Tulane University
Alumni Association

CLUB HANDBOOK

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Dear Tulane Club Volunteers:

Welcome to the Tulane Club Handbook!

The growing body of Tulane alumni is one of the University’s most important resources. The Tulane Alumni Association (TAA) is an essential link between Tulane and the alumni who bring distinction to our University by their professional accomplishments and their personal example. With nearly 70 Tulane Alumni Clubs worldwide, we encourage our alumni to become involved on behalf of Tulane.

Your willingness to volunteer your time and your talent is important, as your club’s local activities help us build a stronger relationship with Tulane and with one another. You are our foot soldiers in the alumni clubs, faced with the challenge of planning and executing activities, which will establish the connection between your peers and the Association. With the help of the Office of Alumni Relations (OAR), the Tulane Alumni Association is committed to helping your club succeed in this effort. If you have questions, please contact us at 1-877-4-TULANE.

This handbook was compiled with the dedication of many volunteers who, like you, are working to provide a connection between the alumni and the University. We hope that you will use the handbook as a primary resource when you have questions or are presented with the choices of planning for the diversity of ages and interests in your club. Revisions are made periodically and we welcome your comments and suggestions for improvement.

As a liaison between alumni and university administrators, I encourage any feedback important to Tulane's success. Tulane's reputation is measured in the present, more than the past. Your efforts on behalf of the Association and the University are important and deeply appreciated. We have no doubt that you will gain a great sense of pride while you rekindle memories of those important and fun days.

In addition to this handbook, listservs for club presidents and TAA board meetings have been established. Please use all of these methods to communicate.

GOOD LUCK WITH YOUR CLUB and KEEP IN TOUCH!

Sincerely,
Dan O'Connor
TAA President, 2010 -2011
The Tulane Alumni Association
History of the Alumni Association and the Alumni House

The Tulane Alumni Association (TAA) is the link between the University and its Alumni. Founded in 1898 and dedicated to the broad principles of service to the University, the TAA continues to keep alumni connected to Tulane and to one another.

The Tulane Alumni Association is a non-profit organization founded to support the University, foster alumni fellowship and provide information and activities. Also, it continues to serve as a liaison for both alumni and current students, making the entire university closer and stronger. While advising university officials and encouraging all activities that promote the University, the Tulane Alumni Association is separate from the Annual Fund, Tulane Athletic Fund, or any other University foundation.

Formerly known as the Howland residence, the Tulane Alumni House at 6319 Willow Street has always had special ties to Tulane University. The house was designed and built in 1938 by Charles Tindall Roberts for his sister Kathleen Roberts Howland (NC ’21) and her husband William Vernon Howland.

The location of the house, right on the Tulane campus, kept its residents abreast of the activities at their beloved alma mater. The University bought the property for use as the Alumni House in 1952.

Purpose

The purpose of the Association is to unite into a permanent body the alumni of the colleges and schools of Tulane University of Louisiana in order to promote and further the mutual interests of the alumni and the University.

Mission Statement

The Tulane Alumni Association creates opportunities that connect alumni, foster loyalty to the University, and enhance the lifelong Tulane experience.

Membership Benefits

Membership in the TAA consists of all persons who have completed at least one semester at Tulane University in good standing. Membership into the Alumni Association is automatic, for life, and does not require a fee. The Tulane Alumni Association Membership Card can be requested by telephone, fax, or an e-mail to the Office of Alumni Relations.
Benefits and Services

Tulane Alumni Association Membership Card – The Tulane Alumni Association membership card entitles you to many benefits such as discounts on purchases at the Book store, eligibility to use selected campus facilities such as the library, career services, and the fitness center, hotel and car rental discounts and invitations to special University sponsored events. The alumni membership card is free and available to alumni, but must be requested.

To receive your card or for more information, call the toll-free customer service line at 1-877-4-TULANE or visit the Tulane University Alumni Office, 8:30 a.m. - 5:00 p.m., Monday - Friday.

Insurance Services:
Short Term Medical Insurance
Travel Medical and Accident Insurance
Student Medical Insurance
Term Life Insurance
Term Life Insurance for New Graduates
Accidental Death Insurance
Auto, Homeowners, and Renters Insurance

Travel Discounts:
Car Rental
Hotel
Bed and Breakfast

Shopping Discounts:
Tulane Computing Center
Tulane Bookstore
Jos.A.Bank
JazzyStuff.com – New Orleans Gifts

Library Privileges:
Howard Tilton Library & Architecture Library

Athletic Facilities:
Reily Center

For more detail, please visit: http://tulane.edu/alumni/benefitsandservices.cfm
The TAA & Tulane Club Programs

Alumni Clubs are the foundation of the Tulane Alumni Association. The goals of the clubs are to establish a Tulane presence in various cities throughout the world while providing a forum for educational and social activities, a contact for career and other services for Tulane alumni and students, a recruiting center for admissions, and a conduit for communications between Tulane alumni and the University. The TAA president-elect is charged with Tulane Club Leadership, and as such, is your liaison to the Alumni Association Board.

Tulane Alumni Clubs share these common goals while maintaining the uniqueness of their locale and constituents. A successful club will strive to accomplish its objectives in accordance with local needs and priorities. Communication, coordination, sensitivity to the interests of local alumni, and providing opportunities for local participation are the keys to a successful club.
Tulane Club Organization

Membership in the Club

All alumni, parents of current students, and friends of the University are also considered members of the club. All members have a common bond with the University: the Tulane University experience.

Having a current address on file with the University’s database is the only requirement for inclusion in all club mailings and activities. A concerted effort should be made by the entire club to continually update address and other biographical information at the University. Updating their contact information is the responsibility of all alumni; however, successful clubs can facilitate this duty by adding an “address change request” onto the bottom of invitations or in the email sent via the listserv.

Tulane University has 10 schools and colleges, each with its own following of loyal alumni. Members of each of these constituent groups have one thing in common – they are all valuable members of your Tulane Club. It is important to emphasize this commonality while utilizing the strengths that each of these groups bring to your club. If any of these groups is active in your area, you will want to contact them and, whenever possible, coordinate meetings and events. The Tulane Alumni Relations office can supply you with a list of all local and campus constituent group contacts.

Membership interest can be enhanced by a yearly series of communications to all club members. A late summer/early fall newsletter including your club’s calendar for the year will get Tulane events on everyone's appointment book first. If you do not yet have a firm date for each event, give the month or season. In addition to listing the dates, consider giving a brief description of each event. Also consider listing a contact person for the event (with a telephone number) and an open invitation to those wishing to help with any event. Include any Tulane University activities that will be happening in your area even if you are not planning an event around it. In lieu of an annual newsletter, the club schedule can be printed on event invitations that are mailed to all club members as well as posted on the “Events Calendar” online.

A special effort should be made to recruit young alumni as active members in your club. Since personal contact is the key to developing club involvement, consider scheduling time before or after an event to get to know him/her one-on-one. Always try to introduce the new alumni to others at events and help them become active in club activities. Great oaks grow from well-tended acorns.

As more alumni have access to the Internet, the club leader can communicate electronically with current and potential members by utilizing the club website and online discussion group. The club website can easily and frequently be updated to include contact information, calendar of events, miscellaneous announcements, photos, and any other relevant information. Anyone with Internet access can find out what’s happening, where, and who to contact. Sending e-mail via the club listserv and posting to social media sites are timely and efficient way of making broadcast announcements, publishing the schedule, gathering feedback, asking for help, forwarding news stories, and networking. It allows alumni to feel involved and gives them opportunity to participate even when distances and demands preclude them from physically doing so.
How Tulane Clubs Serve Alumni and our University

Tulane Clubs serve alumni by:

- Providing opportunities for alumni to network and to share their Tulane memories in a social setting
- Helping alumni remain connected to their alma mater by keeping them informed about major events at the University
- Supporting enrichment or educational programs that encourage life-long learning opportunities
- Organizing fun events and activities to enjoy in their own communities

Tulane Clubs serve the University by:

- Keeping alumni actively involved and connected with their alma mater
- Supplying feedback to the University through the TAA
- Serving as ambassadors of the University to their local communities
- Supporting local admission receptions and/or send-off parties which enhance a student’s experience with Tulane
- Representing the University with distinction in who we are and what we do
- Encouraging alumni to update their address and e-mail with the Office of Alumni Relations and by forwarding any changes of which you become aware. To make an address change, contact the Tulane Alumni Office at alumni@tulane.edu or call 1-877-4-TULANE.

How the Office of Alumni Relations Supports the Alumni Clubs

The Tulane University Office of Alumni Relations encourages and supports Tulane Club activities. While each club plans and executes its own events, the coordinators in the OAR can provide the following services and materials:

- Newsletters/Invitations — Designs, prints, and mails invitations. All pertinent information should be submitted eight to twelve weeks in advance (see event invitation form in samples/forms section).
• **Mail Services** – Generates mailing labels associated with all mailings (with sufficient advance notice)

• **Alumni Lists** – Club Membership Directory (generated by request for the use of club leadership)

• **Event Paraphernalia** – Tulane University memorabilia (banners, door prizes, T-shirts, cups, decals and notepads for use during events)

• **Tulane Club Team (OAR Coordinators)** – Programming advice and guidance (experienced advice for every aspect of your event based on past experience and the successes/challenges of other clubs). The coordinators assist club leaders with paying vendors, arranging guest speakers, taking reservations, and coordinating all other steps needed for a successful event. The team also works to keep clubs active, revive dormant clubs, and launch new ones.

• **Web Page** – Each club is given a web page, which includes the contact information for the club president and news of any upcoming events, as well as links to pictures and lists of past events.

• **Quarterly Board Meetings** – Club presidents are encouraged to attend the Board Meetings throughout the year. Three are held in New Orleans: Winter, spring and fall. The summer meeting is held in a different city each year.

The club presidents are a part of the larger Tulane Alumni Association Board and their leadership is the responsibility of the Tulane Club Committee Chair. Members of the Tulane Club Committee, called Directors, serve as mentors to the club president. The club presidents and their clubs are provided staff support by coordinators in the Office of Alumni Relations. To facilitate the sharing of concerns, solutions and common experiences, a listserv dedicated to only the club presidents has been established (see Tulane Online). Club events are expected to break even.

Currently, there are 76 Tulane Alumni Clubs around the world (and counting!):

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**Alumni Club Awards**

The Tulane Alumni Club awards were created to recognize clubs that demonstrate initiative, exhibit quality, and contribute to the overall participation of alumni affiliations with Tulane University and with one another.

1. **Tidal Wave**
   
   Outstanding accomplishments in all 5 criteria defined below

2. **Green Wave**

   Recognized efforts in meeting most of the 5 criteria

3. **Ripples**

   A club on the rise

**Criteria:**

1. **Communication**

   - With the OAR
   - With the alumni population in his/her city
   - Planning and marketing ideas in a collaborative fashion with the OAR
   - Community outreach

2. **Quality of events**

   - Promoting Tulane University and the Tulane Alumni Association
   - Benefiting Tulane Alumni
   - Diverse events

3. **Population targets**

   - Non-traditional attendees
   - Age demographic variance

4. **Number of events**

5. **Making money or breaking even**
Club Objectives

While the objectives for each of the Tulane Alumni Clubs are the same, the degree of programming varies depending on the number of active volunteers, interests and the amount of participation among the alumni body in that location. Tulane Clubs afford virtually any alumni the opportunity to remain active with the University regardless of where they live. Each club should try to focus on the following goals:

- Encourage alumni and friends of Tulane to maintain a vested interest in the University
- Provide opportunities for social and business networking among fellow Tulanians
- Provide continuing education/enrichment experiences for alumni and friends of Tulane
- Inform alumni about challenges and opportunities currently facing the University and offer a forum in which alumni can voice ideas and suggestions to University leaders
- Sponsor community service activities to reflect positively on the alumni and the University
- Collaborate with other University constituent groups and offer assistance in their efforts

Tulane Club Membership Directory and Mailing Lists

Upon request, the staff can supply clubs with lists of their members by graduation year or school.

The Club Membership Directory, e-mail addresses, and any and all Tulane Alumni mailing lists and labels are intended for club use only. Any other use of this information is strictly prohibited.
Club Leadership

Structure
The leadership structure for each club varies. The guideline for club structure is utility over formality – use what will enable you to achieve club goals effectively and efficiently.

If you are just starting a club, a self-appointed committee or board of a few people may work best. One person should be designated as the primary contact for the club – with or without a formal title like “president.” This contact serves as the person whom local alumni, the Alumni Relations office and the Tulane Alumni Association Board can contact for information about the club. As the club continues to grow, you might choose to appoint chairs and recruit committees for individual events and activities.

A formal organization tends to work best in clubs with large alumni populations and large volunteer bases. Alternately, a club composed of event chairs with event specific responsibilities, including recruiting additional volunteers to assist them, works well for clubs with smaller alumni populations and fewer active volunteers.

Regardless of club structure, it is essential for the club leaders to meet periodically. Planning meetings should be held as often as necessary to conduct the club’s business. While teleconferences and e-mail are valuable tools that will save time in event planning, face-to-face meetings offer social opportunities on which will aid in recruiting and retaining volunteers. Since volunteer identification and recruitment are of vital importance to the long-term success of the club (large or small), a structure that encourages these activities is recommended.

President
The president's main functions are to motivate and encourage active participation among members, act as a spokesperson and inspirational leader representing Tulane University, take an active role in monitoring the club's performance and effectiveness, and preside over meetings.

At least once a year, the president should call an organizational club meeting. At this meeting, the president should outline the goals for the upcoming year and brainstorm with fellow volunteers to
identify new events or ways to strengthen recurring events. The meeting might take the form of a working lunch or dinner or might be a Saturday morning "retreat." Board goals might range from increasing attendance at club events to grooming new potential club leaders.

Everyone needs a pat on the back for a job well done. The president should realize that recognition of club volunteers is vital to the organization. Being thanked publicly or in a personal note is essential for those who give of their time and talents. Recognition also can be a very powerful tool for leadership development. When the club president draws attention to a project done well, she/he motivates the volunteers to continue their involvement. Such recognition could include public announcement of the names of committee chairs and their committee members, personal notes to volunteers and chairs, special name tags with ribbons for event volunteers to wear at that event, or "Outstanding Officer(s)"/"Outstanding Volunteer(s)" awards presented at the club's last annual event.

One of the most important responsibilities as president or leader is to realize that the future success of your club depends on being able to function even when life gets too hectic and you no longer have the same amount of time to dedicate. Life happens to all of us and everyone can use a hand. It is essential that you cultivate a group of volunteers who can step up when you need them.

**Secretary/Treasurer**

Depending upon the size and structure of the club, the secretary/treasurer might be in charge of working with the Office of Alumni Relations to develop the various club mailings, keeping accurate financial records for the club, maintaining an accurate listing of the alumni in the area and advising the Office of Alumni Relations of any changes in names or addresses.

**Other Board Members**

As your club grows, you may choose to add board members with other specific responsibilities. For example, you may wish to have people in charge of programming (e.g. crawfish boil chair), career-related programs (networking for alumni, externships and jobs for students), communication (getting information out to the club via telephone, e-mail, newsletters, etc.), and student recruitment (working with the Alumni Admissions Committee to recruit high school students to attend Tulane University). These leaders may recruit friends, family, and volunteers to assist them as needed.

**Terms of Office**

The officers/members might opt to establish an orderly routine for election and rotation. Some clubs may wish to elect officers for a minimum of two years and some clubs may find that two years is the maximum period for holding an office. To broaden the base of membership participation, your club may also wish to limit the number of consecutive years a person can serve in any capacity.

**Sample Club Leadership Structure and Expectations**
Title: Club President

Responsibilities:

- Serves as main contact for interested alumni in the local area
- Represents Tulane University and the Tulane Alumni Association locally
- Appoints committee chairs (if applicable) and assists with committee member selection
- Helps select and prepare future leadership
- Participates in Quarterly Board Meetings
- Schedules and plans alumni activities and events with the help of the Alumni Relations Coordinators

Qualifications:

- Enthusiasm for Tulane University – ROLL WAVE!
- Ability to effectively delegate and involve a diverse group of people
- Generally aware of and interested in current issues, trends and events pertaining to Tulane & the local community
- Flexibility & willingness to recruit and work with volunteers.

Expectations

As the club leader, your actions will be viewed as a reflection of Tulane University. It is imperative that all club leaders act in a manner that presents Tulane University in a positive fashion.

The purpose of alumni clubs is to connect and involve alumni, parents, and students with each other and the University, to strengthen their ties to the University, and to promote their continuing involvement with the University. The handbook will outline many methods of fulfilling this purpose. In addition, the club leadership should set yearly goals for the club and decide upon how their success in reaching those goals will be measured. For newly formed clubs, goals might include planning and successfully executing one event. For more established clubs the goals might include more events per year, a greater percentage of alumni participation, or an increased number of addresses for the listserv.

One goal that should be incorporated yearly is to get your club leadership actively involved in discussions at both the Board and Executive Committee levels of the Association.
Cultivating Future Leadership

Planning for the continuing leadership of the club is essential to its ongoing viability and should be a primary focus of all club officers and board members. Diversity of leadership is also important. If your city has any strong constituency groups your club might want to rotate the positions of leadership among the various constituent groups in your area so that one year the club officers might come from the Tulane Association of Business Alumni (TABA), the next year from the Newcomb Alumnae Association, the next from the Young Adult Tulane Supporters (YATS), etc. This strategy works best if these constituent groups know well in advance which year will be "theirs" so that they have time to groom their club leaders.

For over a century and a half, Tulane University has been producing leaders who have excelled in every area of life. Each city has numerous Tulane alumni who have distinguished themselves as leaders in civic and business circles or as students. A concentrated effort should be made to identify those leaders and offer them a meaningful opportunity to assist the University in reaching its highest potential by becoming involved in the club.

Another succession planning strategy is to use club events as training opportunities for potential leaders. You might begin by asking alumni to help in a minor way with an event (such as helping set up for an event) and move them through a series of jobs encompassing more responsibility while utilizing more experienced club members to provide guidance and reassurance. Words of caution -- to avoid early burnout, try to limit the active involvement of each new volunteer/experienced volunteer. Remember to recognize and praise these budding leaders and their tutors at each step along the way.

The club leadership must encourage members to self-select as volunteers and then provide the framework in which those volunteers can be trained into effective club leaders of the next generation.

Club Financial Responsibilities

Funding for the TAA comes out of the Office of Alumni Relations’ operating budget and has been non-existent since 2005. No money is allocated purely for the costs of events, so every Tulane Club event must be priced in such a way that it will be self-sufficient. The price charged for an event is determined by looking at past attendance of a particular event and the expected total cost of the event (e.g. catering, rental supplies, tickets).

The Tulane Club Coordinators have experience in planning and pricing events and also maintain files on all past events, so club presidents or event chairs should work with their coordinator to come up with a price for each event. There are many ways to conserve a club’s budget: always working out the details of an event with enough lead time; adding a dollar or two onto the price of an event to bring the cost to a round number (e.g. charging $25 if the cost per person will be $23); using commercial sponsors to help defray the cost of an event; and using the listserv as the primary invitation to an event such as a happy hour.

Don’t be discouraged if your event does not break even due to unforeseen costs or a poor turnout for an event. If a club president has a good idea for an event and is willing to volunteer to make it happen, the
TAA and the Office of Alumni Relations will try to help. This is not carte blanche, and club presidents should take their budgetary responsibilities very seriously. Extras such as ultra-gourmet food, hired bands, etc. will drive up the cost of an event prohibitively if a large attendance is not forthcoming. Remember the cheaper an event, the more people will turn out.

**Setting Goals and Measuring Success**

A leader is one who has the ability to listen to the thoughts and desires of the club membership, to understand what the membership wishes to accomplish, to develop a plan consistent with those wishes, and to offer that plan to the group in a manner that is meaningful, readily understood, and challenging.

As a leader of your club, your actions will be viewed by all as a reflection of Tulane University. It is imperative that all club leaders act in a manner that presents Tulane University in a positive fashion. The purpose of alumni clubs is to involve alumni, parents, and students with the University, to strengthen their ties to the University, and to promote their continuing involvement with the University. This handbook will outline many methods of fulfilling this purpose. In addition, the club leadership should set yearly goals for the club and decide upon how their success in reaching those goals will be measured.

For newly formed clubs, goals might include planning and successfully executing one event. The measure might be what percentage of the alumni living in the area came to the event. Success might mean that the club leaders and event planners were able to get five percent of their membership to this initial event. For more established clubs, the goals might be more events per year, a greater percentage of alumni participation, increased number of applications from their area for admission to Tulane, or increased number of accepted applicants who actually enroll at Tulane.

It is important not to set unattainable goals. Nothing will discourage volunteers more than constantly falling short of the goal. It is far better to exceed small goals than never to reach the goal. Many years of surpassing small goals will add up to a lifetime of strength for your club.

One goal that should be incorporated yearly is to involve your club leadership in defining the agenda of the Tulane Alumni Association. Club leaders should seek to become actively involved in discussions at both the board and Executive Committee level of the association.

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**Volunteer Recruitment**
The key to a successful club is getting as many Tulane alumni as possible involved in activities that promote the club and the University. Volunteer recruitment is the continuing effort to incorporate more and new alumni in the mechanics of the club. Volunteer recruitment not only ensures the club’s long-term success but also improves the club’s ability to conduct more and various activities. New volunteers breathe new life into the club and are an excellent source of new ideas.

Volunteer activities within the chapter should be structured to involve the volunteers in a manner that is meaningful and enjoyable to them. Volunteers are more likely to remain as active members of the club if they have an opportunity to become involved in club leadership and make a personal contribution to the excellence of the chapter.

**Identification of Volunteers**

The most effective way to identify future volunteers is by talking with the alumni who attend your club events. If they are interested enough to attend an event, they might be interested enough to help with a future event. The number one reason that people volunteer is because someone asked for their help. Tulane Club leaders should use club events as an opportunity to individually ask members to become involved.

The RSVP form for every event should have a place for alumni to indicate that they are interested in assisting with future club events. It is important for the club leadership to follow up on each indication of willingness to help.

At club meetings, provide a mechanism for attendees to volunteer to help with club events. This could be as elaborate as a separate recruitment booth for each event or as simple as a clipboard passed around for each event. Use every club mailing as an opportunity to encourage members to volunteer and provide names, telephone numbers, and e-mail addresses of the club leadership so volunteers will know whom to call.

Another great source for new volunteers is recent graduates who were student leaders while at Tulane. The qualities that motivated the students to accept positions of responsibility on campus make them prime candidates for club volunteers. Ask the Office of Alumni Relations Club Coordinator for help in identifying past student leaders in your area and personally contact these former leaders about helping with your club.

Don't forget to include the local leadership of the various Tulane constituencies such as TABA, the Newcomb Alumnae Association, the Tulane Medical Alumni Association, the Society of Tulane Engineers, the Green Wave Club, and the Alumni Admission Committee. Coordinate with constituent groups to plan and execute events to which the entire club is invited.
A Tulane Club Membership Directory will help you identify alumni who work in areas where your club needs expertise such as advertising, accounting, catering, etc. Your directory will also help you target alumni who have degrees in fields where persons traditionally want or need pro bono work such as the legal and health fields. Make sure to utilize each volunteer’s unique skills, professional and hobby-related.

And don’t forget your current and past volunteers. They have already demonstrated their interest in the club. Provide the leadership and enthusiasm to keep them active, committed volunteers. Encourage them to involve their Tulane friends in club activities.

**Training of Volunteers**

Begin small by requesting that a new volunteer be responsible for a minor role at an event. This will give you an idea of their level of commitment without having to learn it the hard way. Remember to provide lots of "experienced" help to your new volunteers and not to overwhelm them with too much responsibility too quickly. Continuing volunteers can be given more responsibility with less intense supervision.

All volunteers should be encouraged to report back to the club leadership on what they liked/did not like about their volunteer experience. This might take the form of a reply postcard sent to each volunteer by the event chair or the club secretary. Club leadership must be diligent to follow up on any reply that is less than enthusiastic. It is better to nip a problem in the bud than to have a disgruntled club member who will never volunteer again.

Give certificates or other recognition awards for going the extra mile.

**Benefits to Volunteers**

Many volunteers experience a direct career impact from their involvement with the club. Working on club functions offers volunteers high visibility and a chance to showcase skills to other event volunteers, club leadership, and club members. This exposure of the volunteer provides another network in his career development.
For those considering career changes to fields such as hospitality, publicity, advertising, conference planning, or public relations, volunteer involvement in club functions can provide an inside glimpse. Volunteer activities within the club structure provide an excellent vehicle for those interested in developing their leadership skills.

Perhaps the most important benefit to the volunteer is the wonderful feeling of sharing with the University family some of the skills derived from the Tulane experience. It is this desire to give Tulane one's time and energy that defines a volunteer.
Interaction with Constituent Groups

Current Students

Student Alumni Ambassadors (SAA)

The Tulane University Student Alumni Ambassadors are an active group on Tulane’s campus. The TAA and the SAA strive to create a relationship between Tulane students and the alumni.

For more information, visit http://tulane.edu/alumni/saa.cfm

Career Externship Program

The Career Externship Program, “The Road To Success,” is in its second year of sponsorship by the Career Services Center. The program is a four, five, or nine day shadowing program in which students can gain practical experience and explore a career field(s) of interest. Externship opportunities are available in Atlanta, Houston, New Orleans, New York and Washington D.C.

For students… The Externship Program offers Tulane students insight into career of interest and provides them with a glimpse of a typical day in the profession. This in turn allows them to make educated decisions regarding their own career choices. Externs represent a wide variety of majors including liberal arts, business, engineering, architecture, law and the sciences. Some students seek externships with a definite career in mind, while others are still in the exploration phase.

The program is presented to students as a “real life experience,” which means they should have the opportunity to witness and participate in their sponsor’s workweek as is feasible. They should be allowed to ask questions in order to make their own informed career decisions.

For Alumni, Parents and Friends… You’ll find hosting an extern at your workplace to be a rejuvenating experience. Sponsoring an extern not only allows you to help another Tulanian in his/her career, but it also provides the opportunity for you to reflect on your own career path and industry. Creative ideas can be shared and sponsors benefit from the enthusiasm of an up-and coming professional. All externships are unique, and as diverse as the students and their sponsors. Some students work in traditional settings such as medical practices, architecture or law firms, while other students have spent a week with a semi-professional sports team, music distribution, or participating in molecular biology research. What makes
the program ideal is that no job is too specialized. Students are eager to experience a broad spectrum of possible careers.

If you are interested in participating in the program as a sponsor, please contact the Alumni and Externship Coordinator in the Career Services Center Office (504) 865-5107 by mid-August during the year in which you wish to participate.

**Young Alumni**

All alumni who graduated within the past ten years are considered Young Alumni. As the youngest group of alumni, they represent the future of the Alumni Association. The club should consider establishing programming specifically for this group.

Young Alumni Networking Nights are popular in a number of clubs. These gatherings, usually held on a weeknight evening at various locations around a given city, are an excellent opportunity for young alumni to network, socialize, and meet others who share similar life situations. It is also a great way for alumni new to your city to meet new friends and acclimate themselves to their new hometown.

This type of programming is relatively easy to organize. One person can contact various establishments to determine which ones have an attractive location and “specials.” The Office of Alumni Relations Club Coordinator will print and mail a postcard with the dates and addresses of three or four months worth of gatherings.

Use of the club website and e-mail are particularly effective for publishing dates and locations. No RSVP’s are required and there is no up-front cost associated with attending the event. The Office of Alumni Relations coordinator does request that the person responsible for organizing the event compile an attendance list. This list will enable the staff to record event attendance, update alumni information, and help identify a pool of prospective chapter volunteers.

**Alumni Admission Committee (AAC)**

The Alumni Admission Committee, or AAC, acts as the local representative of the Office of Undergraduate Admission. Alumni attend high school college fairs, conduct interviews with prospective students, and serve as a two-way information channel throughout the admissions process. The size of the committee is based on the number of alumni that reside in that area and the amount of recruiting conducted in a given area.

The AAC is managed through the Office of Undergraduate Admission. Club leadership should attempt to incorporate the AAC into its programming by inviting AAC leadership to meetings, sharing resources, and possibly conducting a joint program for accepted students in the late spring/early summer.
Events - "And You Thought Mardi Gras Was A Party"

Each club is encouraged to plan at least one educational or cultural program and one social program each year. A word of caution, be realistic! Do not sacrifice quality for quantity. Start small with a single event each year and expand as trained volunteers become available to execute more events. Recruit a different chair for each event, plus volunteers - if possible - and neither will be “burned out” from planning several events per year. Each event should be planned with the University in mind. Events should support the mission of Tulane University and comply with the University's image.

To maximize membership’s participation in your club functions, it is recommended that a variety of age, sex, and ethnic backgrounds be included in your event planning groups. One strategy is to identify and enlist for your event planning committee the local leaders of the University's various constituent groups. Constituent group members often respond most readily to their own members. Though mailings are a great way to give information to a large number of people, nothing replaces the personal touch.

Your membership will define the interest, and therefore the participation, in your events. Look for trends in your membership. Are most of your members the same age? Are they all members of the same or similar professions? Once you've asked these types of questions, plan events targeted to that group. You might find it helpful to invite several members of that group to a brainstorming session where event ideas that would appeal to this group could be the focus. If you do not get the participation in an event that you expected, the chapter leadership should contact several members of the targeted group and find out why the program did not appeal to them. Large clubs might want to provide special interest programming such as singles get-togethers, family programs, and recent graduate events. You might also want to experiment with different formats (weekend, weeknight, luncheon) and locations (city vs. suburb).
**Tips for Successful Events**

- Develop a fairly accurate attendance target based on similar, past events.
- Plan early: 1-2 months for small events; 3-5 months for events that require more planning.
- Think out your program – Introduce yourself, have alumni introduce themselves, make general announcements about the event, highlight any speaker or guest, mention TAA brochures and materials available, award door prizes, and encourage anyone who has future event ideas or suggestions to contact you.
- Make everyone feel welcome – Personally greet everyone when they arrive. Introduce yourself, shake hands, and distribute nametags (provided by the Alumni Relations office).
- Pick a good place – Recommend any new and fun event locations to your Alumni Relations coordinator. Great events require creativity. Accommodate differences in driving times by moving the events around the club’s geographic area.
- Keep in touch – Remember to keep the Alumni Relations office updated and advised of your upcoming plans WELL IN ADVANCE. Also, notify us of any and all contact information changes of your club members.
- Please your members – Will the event appeal to the majority of the club members? Make the event interesting enough so they will come back and bring others!
- Use your resources – TAA members, Office of Alumni Relations, and the Handbook
- Listserv – Always use the listserv to keep people aware of the event and any last minute changes.

Tulane alumni club events should cover a broad spectrum, ranging from informal TV viewing parties for sporting events to monthly happy hours/luncheons to event speakers at art galleries to formal Mardi Gras galas.

Successful events require planning, communication, and delegation! Think ahead and concentrate on the details. Maintain a line of communication with your volunteers, every vendor involved with the event, and the Alumni Relations office. Delegate; you cannot do it all yourself. Delegation spreads ownership of the event and responsibilities as well as increases options. The more people involved with the event, generally the better it will be.

Club leadership is encouraged to meet annually and formulate programming ideas for the upcoming fiscal year (July 1-June 30). The TAA highly recommends AT LEAST two events per year for smaller clubs and AT LEAST four events per year for the larger alumni clubs. Be careful not to schedule events against religious, national, or local holidays.
**The Basics (Or What to Do When)**

Even the best leadership plan will not be effective if the timing is wrong. The following calendar will give you an idea of “what” decisions must be made and “when” these decisions need to be made. The remainder of this handbook will help you with “how” to recruit volunteers, to plan and execute an event, to communicate with you club members through newsletters, etc., and to communicate with the larger community through other types of publicity.

### Sample Tulane Club Calendar

<table>
<thead>
<tr>
<th>July</th>
<th>August</th>
<th>September</th>
<th>October</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Plan pre-game football or viewing parties for August/Sept.</td>
<td>• Plan pre-game football or viewing parties for Sept./Oct.</td>
<td>• Plan basketball pre-game or viewing parties, send details to Alumni Relations coordinator</td>
<td>• Plan basketball pre-game parties or viewing, send details to Alumni Relations coordinator</td>
</tr>
<tr>
<td>November</td>
<td>December</td>
<td>January</td>
<td>February</td>
</tr>
<tr>
<td>• Set date for Mardi Gras party</td>
<td>• Contact Alumni Relations Club Coordinator with details for Mardi Gras invitation</td>
<td>• Set date for Crawfish Boil or other family event (reserve municipal parks)</td>
<td>• Mardi Gras Parties</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Plan pre-game baseball parties</td>
<td>• Plan pre-game baseball parties</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Mardi Gras Parties</td>
<td>• Begin to plan for Crawfish Boil or other spring event</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Spring events</td>
<td></td>
</tr>
<tr>
<td>March</td>
<td>April</td>
<td>May</td>
<td>June</td>
</tr>
<tr>
<td>• Finalize plans with Alumni Relations coordinator for Crawfish Boil/Spring event invitation</td>
<td>• Spring events</td>
<td>• Crawfish Boil</td>
<td>• Business plan</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Budget</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Annual calendar of events for your chapter city</td>
</tr>
</tbody>
</table>
The events listed in this sample calendar are for reference only. You will want to substitute other events that work well in your area. Some clubs may decide to include events with faculty, university, or Tulane Alumni Association Board members, or other alumni guest speakers, as well. Clubs that are just starting out may want to have fewer events. No matter how many events you have, it is important to note the lead-time that must go into the planning of the event and the preparation of the invitations. PLAN EARLY! Communicate with both the Office of Alumni Relations Club Coordinator and your membership EARLY!

Types of Events

Educational/Cultural Events
Educational and cultural events are great ways to combine social and educational elements in one event. Examples of successful events of this kind include private tours of a local museum, private collection, or traveling exhibit, theater or symphony programs, and lecture series highlighting a university professor. While these programs can be very popular, they require more lead-time and planning to ensure smooth execution. Proper planning will require three to four months for this type of program.

Professors, deans, and administrators are available for club engagements on a very limited basis. Requests for these special guests require at least four - six months advance notice. Consult with the Office of Alumni Relations Club Coordinator regarding speaker availability and special requests. The staff can assist in scheduling Tulane speakers for your event.

Successful events have included: Cocktail receptions during Chicago and New Orleans Monet exhibits; Cocktail party before Lafayette Little Theatre production; “Breakfast with Brumfield” preceding Tulane Professor Brumfield’s seminar at the Metropolitan Museum of Art, and most recently a Dinner, Lecture, and Preview of Momoyama - Japan’s Golden Age Exhibit at Dallas Museum of Art.

Community Service
Community service is an increasingly popular avenue for alumni clubs to make positive and rewarding contributions to their local communities. There are a large number of community service groups that coordinate team activities at various times of the year. Habitat for Humanity, Adopt a School, and other organizations are excellent contacts for conducting alumni driven projects.

Community Service projects require constant attention to coordinate the efforts of interested alumni. A committed group of volunteers must focus and maintain this program in order for it to be successful.
Social Events

Mardi Gras Brunches/Parties

Mardi Gras parties are one of the most popular and well-attended club events. These parties combine all of the very best of New Orleans: food, music, and Carnival revelry.

The Alumni Relations Club Coordinator can provide beads, decorations, and king cakes for Mardi Gras parties. The cost of these lagniappe items should not be included in the cost of the party. Mardi Gras parties should be planned no later than November (see calendar) to insure a timely mailing. Dates for Mardi Gras for the next several years are as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>Month</th>
<th>Year</th>
<th>Month</th>
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</thead>
<tbody>
<tr>
<td>2011</td>
<td>March 8</td>
<td>2018</td>
<td>February 13</td>
</tr>
<tr>
<td>2012</td>
<td>February 21</td>
<td>2019</td>
<td>March 5</td>
</tr>
<tr>
<td>2013</td>
<td>February 12</td>
<td>2020</td>
<td>February 25</td>
</tr>
<tr>
<td>2014</td>
<td>March 4</td>
<td>2021</td>
<td>February 16</td>
</tr>
<tr>
<td>2015</td>
<td>February 17</td>
<td>2022</td>
<td>March 1</td>
</tr>
<tr>
<td>2016</td>
<td>February 9</td>
<td>2023</td>
<td>February 21</td>
</tr>
<tr>
<td>2017</td>
<td>February 28</td>
<td>2024</td>
<td>February 13</td>
</tr>
</tbody>
</table>

Parties should be scheduled either on Fat Tuesday or during other weekends in February.
Crawfish Boils / Other Spring/Summer Events

Crawfish Boils are another great social event that combines elements that are unique to New Orleans. They are very popular events as it is perhaps the only way that alumni outside of New Orleans can enjoy hot mudbugs. The Alumni Relations Club Coordinator can make arrangements to have live or boiled crawfish flown in to certain cities from New Orleans. However, it is more cost efficient if you are able to locate a restaurant, caterer or seafood market that can boil the crawfish locally for you. The trick is to find the right site and caterer who can prepare food to complement the crawfish. Public parks are popular venues for the crawfish boils.

Crawfish season begins in April and lasts until June. A date for your crawfish boil must be secured no later than January, as many municipal parks must be reserved several months in advance (see calendar). As soon as a date has been selected, contact the Alumni staff so that arrangements may be made to have your event catered at the best possible price. The catering costs of crawfish boils or other Spring/Summer events can be reduced by holding parties of nearby cities on the same weekend.

Some Tulane Club cities find that their members prefer to schedule another type of Spring/Summer event. Other events could include picnics, barbecues, other outdoor gatherings to promote a family get-together, or an event held in conjunction with another program or festival specific to your area.

See Appendix C
Athletic Events

Pre-Game Parties

Football, basketball, baseball, volleyball, and soccer games, even rowing and sailing, are classic reasons for organizing an alumni event. The Office of Alumni Relations Club Coordinator will distribute athletic and intramural schedules as soon as they are made available.

The location of the pre-game celebration must be convenient to the stadium or location where the event will take place. This may pose a problem due to the cost associated with some arenas. A nearby restaurant, sports bar or outdoor area may be another option to holding the event on-site. Again, work with the Alumni Relations Event Coordinator for recommendations and planning.

Basketball/ Football Viewings

Basketball or football viewings are also easy, inexpensive gatherings. Select a sports bar in your city with cable or a satellite dish, and The Alumni Relations Club Coordinator will send out a mailing informing everyone in your area of the location of the viewings and the times and dates of the games. Be sure to secure the cable coordinates and check with your local television affiliate to secure what affiliate is showing the games. It is always best to double check, particularly major network affiliates. When CBS in New Orleans, Atlanta, and Houston is showing a Tulane game, CBS in Philadelphia may not be showing the same game.
Details Common to All Events

Location

Rate potential sites on the basis of centrality, natural attraction, and event specific resource requirements. Keep in mind the size of the Club’s zip code range and from whence the majority of alumni will be traveling. Try to utilize locations that have an intrinsic attraction or ordinarily limited access. City, community or state-owned facilities, and college/university campuses should not be overlooked. A recent map of your area will list all local parks.

Use your status as a non-profit, educational services group to open doors and control costs. Most organizations will recognize your tax-exempt status and offer reduced facility rental prices. Use of tax-exempt letters from Tulane will lower costs by the amount of tax due.

The University will not sanction any event in a facility that discriminates against any minority. Your site should also be handicap accessible.

Once you have identified a potential site, the event chairperson should visit the facility and discuss event logistics with the facility manager. Try to imagine how the event will unfold in the space you are touring.

Details to inquire about when choosing an event location (as appropriate):

- Determine number of people the facility can accommodate
- Determine appropriate layout for the type of event (registration table, circulation/movement, food service, caterer space, table configuration, band area, dance area, weather relief area, etc.)
- Check for rental fee, deposit requirements, security policy, contract requirements, and charges
- Check on date availability and hours of operation (include one-hour set up time before the event and one-hour clean up time after the event)
- Determine site resources including chairs and tables, water, electricity, caterer accessibility, bathrooms, and garbage cans
- Determine adequate parking and associated costs
- Negotiate any special requirements or policies regarding alcohol, music volume levels, and off-site catering

If the facility suits your needs, ask for a written confirmation of all arrangements and agreements. Most facilities will allow you to reserve space for a limited time without submitting a deposit. Fax a copy of
the contract to your staff representative in the Alumni Relations Office for a signature (insurance liability) and to secure a deposit check. It takes a minimum of five business days to generate a check. If necessary, request a balance due check three weeks before the event date. If your balance due is not confirmed prior to the event due to uncertain attendance numbers, make arrangements with the caterer to pay a portion of the balance the day of the event and the remainder within two weeks.

Catering, Food, and Beverage
The event chairperson should contact the catering manager of the facility or several off-site caterers to obtain menus and pricing schedules. The approximate number of attendees and the type of service desired are special considerations. Clarify the inclusion of tax and tip or service charge. These could add as much as 20% to your final bill.

Caterer policy varies regarding final guarantee numbers and leeway allowed for the guarantee. Be sure to get the caterer's policy in writing. Also, confirm date, time, location, quantity, staff requirements, deadlines, etc.

Details to consider when making caterer arrangements:

- The time of the event relative to meal times
- Portion size
- Menu diversity (vegetable plates, non-fried foods, hot and cold foods, kosher/halal, and children's food)
- Serving cycle and times
- Bar service and prices versus no-host (cash) bar
- Clean up arrangements/costs

If possible, taste test your food selections. If the caterer is new or unfamiliar, request a list of references. Many alumni associate their days in school with the food of New Orleans. Poor food service can undermine every other aspect of an event.

Beverage consumption depends largely on the time of year and the time of day. Two drinks per person is a good estimate. Try to include diet cola and an alternative drink (caffeine free). A corresponding number of cups, coolers, and ice will also be needed.

Your caterer will assist you with planning for a full bar. However, a keg of beer will be appropriate for the majority of events. One keg contains 165 twelve-ounce cups of beer. A total attendance number (all-
inclusive) around 100 will require one keg. Plan for appropriate numbers of cups, ice, and a tub for the keg. Most major bars and liquor stores supply the cups, tap, and tub with a deposit.

A special note about alcohol: No one under 21 can be served alcoholic beverages. You must adhere to local rules and regulations as well as facility policies. Alternative beverages must be available. An open bar may be cost prohibitive. Please check with your club coordinator for additional information when planning your event. http://tulane.edu/alumni/upload/AlcoholPolicy.pdf

Event Pricing

Use the Event Budget Worksheet to determine the price per person that you will have to charge in order to break even. Be conservative when estimating attendance and realistic when documenting expenses.

At this point, you should evaluate the cost effectiveness on the success of your event. Consider the likelihood of not reaching your ticket sales target. The expenses of the event will have to be covered, regardless.

Other considerations might be a price break for young alumni (those who graduated within the past ten years) or new alumni members, children's prices, and age limits when appropriate. Consider the kind of event you are planning and who will be attending.

See Appendix D- Event Budget Sheet

Music and Entertainment

The music of New Orleans is another facet that alumni associate with their years at Tulane. Music contributes a great deal to the setting and mood of most events. Not surprisingly, having a full band can be cost prohibitive unless there are a large number of attendees to defray the cost. Suggested avenues to investigate are local college and university jazz bands, Cajun/Creole societies or clubs, and artist unions.
Always confer with the Office of Alumni Relations Club Coordinator before securing a contract detailing the arrangements, special needs of the band and who is responsible for what.

Music is more appropriate at some gatherings than others. Keep in mind the noise level and the level of conversation. Music is also a great way to control the evening's proceedings. During a break, the club president should welcome and thank everyone for attending and introduce any special guests. If possible, a Tulane representative should give a University update at this time. Remember to include the band in your event count.

A portable stereo system and CD's of New Orleans music is a convenient and affordable alternative to a full band.

Contracts, Deposits, and Payments

According to Tulane's Risk Management Office, the University’s liability coverage is good ONLY if the Head of the Department in the Tulane Office of Alumni Relations signs all contracts. **Never sign a contract on Tulane's behalf.** The University will supply you with certificates of insurance with the names of vendors or facilities as additionally insured. The official name and address of the additionally insured are required. It takes approximately five business days to process a certificate of insurance request.

While many contracts do not require a certificate of insurance, you are encouraged to obtain certificates of insurance regardless. This will protect you and the University.

Again, please save any type of receipts that pertain to your event if you need to be reimbursed for the items on the receipts.

Invitations

The Alumni Relations Club Coordinator will work with you on the design of your invitations. If you are the designer of an invitation for an event, it must be relayed to the Alumni staff in a digital file. That means that the information should be delivered in exactly the format and style you want it on the invitation. There is room for artistic expression but the basic format must be followed. Ideally, invitations would also include notice of future events with date, location, costs, and who to contact for more information.

This method of communication is especially useful when your target group is younger alumni and you have a limited budget or limited lead-time before the event (i.e., happy hours or athletic viewing events). The use of e-mail will allow you to get information to your membership in a timely and cost-efficient manner. Contact the Alumni Relations Club Coordinator for specific information on how to get started with an e-mail network for your club.
Volunteers Needed

Determining the number of volunteers needed to help in the planning and execution of an event is not an exact science. The only hard and fast rule is that the more volunteers you have scheduled to help with an event, the better. There is no such thing as too many volunteers.

Depending on the size and complexity of the event, a chairman and one or two volunteers may be all that are needed for choosing the location, finding and negotiating with the caterer, providing for the music, and creating the invitations. However, successful events require a large group of volunteers who have some “ownership interest” in the success of the event. Recruit these volunteers early and get them to agree to fill a table at the event with their classmates (or decade). Ask them to participate in the phone tree. If you have only three volunteers and each one brings five people, you are only guaranteed 18 people at your event. If you have 20 volunteers and each one agrees to bring three people, you have an overflow crowd of 80 at your event. Check with these “ownership volunteers” often during the months and weeks before the event so that they won’t “forget” their commitment. Encourage them to get their group lined up early. And remember to recognize them for their participation. One nice way to recognize these volunteers is to list their names on the invitation. Be sure you have their prior permission before doing so.

In addition to the “ownership” volunteers, all club leaders should make special efforts to attend all club events. As noted above, these leaders should arrive early, arrange themselves strategically around the room, and attempt to visit with as many attendees as possible. Additional “event day” volunteers may be needed to register guests as they arrive, sell drink tickets, etc. The event chairman should remain free to circulate and deal with the inevitable problems that come up with the caterer, the band, the location manager, etc.

If the event is a “do it yourself” type where club volunteers will be picking up any food, beer, providing the music, etc., on the day of the event, recruit twice as many volunteers as you think you could ever possibly need. You will need them. (Actually, the “twice as many rule” is probably a good idea no matter what the event is, so you should probably elevate it to hard and fast rule #2.)

Registration Table

How you meet and greet your guests will set the tone for the entire event. Make sure you combine warmth with efficiency. Have volunteers arrive early for set up, approximately one hour before the event. You will need a number of volunteers to work the registration table in shifts. It is usually a good idea to have a "floater" to deal with problems so that other guests are not delayed.

Make sure guests can find the site easily. Green and blue balloons (readily available or by special order from most “card and event stores”) are a very effective means of guiding alumni to a given meeting room or park pavilion. Arrows with Tulane written on them are another effective means of guiding alumni to the event site.

The registration table should be prominently positioned at the entrance but still allow for free movement in and out of the room. Nametags should be ready and alphabetized and blank tags available, as well.
The Alumni Relations Club Coordinator can supply you with printed or blank nametags as appropriate. Use the provided RSVP list to track those who have paid and the actual attendees and guests to submit biographical updates to the Office of Alumni Relations Club Coordinator following the event. Make sure all registration volunteers understand how records are to be maintained.

A few weeks before the event, request University materials to place at the registration table. Tulane banners, Homecoming schedules, Hullabaloo, and athletic schedules are all available if given the proper lead-time.

You will have walk-ins and no-shows. Generally, they balance each other out. The invitation may state that all walk-ins must pay by check made to the order of Tulane University. An additional fee may be levied on walk-ins to encourage timely and accurate RSVP’s. The event chair has ultimate responsibility for collecting all additional gate receipts and for their safe delivery to the Office of Alumni Relations.

It is imperative to have blank registration forms available so that all walk-ins can be registered. The University uses event registration to ensure that its alumni information base is kept up to date. It is also important to have your guests update their address if they comment that they do not receive mail from the University or have moved recently. This is an excellent opportunity to collect e-mail addresses as well.

**Tulane Paraphernalia**

In addition to the University materials placed at the registration table, club events can help publicize the University through the solicitation of orders for University memorabilia. A prominent display of some of these items along with order forms and someone to answer questions can be a great way to increase Tulane’s visibility in your community while aiding the University’s fund raising efforts.

**Event Attendance**

In addition to encouraging maximum attendance by Tulane alumni at club events, you should also encourage your membership to bring guests whenever possible. Tulane Club events are an excellent way to get the Tulane name before people in your community. Work with staff to identify and invite current students and incoming freshman and their parents to club events. The better the event, the better will be
their impression of the University. Some day one of these guests may think of Tulane when looking for a college for their children.

Wrap-up

Club President Duties

- Send attendance lists to the Office of Alumni Relations
- Send in any/all biographical updates to the Alumni Relations staff
- Send accounting of door receipts & ancillary items (if applicable: T-shirts sales, door prizes, etc.) to the Alumni Relations staff
- Submit all bills/receipts to the Office of Alumni Relations
- Submit & identify photos to your Marketing Committee Chair and to the Alumni Relations Club Coordinator for the club web site
- Submit any event information for the club web site, Tulane Catalog, and/or Alumline
- Write and mail thank-you letters to speakers, vendors, site hosts & volunteers
- Pass file to next chair, with contact names, costs, amounts, etc.
- Attend quarterly alumni board and club president meetings

Alumni Relations Coordinator duties

- Code event attendance & generating list of attendees with email addresses
- Process overall accounting of total receipts vs. costs
- Process payment of vendors/sites & reimbursement of volunteers
- Complete Event Wrap-Up Form - Report for that club event: (includes: overview of the event, pre-planning list, club contacts, cost - with copies of all receipts, name of staff member who attended event (if any), follow-up, comments, etc.)
- Compile articles on events & photos for publications
- Write and mail thank-you cards to key volunteers
Publicity

Publicity is absolutely essential to the success of your club and its events. In addition to boosting the level of participation, carefully planned publicity will enhance the reputation of your organization and its members.

The first step in planning publicity is to determine your target group. Members may be effectively reached through the usual methods such as direct mail, newsletters, and phone trees. If the general public is your target, a full-scale publicity campaign may be in order.

In the early stages, mailings can be used to inform members of the formation of the club and to encourage those who are interested to become one of the "founding fathers." Once your club is going, you will need to use a multi-pronged approach for "getting the word out" about your upcoming events.

Announce it in your club newsletter and relevant Tulane publications. Send a press release to the local newspapers, radio, and television stations (many have features on clubs events, etc). Email out eye-catching invitations, and activate your phone tree. Utilize multiple modes of communication to increase alumni awareness of your club programs and improve the chances of a strong turnout.

Tulane Publications

If you have the relevant information about your event early enough to make the printing deadline, send a copy of your press release to the Alumni Relations Club Coordinator for inclusion in the next issue of Tulanian. Deadlines vary with the Office of Publications’ schedule, but the Tulanian is generally released in mid-fall, mid-spring, and mid-summer. If your event would be of special interest to a particular group, you also might want to submit a notice to the A. B. Freeman Magazine (Business School Alumni), The Crest (Green Wave Club), Tulane Medicine, or Under the Oaks (Newcomb Alumnae). Be sure to ask the Alumni Relations Club Coordinator to forward the same notice to those offices, as well. The Alumni Relations Club Coordinator will also have information on press deadline for these publications. Remember, early planning will pay off in more exposure to more club members.

Following are some helpful hints for all types of publicity:

- **Be sure that you are accurate!** Proofread carefully for typing and spelling errors, as well as date and time verification. Misspelled names and inaccurate information can be embarrassing for everyone.

- Make use of the word processing capabilities of personal computers. Use of a laser printer can make all your communications look as if they were typeset.

- Poll your membership for individuals with artistic skills or use the clip art included in most desktop publishing software. An attractive, uncluttered flier is easily read and will attract attention to your event.
To center your type and drawings and keep them straight, make ruled lines with blue pencil. Blue pencil markings will not show up when the flyer is printed.
Tulane Online

Tulane University/Tulane Alumni Information Online

Alumni and Development Information Services (ADIS) continuously receives address change requests, (roughly 600 address changes per day), but the process to update alumni information is never ending. A fax to 504-862-8749, a quick addition on the Tulane Alumni Website, or a call to the Office of Alumni Relations (800-729-5901 or 1-877-4TULANE) of new address or other information, are the easiest and most efficient means of relaying information to the school. This information may be submitted at any time.

In an effort to serve the alumni population all over the world, 24 hours a day, the Office of Alumni Relations has a website at http://tulane.edu/alumni. The site includes Tulane Alumni Association information, club event and leadership information, alumni services, and information about the programs and benefits offered by the Tulane Alumni Association and the Office of Alumni Relations. The site is constantly updated throughout the year.

E-mail Listservs

In addition to the Tulania listserv, there is a listserv for every Tulane Club. To subscribe or see all of the listservs available, please check our website at http://tulane.edu/alumni. Subscribing and unsubscribing is easy. We've even provided a form right on our homepage to automate the process for you. As always, if you have any questions regarding our website or listservs, please send a message to alumni@tulane.edu.

Listservs - Moderating and Quiet Ownership

The purpose of the alumni club listservs is for reminiscing, career networking, alumni support and assistance, event planning and announcements, and anything else directly related to Tulane University and its alumni, parents and friends. The listserv is used to ensure that all Tulane University alumni, parents and friends around the country are kept apprised of alumni events and news, and other great Tulane information. The Alumni Relations Office always monitors the emails that go out to the listservs. The listserv should never be used to share sensitive information.

To see who is subscribed to the list
Send the REVIEW command to LISTSERV@tulane.edu following this example:

```
REVIEW KANSASCITYALUMNI
```

How to subscribe and unsubscribe to the list
Given the list name, joining the list is very easy. The command that needs to be sent to LISTSERV@tulane.edu is:

```
ADD KANSASCITYALUMNI e-mail address FirstName LastName  OR
```
(For example) ADD KANSASCITYALUMNI dsmith4@tulane.edu Danielle Mitchell

You can leave the list at any time by sending a SIGNOFF command to LISTSERV@tulane.edu following this example:

DEL KANSASCITYALUMNI I e-mail address OR (For example) DEL KANSASCITYALUMNI dsmith4@tulane.edu

LISTSERV does not need your name for a signoff command, so there is no need to type it.

*Please note: The subject line should be blank when subscribing or unsubscribing to a list.

How to send a new message to the list
To post a new message to the list you send mail to the list address using the same procedure as when you send mail to other people. The list address is the name of the list, followed by the name of the machine where it is hosted, for example:

KANSASCITYALUMNI@tulane.edu

If you are the moderator of the list, you can approve your own e-mails. If not, your message will await approval by the list owner. You can approve your emails by replying an OK.

The Alumni Relations Office always monitors the emails that go out to the listservs.

Social Media

Facebook Alumni Groups

The purpose of creating Facebook Tulane Alumni groups by city clubs is to create vehicles for Tulane alumni to connect with each other, with their local clubs and with the University. Alumni clubs around the world serve as arms of the Tulane Alumni Association (TAA) and hold numerous local events and networking opportunities all year long.

The Facebook groups facilitate communication from Tulane, the Alumni Relations office, and the Alumni Clubs. In so doing, Facebook serves a supplement to the alumni club listservs and to the official Alumni Relations website: http://tulane.edu/alumni.

For Tulane Alumni Facebook groups, the following guidelines are offered:

- Links to the city alumni club page on the Tulane alumni website, as well as to the Tulane alumni website homepage are required.

- Information on how to register for the online community and how to update contact information is required.
• When posting information about an event, a link to the official club page that is hosting the event is required.

• Listserv signup information is required.

Instructions on setting up your account:

• First, check with your area club chair to make sure there’s not already a Tulane Alumni Facebook account set up.

• When you set up the account, set it up as a Group, NOT as a fan or individual. For Type, we suggest “Student Groups>Alumni Groups.” Make sure that you specify that the group’s network is “Global” (as opposed to the Tulane only network, which will limit who can access your group to those with Tulane.edu email addresses only).

• When assigning the name to your group, please use Tulane as the first word as it aids the search process. Designate the name as either: Tulane CITY Alumni Club (e.g. Tulane Chicago Alumni Club) or Tulane Alumni CITY (e.g. Tulane Alumni of Chicago).

• Multiple people can be administrators of a group. Make sure that the current club chair is an administrator, or that someone in club leadership is designated and administrator to keep content fresh and up to date. All admin members in the group will have identical group privileges.

• Feel free to use the Tulane wordmark on your Facebook group page. Follow the wordmark guidelines posted in the Style Guide, http://tulane.edu/news/style/logos/.

Other Key Information

• All events that are promoted through Facebook need to refer to the appropriate club page on the Tulane alumni website which is the official vehicle for registration. Evites that do not utilize the official registration system are not permitted (this includes events with or without a charge). Facebook groups are not designed to replace the official club listservs. They are tools to facilitate listserv signup and to promote event registration.

• The manager(s) and owner(s) of each Facebook group is responsible for maintaining the standards and terms of the Facebook website as well as the expectations of Tulane University. Please do not use the Tulane Alumni City Club page as your personal page and do not post any controversial, political, religious, or other sensitive material on the page.

• Be sure to become a fan of the official Tulane Alumni Association facebook page, which can be found here: http://www.facebook.com/business/dashboard/#/pages/New-Orleans-LA/Tulane-University-Alumni-Association/146685464366.
LinkedIn Tulane Alumni Groups and Subgroups

The purpose of creating LinkedIn Tulane Alumni Groups and Subgroups by city clubs is to create a vehicle for alumni to connect with each other, Tulane, and their local clubs, which are continually holding events and creating networking opportunities.

The LinkedIn groups and subgroups facilitate the communication from Tulane, the Alumni Relations office, and the Alumni Clubs. In so doing LinkedIn is not to be used as a replacement for the official Alumni Relations website, but as a supplement only that in its best ability redirects alumni to the Alumni Relations website and all it has to offer.

- Links to the club pages on the subgroups are required.
- Information on how to register to the online community and update contact information is required.
- If events are being publicized, a link to the official club page that is hosting that event is required.
- Listserv signup information is required.

All events that are promoted through this site need to refer back to the club page, which has the only official vehicle for registration. Evites that do not utilize the official registration system are not permitted (this includes events with or without a charge).

The LinkedIn groups and subgroups are not designed to replace the official club listservs. It is a tool to facilitate listserv signup. Each subgroup manager should facilitate the addition of the users’ signup to the listserv.

The communications committee is responsible for creating groups and subgroups for the clubs and seeing to it that they meet the guidelines. The communications committee should assist the club presidents and those agents working at the request of the club presidents to create the LinkedIn groups.

The manager(s) and owner(s) of each group and subgroup is responsible for maintaining the standards and terms of the LinkedIn website as well as the expectations of Tulane University.

The Alumni Relations Office recognizes the LinkedIn club groups as a valuable tool for communicating and supporting the mission of Tulane University and the missions of Alumni Relations.

The Information Systems Specialist employed by Tulane University in the Office of Alumni Relations is the liaison to the communications committee and should be listed as manager for the Tulane Alumni Group, but is not to act as moderator for any LinkedIn pages associated with the clubs. The owner(s) and manager(s) must act as moderators for
these pages if they wish to utilize them. It will be the club president’s responsibility to take on the role of moderator or owner or delegate this responsibility to a person of their choice.

**The Online Community**

The online community serves as more than an online directory. Here you can network, post resumes, update your contact information, find out about alumni events, and send in your class notes.

Search for fellow alumni & friends or make new connections with advanced search options. The advanced search options enable you to search by city, country, profession, class year, and more.

Membership is free and exclusive to Tulane alumni only. Take advantage of all the community has to offer. To register please visit http://tulanecommunity.com/.
# Appendix A: Important Contacts

<table>
<thead>
<tr>
<th>ALUMNI ASSOCIATION</th>
<th>BOOKSTORE</th>
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<tbody>
<tr>
<td>504-865-5901</td>
<td>504-865-5903</td>
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<tr>
<td>877-4-TULANE</td>
<td><a href="http://www.bkstore.com/tulane">www.bkstore.com/tulane</a></td>
</tr>
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<table>
<thead>
<tr>
<th>ADDRESS CHANGES</th>
<th>CAREER SERVICES</th>
</tr>
</thead>
<tbody>
<tr>
<td>877-4-TULANE</td>
<td>504-865-5107</td>
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<tr>
<td><a href="mailto:alumni@tulane.edu">alumni@tulane.edu</a></td>
<td><a href="http://www.careers.tulane.edu">www.careers.tulane.edu</a></td>
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<tr>
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<th>HOMECOMING</th>
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</thead>
<tbody>
<tr>
<td>504-865-5731</td>
<td>Laurie Orgeron- 504-865-5614</td>
</tr>
<tr>
<td>800-873-9283</td>
<td><a href="mailto:lorgero@tulane.edu">lorgero@tulane.edu</a></td>
</tr>
<tr>
<td><a href="mailto:undergrad.admission@tulane.edu">undergrad.admission@tulane.edu</a></td>
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<td><a href="http://www.tulane.edu/%7Eadmiss/admission/index.html">www.tulane.edu/%7Eadmiss/admission/index.html</a></td>
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<td><a href="http://www2.tulane.edu/giving/annual_fund.cfm">www2.tulane.edu/giving/annual_fund.cfm</a></td>
<td><a href="http://www2.tulane.edu/tulanian.cfm">www2.tulane.edu/tulanian.cfm</a></td>
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<tr>
<th>ATHLETICS</th>
<th>TRAVEL PROGRAM</th>
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<tbody>
<tr>
<td>504-861-WAVE</td>
<td>504-862-8383</td>
</tr>
<tr>
<td>tulanegreenwave.ocsn.com</td>
<td></td>
</tr>
</tbody>
</table>
Appendix B: Event Checklist

Location
- Choose a site for your event
- Review the contract for the site (be sure to have written confirmation for the site)

Optional Features
- Tulane Alumni Association table

Catering
- Come up with an estimated number for attendance
- Decide on a time for the event to begin
- Decide on a menu for food and beverage (consider time of day and type of event)
  - Cash bar vs. open bar?
  - Does your menu include vegetarian and kosher/halal food items?
  - Does your menu include foods appeasable to children?
  - Set price (including tax and gratuity) per person
- Give caterer a number of attendees approximately 72 hours prior to the event
  - Does caterer provide more than the exact reservation number?
  - Should you make room for walk-ins?

Promotion
- Decide how you will announce your event (website, listserv, postcard, local newspaper, etc.).
  If printing and mailing invitations, make sure to include the cost in the budget.

Set-up at the event
- Registration
- Listserv signup sheets

Entertainment and Decorations
- Decide on type of entertainment, if any
- Balloons, banners?
- Name tags?

Make sure to follow up on payments to vendors

After the Event
- Event summary
  - Financial summary (contact your coordinator to be updated on club finances)
  - Summary of the number of reservations, attendees, and no-shows
  - What went well and what didn’t
- Thank you cards?
Appendix C: Crawfish Boil Planning Outline

I. Venue
   A. Parks
      1. Can be cost effective
      2. Many do not allow alcohol
      3. Usually requires a permit
      4. May require additional permitting for alcohol, propane tanks, inflatable features for kids, and amplified music
   B. Bars
      1. Less cost effective- food and alcohol at restaurant prices
      2. Eliminates permitting issues
   C. Other venues:
      1. Veterans halls
      2. Event halls
      3. Local breweries
   D. Bathrooms – rent bathrooms if the venue does not have them. Newer portable toilets can offer sinks, running water, and flushing toilets cost effectively. You can generally get one premium unit for the cost of two regular units. Do not underestimate the value of flushing portable toilets with sinks.
   E. Parking – ensure sufficient amount of parking

II. Catering
   A. Mr. Mud Bugs from New Orleans
      1. Proven quality
      2. Expensive if venue is not close to New Orleans
   B. Local catering
      1. Cost effective
      2. Can be difficult to identify experienced and reliable providers
   C. Add-ons. Consider jambalaya or etouffee.
   D. Kids. Don’t forget the kids. Add hot dogs or other child friendly fare to the menu.

III. Beverages
   A. Beer
      1. Contact Abita, local distributors or local Abita marketing firm for sponsorships and free or discounted beer.
      2. Kegs can work better than cans for large crowds. There are 165 twelve-ounce cups of beer in a keg. Cooler based CO₂ powered tapping systems are much better than hand pumps if you can borrow or rent one from the keg provider. Simulates a bar tap.
   B. Water and soft drinks. Warehouse clubs can save on these items.
   C. Coolers
   D. Ice! Ice! Ice!
IV. Music
   A. Live bands
   B. Boom box
   C. Make sure you have electricity if needed

V. Pricing
   A. Spreadsheet. Develop a pricing spreadsheet which includes everything you expect to buy: catering, permits, bathrooms, tables, chairs, beer, beverages, cups, plates, trash bags, music, etc.
   B. Kids. Make sure you have different pricing for children.
   C. Early Discounts. Discounts for early reservations can accelerate your sign ups.

VI. Invitations
   A. Tulane Website
      1. The alumni staff can develop and post an invitations
      2. The alumni staff will create an online reservations page on the alumni site and accept credit card payments
   B. Email Invitations
      1. Alumni Relations can help to prepare these
      2. Use Rich text or Plain Text rather than HTML or image files. Many smart phones cannot read HTML or images. Images can be included in the invite, but the text should not be in the image.
      3. Send to listserv early and often
      4. Be sure to include: date, time, place, maps, URL links to venue and Tulane.edu reservations page, pricing, contact information, reservations phone number (800)-4Tulane, information about bands, special activities for kids, special guests, etc.
   C. Facebook Event
      1. Add an event to your Facebook page
      2. Include all pertinent information
      3. Be sure to include a URL link to the TAA reservations page – a Facebook reply is not registered with the University nor does it pay for the event
   D. Parents and current students. Consider inviting current students. Send invitation to admissions who can forward to students from your area.

VII. Ancillary Items
   A. Trash bags – a crawfish boil cannot have too many trash bags. Get industrial strength bags. You will be sorry when a weak bag breaks.
   B. Paper Products: napkins, cups, plates, utensils, etc.
   C. Tables. If your venue does not have sufficient seating it is easy and cost effective to rent folding tables and chairs. Contact a local party supply or catering resource.
   D. Tulane flag or banner. Can be purchased online. Don’t forget the pole.
   E. Cups. Ask for cups from Hire Tulane.
VIII. Partnering
   A. Other schools
   B. Tulane Athletic Fund
   C. Development
   D. Hire Tulane
   E. Recruiting

IX. Execute
   A. Weeks before
      1. Get the reservation list from the Alumni staff
      2. Get name tags from alumni staff
      3. Get “Swag” from Alumni staff
      4. Reconfirm with caterer
   B. Day of
      1. Get there early – you never know what you haven’t thought of
      2. Wear Tulane apparel – helps to identify you
      3. Take pictures
   C. Week after
      1. Reimbursement
      2. Thank staff
      3. Post pictures on Facebook
      4. Send pictures to staff for the website

X. Reimbursement and Receipts
**Appendix D: Event Budget Sheet**

Event: ___________________________ Date: ___________________

Based on anticipated (number of) attendees.

**Total Costs**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Location Rental</td>
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</tr>
<tr>
<td>Tables and chairs</td>
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<tr>
<td>Clean up charge</td>
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<tr>
<td>Entry Fee</td>
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</tr>
<tr>
<td>Parking</td>
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<tr>
<td>Security</td>
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<tr>
<td>Set-up/Clean-up Fee</td>
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<tr>
<td>Other</td>
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Food: (include tax and tip)

<table>
<thead>
<tr>
<th>Description</th>
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<tbody>
<tr>
<td>Caterer fees</td>
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<tr>
<td>Miscellaneous</td>
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Beverages:

<table>
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<tr>
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<tr>
<td>Bar</td>
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</tr>
<tr>
<td>Keg</td>
<td>______</td>
</tr>
<tr>
<td>Alternative beverages</td>
<td>______</td>
</tr>
<tr>
<td>Cups and ice</td>
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Music

<table>
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<tr>
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Entertainment

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<th>Amount</th>
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Balloons/decorations

<table>
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<tr>
<th>Amount</th>
</tr>
</thead>
</table>

Favors/door prizes

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<thead>
<tr>
<th>Amount</th>
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Miscellaneous

<table>
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<th>Amount</th>
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</table>

**TOTAL:** ______

**Total Costs / attendees = Event price**

REMEMBER: SAVE ALL RECEIPTS. A RECEIPT IS REQUIRED TO OBTAIN ANY TYPE OF REIMBURSEMENT FROM TULANE UNIVERSITY!
# Club City Distribution List

(as of 7/5/12)

<table>
<thead>
<tr>
<th>Gaby Cannon</th>
<th>Ashley Perkins</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="mailto:gcannon@tulane.edu">gcannon@tulane.edu</a></td>
<td><a href="mailto:aperkin@tulane.edu">aperkin@tulane.edu</a></td>
</tr>
<tr>
<td>504.862.8062</td>
<td>504.314.2972</td>
</tr>
</tbody>
</table>

- Albuquerque/Santa Fe
- Atlanta
- Baltimore
- Birmingham
- Charleston
- Charlotte
- Cincinnati
- Columbia (SC)
- Columbus (GA)
- Dallas/Ft. Worth
- Detroit
- El Paso
- Gold Coast
- Hawaii
- Houston
- Jacksonville
- Memphis
- Monroe
- Montgomery
- Nashville
- N.O. Young Alumni
- New York
- Orlando
- Phoenix
- Portland (OR)
- Raleigh/Dur/Ch Hill
- Richmond
- Salt Lake City
- San Diego
- San Francisco/San Jose
- Sarasota (FL)
- Shreveport
- South Florida
- Washington, DC

- Acadiana
- Alexandria
- Austin
- Baton Rouge
- Boston
- Chicago
- Cleveland
- Columbus (OH)
- Denver
- Gulf Coast (Mobile)
- Indianapolis
- Jackson
- Kansas City
- Lake Charles
- Las Vegas
- Little Rock
- Los Angeles
- Louisville
- Milwaukee
- Minneapolis/St. Paul
- New Jersey
- New Orleans
- Northshore
- Omaha
- Orange County
- Philadelphia
- Pittsburgh
- St. Louis
- San Antonio
- Seattle/Tacoma
- South Mississippi
- Tampa/St. Pete
- Toronto
- Tulsa

81 clubs (68 domestic; 13 international)

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**International Clubs Shared by Coordinators**

- Buenos Aires
- Chile
- China
- Ecuador
- Mexico
- Panama
- Paris
- Puerto Rico
- San Salvador
- Singapore
- South Korea
- Taiwan
- Western Europe

**School of Medicine Alumni:**

Cynthia Hayes  
chayes@tulane.edu

**Law School Alumni:**

Ellen Brierre  
ebriere@tulane.edu

**Newcomb Alumnae Association:**

Heather Corbett  
hcorbett@tulane.edu