as Board members transition, and to maintain a consistent image. Outgoing officers should carefully document the group's activities and regularly meet with incoming leadership to discuss events and answer questions. Saving important information such as meeting agendas and minutes, member contact information, photos and other details is very important and should be done using the Google Drive provided by the Alumni Association.

Chapter and Club leaders serve an important role within the Alumni Association, and are expected to uphold excellence in serving the alumni community. Chapters and Clubs meet on a quarterly basis and are expected to stay active between meetings by hosting events, providing social and professional opportunities, and contributing to philanthropy in support of UNLV. The Alumni Association provides structure and resources that allow individual Chapter and Club leaders to support the Association's mission while serving distinct alumni communities. In 2024, UNLVAA Chapters and Clubs hosted more than 70 events and raised nearly \$100,000 towards a variety of causes.

PRESIDENT

- Preside at all meetings of the members and at all meetings of the board
- Serve as a liaison to the UNLV Administration and the UNLV Alumni Association
- Meet directly with the UNLV Alumni Association President/staff and others on behalf of the Organization
- Appoint committee chairs
- The President shall also have the appointment and other powers provided in the bylaws and otherwise by law

VICE PRESIDENT (PRESIDENT-ELECT)

- Assume the duties of the President during the President's absence including without limitation the duty to preside over meetings of the members or the board of directors and to represent the organization
- Be the official liaison for all committee chairs
- Ideally, the Vice President will assume the office of President for a two (2) year term following their term as Vice President

IMMEDIATE PAST PRESIDENT

Chairs the Board Development Committee and Election Committee and serves as an advisor to the President

SECRETARY

- Verify that the following records are kept and maintained:
 - Minutes of executive committee and board meetings
 - Membership list/roster
 - All organization books and records, except for the financial books and records which are the responsibility of the Treasurer
- Ensure that any required notice of all membership and board meetings is provided and work with UNLV Alumni Association staff to complete this

TREASURER

- Verify that the financial books and records of the Chapter/Club are kept and maintained
- Prepare financial statements
- Report on the Chapter/Club's financial condition at all meetings of the members, board, and executive committee

MEMBER AT LARGE

Serve at the will of the Executive Committee and duties should coincide with carrying out the Organization's strategic plan and special projects of the Chapter/Club.

STANDING (PERMANENT) COMMITTEES

EXECUTIVE COMMITTEE

There shall be an Executive Committee that shall be comprised of the President, the President Elect/ Vice President, the Secretary, the Treasurer, and Immediate Past President. The Executive Committee shall govern the Chapter/Club's affairs on a daily basis in conjunction with the Chapter/Club Liaison. The Executive Committee will meet on a regular basis at the call of the President, and will report all of its actions to the Board.

BOARD DEVELOPMENT COMMITTEE

The Board Development Committee shall be comprised of the following: three (3) current Directors, the Chapter/Club Liaison, and the Immediate Past President will serve as Chair. The committee shall endeavor to create a diverse pool of applicants for Directors and Officers positions and recommend candidates for the Board's approval.

ADHOC (TEMPORARY) OR RECOMMENDED COMMITTEES

- Special Events Committee
- Student Liaison/Engagement Committee
- Professional Development/Mentor Committee
- Board Development Committee
- Sponsorship or Fundraising Committee

ROLE OF THE CHAPTER/CLUB LIAISON

The Chapter/Club Liaison is a UNLV staff member who plays a pivotal role in the success of Academic Chapters or Affinity/Regional Clubs. Liaisons are selected by the college/school dean to support the Chapter or by Affinity/Regional Clubs. It is recommended that the liaison does not simultaneously serve on the Chapter/Club board to avoid potential conflict(s) of interest.

Seven (7) Academic Chapters have a dedicated staff member assigned to alumni work, meaning their job description includes support of alumni activities. These Chapters are:

- Business
- Education
- Fine Arts
- Hospitality
- Law
- Liberal Arts
- Nursing

For each of these Chapters, the Staff Liaison holds a full-time role that supports alumni; however most have many other duties and have varying ability to assist with alumni activities. A Staff Liaison for other Chapters and Clubs are designated or chosen by the group leadership and in conjunction with the Alumni Association. Chapter/Club liaisons should spend four (4) hours per week supporting the Chapter/Club.



The role of Chapter/Club Liaisons is to:

- Represent the interests of the dean, college, faculty, students, university, and others, if applicable
- Collaborate with the college, Alumni Chapter/Club, UNLV Alumni Association board, and staff
- Regularly communicate and meet quarterly (or as needed/required) with the UNLV Alumni Engagement staff
- Attend board meetings, retreats, committee meetings and provide advice and counsel to the Chapter/Club board members
- Offer advice and guidance to the Chapter/Club board of directors on events/activities
- Serves in an advisory capacity to the Chapter president and is ex-officio on Chapter/Club board
- Access support from the UNLV Alumni Association and its staff, including using its resources and referencing the Volunteer Handbook



The role of the Chapter/Club Board is to:

- Be an advocate for UNLV, the Alumni Association, and their College, School, Chapter and/or Club
- Provide leadership of the Chapter/Club
- Complete functions within the Chapter/Club (e.g. secretary takes minutes, treasurer prepares check requests, chair of membership contacts general alumni to solicit for memberships)
- Collaborate with their respective college, Chapter/Club liaison, UNLV Alumni Association board, and staff, if applicable
- Attend Chapter/Club events/provide support for registration, programing, and logistics

Specific duties for each component of the Chapters and Clubs program

UNLV Alumni Association	Alumni Engagement (AE) Staff	Chapter/Club	College/School/Sponsoring Unit
Provide policy and procedures for recognition of Alumni Chapters and Clubs.	Provide support to Chapter/Club boards by advising on operations & alumni engagement tactics.	Maintain Chapter/Club function to meet expectations set in UNLVAA Policies and Procedures.	Represent interests of the college/ school/unit. Ensure Chapter/Club goals align with their initiatives.
Directly support Chapters and Clubs by attending meetings and events.	Maintain accurate records of time and volunteers, and complete paperwork.	Officers provide leadership and direction for Chapter/Club operations.	Provide event planning and logistical support to Chapter/Club.
Provide funding, when available, to support Chapter and Club operations.	Provide access to volunteer resources, how-to guides, and Volunteer Handbook.	Collaborate with UNLVAA Board, staff, and college/ school to serve alumni needs.	Prepare event information for marketing efforts and communicate to AE staff
Chapters and Clubs Committee - advisory group on policies and procedures. (camaraderie with volunteer leadership and practice sharing).	Provide communications support for alumni engagement activities (website, emails, event registrations, etc.).	Complete all officer functions within the Chapter/Club – Secretary, Treasurer, board development, etc.	Work with board members to schedule meetings and prepare materials for the meetings.
Ensure local and federal compliance to maintain non-profit status.	Inform and update board members of UNLVAA on Chapters and Clubs activity.	Attend Chapter/Club events to provide adequate experience to guests	Provide an update from the college/school/unit at each board meeting.
Comply with NSHE audits and ensure policies and procedures are adhered to.	Assist volunteers with event planning to ensure logistics and guests' experience.	Attend and support UNLVAA events and participate in planning and execution.	Attend AE meetings, report college/ school/ chapter/club updates.
Maintain Chapter/Club finances, serve as accountant, manage banking.	Attend engagement events to provide volunteer support when requested.	Be a philanthropic steward and participate in Scarlet Loyal program.	Attend Chapter/Club Liaison meetings and collaborate with staff/ other liaisons.
	Director of Board and Volunteer Relations provides consistent, effective communication.		Keep in communication with Director of Board and Volunteer Relations

CHAPTERS & CLUBS – EVENT PLANNING

Chapters and Clubs are expected to plan diverse events that engage alumni with a wide variety of interests and expertise. The first question that should be asked when planning an event is, “Does this enrich deep love, pride and celebration of UNLV?” If not, consider another event or changing the format so that you are helping to enrich deep love, pride and celebration of UNLV.

UNLV Chapters and Clubs regularly host events that include Trivia Night, Happy Hours, Networking Dinners and other specialty programs. The Harrah’s College of Hospitality Alumni Chapter conducts an annual “Rebel Restaurant Week,” that supports local establishments owned by UNLV alumni; and the Native American Alumni Club hosts an annual “Powwow for the Planet” at the UNLV campus. These are signature events that bring past, present and future Rebels together in celebration of culture, community and shared excellence.

The Alumni Association is an important resource in this process, and is here to ensure that Chapters and Clubs create impactful events and have the tools needed to create engaging events that make a lasting impression. Chapter and Club leadership should use the interactive Event Planning guide, available in the [shared Chapter and Club digital folder](#), to best create and successfully manage events.

CHAPTERS & CLUBS – ANNUAL REPORTS

Each year on the 30th of June, Chapters and Clubs are required to submit an Annual Report to the UNLV Alumni Association’s Chapters and Clubs Committee Chair, detailing all of the initiatives, events and activities undergone throughout the year. This report includes an overview of events and activities, along with documentation, and specific supporting materials such as meeting minutes, bylaws and a Board Roster that demonstrate the structure of the group. To help facilitate this important process, an Annual Report template and scoring rubric is provided to Chapter and Club leadership and information sessions are conducted in advance of the due date.

Additional materials and sample Annual Reports are saved on the shared Google Drive accessible to all Chapter and Club leaders and members. The annual reporting process allows for individual groups to showcase their accomplishments and receive dedicated funding for the coming year. To be successful, Chapter and Club leadership should maintain careful records of all events, activities and outcomes as they happen, and also communicate with the Alumni Association regularly throughout the year.

CHAPTERS & CLUBS – SUSPENSION & DISSOLUTION

The Office of Alumni Engagement, UNLV Alumni Association Board of Directors, and the Chapter and Club Committee are committed to assisting recognized Chapters and Clubs to be viable and successful. When Chapters and Clubs are unable to meet the minimum maintenance requirements, they may face suspension or dissolution. This will be managed on an individual basis.

PETITION/COVER LETTER EXAMPLE

Blake Douglas
Executive Director
UNLV Alumni Association
4505 South Maryland Parkway
Las Vegas, Nevada 89154-1010

Dear Mr. Douglas,

My name is **ABC** and I am a proud UNLV “Rebels Forever” alumna member. I am writing this letter to request consideration for the approval of the **ALUMNI CHAPTER/AFFINITY ALUMNI CLUB**. I became interested last year when the Rebels Forever network was introduced and I learned they were looking for alumni interested in starting clubs and affinity groups.

The **ALUMNI CHAPTER/CLUB** board will be comprised of a diverse group of former students who are interested in the recruitment and retention of the next generation of leaders, especially during a time such as this. We (the board members) share a common vision for this group, which includes: excellence through education, advancement of **COLLEGE/CLUB** students in STEM fields, recruitment and retention of multicultural students, advancement of **COLLEGE/CLUB** students to pursue higher education opportunities and mentorship.

As alumni and future board members, we see a need and opportunity to reconnect with the University, alumni, students, community etc. As such, we are requesting approval of the **ALUMNI CHAPTER/AFFINITY ALUMNI CLUB**. Thank you for your time and consideration.

Kind regards,

ABC, President
UNLV **ALUMNI CHAPTER/AFFINITY ALUMNI CLUB**

Enclosures:

CHAPTER/CLUB Liaison Letter of Support
CHAPTER/CLUB By-laws
CHAPTER/CLUB Mission, Vision, Goals
CHAPTER/CLUB Strategic Objectives

ALUMNI CHAPTER/AFFINITY CLUB BYLAWS – EXAMPLE

BYLAWS OF UNLV ALUMNI CHAPTER/AFFINITY ALUMNI CLUB OF THE UNIVERSITY OF NEVADA, LAS VEGAS ALUMNI ASSOCIATION, INC.

PREAMBLE

The University of Nevada, Las Vegas (UNLV) Alumni Association's (the "Association") Chapters and Clubs play a critical role in the success of the Association, and therefore also to the university's overall mission and success. Alumni Chapters (college or unit-based) and Clubs (geographically-based or special interest-based) are groups of UNLV alumni, supporters, and friends; these groups exist to promote the university, the Association, and their group through communications, community relations, student recruitment, scholarship fundraising, fellowship, networking, and other activities.

It is necessary for the Association to ensure alignment of our individual and collective efforts, optimize resources, and identify areas of shared responsibility to the university. They are articulated as follows:

The UNLV ALUMNI CHAPTER/AFFINITY ALUMNI CLUB (the "Organization") will be governed by three documents. The first is the Association Bylaws, which sets forth the overall governance of the Association and its component members, programs, and Organizations. The second is the Organization's Bylaws that determines the internal governance of the Organization. The third is the Chapters and Clubs Handbook and policies/procedure which determines the particular rights and obligations between the Organization and the Association.

ARTICLE 1

NAME AND OFFICES

- 1. Name.** The name of the Organization is the UNLV ALUMNI CHAPTER/AFFINITY ALUMNI CLUB (the "Organization"). The group is a Sub-organization of the UNIVERSITY OF NEVADA, LAS VEGAS ALUMNI ASSOCIATION, INC., a Nevada Non-Profit Corporation (the "Association").
- 2. Charter.** This Organization's charter, having been granted the Association's Board of Directors, is subject to revocation and suspension by said body.
- 3. Offices.** The principal offices of the Organization shall be in the office of the Executive Director of the UNLV Association, 4505 S. Maryland Parkway, Campus Box 451010, Las Vegas, Nevada 89154, and such other offices as the Board of Directors may from time to time authorize.
- 4. Records.** Accurate and complete copies of the Bylaws, all amendments thereto, as well as copies of minutes of meetings and written consents in lieu of meetings of the Board of Directors, shall be kept at the registered office of the Organization for inspection by those persons who possess a legal right to inspect such records.
- 5. Seal.** The Organization has been assigned an official Seal by the Association and will use the Seal in official business matters

ALUMNI CHAPTER/AFFINITY CLUB BYLAWS – EXAMPLE (CONT'D)

ARTICLE 2

PURPOSE

1. Mission Statement. The Organization is the driving force behind a strong relationship between UNLV and its alumni and friends through outreach, engagement, and philanthropy for the benefit of UNLV.

2. Objectives. The Organization will:

1. Serve as the principal voice of the Organization's alumni to the UNLV administration and community leaders.
2. Mobilize a global network of proud alumni and friends in lifetime service to the university.
3. Inspire alumni and friends to advocate for UNLV's interests as a catalyst for the greater good.
4. Champion a culture of philanthropy and giving back to the university.
5. Elevate the importance of alumni engagement through intentional communications.
6. Partner with the university to build a strong infrastructure to ensure the success of the organization's strategic objectives.

ARTICLE 3

MEMBERSHIP

3. Members. Members of the Organization must be graduates of UNLV.

ARTICLE 4

MEETINGS

1. Meetings of Members. Meetings of Members may be called at any time by the President or by a majority of the Board or upon the request of 50 percent or more Members requesting said meeting in writing by petition filed with the Executive Director. Notice of such meetings shall set forth the time, place, and general nature of the business proposed to be transacted thereat. Notices shall be given by electronic communication, mail, or by announcement in the official publication of the Organization. Notice shall be sent at least 30 days prior to the date set for such meetings to each Members' last known address.

2. Annual Meeting. The Annual Meeting of the Board of Directors of the Organization shall be held before December 15 of each year at an agreed upon time, in the principal office of the Organization, or at such other place that the Board of Directors may provide.

3. General Board Meetings. Shall be held at least quarterly and including the months of January (a planning retreat) and November/December (elections) at a location in the geographic region of the Organization, or at such other time or place that the President shall from time to time designate.

- 4. Quorum.** A quorum shall consist of more than 50 percent of the voting Directors present at the Board Meetings. Directors present at a duly noticed or held and convened a meeting of the Board at which a quorum was initially present may continue to conduct business until adjournment notwithstanding the subsequent withdrawal of sufficient Directors to constitute a quorum. However, in the absence of a quorum, no question can be decided, other than to adjourn the Meeting to another time for which other notice need not be given.
- 5. Meeting Procedure.** Parliamentary procedure at all Board Meetings shall be regulated by Roberts Rule of Order, unless otherwise provided in these Bylaws or in the Articles.
- 6. Meeting Attendance.** If any Director should fail to attend at least 75 % of regular Board meetings (inc. the annual Board Retreat as a meeting) during the calendar year, the non-attending Director may be removed from the board.
- 7. Proxies.** Proxies shall not be used for voting, determination of quorum or any other purpose, including, without limitation, voting by the Board of Directors.
- 8. Open Meetings.** All Board meetings shall be open to all General Members, but attending Members shall not disrupt the discussion or vote in the transaction of any business before the Board.
- 9. Board Authority.** Except as restricted by the Articles, the Bylaws or by law, (i) the Board is invested with the authority to manage the affairs of the Organization, and (ii) the vote of a majority of the Directors present at a Meeting at which a quorum of Directors is present shall be necessary for and sufficient to constitute the act of the Board. The Board of Directors shall perform any and all duties imposed on them by the Articles, these Bylaws or by law.
- 10. Action by Written Consent.** To the extent permitted by applicable law, action may be taken without a meeting if a written consent to such action is signed by a two-thirds (2/3) majority of the Directors then serving. Written consents shall be valid upon receipt by the President including those transmitted via e-mail. An email message from a Director assenting to an action shall qualify as a signed written consent by that Director so long as the email is transmitted from the Director's email on file with the Association and the Director's written consent to the specific action is stated clearly in the email. Whenever action is taken by written consent, a meeting need not be called, noticed or convened.

ARTICLE 5

DIRECTORS AND THEIR ELECTION AND DUTIES

- 1. Directors.** The governing body of the Organization shall be called Directors, and shall consist of a Board of at least five (5) elected Members who shall each have received a degree from UNLV. Directors shall serve without compensation. Members of the Board of Directors shall elect the Directors in accordance with the Bylaws and such additional election procedures as the Board may from time to time adopt.
- 1. Minimum Contribution.** Each elected Director will be required to donate a minimum of \$250 per calendar year (January 1 to December 31) to the **ALUMNI CHAPTER/AFFINITY ALUMNI CLUB**. The funds will be used for the Chapter's initiatives and activities throughout the year. The Donation may come from individual director or a pool of funds from other donors the director identifies.

ALUMNI CHAPTER/AFFINITY CLUB BYLAWS – EXAMPLE (CONT'D)

2. Non-Voting Members. The **ALUMNI CHAPTER/AFFINITY ALUMNI CLUB** will elect four (4) Non-Voting Directors to the Board to assist with succession planning. These Directors are not required to make the \$250 donation.

2. Election Cycle and Term. Election of the Board shall be staggered with one-half (1/2) of the Directors being elected at each Annual Meeting. Each Director elected will serve for a term of two (2) years, and until a successor Director shall be elected and qualified. No Director may serve more than three (3) terms for a total of six (6) years on the Board. When necessary, an exception to the term limit shall be made for those holding the office of Vice President, President, or Immediate Past President. In the event any Director is elected to fill the remainder of the vacated term, that Director's time of service serving out the vacated term (i.e. a term of less than two (2) years) shall not count towards the maximum number of consecutive full two (2) year terms to which that Director is eligible to be elected. After serving the maximum number of consecutive full two (2) year terms allowed by this Section 5.2, no Member may be re-elected to the Board of Directors within two (2) years of the final day of his/her third consecutive full two (2) year term.

3. Election Procedure. Any Member may submit to the Board written nominations of candidates for the Board election at least thirty (30) days before each Annual Meeting. At least fifteen (15) days prior to each Annual Meeting, the Association will distribute to its Board of Directors ballots listing all qualified nominees.

1. Each annual Director election shall be conducted by written ballot of the Directors. The qualified nominees listed on the ballot who receive the highest total number of votes from all Members of the Board of Directors will be elected and immediately assume their duties. In the event of a tie, the board of directors shall break the tie by conducting a run-off election. The winner shall thereafter immediately assume the duties of a director.

4. Immediate Past President. In addition to the elected Directors, each immediate Past-President of the Organization shall be a voting Director of the Board for the period immediately following such term of Presidency.

5. Removal of Directors. In addition to the other reasons provided in this Article, any Director may be removed for good cause as determined by a vote of two-thirds (2/3) of the Directors then present at a duly noticed or held meeting at which a quorum is present.

1. Should any Director cease to be a Member, or should any vacancy on the Board arise for any cause whatsoever, the Board Development Committee may nominate one or more persons for the vacancy. Directors or School staff shall recommend names of prospective nominees to the Board Development Committee. At the next meeting of the Board, an election shall be held of those nominated and the person receiving the highest number of votes shall fill the vacancy for the unexpired term of the Director replaced.

6. Ex Officio Members. Individuals holding the following positions at the university or by the nature of their employment with the Office of Alumni Engagement or the Division of Philanthropy and Alumni Engagement will serve as Ex Officio Members, but will not be Directors and will have no voting rights:

1. Executive Director of the Association or their designee
2. Alumni Engagement staff person(s) in college/unit – Chapter Liaison
3. Dean of the college or unit

ARTICLE 6

OFFICERS and THEIR ELECTION, MEETINGS and DUTIES

- 1. Officer Positions.** The Organization Officers shall consist of a President, a President Elect/Vice President, a Secretary, a Treasurer, Immediate Past President, and another officer of the board's choice (member at large), all of whom shall be Directors of the Organization and shall serve without compensation.
- 2. Officer Terms.** The Officers will serve one (1) year terms each commencing on January 1 and ending December 31. Officers may be elected to the same Officer position for a maximum of two (2) consecutive terms of one (1) year each.
- 3. Officer Election.** The Board shall elect the Officers to their respective offices annually. The election will take place at the annual meeting each year.
- 4. Nomination.** Nominations for Officers will be due to the Board Development Committee no later than August 20. The Board Development Committee will gather all the Board Officer nominations and distribute candidate materials to the Directors prior to the Annual Meeting. Directors not nominated by the Board Development Committee who wishes to self-nominate, may submit a letter of interest and resume to the Directors.
- 5. Process.** The elections will be conducted by written ballot. Candidates for each position will be given up to two (2) minutes to speak about their candidacy.
- 6. Election Committee.** The President will appoint an Election Committee to provide, count and report on ballots in the manner provided for the election of Officers. A simple majority of the voting Directors is required for election. If there are more than two candidates for any office and none obtain a majority, the two with the largest number of votes will have a runoff election. If there is an unbreakable tie, a single coin flip shall determine the winner.
- 7. Removal of Officers.** An Officer may be removed at any time with or without cause by a majority vote of the Directors at a properly noticed meeting where a quorum is present.
- 8. Resignation of Officers.** An Officer may resign at any time by submitting a written resignation to the President. The President may resign by submitting a written resignation to the Executive Director or their designee.
- 9. Officer Vacancy.** If a vacancy occurs in an office, the executive committee will propose a replacement, to be confirmed by the Board of Directors. If no viable candidates are in the current board, the executive committee may appoint a new officer on an interim basis. Any such appointee shall serve for the unexpired term of the Officer replaced. In such a situation, the unexpired term of the departed Officer does not count against the maximum elected terms allowed to be served by the replacement Officer as set forth in Section 6.2 above.
- 10. Executive Committee.** There shall be an Executive Committee that shall be comprised of the President, the President Elect/Vice President, the Secretary, the Treasurer, and Immediate Past President. The Executive Committee shall govern the Organization affairs on a daily basis in conjunction with the Organization's professional staff. The Executive Committee will meet on a regular basis at the call of the President, and will report all of its actions to the Board.

ALUMNI CHAPTER/AFFINITY CLUB BYLAWS – EXAMPLE (CONT'D)

11. Board Development Committee. The Board Development Committee shall be comprised of the following: three (3) current Directors, the Organization's Professional Staff serve as ex-officio, and the Immediate Past President will serve as Chair. The committee shall endeavor to create a diverse pool of applicants for Directors and Officers positions and recommend candidates for the Board's approval.

12. Other Committees. The President may create committees and appoint members from the Organization's membership to serve as Chair and Members of the Committees as the President deems necessary.

13. Sub-Chapters. Chapters may establish Sub-Chapters based on school or other affiliations. Sub-Chapters must comply with all Alumni and Chapter Bylaws and policies and procedures of the Funding for Sub-Chapters shall be determined by the respective Chapter Board. The Chapter shall include a seat on the Chapter Board for each president of a Sub-Chapter. Chapters shall establish procedures for the development, recognition and oversight of their respective Sub-Chapters. Sub-Chapters are subject to periodic reviews by the Chapter Board to determine if they are still in good standing and providing a benefit to the Chapter Board.

14. President. The President shall (i) preside at all Meetings of the Members and at all Meetings of the Board, (ii) serve as a liaison to the UNLV Administration and the Association, and (iii) meet directly with the Association President/staff and others on behalf of the Organization, and (iv) Appoint committee chairs. The President shall also have the appointment and other powers provided in the Bylaws and otherwise by law.

15. Vice President. The President Elect/Vice President shall assume the duties of the President during the President's absence including without limitation the duty to preside over Meetings of the Members or the Board of Directors and to represent the Organization and (ii) will be the official liaison for all committee chairs and those chairs will report directly to this officer. Ideally, the Vice President will assume the office of President for a two (2) year term following his or her term as Vice President.

16. Secretary. The Secretary shall verify that the following records are kept and maintained: a) minutes of Executive Committee and Board Meetings; b) Membership List; and c), all Organization books and records, except for the financial books and records which are the responsibility of the Treasurer. The Secretary shall also ensure that any required notice of all Membership and Board Meetings is provided and work with Association Staff to complete this.

17. Treasurer. The Treasurer shall verify that the financial books and records of the Organization are kept and maintained, prepare financial statements, and report on the Organization's financial condition at all Meetings of the Members, Board, and Executive Committee.

1. The Treasurer shall also provide a budget vs. actual reconciliation for the fiscal year as well as a profit and loss statement for any fundraising or membership events. The Treasurer shall also create a prospective annual budget for the Chapter and submit to the Board for review and approval pursuant to a schedule or subject to a submission deadline as determined by the Board in its sole discretion.

18. Immediate Past President. The Immediate Past President will chair the Board Development Committee and Election Committee and serve as an advisor to the President.

19. Member at Large. This officer position should serve at the will of the Executive Committee and duties should coincide with carrying out the Organization's strategic plan and special projects of the Association, Organization, Committees, or University.

20. Type 2 Director (FOR CHAPTERS ONLY). The Board shall elect one representative (preferably the President) to the UNLV Alumni Board of Directors to serve as a Type 2 Director from the Chapter Board. This person will attend required meetings and as many special meetings as possible, make reports to the Board, represent the interests of the Chapter at meetings, and regularly report to the Board on the activities of the Alumni.

ARTICLE 7

ANNUAL BUDGET and USE OF FUNDS

1. As stated in Section 6.14.1. above, an annual budget shall be developed and produced by the Treasurer subject to approval by a majority of the Board. Any major subsequent changes in the annual budget must also be approved by a majority of the Board.

2. Requests for use of Chapter funds by non-Board members shall be submitted in accordance with the Chapter Funding Request policies and procedures. All Chapter Funding Requests in excess of \$1,000 per event must be approved by a majority of Directors entitled to vote. In the event a Board vote cannot take place, a simple majority of the Executive Committee may approve Funding Requests up to \$1,000 (or \$2,000 in aggregate for the Fiscal Year) within the approved budget.

1. Priority for Chapter Funding Requests shall be to Members of the Chapter or the School's alumni, unless otherwise approved by a majority vote of the Board. Other requests will be evaluated in conjunction with the approved annual budget and alignment with the Chapter's Mission and funding objectives.

2. Submission of the funding request shall be made through the chapter liaison unless otherwise stated in chapter policies and procedures.

3. Policies and procedures for Chapter funding requests:

1. All funding requests shall be made using a Board approved "Funding Request" form which describes the nature of the request.

2. Recognition of the Chapter as a sponsor or co-sponsor must be included in all printed materials.

ARTICLE 8

DISSOLUTION

1. In the case of dissolution, the assets of the Organization shall be first disbursed in payment of all indebtedness of the Organization. Any remainder shall be retained by the Association.

ALUMNI CHAPTER/AFFINITY CLUB BYLAWS – EXAMPLE (CONT'D)

ARTICLE 9

AMENDMENT TO BYLAWS

1. The Bylaws may be amended by the vote of a majority of a quorum of the Directors; provided that a copy of the proposed changes was given to each Director prior to such Meeting; and provided further that any change in the Organization Bylaws shall be coordinated with and approved by the Association Board of Directors.

THE FOREGOING BYLAWS WERE DULY READ, CONSIDERED, DISCUSSED, AND APPROVED BY A MAJORITY OF THE BOARD OF DIRECTORS CONSTITUTING A QUORUM AT A MEETING DULY HELD ON [Enter date].

IN WITNESS WHEREOF, the President and Secretary of the Organization have subscribed to this instrument on the day and year above written.

ALUMNI CHAPTER/AFFINITY ALUMNI CLUB

OF THE UNIVERSITY OF NEVADA, LAS VEGAS ALUMNI ASSOCIATION, INC.

By _____
President of ALUMNI CHAPTER/AFFINITY ALUMNI CLUB Date_____

By _____
Secretary of ALUMNI CHAPTER/AFFINITY ALUMNI CLUB Date_____

By _____
UNLV Alumni Association Chair of Chapters and Clubs Committee Date_____

MISSION, VISION, GOALS - TEMPLATE

The mission of the **UNLV ALUMNI CHAPTER/AFFINITY CLUB** is to promote an academic and social environment at UNLV that attracts, welcomes, and retains **UNLV ALUMNI CHAPTER/AFFINITY CLUB** students, faculty, and staff by_____

UNLV **ALUMNI CHAPTER/AFFINITY CLUB** seeks to support the UNLV **ALUMNI CHAPTER/AFFINITY CLUB** community at UNLV by celebrating achievements, acknowledging milestones, and representing concerns to the UNLV administration and community leaders.

Short Term Goals:

1. Increase awareness of UNLV **ALUMNI CHAPTER/AFFINITY CLUB** by reaching out to alumni and students, creating social media presence (Facebook, LinkedIn, Instagram, Meetup).
2. Host initial **UNLV ALUMNI CHAPTER/AFFINITY CLUB** “kick off” event
3. Conduct membership recruitment event

Long Term Goals:

1. Support UNLV Alumni Association goals and objectives
2. Increase club membership
3. Host recruitment events & activities
4. Execute effective alumni & club collaboration
5. Actively participate in virtual/on campus activities for alumni, students and members
6. Support diversity & inclusion initiatives
7. Support STEM initiatives and activities
8. Actively participate in social and community service and outreach projects that will educate, enrich, enhance and empower all communities, especially those of color
9. Engage students, faculty, staff and the community in issues concerning...
10. Improve cultural awareness
11. Facilitate mentorships for **UNLV ALUMNI CHAPTER/AFFINITY CLUB** students/young alumni

CHAPTER AND CLUB ROSTER - TEMPLATE

Chapter/Club Name:

Date of Last Election:

Board Meetings Scheduled:

Board Roster: Please list ALL board members who serve in a voting capacity on your chapter/club board. Please create a separate table for non-voting members/general chapter/club volunteers.

Position	Name	Phone #	Email	UNLV Degree Info	Chair of _____ Committee	Term (Ex. 2018 - 2020)
PRESIDENT						
VICE-PRESIDENT						
SECRETARY						
TREASURER						
MEMBER-AT-LARGE						
EX- OFFICIO/LIAISON						

Non-Voting/Committee Volunteers

Committee(s)	Name	Phone #	Email	UNLV Degree Info



Additional Opportunities and Resources

Donor Recognition and Giving Societies

Brand Guide

Social Media

DONOR RECOGNITION AND GIVING SOCIETIES

SCARLET LOYAL



To recognize the special nature of contributions by alumni, the **Scarlet Loyal** donor recognition program was created. To become a Scarlet Loyal donor, alumni must contribute \$100 or more cumulatively each fiscal year to the fund or funds of their choice at UNLV. Unlike other programs, Scarlet Loyal recognition is designated for **ALUMNI only**.

SCARLET STREAK



The name, **Scarlet Streak**, signifies that a donor is “on a streak” – after giving any amount to UNLV for two consecutive years or more to any fund or funds across campus. Donors who give each calendar year bank credit toward their Scarlet Streak. Special recognition is given to donors at the 2, 5, 10, 15, and 20-year anniversaries.

GRADUATES OF THE LAST DECADE (G.O.L.D.)



Rebels don't have to wait for a big milestone in their career to support UNLV and get involved with other graduates. Graduates of the last decade are invited to join G.O.L.D. Cumulative gives totaling \$250 or more made between July 1 and June 30 qualify a donor for G.O.L.D. recognition. When alumni join this group, they will have the opportunity to enrich the student experience and connect with fellow G.O.L.D. alumni through exclusive events and networking opportunities.

1957 SOCIETY



UNLV was founded in September 1957, and we honor that milestone with the **1957 Society** name. Thanks to the support of students, alumni, friends, parents, faculty and staff, business and corporations, UNLV has grown to become recognized as an R1 “very high research” university. Generous contributions from donors like you reflect a commitment to the University, higher education, and our diverse community. The 1957 Society recognizes and celebrates individual donors who give a total of \$1,000+ and corporations who give a total of \$5,000 or more annually to the UNLV Fund or any unrestricted college/unit fund.

BENEFACTOR SOCIETY



The **Benefactor Society** recognizes donors whose lifetime donations total \$50,000 and above. Benefactor Society members are honored for cumulative milestone giving levels of \$50,000 (Benefactor), \$100,000 (Benefactor Silver) and \$500,000 (Benefactor Gold). Silver and Gold level members receive variations of an engraved Glass Globe.

PALLADIUM SOCIETY



The **Palladium Society** honors donors whose philanthropy has transformed UNLV through lifetime giving of \$1 million and more. New members to the 100-plus member Palladium Society are celebrated at a Fall reception and during the UNLV Foundation Annual Dinner. Levels include Palladium Diamond (\$10M - \$25M) and Ruby (\$25M+). An engraved Art Glass Award is presented to Palladium members.

MAUDE FRAZIER SOCIETY



Induction into the **Maude Frazier Society** (formerly Heritage Circle) is the UNLV Foundation's way of saying "Thank You!" to donors who have made provisions in their estate plans to support UNLV. Membership in the Maude Frazier Society is open to anyone making a deferred gift to the university through the UNLV Foundation, regardless of the gift amount.

BRAND GUIDE

BRAND SPIRIT

These words describe the spirit in which Rebels Forever should be portrayed both visually and philosophically. They should inform your decisions.

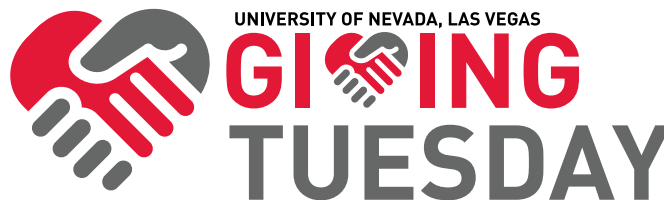
- Accessible
- Modern
- Beneficial
- Outgoing
- Proud
- Diverse
- Valuable
- Social
- Engaging
- Inclusive

LOGOS

UNLV Alumni Association/Rebels Forever Logo Lock-up



Crowdfunding & Giving Society Wordmarks



Minimum Acceptable Sizes

The logo should be kept isolated from all other design elements by a predetermined distance, noted here. The minimum clear space that must surround the logo is equivalent to the height of the **REBELS** letters in the Rebels Forever wordmark.



In order to preserve maximum legibility in all situations, the size of the logos should be kept above a minimum size, depending on the application. Rule of thumb: never less than 2 inches wide.

Improper Usage

Do not alter approved artwork in any way. Always apply the mark thoughtfully, carefully, and appropriately.



Do not use non-official colors



Do not rotate or flip



Do not skew, stretch, shear, or disort

COLOR AND TYPOGRAPHY



UNLV Scarlet

HEX: #E31837

RGB: 227, 24, 55

CMYK: 0, 100, 81, 4



UNLV Scarlet Dark

HEX: #A03123

RGB: 160, 49, 20

CMYK: 25, 91, 98, 20



UNLV Gray

HEX: #9FA1A4

RGB: 159, 161, 164

CMYK: 0, 0, 0, 44

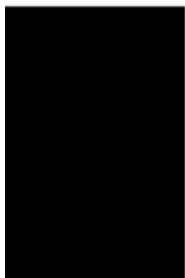


UNLV Gray Dark

HEX: #6A737B

RGB: 106, 115, 123

CMYK: 11, 1, 0, 64



UNLV Black

HEX: #000000

RGB: 0, 0, 0

CMYK: 60, 40, 40, 100

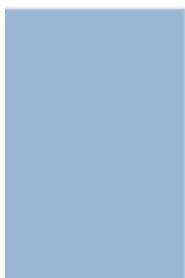


UNLV Scarlet Muted

HEX: #AA6369

RGB: 170, 99, 105

CMYK: 30, 69, 40, 8



UNLV Gray Muted

HEX: #9BB6D2

RGB: 155, 182, 210

CMYK: 39, 20, 7, 0



UNLV Warm Gray

HEX: #C1B7AF

RGB: 193, 183, 175

CMYK: 25, 24, 28, 0

Acceptable Color Variants

Primary/Full Color Examples:



Single Color Examples:



Typography Suggestion

Roboto Regular

Roboto Italic

Roboto Bold

Roboto Bold Italic

Roboto Black

Roboto Black Italic

Roboto Light

Roboto Light Italic

WRITING STYLE TIPS

Oxford Comma

Use the Oxford comma, also known as the last comma in a series of three or more things. It helps avoid confusion.

WRITING STYLE TIPS (CONT'D)

Times

Use periods: a.m. and p.m. and DO NOT include a :00 when something occurs on the hour. For clarity, use midnight instead of 12 a.m. and noon in place of 12 p.m.

Meals will be served at 7 a.m. and 8:30 p.m. The open house will be held from noon to 1 p.m.

Capitalization

Colleges, departments: We capitalize the names of colleges and schools, but not the names of departments. We capitalize the names of divisions.

- College of Fine Arts
- School of Architecture
- department of dance
- Division of Student Affairs
- *Exception: English department, French department, etc.

SOCIAL MEDIA

SUGGESTED HASHTAGS

#UNLV

#UNLVGrad

#UNLVAlumni

#UNLVRebels

#RebelsForever

#UNLV[insert school/college]
(#UNLVFineArts #UNLVHospitality)

ALUMNI ASSOCIATION ACCOUNTS



UNLV Alumni



@UNLVAlumni



@UNLV_Alumni



UNLV Alumni Association

ACCESSIBILITY ON SOCIAL MEDIA

Hashtags

Use “Camel Case” with hashtags so screen readers will read each word in the hashtag separately, instead of a random string of letters. Camel Case means to capitalize the first letter of each word, as seen in the Suggested Hashtags in this handbook.

Emojis

Don’t use emojis in the middle of a sentence or to completely replace a word. If possible, save them for the end of a caption. At the very least, use them after punctuation. This allows screen readers to smoothly read the text and then describe the emojis separately, instead of being interrupted by an emoji mid-sentence.

Photos

Use text on photos/in graphics sparingly. The text in an image is not accessible. Additionally, photos with minimal text perform the best on social media. For example, when promoting an event, don’t create a graphic with text describing the event, date, time, location, etc. Due to accessibility, you’ll need to include all of those details in the caption anyway, plus, “less is more” when it comes to your image! Also, never include a link in an image/graphic; these links are NOT clickable.

Videos

When possible, include closed captions for any spoken word in a video you are posting. If that is not possible, make sure the caption you post on social media with the video clearly describes the message you are trying to convey in the video.

Instagram Links

Links posted in Instagram captions are not clickable. For this reason, you need to direct those reading your post elsewhere to access any links. We recommend directing them to the link in your Instagram bio. LinkTree is a free resource to use as a landing page for any links you want to promote. You simply create a LinkTree page, add the LinkTree link to your Instagram bio, and then update the LinkTree with as many different links as you’d like.

