

**UNIVERSITY OF CINCINNATI
ALUMNI ASSOCIATION**

Volunteer Handbook

Fall 2022

Our Mission

To inspire a community of UC & UC Health supporters through the power of philanthropy while igniting passion to transform lives.

Alma Mater

*O Cincinnati, magic name
I proudly to the world proclaim;
No sweeter word e'er charmed my ear
None to my heart was e'er so dear;
A fountain of eternal youth,
A tower of strength, a rock of truth
O Varsity, dear Varsity
Thy loyal children we will be,
Thy loyal, loyal children we will be!*

Fight Song

*Cheer Cincinnati, Cincy will win
Fight to the finish, never give in (Rah, Rah, Rah)
You do your best, we'll do the rest,
Onward to victory!
Go Red, Go Black, Go Bearcats! Fight! Fight! Fight!
(Give me a) B-E-A-R-C-A-T-S
Go UC!*

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Dear UCAA Network Volunteer Leaders:

I extend greetings and sincere appreciation on behalf of the UC Alumni Association (UCAA) and UC Foundation. By becoming a UCAA Network volunteer, you demonstrate your passion and commitment to the University of Cincinnati and our alumni community, especially those within your particular alumni network. It's a vital undertaking, and not a small one either. Your efforts will resonate throughout the Bearcat community and we are profoundly grateful for your service.

The university's motto comes to mind: *Juncta Juvant* — “Strength in Unity.” That's because the ongoing work of university advancement and meaningful alumni engagement is a truly collaborative process. While UCAA has a hard-working and dynamic staff, we could not fulfill our unique institutional role or achieve our important organizational goals without the dedication and enthusiasm of our volunteers. And while it is collaborative work, your personal contribution of time, talent and treasure elevates the UC alumni experience.

This UCAA Network Handbook is a thorough, newly updated guide to help you carry out your network leader responsibilities. Here you'll find a wide range of information — the expectations and standards that our volunteer leaders must understand and follow, considerations around planning network activities, procedural and funding guidelines, the volunteer agreement we ask that you abide by, and much more. It's all you'll need to embark on your network leader duties and ultimately make an enormous impact on your fellow Bearcats.

Our volunteers serve their university as a labor of love because your alma mater is extraordinarily special to you. I know how you feel! After all, when a place and its people are so responsible for changing your life for the better, we feel compelled to pay it back and pay it forward. These are truly exciting times for UC — rising enrollment, new frontiers in innovation and collaboration, a university-wide ramping-up for our official entry next summer into the Big 12 Conference, and more — your leadership only makes it more so. We look forward to working with you!

Go Bearcats!



Jennifer L. Heisey '97
Chief Alumni Officer

Find It Fast ▶▶

[Volunteer Agreement](#)

National Network forms:

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UC Alumni Association

“Thy loyal children” of the University of Cincinnati — its living alumni — are 327,000+ strong.

The University of Cincinnati Alumni Association (UCAA) unites alumni worldwide, connecting them to our university and their fellow Bearcats. In doing so, we enrich their lifelong alumni experience and ignite passion to transform lives.

The UC Alumni Association is an organization within the UC Foundation — charged to inspire a community of UC and UC Health supporters through the power of philanthropy.

Since 1907, the UC Alumni Association has filled a vital and unique role, offering opportunities for alumni to meaningfully engage with the University of Cincinnati and fellow Bearcats. Through impactful experiences that honor the past, elevate the present and bend the future, UCAA shines a spotlight on the history, spirit, voices and connections that have propelled UC; empowers our alumni, near and far, to celebrate and promote UC’s legacy and impact; and inspires alumni to strive for a culture of excellence and action — to learn more, to be more, to do more. In countless ways, the entire UC family benefits from the energy, passion and involvement of our loyal alumni.

Engagement Model

The UC Alumni Association is a non-dues-based organization and operates on an engagement model. Any graduate of the University of Cincinnati is automatically a member of the association. Because of this, dues may not be levied at the network level. Networks may raise funds and solicit contributions in coordination with and upon approval of the staff liaison.

Loyal Bearcat Society

When the decision was made to switch from a paid membership “dues” model to an engagement model, the Loyal Bearcat Society and William Howard Taft Society were created as our philanthropic recognition groups. Members of the Loyal Bearcat Society contribute at least \$50 annually to any UCAA fund. Members of the William Howard Taft Society have donated more than \$2,500 cumulatively to UCAA in their lifetimes; those formerly known as “life members” were grandfathered into this group. Networks can solicit donations at the Loyal Bearcat Society level and can encourage donors to designate their gifts to a specific network gift account or UCAA Scholarship Fund.

UC Day of Giving and #GivingTuesday

Two of our most important fundraising days each year are [UC Day of Giving](#) and #GivingTuesday. UC Day of Giving is a 24-hour challenge which launches at noon on the Tuesday of Alumni Week. Each year, the Bearcat community is encouraged to show the collective change we can make when #BearcatsGive. #GivingTuesday is the Tuesday after Thanksgiving when UC and UC Health donors collectively make an impact by supporting the cause(s) most important to them.

Homecoming and Alumni Week

Each year, [Homecoming](#) weekend in the fall and [Alumni Week](#) in the spring recognize excellence among us while encouraging us to revel in our school spirit and cheer on our teams. We celebrate UC traditions; enjoy reminiscing, reconnecting and remembering shared campus experiences; and cherish the chance to unite across generations, especially to strengthen the bonds between alumni and current students. The Homecoming schedule includes the annual Network Leader Conference, Homecoming Kickoff Party, Homecoming Parade, gameday festivities, and numerous college and constituent events. Alumni Week is highlighted by the UC Alumni Celebration along with reunions and other activities.

UC Alumni Celebration

Through the [UC Alumni Celebration](#), the UC Alumni Association annually recognizes and celebrates the many contributions and overall excellence of UC alumni in countless fields of endeavor, throughout the world. UCAA recognizes four distinct, named awards: The William Howard Taft Medal for Notable Achievement, the Robert E. Dobbs Distinguished Service Award, the Marian A. Spencer Mosaic Award, and the Jeffrey Hurwitz Young Alumni Outstanding Achievement Award. The call for nominations is typically made the summer of the preceding year.

We also honor a select group of Bearcats representing each of the university's 13 colleges, as well as the unique training ground of UC Athletics, with the Outstanding Alumni Awards, which are selected by each college/unit and submitted to the UCAA for recognition.

Golden Bearcats Society 50-Year Reunion

To honor those who have upheld our institutional promise over a lifetime, the [Golden Bearcats Society](#) was established to represent all alumni who have celebrated 50 years since graduating from UC. Each spring during Alumni Week, the UC Alumni Association hosts reunion activities that include an induction ceremony for our newest class of Golden Bearcats.

Bearcats Connect

[Bearcats Connect](#) is UCAA's online platform where alumni, students, faculty and staff can network, mentor and grow professionally. Whether you're looking for other UC alumni in your industry, wanting to pay it forward to a current student, or hoping to find your next career opportunity, Bearcats Connect can help. We encourage all network leaders to be active members on the platform.

Alumni Discounts & Perks

Whether you're interested in [special discounts and offers](#), need to request university records or are shopping for merchandise, the UC Alumni Association has you covered. Among UCAA perks are [GEICO](#) and [Alumni Insurance Program](#) discounted rates, a [travel program](#) in partnership with Gohagan & Company, [UC Ohio license plates](#) that benefit scholarships and more.

UCAA Scholarships

Through the generous support of UC's alumni community, the UC Alumni Association awards more than \$100,000 each year in scholarship support to approximately 50 exceptional UC students. Current and incoming students are considered for [four distinct scholarship opportunities](#), two of which benefit direct descendants of UC alumni.

Staff

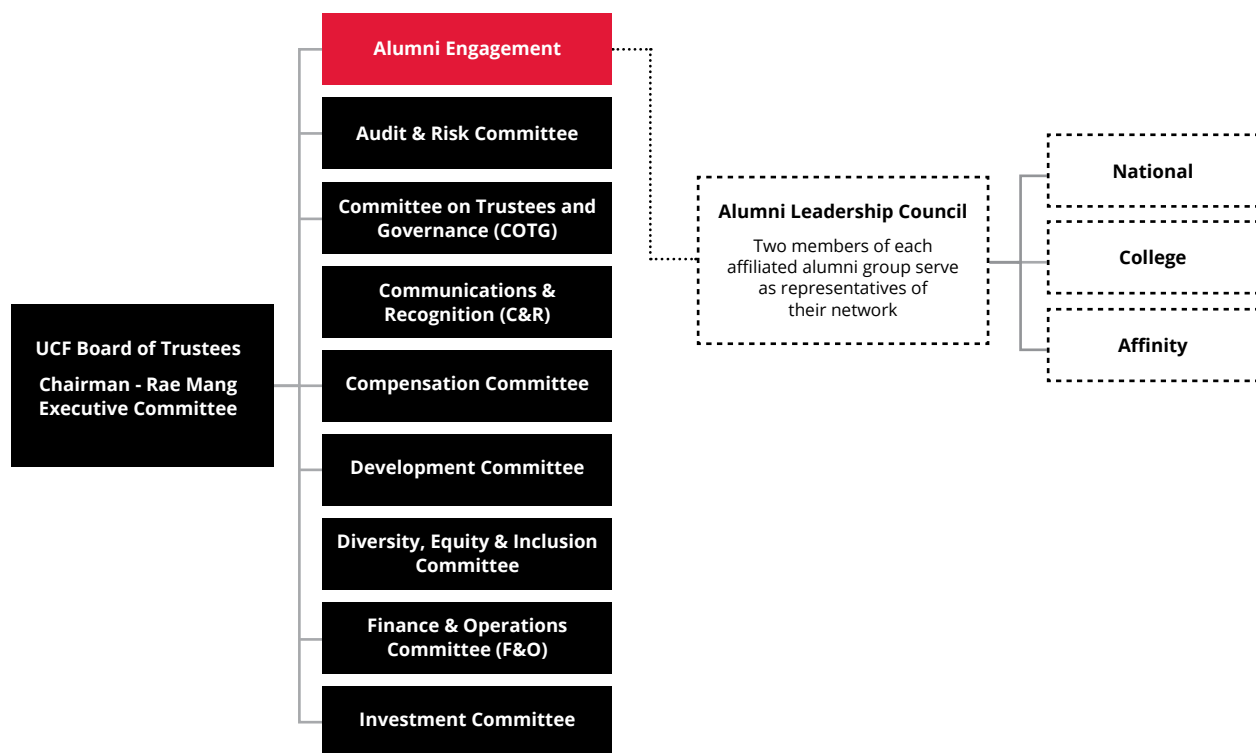
Approximately 30 full-time employees, along with a handful of student workers and interns, make up [the UC Alumni and Annual Giving team](#). The staff is essentially organized into two departments: 1) outreach and engagement (or college and constituent engagement), and 2) annual giving and integrated marketing. Along with operations and executive communications staff, these teams report to UCAA's AVP/COO of Alumni and Donor Experience, and the VP of Alumni and Donor Experience/Chief Alumni Officer.

Governance

UC Foundation Board of Trustees Alumni Engagement Committee

The UC Alumni Association is an entity of the UC Foundation. Established in 1975, the UC Foundation has 160+ full-time **employees** whose work helps UC and UC Health fulfill their missions while growing the university's endowment of approximately \$1.8 billion.

The Foundation is governed by the UC Foundation Board of Trustees, and select board members serve on the Alumni Engagement Committee, which provides oversight and guidance for the UC Alumni Association. Essentially the successor to the former UCAA Board of Governors, the committee is led by a Chair and Vice Chair, who serve as liaisons to UCAA's Alumni Leadership Council.



Alumni Leadership Council

Two representatives from each UC alumni network shall be designated to serve on the Alumni Leadership Council (ALC). This group shall meet throughout the year, typically quarterly, including the annual Network Leader Conference at Homecoming. This consortium allows leaders from all UCAA networks the opportunity to learn more about UCAA operations, hear from the UC Foundation Alumni Engagement Committee, and interact with leaders from all of our programs. While representatives can be any member of the network, our hope is that representatives will share information from the ALC with their fellow board members and respective networks.

Next, Now: The Campaign for Cincinnati

The Foundation is currently in a [campaign](#) to empower our next leaders, explore our next frontier, and embrace our next purpose.

With its focus on innovation and impact, Next, Now: The Campaign for Cincinnati is where ambition meets action. Through this campaign, we can create new paths for students, and support discoveries and cures. We can invest in world-class patient care and propel the work that makes us uniquely (and globally) Cincinnati.

- \$2 billion in comprehensive philanthropy by 2024
- Sustainable growth in annual fundraising
- \$800 million in cash to endowment by 2028
- Increased engagement of key constituencies





UC Alumni Association Impact

Champion Inclusive Excellence

Foster an equitable and inclusive culture where all alumni are treated with dignity and respect. Be intentional in efforts to reach out to and cultivate alumni who have historically been underrepresented, thus creating a path to belonging, participation, support and recognition. Lead with courage and compassion, providing valuable opportunities for everyone with whom we connect.

Activate Alumni

Utilize mass market strategies, targeted communication, AI and social listening, robust CRM and meaningful opportunities to connect with alumni and activate their involvement, ultimately moving them through the engagement continuum. As we know our alumni better and learn about their behaviors, preferences and values, we can quickly connect passion to purpose and involve alumni in the things that matter most.

Build a Culture of Philanthropy

Engage alumni in support of their university and its current students. Continue to strengthen relationships at all life stages and strategically connect alumni and potential donors with individualized and specialized experiences that draw them closer to the university and inspire alumni to choose UC as a primary investment of time, talent and/or treasure again and again. Strengthen the pipeline of philanthropic support through the campaign and beyond. Encourage support for funds that make an immediate impact in priority areas. Convey the power of the collective support these gifts make to enhance the student and campus experience.

Be a Resource to Alumni

The UC Alumni Association is uniquely positioned to be centered on alumni success, positively impacting the personal well-being and professional trajectory of our graduates.

As an alumni-centric organization, facilitating personalized experiences, promoting innovation and simplifying the complex landscape of UC and UC Health, more alumni will engage to build fulfilling careers and happy lives.

Drive Brand Awareness and Elevate Reputation

Mobilize alumni as authentic, passionate and emotionally engaged ambassadors promoting the University's excellence and reflecting the achievements of alumni. This will ultimately enhance the perception and value of the UC degree, influencing public opinion and driving investment.

▶▶ Alumni expect us to:

- Make it easy
- Know them
- Be a resource
- Broker meaningful connections
- Invest in their professional success

UC Alumni Network General Guidelines

Definition of a Network

We define a UCAA network as any group of alumni who are drawn together based on common interests and shared experiences, with an expressed desire to offer opportunities for alumni to meaningfully engage with UC and fellow Bearcats. In order to be recognized as a UCAA alumni network, all members must adhere to guidelines set forth in this handbook and, in turn, shall receive staff, financial (an annual network allocation), event, marketing and communications support.

Types of Networks

While all alumni share one thing in common, there are many differences between us, too. We come from a variety of places and have various backgrounds. We had distinct experiences as students and went on to lead distinct lives after graduation. Within the overall UC alumni community, each of our individual networks is an essential part of the UC Alumni Association and serves a specific audience. Though our engagement methods may be unique, our goal is the same: We all exist to serve our alma mater.

College Networks: Allow alumni to reconnect with classmates from their college(s). These networks advance engagement and philanthropic initiatives unique to their experiences in their collegiate unit.

Interest and Affinity Groups: Connect Bearcats based on shared interests, experiences, affiliations and constituencies — and in many cases, shared student activities.

National Networks: National networks bring together Bearcats who live in a particular city or location and help create a prominent and vibrant presence across the country.

Minimum and Model Expectations for Alumni Events

Networks and their alumni volunteers/network leaders are expected to work closely with, not independent of, their UCAA staff liaisons; and to champion the UC Alumni Association's impact priorities. Events should connect alumni back to the university in a meaningful way and directly relate to the UC Alumni Association's mission. Finding ways to make your event "uniquely UC" can add value, enhance our competitive edge and increase attendance.

Networks should prepare an annual calendar of events at the beginning of each fiscal year (July/August) with their staff liaison. Generally, it is expected that networks are active triannually — something in the fall, something in the winter, and something in the spring — with summer optional — offering a variety of activities that leverage UC alumni engagement strategies and alumni motivations, while speaking to specific target audiences.

Consult your staff liaison regarding the UC Alumni Association's event calendar to ensure the event does not conflict with other major university activities. Also, check your standard calendar for possible conflicts with national or religious holidays.



Minimum and Model Expectations for Alumni Events

MINIMUM EXPECTATIONS

- Have at least two (2) alumni volunteers/network leaders, who are signatory to the UCAA Volunteer Agreement and adherent to its requirements.
- Work with UCAA staff liaison to prepare and promote an annual calendar of events, volunteer opportunities and communications for the network.
- **Present one (1) or more** activities that champion inclusive excellence, activate alumni, build a culture of philanthropy, are a resource to alumni, drive brand awareness and elevate reputation. This can include, but is not limited to: promote college priority funds, support crowdfunding campaigns and other relevant fundraising initiatives; recognize and celebrate alumni; partner with co-op or UC Admissions, or offer other student engagement; or otherwise plan/promote/execute activities such as professional networking, “Dinner with Bearcats” or “Chats with ‘Cats,” speakers series, game watch, networking, etc. For college networks, these activities shall be largely driven by college/unit priorities.

MODEL EXPECTATIONS

- All alumni volunteers/network leaders are signatory to the UCAA Volunteer Agreement and adherent to its requirement, including defined committee roles and responsibilities, and building a volunteer pipeline.
- Work with UCAA staff liaison to prepare and promote an annual calendar of events, volunteer opportunities and communications for the network.
- Hold quarterly board/network leadership meetings inclusive of an annual retreat.
- Network champions a fund/cause for #GivingTuesday and UC Day of Giving.
- Be “all hands-on deck” for presidential, university, dean’s initiatives and college priorities where they intersect with the network, as well as the full participation and enthusiasm of all volunteers in the network’s signature experiences.
- **Hold three (3) or more** activities that champion inclusive excellence, activate alumni, build a culture of philanthropy, are a resource to alumni, drive brand awareness and elevate reputation. This can include, but is not limited to: promote college discretionary funds, support crowdfunding campaigns and other priority fundraising initiatives; recognize and celebrate alumni; partner with co-op or UC Admissions, or offer other student engagement; or otherwise plan/promote/execute activities such as professional networking, “Dinner with Bearcats” or “Chats with ‘Cats,” speakers series, game watch, networking, etc. And again, for college networks, these activities shall be largely driven by college/unit priorities.

College Networks

- Event or activity planned in support of Dean and/or college priorities.

Interest and Affinity Networks

- Event or activity planned in coordination with Homecoming or Alumni Week.

National Networks

- Networking Event, Welcome Reception, Crosstown Shootout Watch Party and other similar signature events.

Student Alumni Council

The Student Alumni Council (SAC) is an organization that fosters stronger relationships between students and alumni by assisting UCAA in staging and marketing experiences, boosting the student body's Bearcat spirit, and encouraging alumni involvement with students prior to and after their graduation. Additionally, SAC runs the "Senior 100" Experience — a cohort of 100 seniors each year involved in a variety of philanthropic and engagement opportunities.

SAC is considered an interest/affinity group. However, given that it's a student organization, its minimum and model expectations, activities and administration differ from our alumni networks.

Network Names

The term "Association" shall be used only by the parent organization. All affiliated groups under the UCAA should include the term "network" to describe the group — for example, "CEAS Alumni Network" or "UC Alumni Dayton Network," with some exceptions such as the "Student Alumni Council" and the "African American Alumni Affiliate" networks.

Network Leaders

While it is generally at the discretion of each UC alumni network to appoint, select or otherwise designate its alumni volunteers, choosing who will represent each network on the Alumni Leadership Council shall be done in consultation with the network's designated UCAA staff liaison. Network leaders for each alumni network are responsible for the following:

- Representing their network at the annual Network Leader Conference.
- Communicating back to network membership all information, updates and pertinent details shared with them.
- Signing and adhering to the UCAA Volunteer Agreement.

Orientation and Training

New alumni volunteers/network leaders shall complete a UCAA staff-facilitated orientation **within six (6) weeks** of their appointment, which shall primarily cover the guidelines set forth in this handbook, along with additional best practices, and "good to know" network-specific items. Additionally, UCAA shall provide periodic training for all network leaders and host the annual Network Leader Conference.

Network Leader Conference

The UCAA Network Leader Conference is an assembly of leaders from all UC Alumni Association networks (the Alumni Leadership Council). The conference is held annually the Friday of Homecoming week on campus. College, national, interest and affinity network volunteers are encouraged to use the best practices shared at the conference in the administration of their alumni groups. Each network is required to have representation at this conference. National network representatives are provided a travel stipend to facilitate their attendance.



Starting a New Network

Alumni interested in establishing a new network should reach out to UCAA to gain insight from staff research and discovery, then if preliminarily feasible, identify two or more prospective network leaders, sign the UCAA Volunteer Agreement and adhere to its requirements, complete initial orientation and training, and begin a 12-month pilot period to properly evaluate the level of interest and activity necessary to sustain a successful network.

Inactive Networks

Any UCAA network failing to adhere to the guidelines set forth in this handbook and not fulfilling minimum expectations may be considered an inactive network. An inactive network shall not receive its annual network allocation, will not be promoted in any UCAA marketing or promotional materials, and will not receive dedicated staff support or UCAA resources until a new network engagement plan is put in place.

Networks Without a Board

For those networks without an alumni board or identified network leaders (particularly those college networks), UCAA staff liaison may appoint two representatives to the Alumni Leadership Council (ALC) on the network's behalf, who may also serve in an interim network leader capacity. Term limits for staff-appointment liaisons are two years.

UCAA Volunteer Agreement

The UCAA Volunteer Agreement is below, with a downloadable version to be emailed to you soon. All network leaders are asked – and all volunteers and board members are encouraged – to sign and submit within 15 days of receipt.

As a volunteer representative of the UC Foundation and UC Alumni Association, I commit to the mission, vision and principles of the organization. I acknowledge that I am an ambassador charged to inspire a community of UC and UC Health supporters through the power of philanthropy, and that I will champion opportunities for alumni to meaningfully engage with the University of Cincinnati and fellow Bearcats.

I commit to fostering an equitable and inclusive culture where all alumni are treated with dignity and respect and pledge to value their unique backgrounds, experiences and perspectives.

I will adhere to guidelines set forth in this handbook.

I understand that demographic and alumni survey data is for official alumni network use only and not for any private, commercial or political use; and UCAA is unable to share alumni contact information lists with its volunteers. *Unauthorized use may violate privacy rights and is strictly prohibited.*

I will be responsive to alumni inquiries and UCAA staff.

As a UCAA volunteer, I will join Bearcats Connect; be an ambassador for #GivingTuesday and UC Day of Giving; and maintain status as a member of the Loyal Bearcat Society or William Howard Taft Society.

If a volunteer is unable (or unwilling) to adhere to this agreement, UCAA staff shall present alternative engagement opportunities and may ask the alumni volunteer/network leader to relinquish their position.

Finance and Accounting

Fiscal Year

The UC Alumni Association's fiscal year runs from July 1 through June 30.

Membership Dues

The UC Alumni Association operates on a non-dues engagement model, meaning UC graduates have an automatic affiliation to the association without the requirement of membership dues. By extension, UC alumni networks are also prohibited from charging membership dues. In lieu of dues, network funds are allocated to each network by the UC Alumni Association in support of network alumni engagement experiences. Networks can solicit donations to the Loyal Bearcat Society and can encourage donors to designate their gifts to a specific network gift account or UCAA Scholarship Fund.

Network Funds

Each UC Alumni Association network is provided a network fund account to use for its alumni engagement operations. The balance of a network fund account consists of the following:

- Deposit of annual network funds provided by the UCAA operations budget. Please see your staff liaison to determine the amount of your network's annual subsidy. These funds are to be used for the fiscal year in which they are deposited.
- All Loyal Bearcat Society and general alumni donations designated to a specific network will be deposited into the designated network's fund. Loyal Bearcat Society donations remain in the network fund until spent.
- Any revenue generated by network-hosted events will be deposited into the associated network's fund account. All event proceeds will remain in the fund until spent.

Annual Network Allocations

At the beginning of each fiscal year, the UC Alumni Association offers its networks a monetary allocation in support of alumni engagement efforts. These funds are held at the UC Foundation. Unused allocation funds may not roll over to the next fiscal year. Allocation amounts may vary based on the budget year.

Network funds are intended to assist networks in offering engagement opportunities for the general alumni body they serve. Below are examples of appropriate expenses for UC network funds:

- Promotional materials with network contact information
- Space rentals for alumni engagement events
- Catering expenses (food/drink purchases) for alumni engagement events
- Favors for alumni outreach activities

The following are examples of things network funds cannot be used for:

- Sponsorships — this includes events hosted by the university, UCAA and external organizations
- Support of student-only events or activities
- Any purchase without pre-approval by your staff liaison



Expenses

Pre-approved expenses associated with events or alumni engagement operations can be purchased by your staff liaison in some cases. UCAA maintains an inventory of basic event supplies such as buttons, stickers, pens, table tents, pom poms, etc. Additional giveaways and promo items are sometimes also in inventory and can be stocked by UCAA in bulk, as opposed to one-off network purchases.

*If the purchase is to be made by a network leader or member, expenses must be **pre-approved** before the purchase is made to receive reimbursement.*

Compliance with these procedures will help ensure that transactions for the current fiscal year are properly recorded and within budget.

Annual network allocations are intended to assist networks in offering engagement opportunities for the alumni they serve. These funds are not intended to fund sponsorships or grants to external organizations. The use of these funds to pay for board/committee activities or favors should be kept to a minimum. Even if expenses are within a network's total budget, expenditures should be within reason based on the scope of an event and number of attendees.

Reimbursements

All network expenses must be pre-approved by your staff liaison and network leaders. If a volunteer needs to be reimbursed for an approved expense, please provide your staff liaison with an **original or copy of the itemized purchase receipt, business purpose of purchase, and list of event attendees if there was food and/or beverages purchased.** Gratuity between 15% and 20% of the cost of the meal may be expensed. Reimbursement requests must be submitted within 15 days of the expense. Once all documentation is received and processed, a check request will be submitted to the UC Foundation. Reimbursement checks may take up to two weeks to be issued.

Good-Standing Network Account Status

UC Alumni Association network subsidy accounts must maintain a positive balance. If for any reason a network experiences a deficit, any allocation money allotted for that group must first be used to pay back the debt. As previously noted in this handbook, UCAA networks that fail to adhere to the guidelines set forth herein this handbook, and do not fulfill minimum expectations for annual engagement, may be considered an inactive network, and an inactive network shall not receive its annual network allocation.

Non-UC Bank Accounts

All funds collected on behalf of the university, UC Foundation, UC Alumni Association or its networks must be processed through UC Foundation accounts. Non-UC Foundation accounts are prohibited. A benefit of network funds being hosted at the UC Foundation is the use of our tax-exempt status.

Budget Reports

The UC Foundation provides monthly network account reports to the UC Alumni Association. Networks balances may be shared with alumni networks if requested.

Revenue

Network efforts should primarily focus on alumni engagement versus revenue generation. However, charging event registration fees and soliciting event sponsorships are welcomed practices because all network events should be self-sustaining.

If sponsorships are sought, those must be cleared through the UC Alumni Association prior to being solicited to avoid duplicating efforts at the university.

Event registration, sponsorship revenue and scholarship funds must be processed through the UC Alumni Association and comply with the UC Foundation's policies, procedures and guidelines to ensure proper accounting and compliance with various regulations. Collecting money without properly notifying the UC Alumni Association or failing to provide the collected funds for processing is strictly prohibited.

Collecting Funds on Behalf of UCAA

Before collecting money for events, work with your staff liaison to determine the fair market value of the event's registration (see below for more details). Your UCAA staff liaison can provide the network with an online event registration option that will ensure all funds are automatically deposited into the network account.

Fair Market Value (FMV)

When collecting monies for event sponsorship and registration, work with your staff liaison to determine the return value of the registration fee. Knowing the FMV helps UC Foundation accounting staff determine if any amount of a registration fee or sponsorship fee is tax-deductible.

Fair Market Value is defined as the market value of an item or service. Example: If an event attendee will receive a t-shirt that would retail for \$20 and a drink that would retail for \$2, the fair market value of the event attendance is \$22.

Invoice Payments

The UC Foundation prefers to pay vendor invoices after services have been rendered. All payment requests must include the documentation listed below:

- Original itemized receipt/invoice from vendor
- W-9 Form for all non-UC approved vendors
- Business purpose of purchase
- List of event attendees
- Certificate of Insurance (COI)/Proof of coverage, when applicable

Once all documentation is received and processed, a check request will be submitted to the UC Foundation. Reimbursement checks may take up to two weeks to be issued.

Contracts

All contracts are subject to review by UC Alumni Association/UC Foundation staff. To avoid personal liability, all contracts must be issued in the name of UC Alumni Association/UC Foundation and signed by an authorized UC signatory. UC alumni network volunteers are not authorized signatories.

If a vendor requires a deposit, an invoice stating the deposit amount due, a W-9 Form and Certificate of Insurance (COI) are required by the UC Foundation, Inc. to issue payment.

Online Event Registration

The UC Alumni Association offers the opportunity for individuals to register online for network events. This service provides guests with the opportunity to make payment through a secure online registration process.

Branding

UCAA Brand Guidelines

The brand of the UC Alumni Association is not just a logo and an approved set of fonts; it is the public perception of our organization. It's what people believe us to be. Our brand is not what we say about ourselves, but rather what people say about us.

With that in mind, our role as ambassadors for UCAA is to protect and enhance the brand of the University of Cincinnati. The university maintains a set of branding standards that outline how logos and other elements of the visual identity should be appropriately used.

UCAA Logo

The UC Alumni Association logo is available for limited use on electronic and print materials approved by your UCAA staff liaison.



Use of network or unit lock-ups like those for colleges, affinity or national networks must be coordinated with your staff liaison to ensure it meets UCAA Branding Guidelines and UC Licensing regulations.

The C-Paw

The "C-Paw" and any athletics logos are only approved for use by the UC Athletics Department. In accordance with UC brand standards, alumni networks are not permitted to use these marks. Networks should use the UCAA logo in their marketing.

Logo Royalties, Trademarks and Licensing

The UC Board of Trustees has established a licensing program to protect the name and identifying marks of the university and prohibit the unauthorized use of university marks on commercial or other products. Any item to be produced with the UCAA logo must be produced by one of the approved, licensed vendors. Merchandise with UC and UCAA logos is subject to royalties, paid by the vendor (who passes the cost on to the unit) and administered through the Collegiate Licensing Company. Please work with your staff liaison to find an approved vendor.

Colors

UC colors are red and black and must be the primary colors on all alumni network publications. The correct color information is provided below.

Avoiding screening (tinting) red; screening red turns the color into pink.



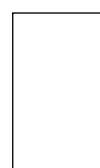
Red

PMS 186
#E00122
C=0 M=100 Y=81 K=4
R=224 G=1 B=34



Black/Process Black

#000000
C=0 M=0 Y=0 K=100
R=0 G=0 B=0



White/Paper

#FFFFFF
C=0 M=0 Y=0 K=0
R=255 G=255 B=255

Marketing and Communications

UCAA Integrated Marketing Team

The Integrated Marketing team is equipped to help promote your group and its activities. The following guidelines are in place to ensure a smooth, efficient workflow. If you have specific questions or innovative ideas for your network's communications strategy, please contact your staff liaison.

General Event Timeline

Event project management considerations can generally be thought of as falling into three buckets:

Planning efforts should occur on a quarterly or annual basis, preferably 3-6 months in advance. While UCAA understands that occasionally opportunities for alumni engagement may emerge with less time to plan, activities should be given the forethought and organization they deserve to effectively market and execute.

Marketing efforts should be in full effect 6 weeks in advance of an event. Save-the-dates should hit mailboxes/inboxes 4-6 months prior to event, with a full invitation 6-8 weeks prior.

Executing the event — not planning or marketing — should be the primary focus the week or two prior to the event.

UCAA requires at least 6-weeks notice to help plan and market an event.

Email Timeline

A maximum of three emails may be sent to promote a single event/program if a save-the-date is included, or a maximum of two emails if there's no save-the-date. Consider bundling multiple events in a single email communication to get even more reach.

The following email timeline is suggested*:

- 4-6 months prior to event — save-the-date (if applicable)
- 6-8 weeks prior to event — invitation
- 2 weeks prior to event — reminder email with updated subject line

** Network newsletters may take longer than listed above due to the large amount of content. Please work with your staff liaison.*

At the time of the request, all email content and event information should be provided in full.

Complete and approved emails must be submitted five (5) business days prior to requested send date.

OneUC, the UC Alumni Association's monthly e-newsletter sent to all alumni, usually distributes the first full week of each month. Preferably, all alumni network events should be promoted in an edition of *OneUC*. (Thus, *OneUC* would serve as a third email promoting your event.)

Your staff liaison can also work with you to send a registration confirmation and/or post-event email. UCAA requests post-event communications are sent within three business days of every event.

Whenever possible, the UCAA marketing team utilizes standard, pre-approved email templates. UCAA requests up to five (5) business days, after text has been finalized and approved, to send an email. Please consult with your staff liaison regarding complex emails such as newsletters.



Email and Landing-Page Checklist

Before submitting your content, please make sure you have the following information confirmed:

- Event name and a short description
- Event date and time (start and end time)
- Location, along with complete address and link to Google map location
- Cost per person if you are charging (please also include FMV at this time)
- What people will receive with their registration, i.e. drink tickets, light refreshments, etc.
- Any venue-specific details like dress code, parking information, vaccine requirements, etc.

Other items to consider:

- Confirmation email to registrants
- Other digital assets (i.e., presentation, QR codes, etc.)
- Photography/videography needs
- Printed materials (i.e., signage, program booklet, etc.)
- Post-event communications

Identify Your Audience

Work with your staff liaison to identify the most appropriate and effective audience for your network's communications. Think strategically about how marketing will speak to alumni who "get it," alumni who "need reminding," and alumni who "need convincing." Activate these audiences and the smaller communities within these larger audiences. Engage alumni in activities "uniquely UC" in support of strategic impacts.

Print

Networks wishing to produce print projects should consult with their UCAA liaison to discuss timing, pricing and logistics. Networks are required to fund their own print materials, including postage for mailers.

Proofing

All communication is subject to proofing and editing by UCAA. Time for proofing, editing and approval is built into the communication request timeline.

Photos

Event photos can be some of the most engaging posts on social media. Publish event albums post-event or use photos from past events to market an upcoming event.

Social Media

Social media provide a valuable means to accomplish your network's overall goals, but don't feel pressured to have a presence on every platform just because it exists. Be strategic about which platforms you use.

It is important to post content to your chosen social media platforms regularly. When people want to find out more about an organization, they often search for them on Facebook or Twitter. Having regularly posted content will better inform this audience and help get them engaged.

Want to stay connected? Follow UCAA, UCF and UC on our social channels:



[UC Alumni Association](#)

[UC Foundation](#)

[University of Cincinnati](#)



[UC Alumni Association](#)

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[University of Cincinnati](#)

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[UC Foundation](#)

[University of Cincinnati](#)

[Go Bearcats](#)



[UC Alumni Association](#)

[University of Cincinnati](#)

[Go Bearcats](#)

Demographic Reports

Your UCAA staff liaison may periodically provide a demographic report of alumni in a network's designated interest areas to help plan and promote events more strategically. This information is for official alumni network use only and not for any private, commercial or political use. Unauthorized use may violate privacy rights and is strictly prohibited.

Contact Info and Confidentiality

The UC Foundation and UC Alumni Association are unable to share alumni contact information lists with their volunteers. Please work with your staff liaison to communicate network events on your behalf.

Alumni Surveys

UCAA may periodically administer alumni surveys to targeted alumni audiences to help inform future alumni engagement experiences. An alumni survey includes questions about the types of events alumni would like to see and the days, times and locations most convenient to them, and if they'd like to get more involved as a volunteer.

Style Guide

How to use the word “alumni”:

Alumni — a group of male or male and female graduates

Alumnae — a group of female graduates

Alumnus — a single male graduate or single individual of undetermined/unknown gender

Alumna — a single female grad

Do not use terms such as ‘alum,’ ‘alums’ or ‘alumnis’ in official communication.

Dates

For dates, use the full day of the week and abbreviated version of the month. Do not include ‘st,’ ‘nd,’ or ‘th’ after dates. Do not include the year unless the date falls outside of the current calendar year.

Monday, Oct. 12

Friday, Sept. 16, 2016

Month Abbreviations

| | | | | | |
|------|------|-------|-------|------|------|
| Jan. | Feb. | March | April | May | June |
| July | Aug. | Sept. | Oct. | Nov. | Dec. |

Event Times

For times on the hour, do not include ‘:00’. For twelve o’clock, use the words ‘noon’ or ‘midnight’. Always indicate whether time is morning/afternoon, write as ‘a.m.’ or ‘p.m.’ If both start and end times are morning or afternoon, only indicate so one time.

8-10 a.m.; 11 a.m.- 1 p.m.; noon- 2 p.m.; 10 p.m.- midnight; 1-3 p.m.

If appropriate to your event and audience (especially if it might have a virtual aspect for broader geographic participation), use ET, CT, MT or PT to signify time zone; this allows us to not worry about when clocks change in the spring and fall.

Addresses

Include location address, full street name and abbreviated street type. Also abbreviate directional indicators. If address is local, only include city and state.

*208 E. 12th St.
Cincinnati, OH*

*401 E. Main St.
Louisville, KY 40202*

Phone Numbers

Local events: 513-556-4344 or your office/preferred line

National events: 877-4-UC-ALUM

Using URLs in print vs. email communications

It is okay to write out full URLs (friendly URLs preferred: alumni.uc.edu/celebration) on print communications. All e-communications should use hyperlinked copy relevant to the link provided.

Please avoid using “click here” in hyperlinked copy.

“This event is complimentary; however, [advance registration](#) is requested by Oct.1.”

“[Read more](#) about the Ohio Innocence Project.”

Preferred Copy

| | |
|-----------------------------------|--|
| Free Event: | “There is no cost to attend.” |
| Free Event RSVPs: | “This event is complimentary; however, advance registration is requested by Oct.1.” |
| Charged Event: | “\$10 registration includes two drinks, appetizers and giveaways.” |
| Charged Event RSVP: | “Advance registration is required by June 4.” |
| Charged event with free children: | “Registration is complimentary for children under the age of X.” |
| Questions block, staff: | “Questions? Email Cynthia Miller , Executive Director, Alumni & Donor Experience, College and Constituent Engagement, or call 513-556-6397.” |
| Questions block, volunteer: | “Questions? Email LA Network Leader Michael Rottenbiller or call the UC Alumni Association at 1-877-4-UC-ALUM.” |



Event Considerations

Many of these guidelines are, for all intents and purposes, required. **Any exception to these considerations must be proposed in writing to your UCAA staff liaison at least ninety (90) days in advance, allowing adequate time to review and respond.**

Public Health

All in-person activities shall still be provided under CDC guidelines and local COVID-19 restrictions, with the well-being of the UC alumni family remaining the top priority. For more information on UC's COVID-19 policy, see uc.edu/publichealth, and for UC Health's most up-to-date information, visit uchealth.com/en/covid-19.

Atmosphere & Decor

A number of things contribute to the atmosphere of an event. Incorporating red and black is the easiest way to give an event a "Bearcat feel." Consider noise level and music, seating/standing room, location (bar/restaurant/meeting room, etc.), food and drinks served, and dress code when creating your event's atmosphere.

Diversity of Activities

UCAA suggests that networks create an annual programming schedule that reflects the diversity of the network's alumni body and their interests.

Location

All UCAA network events should be hosted in a public/licensed location. For the rare instances when it is appropriate to host an event at a private residence or club, please notify your staff liaison at least 90 days in advance for approval.

Bus Trips and Travel

Networks should not organize bus trips, tours or other similar travel experiences.

Reunions

The Golden Bearcats Society recognizes those alumni celebrating 50 years since graduating. There may be opportunities to expand anniversary and reunion programs, but these should focus on key milestone years such as 10, 25 and 50.

Guest Conduct

Notify the host venue and security (if available), and report unlawful behavior to local authorities related to inappropriate behavior by guests at UCAA network events. These incidents should also be documented and reported to your staff liaison.

Alcohol

UC Alumni Association networks are permitted to host events with alcohol if a licensed third-party vendor, such as a caterer, bar or restaurant, checks IDs and serves those 21 or older. Individuals showing signs of intoxication should not be served.

It is recommended to plan for one to two drinks per person per hour. A drink ticket system is suggested to help reconcile payment. If a UC network is paying for alcoholic beverages at an event, food must be provided.

Complimentary Beverages

When alcoholic beverages are served complimentary, no liquor permit is required. A licensed and insured bartender must serve, however. Network volunteers and UCAA staff are not permitted to serve drinks.

Cash Bar

For a UCAA network to host a cash bar, an event must be hosted in a location with a liquor permit, or the appropriate permit must be obtained (F-2 permit in the State of Ohio). Just as with a complimentary bar, a licensed and insured third-party vendor must act as a server.

Catering

Food for UCAA network events should be store-bought and pre-packaged or provided by a licensed caterer.

UC Guest Speakers

The UC Alumni Association is the conduit to other UC departments. Please work through your staff liaison if you're interested in contacting campus representatives or enlisting keynote speakers.



