This handbook offers you the necessary guidelines to starting an alumni affinity group at GW.

If you would like to suggest a new group, please contact the Affinity Programs Team, at clubs@gwu.edu or 202.994.6435.
January 24, 2014

Dear GW Alumnus/a:

Thank you for your interest in creating and maintaining a group where alumni can connect through a shared identity, student experience, or other interests! Since 2008, alumni affinity groups have served as an outlet for alumni to (re)connect to GW through their chosen affinity. We are glad you have chosen to assist us in connecting and engaging your fellow Colonials.

From multicultural alumni, to alumni of major student organizations, to alumni interested in various industries, there are groups designed to match the various affinities identified by GW alumni. Each affinity group provides opportunities for alumni to network through social, cultural, and/or educational events. Most, if not all, groups also provide opportunities for alumni to connect with and support current GW students.

This handbook is intended to serve as a general resource for you as you think about starting an affinity group or as you consider becoming a volunteer leader within an existing group. Included in this handbook are step-by-step instructions for starting a group, criteria and requirements for existing groups, and the benefits offered to existing groups. It is our hope that this handbook will be a valuable resource to you as you begin your volunteer role with your respective affinity group. **We think the best experience is one in which you become involved to the extent of your interest and/or ability and we will work with you at every step in this process.**

For many of your fellow Colonials, alumni affinity groups provide their first contact with GW since graduation. Perhaps this is your first time back as well! We believe the relationships you will help alumni develop and reaffirm are at the core of the affinity group experience. To that end, the GW Affinity Programs Team is always available to make this an exciting, fulfilling, and memorable experience.

We truly look forward to working with you!

Warmest regards,

Mark Forrest, MA  
Associate Director, Clubs and Groups

Eric Gutierrez, GWSB ’06 & ’11  
Assistant Director, Affinity Outreach
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A. WHAT IS AN AFFINITY GROUP?

An affinity group offers opportunities for alumni of shared interests and common bonds to stay connected to GW and to connect with each other beyond the traditional class and regional structure. This connection can be based on identity, previous involvement with student organizations, or interests (personal, career specialties, etc.). The George Washington University Office of Alumni Relations (OAR) relies on affinity groups to assist in providing opportunities for alumni to connect to the university and to each other in ways that address these special interest and common bonds.

B. WHY HAVE AN AFFINITY GROUP?

Affinity groups allow alumni to:

- Create a medium through which alumni can reconnect with each other around shared experiences, interests, and identities;
- Increase opportunities for alumni to get involved and meet other GW alumni;
- Promote leadership;
- Foster a sense of community within the alumni population; and
- Support a culture of philanthropy for the university.

C. WHAT AFFINITY GROUPS ALREADY EXIST?

Although alumni affinity groups are fairly new to GW, several groups already exist*:

1. **Identity-based Groups**
   - Alumni Emeriti Society
   - GW Alumni Veterans
   - GW Asian Alumni Association
   - GW Black Alumni Association
   - GW Latino Alumni Association
   - GW LGBT Alumni Association
   - GW Potomac Society
• Muslim Alumni group (developing)

2. **Student Experience-based Groups**
   • Athletic Alumni (various groups)
   • Greek Alumni (of social fraternities and sororities; developing)
   • WRGB Alumni (developing)

3. **Interests-based Groups**
   • GW Alumni in Energy Association
   • GW Alumni in Politics (developing)
   • GW Green Alumni Network

*Note: In addition to the list above, there are existing affinity groups that are based in other areas of the university. Check Section D for more information about these groups.*
D. OTHER “AFFINITY GROUPS” AT GW

The Affinity Programs Team, within the university’s (central) Office of Alumni Relations, manages the aforementioned alumni affinity groups (listed in Section F). However, there are additional GW affinity groups, which are managed by other areas of the office or other alumni relations departments on campus. A sampling of these groups is listed below.

- **International Alumni Networks** - With over 20 Networks throughout the world, sign up to join a local volunteer committee, or help us create one in your area. Existing networks can be found in Asia, Europe, the Americas, and the Middle East. *Managed by the International Alumni Programs Team in the Office of Alumni Relations.*

- **Regional Alumni Clubs** - With 40 clubs across the U.S., sign up to join your local volunteer committee, or help us create one in your area. Existing clubs can be found in each of the four geographical regions – Northeast, Midwest, West, and South. *Managed by the Regional Programs Team in the Office of Alumni Relations.*

- **School-based Affinity Groups** – Schools encourage alumni to stay connected to the School, students, and each other through their respective affinity groups (and much more). Schools with affinity groups include the GW School of Business (GWSB), GW Law (LAW), the College of Professional Studies (CPS), and the School of Engineering and Applied Science (SEAS). *Managed by the respective School’s alumni relations staff.*

- **Young Alumni Network (YAN)** - Join the dedicated recent graduates who provide the inspiration for YAN activities, designed to meet the social, networking, and educational needs and interests of graduates from the past 10 years. YAN chapters can be found in Washington, DC and in New York City. *Managed by the Regional Programs Team in the Office of Alumni Relations.*

Another way to celebrate your GW affinity is through **Class Reunions**. Every fall, alumni (of undergraduate programs) celebrate their milestone reunion during Alumni Weekend. Class reunions are organized by alumni volunteers and cover reunions from the fifth reunion through the Golden 50th Reunion! The Alumni Weekend Team in the Office of Alumni Relations manages the class reunion committees.

*Note: Some graduate programs host reunions, so check with your School’s alumni relations team for more information.*
E. AFFINITY GROUPS & ALUMNI ENGAGEMENT

Affinity groups are designed to engage GW alumni through their shared affinity/interests. While some alumni are aware of the numerous events, benefits, and services offered, there are others who are more than just aware - actively attending events, utilizing the alumni benefits and services, participating in the annual giving program, and returning to campus for various reasons. It is our hope that through affinity groups alumni can move from just being aware of the events and services offered through the Office of Alumni Relations and start becoming champions for GW by attending events, volunteering their time, and actively supporting the philanthropic efforts of the university.

Your assistance with establishing additional engagement opportunities is the key to successfully increasing the active participation of fellow Colonials. The following pages will highlight additional factors about affinity groups that will help you in the process of starting and/or maintaining your respective alumni affinity group.

F. AFFINITY GROUPS & THE GW ALUMNI ASSOCIATION (GWAA)

The George Washington Alumni Association (GWAA) was founded to strengthen the relationship between alumni and the university. The three main goals of the GWAA are:

- **Enabling lifetime engagement** of alumni with fellow graduates, current students, and the university;
- **Gathering a voice for alumni** by institutionalizing a dialogue between GW graduates and the university; and
- **Building a culture of philanthropy** to support current and future generations of GW students and alumni.

“The GWAA is led by a volunteer Board of Directors, which includes representatives from the university's 10 schools and colleges. The GWAA works collaboratively with and in support of the Office of Alumni Relations to implement programs and services for the benefit of GW alumni.” [http://alumni.gwu.edu/gw-alumni-association](http://alumni.gwu.edu/gw-alumni-association)

Affinity Groups are an extension of the George Washington Alumni Association and assist the Association in fulfilling its aforementioned goals. The GWAA goals are in addition to the guiding principles and agenda that the affinity group establishes for its own work in engaging its respective constituencies.
G. GW’S MISSION STATEMENT

In addition to supporting the GW Alumni Association (GWAA) and its three goals, the Affinity Programs Team also directs affinity groups to follow and support the University’s mission statement:

To promote the process of lifelong learning from both global and integrative perspectives, the University provides a stimulating intellectual environment for its diverse students and faculty. By fostering excellence in teaching, the University offers outstanding learning experiences for full-time and part-time students in undergraduate, graduate, and professional programs in Washington, D.C., the nation, and abroad. As a center for intellectual inquiry and research, the University emphasizes the linkage between basic and applied scholarship, insisting that the practical be grounded in knowledge and theory. The University acts as a catalyst for creativity in the arts, the sciences, and the professions by encouraging interaction among its students, faculty, staff, alumni, and the communities it serves.

The following section of this handbook provides further details on starting an alumni affinity group.
PART II – STARTING AN ALUMNI AFFINITY GROUP

The Office of Alumni Relations (OAR) provides opportunities for alumni to volunteer and share news and information with the over 250,000 alumni worldwide. Through affinity groups, OAR works with the group’s leadership to fulfill this goal. Each new affinity group will also be required to assist in this process.

Alumni affinity groups are formed in two ways:

1. A group of GW alumni take the initiative to gather alumni and contact OAR about their interest in forming an affinity group; or

2. Based on current societal trends, the Office of Alumni Relations takes the initial steps to form a group and then seeks alumni volunteers.

NOTE: In order to initiate an alumni affinity group, there must be at least ten (10) alumni who have demonstrated an interest in establishing and maintaining the group.

A. AFFINITY GROUP PRINCIPLES OF PRACTICE

The following Principles of Practice should guide the work of all approved alumni affinity groups.

All groups will conduct their activities according to the following principles:

- Accurately promote the overall mission of the University and the GW Alumni Association in a positive manner (See Part I, Sections F and G for these mission statements).
- Promote a spirit of service to the University and alumni community.
- Strive to strengthen the relationship between alumni and the University.
- Actively engage in communication with the Office of Alumni Relations about event planning and for continual guidance and support.
- Accurately represent the interests of members and other constituents.
- Create opportunities for diverse alumni participation in organization activities.
- Support the University’s Annual Giving Program by participating and encouraging group members to give an annual gift.

All affinity groups will be reviewed based on the above Principles of Practice on a regular basis. More details about this review can be found in Part III – Criteria and Requirements for Alumni Affinity Groups.
B. TYPES OF ALUMNI AFFINITY GROUPS

Affinity groups can have one of two leadership structures: an **executive board** or a **leadership team**. The specific designation is chosen by the group’s founders. The only difference between the two designations is the required positions under each groups’ chosen structure.

- **The Executive Board structure** is used for groups that desire a traditional leadership structure where there is a chair who leads a board of five additional alumni who carry out the work of the affinity group. This designation best fits groups that want each member of the executive board to have **specific responsibilities at all times**. These groups must adhere to the criteria and requirements outlined in Part III, Section B of this handbook. They also have full access to all of the benefits outlined in Part IV of this handbook.

- **The Leadership Team structure** is used for groups who desire a more flexible leadership structure. With this structure, there are co-chairs who organize an entire team to complete the work of the affinity group. Instead of having prescribed roles, each member of the leadership team takes on responsibilities as needed. Alumni affinity groups with this leadership structure must adhere to the requirements defined in Part III, Section C of this handbook. They also have full access to the benefits discussed in Part IV of this handbook.

C. STEPS TO BECOMING AN ALUMNI AFFINITY GROUP

Becoming a GW Alumni Affinity Group requires a few simple steps outlined below:

- **INITIAL REQUEST**

  First, check the alumni websites below to ensure the group you wish to create does not already exist.
  
  - Alumni Groups - [http://alumni.gwu.edu/alumni-groups](http://alumni.gwu.edu/alumni-groups)  
    (Be sure to check each section – Interest & Identity, Student Experience, and GW Generation)
  
  - Professional Networks - [http://alumni.gwu.edu/career-and-networking/professional-networks](http://alumni.gwu.edu/career-and-networking/professional-networks)

  Then, contact an Affinity Programs Team liaison to discuss your interest in starting a group. Contact can be made via email or phone. (All emails should be submitted to clubs@gwu.edu.)

  **NOTE:** In order to initiate an alumni affinity group, there must be at least ten (10) alumni who have demonstrated an interest in establishing **and** maintaining the group.
FOLLOW-UP MEETING

Your assigned Affinity Programs Team liaison will contact the alumnus/alumna noted from the initial request to discuss the proposed alumni group. The discussion will include:

- The individual’s relation to GW
- The group’s leadership structure designation
- Number of other alumni who are interested in forming the group
- Available list of alumni associated with the proposed group, if applicable
- Affiliations with other organizations; ideas for events, and related student groups, etc.

*Note: If you have a list of alumni within the suggested affinity, please bring it to this meeting as it will help your Affinity Team liaison identify members within the University’s alumni database.

- SUBMISSION OF REQUIRED MATERIALS

After the follow-up meeting, the primary alumni contact will put together a roster of founding members with the names of the group’s first ten participants and a constitution/bylaws and submit them to the Affinity Programs Team.

- APPROVAL

Once all the above mentioned materials are received, the Affinity Programs Team will review the documents, submit documents to the Associate Vice President for Alumni Relations and Development (or his/her designee) for review, and approve the group for listing on the alumni relations website as a new alumni affinity group.
It is the hope of the Affinity Programs Team that all approved alumni affinity groups will remain active once approved. However, we are aware of the ebb and flow of volunteer organizations and have the following definition of an active alumni affinity group.

Active alumni affinity groups host consistent events and have 10 or more alumni attending each event.
Consistent events are defined as a **minimum** of one event per semester (fall and spring), which is a requirement as defined in Part III, Section E.

In the event your group falls below the minimum of 10 attendees on three separate occasions or if your events become sporadic, your status will be changed to inactive. All inactive affinity groups will work with their assigned Affinity Programs Team liaison to determine the appropriate next steps for the group.

The following section of this handbook provides further details on the criteria and requirements for affinity groups, including the requirements for establishment.
PART III: CRITERIA AND REQUIREMENTS FOR ALUMNI AFFINITY GROUPS

In order to become a GW alumni affinity group, the group must be compliant with the criteria and requirements established by the GW Office of Alumni Relations. Additionally, the group must adhere to all Alumni Relations standards (including the Principles of Practice) in order to receive ongoing support and services (See Part II for Alumni Group Principles of Practice).

A. MEMBERSHIP REQUIREMENT

To initiate an alumni affinity group, there must be at least ten (10) alumni who have demonstrated an interest in establishing and maintaining the group. Additionally, there should be a leadership structure selected that best fits your group’s interest.

B. EXECUTIVE BOARD STRUCTURE

I. Leadership Structure

As noted in Part II, Section B, there are two types of leadership structures new affinity groups can follow. The first is the Executive Board structure. Under the Executive Board leadership structure there should be a minimum of six individuals willing to assume one of the group’s leadership roles:

- Chair
- Vice-Chair
- Membership Chair
- Marketing Chair
- Events Chair
- Student Relations Chair

See Figure 2 for how the executive board should be structured. Additional positions can be added to the basic executive board structure after discussion with your Affinity Programs Team liaison.

Please note, the Office of Alumni Relations intentionally did not include a Treasurer position since no group will have any fiduciary responsibilities (i.e. groups are not allowed to have a financial account). Also, no affinity group may charge dues for participation or engage in any funding ideas/initiatives without express approval from the Affinity Programs Team in consultation with the Director of Annual Giving.
A Roster of Founding Members must be completed with the names of the group's first ten members and submitted to the Office of Alumni Relations (see the Resources for Affinity Group Leaders document for a copy of the form).

II. Leadership Descriptions

As noted above, the Executive Board leadership structure is required to have a minimum of the six listed leadership positions. Below are sample position descriptions for each of those six positions.

**Chair:** The Chair is responsible for leadership within the organization, including presiding over executive board and general meetings. The Chair will serve as the primary liaison to GW and the Office of Alumni Relations. The Chair is charged with upholding the group's constitution, achieving the group's mission statement and ensuring the group fulfills the ongoing requirements set forth by the GW Office of Alumni Relations. These ongoing requirements include representing the group at various university and GW Alumni Association events in the metropolitan D.C. region.

**Vice-Chair:** The duties of the Vice-Chair shall include: assuming the rights and responsibilities of the Chair, should the Chair vacate their position; and, assuming responsibility for assisting the Chair in providing leadership within the organization.

*Suggested additional responsibilities:* Completing an annual budget in conjunction with the group’s executive board, completing reports as required by the OAR Affinity Programs Team, working with the OAR Affinity Programs Team on any interest in soliciting alumni for donations, coordinating activities of standing committees, representing the group at various university and GW Alumni Association events in the metropolitan D.C. region, etc.

**Membership Chair:** The Membership Chair shall oversee all matters regarding membership including, but not limited to, recruiting alumni; maintaining a current roster of interested members; and, creating membership material to be used at events.
Suggested additional responsibilities: Managing the nominations and elections process, working with the Affinity Programs Team on coordinating the timing of email messages sent to members, managing group nominations for GWAA awards, etc.

Marketing Chair: The duties of the Marketing Chair shall be to: (a) publicize the group’s activities to the membership as well as to the University community; (b) produce and distribute monthly newsletters, if applicable; and, (c) develop marketing strategies for each group event.

Suggested additional responsibilities: Managing the group’s activity and presence on various social media channels (where applicable), working with the Affinity Programs Team on submissions to Colonial Cable or other e-communications offered by the Office of Alumni Relations, etc.

Events Chair: The duties of the Events Chair shall be to: (a) assist with scheduling events, including developing a calendar of events, (b) collaborate with the Marketing Chair to distribute information about the group’s activities; (c) oversee the planning of group activities that go beyond the scope of regular meetings; and, (d) assume responsibilities of Chair in his or her absence and preside over meetings where Chair and Vice-Chair are unavailable.

Student Relations Chair: The Student Relations Chair will serve as the primary contact linking GW Students to the group. Responsibilities of the this Chair shall include, but are not limited to: (a) establishing necessary contacts with various university departments and related student organizations, (b) assisting the Marketing Chair with creating a visual presence at university events, and (c) serving as the group’s connection to the concerns of current students.

Suggested additional responsibilities: Serving as Board secretary during all executive board meetings

C. LEadership TEAM STRUCTURE

I. Leadership Structure

As noted in Part II, Section B, the second type of leadership structure is the Leadership Team approach. In order to initiate an alumni affinity group under the Leadership Team structure, you need **two to three individuals** who will serve as co-chairs for the group. You will need to recruit alumni members to serve as part of the group leadership. Your Affinity Programs Team liaison will be able to assist you in your recruitment efforts.

Under the Leadership Team structure there should be no more than ten alumni on the leadership team. The leadership team will take on tasks and/or responsibilities based on functions or interests of the group. Your Affinity Programs Team liaison should be notified as new members join your leadership team.
II. Leadership Descriptions

As noted above, each alumni group following the Leadership Team approach must have two or three individuals serving as co-chairs. Below are basic sample position descriptions for those three positions.

**Lead Co-Chair:** The Lead Co-Chair (or Co-Chair #1) is responsible for leadership within the organization, including convening and presiding over executive board and general meetings. The Lead Co-Chair will serve as the primary liaison to GW and the Office of Alumni Relations. An additional responsibility includes representing the group at various university and GW Alumni Association events in the metropolitan D.C. region.

**Co-Chair #2:** The duties of the Co-Chair #2 shall include: coordinating group committees; serving as point of contact for all committee chairs; determining a calendar of events in consultation with committee chairs; and, working with Co-Chair #3 on financial matters, when applicable. Additionally, the second co-chair shall assume the rights and responsibilities of the Chair, should the Chair vacate their position; and, assume responsibility for assisting the Chair in providing leadership within the organization.

**Co-Chair #3:** The duties of the Co-Chair #3 shall include: working with the Affinity Programs Team on the group’s marketing and membership initiatives; and, working with Co-Chair #2 on financial matters, when applicable. Additionally, the third co-chair shall assume the rights and responsibilities of the Chair, should the Chair or Co-Chair #2 vacate their positions; and, assume responsibility for assisting the Chair in providing leadership within the organization.

**Leadership Team:** Remaining members of the leadership team shall assume additional responsibilities not covered by the three co-chairs, including: serving as committee chairs and committee members, serving as the group’s student liaison, recruiting new group members, and other tasks as determined by the co-chairs and the group’s Affinity Programs Team liaison.
*Note: If your group decides to only have two leadership positions, the responsibilities of Co-Chair #3 (and any related references to this position) must be divided amongst the Lead Co-Chair and Co-Chair #2 (or a member of the Leadership Team).

C. THE GROUP’S MISSION STATEMENT

All alumni groups must have a written mission statement outlining its purpose and goals. The mission statement will serve as a guide for programming and events. Each group’s purpose must be aligned with the general mission/goals of the GW Alumni Association and is subject to review by the Affinity Programs Team.

Sample Mission Statement

George Washington University Commitment

Our mission is to provide an environment where knowledge is created and acquired and where creative endeavors seek to enrich the experiences of the global society. With ten schools and colleges and nearly 100 research centers and institutes, our students receive hands-on experience as they explore nearly any avenue of personal interest.

The depth and breadth of our academic programs, the exceptional qualifications of our full-time faculty, the unmatched experiences of our adjunct faculty and the strengths of our research initiatives allow our students, our faculty and our staff to look at the world beyond the classroom. They allow us to prepare the next generation of leaders.

http://www.gwu.edu/gw-overview

D. BYLAWS

Each alumni affinity group is required to have written bylaws that will govern the group’s operations and activities. Written bylaws are important because they serve as a framework for the group to follow and they establish important tenets that help minimize the potential for future conflict about the group’s operations. The bylaws drafted by the group will be approved by the Affinity Programs Team, and the Associate Vice President of Alumni Relations and Development (or his/her designee)

A sample set of bylaws can be found in the Resources for Affinity Group Leaders document, and should serve as a guide for completing your proposed group’s bylaws.
E. ONGOING REQUIREMENTS

To receive ongoing support, assistance, and services from the Office of Alumni Relations, alumni affinity groups must adhere to the following requirements each year of its existence.

1. MAINTAINING BYLAWS

All bylaws should be followed consistently, and any changes must be reviewed by the Office of Alumni Relations before they are implemented. Additionally, take special note of the following:

- **Term limits for officers:** No one officer can serve for more than two consecutive terms.
- **Officer list:** Following each election, an updated list of officers must be sent to the Office of Alumni Relations. Additionally, if an officer is changed prior to an election, those changes must also be submitted to the OAR (along with the reason for the change).
- **Elections:** The election cycle is as follows:
  - February – nominations are collected
  - March – elections are held
  - April – election results are confirmed and announced; board transition meeting occurs
  - May – newly elected board members become effective
- **Minimum number of members:** The group must have and maintain at least ten members.

2. GROUP LEADERSHIP MEETINGS

- Each group is required to host a minimum of two programming meetings and one strategy session each year. The number of programming meetings will depend on the size of your group and number of events your group will host.
- Minutes of the group leadership meetings should be submitted to the Affinity Programs Team within five business days following the meeting.

3. PROGRAMMING REQUIREMENTS

- **The group must host at least one program/event per academic semester (fall and spring).** Program ideas include student-alumni events such as multicultural heritage month programs or networking events. Any program ideas that your group has should be discussed with the Office of Alumni Relations before planning begins. This will ensure that financial and staff support is available.
- The group will also work with the OAR to have events posted on the alumni calendar of events. The group should utilize OAR tools to assist in marketing and follow-up messaging. These tools are described in detail in Part IV of this handbook.
4. STRATEGIC PLANNING DOCUMENT

At the beginning of each fiscal year, active alumni groups will be required to submit a Strategic Planning Document. The document will include the group's plans for the fiscal year (July 1 – June 30), including:

- Group Goals for upcoming fiscal year
- Proposed Calendar of Events;
- Proposed Calendar of Board meetings; and
- Anticipated Budget needs

The Strategic Planning Document will be due to the Affinity Programs Team by the end of July each fiscal year.

5. SEMI-ANNUAL UPDATES

A brief update must be submitted to your Affinity Programs Team Liaison every January 15. The statement should include:

- Events and programs conducted within the past six months;
- Upcoming events;
- An updated membership list (if applicable);
- Questions from members that OAR may be able to answer (if applicable); and
- Other updates for the Office of Alumni Relations.

5. END OF YEAR ANALYSIS

An annual analysis must be submitted to your Affinity Programs Team Liaison by June 30 each year. The report must include:

- The number of new alumni (with school and degree information) discovered/located by the group. (Current year graduates should not be included in this number.);
- An updated membership list and names of leadership;
- The number of activities that were conducted in the past year;
- Any co-sponsorships with other groups/departments; and
- (If applicable) A member acknowledgement section, recognizing professional achievements of members and other note-worthy accomplishments.

Tip: The end of year analysis should be fairly simple to complete. Use your Semi-Annual Update to capture your accomplishments for the first six months of the year.

The semi-annual update and end of year analysis templates can be found in the Resources for Affinity Group Leaders document.
6. ALUMNI GROUP PRINCIPLES OF PRACTICE

As a reminder, all groups will conduct their activities according to the following group principles:

- Accurately promote the overall mission of the University and the GW Alumni Association in a positive manner (See Part I, Sections B and C for these mission statements).
- Promote a spirit of service to the University and alumni community.
- Strive to strengthen the relationship between alumni and the University.
- Actively engage in communication with the Office of Alumni Relations about event planning and for continual guidance and support.
- Accurately represent the interests of members and other constituents.
- Create opportunities for diverse alumni participation in organization activities.
- Support the University’s Annual Giving Program by participating and encouraging group members to give an annual gift.

All affinity groups will be reviewed based on the above Principles of Practice three times a year upon review of the strategic planning document, the semi-annual update, and the end of year analysis.
PART IV: BENEFITS AND SUPPORT

A. FUNDING

1. GWAA GRANTS PROGRAM

The mission of the GWAA Grants Program is to provide funding to support specific programs sponsored by the constituent alumni groups of the George Washington Alumni Association (GWAA), and other GW-affiliated alumni organizations whose work is consistent with the overall mission of the GWAA. Any active (See Part II, Section D) alumni affinity group can apply for funding through the Grants Program; all requests will be reviewed and approved by a Grant Application Review Committee. For more information on the Grants Program and to submit an online application, visit http://alumni.gwu.edu/grant-program.

The GWAA Grants Program is ONLY available for active alumni affinity groups.

2. COLLABORATIVE EVENTS

The Office of Alumni Relations (OAR) frequently hosts events for alumni, such as receptions, seminars and discussions. If the topic or subject relates to the interests of the group, an affinity group may request to partner with the OAR or contribute to the event. Groups can contribute in a variety of ways, including having a table at the event to display information about the group.

Collaborative Events are available for both active and inactive alumni affinity groups.

B. ADVERTISING AND MARKETING

1. E-NEWSLETTERS

   COLONIAL CABLE

   Colonial Cable: The Colonial Cable, GW’s alumni e-Newsletter, is published monthly to provide alumni and friends with the latest alumni news, as well as information about alumni programs, benefits and events. The Colonial Cable is distributed on the first Wednesday of each month. All submissions are due two weeks prior. Please direct your submissions to your Affinity Programs Team liaison. Colonial Cable can ONLY be used by active alumni affinity groups.

   Monthly DC Events Email: An email that goes out to all alumni in the DC area (with the exception of the Young Alumni Network) on a monthly basis, listing all upcoming events for GW alumni. Email goes out on the second Monday of the month. Submissions are due one week prior to the release date. Use of the Monthly DC Events Email can be used by both active and inactive alumni affinity groups.

   Young Alumni Network (YAN) Email: There is also a monthly events email for DC area young alumni (undergraduate alumni of the last ten years). If the event appeals to our Young Alumni Network, it can also be included in this email series. Use of the monthly YAN Emails can be used by both active and inactive alumni affinity groups.

In all three instances, the Office of Alumni Relations will provide all the necessary technical assistance needed to utilize these E-Newsletters.
2. ALUMNI CALENDAR OF EVENTS

http://alumni.gwu.edu/calendar

A Calendar of Events page is located on the Office of Alumni Relations (OAR) website. The calendar provides a complete listing of upcoming OAR events, a description of each event, and a section for alumni to register their attendance. This is a great way to advertise your group’s events as well as keep track of the number of alumni who plan to attend. The Office of Alumni Relations can track the number of people who have registered for the event, and provide your group with the list of alumni and guests registered for your event.

Prior to having your event posted on the Calendar of Events site, your group will coordinate with your Affinity Programs Team liaison to plan the event.

The use of the Calendar of Events is available to both active and inactive alumni affinity groups.

3. LISTSERVS

Listservs are a useful way to send regular email messages to a group of people. Groups can request, through the Affinity Programs Team, to have their own George Washington University listserv address created that will allow you to communicate with your leadership team. The listserv will be managed by your Affinity Programs liaison in consultation with your group leadership. Contact your Affinity Programs Team liaison to discuss using a listserv for your group.

The use of the Listservs is available to both active and inactive alumni affinity groups.

4. E-MAIL BLASTS

Email blasts are used to send one email message to a specific group of constituents. The Office of Alumni Relations can identify your groups’ constituents (through a university database) and send an email about specific upcoming events or programs. Your group must express interest in utilizing an email blast to your Affinity Programs Team Liaison. All requests must follow any and all OAR guidelines for communicating programs and services to alumni, which can be shared with your group leadership.

The use of the Email Blasts is available to both active and inactive alumni affinity groups.

5. PRINT MAIL

Using print mail is another method of advertising your alumni event. In certain cases, the OAR can provide assistance with this form of communication. If your group wishes to use print mail, make sure to discuss the details with your Affinity Programs Team liaison during the planning phases for your event. Funding for printed marketing is available on a first come, first served basis, while resources are available.

The use of Print Mail resources is ONLY available to active alumni affinity groups.
C. ALUMNI WEEKEND

Alumni Weekend is a major event that occurs annually in the fall. Over 2,500 alumni, students, and friends take part in four days of campus events, activities, and celebrations.

1. HOST EVENTS

Alumni groups can host an event as part of Alumni Weekend, and enjoy the benefit of having thousands of alumni on campus and in the surrounding D.C. area. Because the weekend requires extensive planning, your event ideas should be discussed with the Affinity Programs Team liaison at least eight months before Alumni Weekend occurs. Your proposal for an event needs to be approved before it is included in the full list of Alumni Weekend events. The group will be expected to collaborate with the Office of Alumni Relations in planning the event and utilizing the marketing resources that were previously discussed. Additionally, groups will have to follow all requirements for hosting an event during Alumni Weekend. Consult your Affinity Team liaison for further details.

Hosting events during Alumni Weekend is ONLY open to active alumni affinity groups.

2. COLLABORATE ON EXISTING EVENTS

Instead of hosting an event, alumni groups may wish to collaborate on an event the OAR has already planned for Alumni Weekend if the topic or subject of the event is of interest to the group. Your group can be involved with the event in various ways, including having a table at the event with informational materials about your group. Discuss this and other ways to get involved with your Affinity Programs Team liaison.

Collaborating on existing events during Alumni Weekend is available to both active and inactive alumni affinity groups.

D. EVENT FOLLOW-UP MESSAGING

The Office of Alumni Relations uses standard follow-up messages and surveys to assess the success of alumni events and programming. Contact your Affinity Programs Team liaison for further details on these protocols.

E. USE OF ALUMNI HOUSE

Located at 1918 F Street NW, the George Washington University Alumni House can be used to host events for your group. Your group should contact your Affinity Programs Team liaison to book rooms in the House.

Alumni House can be used by both active and inactive alumni affinity groups.
## F. Chart of Alumni Affinity Group Benefits

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Active Groups</th>
<th>Inactive Groups</th>
</tr>
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<tbody>
<tr>
<td>GWAA Grants</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Collaborative Events</td>
<td>✔️</td>
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<td>Colonial Cable</td>
<td>✔️</td>
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<tr>
<td>DC Regional Email</td>
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<td>✔️</td>
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<tr>
<td>Young Alumni Network Email</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Calendar of Events</td>
<td>✔️</td>
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<tr>
<td>Listservs</td>
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<td>Email Blasts</td>
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<td>Print Mail</td>
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<tr>
<td>Alumni Weekend Event/Activity</td>
<td>✔️</td>
<td></td>
</tr>
<tr>
<td>Use of Alumni House</td>
<td>✔️</td>
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