



Welcome to the Norwich Club Family. We deeply appreciate the time and expertise volunteers bring to Norwich and want to make your experience as enjoyable and worthwhile as possible. Below we outline what it means to run a local NU Club and the expectations to manage a successful Club and local events. We are ready to partner with you to bring your Club goals to fruition.

A listing of current NU Clubs and contacts can be found [here](#). To start a new NU club in your area, contact the Alumni Engagement team at [alumni@norwich.edu](mailto:alumni@norwich.edu) or 802-485-2100.

### **NU CLUBS CONNECT THE NORWICH FAMILY**

NU Clubs bring the Norwich family together to support one another and Norwich University. Undergraduate and graduate alumni, students, families, faculty, staff, and friends of Norwich are all welcome to take part in club activities. No matter how many years or miles separate alumni from Norwich, our clubs provide opportunities to reconnect with old friends, meet new ones, share the latest news from campus, network and develop professional skills, and to take part in fun events and activities.

### **NU CLUB STRUCTURE**

Each club must have a point of contact/club officer. Ideally, each NU Club will have a group of volunteers to assist the club officer in carrying out the year's activities. Some clubs even have a President, VP, Secretary, etc. While the club officer tends to work most closely with the Alumni Engagement Office, clubs with a committee structure may have several volunteers working with the Alumni staff. Many hands also make light work!

### **NU CLUB LEADERSHIP EXPECTATIONS**

- Establish short-term and long-range objectives for the club.
- Map out a calendar year of events.
- Serve as points of contact for alumni in the region.
- Serve as host/hostess during club functions and events.
- Work with the Alumni Engagement team to access and use club funds through university-held club "checking accounts" (Clubs will be provided with an update on club funds at the start of each fiscal year (June 1))
- Participate in Club Summit Zooms with the Alumni Engagement team

### **SIGNATURE CLUB EVENTS**

Signature events are activities that support specific ongoing priorities and annual university programming:

- Student Sendoffs (summer)
- Norwich Networking events (during Spring Break or otherwise)
- Service events (Wreaths Across America, Arlington Day of Service, etc.)
- Sporting Events (cheering on NU cadets, golf socials, tailgates, etc.)
- New alumni/ graduate receptions
- Holiday events

### **HOW TO PLAN A CLUB EVENT**

- Plan ahead! The most successful events are planned at least two months out to properly prepare and promote.
- Partner with your Alumni Engagement team contact. Our team will work with you to:
  - Provide event ideas (types, venues) and help with event set up (event contracts run through the Alumni Engagement office, deposits, event set-up requirements, VIP attendance)
  - Confirm existing club funds available and the best per-person cost to charge to cover event costs.

- Club funds or fees collected need to cover the cost of events.
- When selecting a venue, think about capacity, availability, cost, A/V needs, parking, location, and the availability of a private meeting space.
- Consider free or low-cost space available through a local business, alumni connections or community organization.
- Submit receipts within 30 days post-event for reimbursement to the Alumni Engagement team.
- Provide details to your Alumni office contact for them to create event web pages with registration links (including payments) and promote via email and on social media.
- Track registration numbers as registrations come to your email and adjust as needed with the venue. Note that the “who’s coming” report on the event webpage may not show guests of registrants.
- When selecting a venue, think about capacity, availability, cost, A/V needs, parking, location, and the availability of a private meeting space.
  - Consider free or low-cost space that may be available through a local business or community organization.
  - Submit receipts for post-event reimbursement with the Alumni Engagement team.
- Make sure your events are varied. If you host the same event multiple times, you may be limiting the number of possible attendees. Hosting a variety of events means you will appeal to a wider audience and increase involvement in your club
  -

#### **SUPPORT FROM THE ALUMNI ENGAGEMENT TEAM**

- Supply check-in sheets, name tags and promotional items (as available).
- Provide a final registration list in the days before the event and send out a reminder with final details to all registrants.
- Help you share your event success online (social media, the Norwich.edu newsroom) and in the next issue of The Norwich Record as space allows.

#### **BEST PRACTICES/ TIPS FOR SUCCESS**

- Plan ample time for people to travel to the event.
- Consider the time of year and competing schedule demands (holidays are packed for everyone).
- Add diversity to your calendar of events to include programs and activities of interest to varied audiences such as Incoming/current students and their families, CGCS students and graduates, new/young alumni, Old Guard, etc.
- Call alumni in your area to personally invite them to your event. The Alumni Engagement Office can provide contact information.
- Limit alcohol, especially at student-centric events.
- People who attend your event are great resources! Ask them what types of events they would like to see in the future and if they would like to become involved as a club volunteer. The Alumni Engagement team can even create a survey for you to share with attendees.

#### **NUAA SUPPORT AT THE CLUB LEVEL**

The Norwich University Alumni Association (NUAA) board is made up of civilians, cadets, and CGCS alumni spanning from 1967 to 2020. The Board’s mission is to promote the Norwich experience and the bond that exists between the University and the alumni. The NUAA is committed to ensuring NU clubs are successful and they are on hand to assist you in many ways. NUAA members living in your club area will attend club events as their schedules permit; when in attendance, they can present updates from the Hill and address any questions and concerns of your club members. They are also available to speak with you should you have any questions that require the perspective of a fellow alumna/us.

**Norwich University Alumni Engagement Office**  
**158 Harmon Drive, Northfield VT 05660/ alumni.norwich.edu/ 802-485-2300**



## Norwich University Alumni Relations Social Media Resources

### Stay Connected:

[Our Clubs Directory Page](#) lists all our alumni clubs. Click on the club name to go to their individual Facebook Page. If you don't see your club listed, or the club information is incorrect, please contact Michelle Singer at [msinger@norwich.edu](mailto:msinger@norwich.edu). Also contact Michelle with questions about setting up a club Facebook page or group if you don't already have one.

Subscribe to the alumni monthly **newsletter** at: [nualumni.norwich.edu/services/update](http://nualumni.norwich.edu/services/update)

### Our Sites:

**Facebook:** [Norwich University Alumni](#) and [Norwich University Families](#)

**Instagram:** [@norwichuniversityalumni](#)

**LinkedIn:** [Norwich University Alumni](#) and [Norwich University Connections](#) (alumni to alumni)

### Great sources for content (in addition to the Alumni sites):

[The Reveille](#) (Norwich News)

[Norwich Athletics](#)

The main Norwich University social media sites:

[Norwich University Facebook Page](#)

[Norwich University Instagram Page](#) (great for NU sports teams)

[Norwich University LinkedIn Profile](#) (NUARI, Norwich University Online, etc. all have profiles)