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On behalf of Franklin & Marshall College and its Alumni Association, we thank you for your leadership and service to our Diplomat family through your role in the Regional Chapters.

As Diplomats, the community we share is a special one. The Franklin & Marshall legacy stretches back over 200 years, and our alumni (25,000 around the world) are leaders in almost every profession. Our network of friends, talents and common interests is a tremendous resource. Regional Chapters make this resource easily available to all who have called Franklin & Marshall “home.”

We look forward to dynamic partnerships with you in delivering a wide variety of activities, keeping our fingers on the pulse of today’s (and tomorrow’s) F&M, and offering F&M friends a lifetime of value in our network through your service.

Thanks again for all that you do for Franklin & Marshall and its regional communities!

With warm regards,

Mary Mazzuca
Executive Director,
Alumni Relations & Annual Giving

Aimee Achorn Fasnacht
Associate Director, Alumni Relations
Mission Statement
Franklin & Marshall Regional Chapters

Franklin & Marshall Regional Chapters host year-round programming and provide regional leadership in order to:

• **Engage** alumni, parents and friends with one another and in the life of the College through exciting and meaningful activities.
• **Put “the F&M connection” to work** by enriching our community members personally and professionally, and extending that legacy by encouraging exceptional high school students to choose F&M.
• **Inspire** F&M community members to become more active participants, enriching the lives of fellow Diplomats through their contributions.

*A complete version of the Regional Chapter mission statement is available in the addendum to the hard copy of this handbook.*
“Leadership is an opportunity to serve.”

- Donald Walters
Blue Chapters

Blue Chapters are identified by the College and have a base of 1,000 or more F&M friends.

“Chapter Councils,” the committees that lead F&M’s Blue Chapters, are approved by and partner with the Office of Alumni Relations.

Blue Chapters are located in Central Pennsylvania, Maryland, Metro Boston, Metro New York (including Westchester County, NY, and Southern Connecticut), Metro Philadelphia, Metro Washington D.C. and New Jersey.
Blue Chapter Operations

The College organizes planning meetings with Blue Chapter Councils at office spaces in their home regions twice each year to plan 12-month programming calendars. These calendars include 4 to 6 activities reflecting a broad range of interests that connect Regional Chapters with the life of the College.

At the meetings, College staff present opportunities for faculty, professional development, and Dip Athletics programming, as well as Presidential visits, for the coming year. Council members bring additional ideas for social, cultural and family-oriented programming.

Meetings result in a 12-month calendar document that will guide the work of your Chapter throughout the year. Between meetings, the chief goals of the Council are to promote events through personal outreach, to drive event attendance and to build community. The chief role of the College is to handle logistics, details, program development and promotion.

Additional information about how the Chapters operate is included in the addendum to the hard copy of this handbook.
Blue Chapter Leadership Structure

Blue Chapter Councils are made up of a chairperson or co-chairs and typically 4-8 additional members. These individuals work together to organize the Chapter’s activities, and they serve as promoters, event hosts, and connectors within their regional communities.

Ideally, Chapter Council members represent a broad range of ages, occupations and interests, so that programming and outreach will relate to a diverse audience.

Chapter Council members meet bi-annually with the Associate Director of Alumni Relations to plan for the 12 months ahead. They also meet and talk with one another as needed to prepare for outreach and event hosting activities.
The Role of a Blue Chapter Council Chairperson

- Serves as a regional leader and primary contact for an average term of two-years.
- Leads the work of his or her Chapter Council
- Works with the Associate Director of Alumni Relations to plan and execute the Council’s bi-annual planning sessions as well as the development of the Chapter’s 12-month programming calendar
- Spearheads the development and implementation of Council outreach plans and volunteer “host plans” for events
- Hosts and provides formal welcome remarks at the Chapter’s activities. Actively gets to know and connects with attendees
- Serves as a primary contact for F&M friends in the region and leads the Council’s outreach and community-building efforts
- Participates in a standing monthly telephone meeting with the ADAR to discuss hot topics and keep projects moving forward
- Assists Alumni Relations in identifying future leadership.

A more detailed description of the Chairperson’s role as well as best practices for outreach and performing the role of the host are available in the addendum to this handbook.
The Role of a Blue Chapter Council Member

• Supports the Chapter Chairperson in all Chapter Council efforts and serves an average of 2-4 years in the role
• Follows through and communicates actively on projects
• Participates regularly in planning meetings to help develop the Chapter’s 12-month programming calendar
• Promotes events through personal outreach and attends a majority of Chapter activities, providing a welcoming presence at those events
• Offers the group his or her perspective on programming that relates to a specific area of expertise (career or social programming, family programming, sports programming, cultural programming).

A more detailed description of the Council Member’s role as well as best practices for outreach/promotion and performing the role of the host are available in the addendum to this handbook.
White Chapters

White Chapters are created at the request of F&M friends living in areas of fewer than 1000 alumni, parents and friends, and are approved by the Office of Alumni Relations.

An F&M alumnus or parent must volunteer to serve as a White Chapter chairperson before the Chapter can be officially recognized.

White Chapters currently exist in Colorado, Delaware, Florida, Great Britain, Gulf Coast Texas, Metro Atlanta, Metro Chicago, Metro Mumbai, Northern California, Northern Connecticut, Northern Texas, Southern California and Western Pennsylvania.
**White Chapter Operations**

White Chapter Councils plan and execute 1-2 programs per year to help maintain a vibrant connection for their local community members with the life of the College. The Associate Director of Alumni Relations holds meetings by telephone with each Council on an as-needed basis throughout the year to plan these events.

The ADAR presents opportunities for faculty, professional development, and Dip Athletics programming, as well as Presidential visits, for the coming year. Council members bring additional ideas for social, cultural and family-oriented programming.

The most successful activities in White Chapter Regions are those that deliver simple, meaningful experiences and opportunities to engage with fellow Diplomats. Most of these events break even in terms of cost.

Between meetings, the chief role of the Council is to promote its events through personal outreach to drive attendance and build community. The chief role of the College is to handle logistics, details, program development and promotion.

*Additional information about how the Chapters operate is included in the addendum to the hard copy of this handbook.*
White Chapter Leadership

White Chapters are more loosely organized than Blue Chapters, based on volunteer interest. In some regions, formal Chapter Councils plan activities, and in other areas, individual volunteers organize programs.

Regardless of organizational style, White Chapter leadership will
• Serve as a primary contact for the region for an average term of two years
• Work with the Associate Director of Alumni Relations to confirm event opportunities for the year ahead
• Lead outreach to promote Chapter activities and build community
• Actively host and participate in Chapter activities
• Communicate as needed with the Associate Director of Alumni Relations.

A more detailed description of Council leadership roles as well as best practices for outreach/promotion and performing the role of the host are available in the addendum to this handbook.
The Alumni Association Board and the Alumni Relations office are here for you.

Throughout the year, the Alumni Association Board’s Chapters Committee and the Alumni Relations office work together to support and strengthen our Chapters program.

We are your resources and your sounding boards. We are sitting in the front row cheering you on. Don’t hesitate to reach out to us:

Aimee Fasnacht, Associate Director of Alumni Relations – aimee.fasnacht@fandm.edu
Brian Rutter ‘87, Chapters Committee Co-Chair – btrutter@hotmail.com
Bill Curtis ’61, Chapters Committee Co-Chair – bill.curtis@frontiernet.net
The College’s Role

PROGRAM DEVELOPMENT & LOGISTICS:
• Funding Chapter activities, directing and managing the Chapters budget, and working with volunteers to set event prices
• Directing and managing program development, researching topics and speakers, working with a variety of partners to deliver Chapter programs
• Planning the details of events, identifying vendors, handling contracts and deposits
• Managing registration and staffing events on-site

COLLABORATION WITH VOLUNTEERS:
• Serving as a resource and a sounding board; providing historical data and access to research
• Organizing bi-annual planning meetings, monthly calls with Chapter leaders, conference calls for Council members
• Providing training opportunities and support with recruitment and succession planning

PROMOTION:
• F&M Magazine, F&M Connections, postcards, student callers, College social media, website
• Providing access to tools to support your outreach efforts
The Alumni Association's Role

The Alumni Association Board is deeply invested in F&M’s Regional Chapters Program, and supports the program through some major initiatives:

• The Board’s Chapters Committee organizes quarterly web-based and teleconference training and networking opportunities for Chapter Chairpersons.

• Alumni Association Board members serve as liaisons to the Chapters. These Alumni Board Liaisons, or “ABLs,” provide perspective, feedback, support and the benefit of their experience as longtime volunteers with the College. They serve as great mentors for Chapter volunteers, as well as an important connection to the Alumni Association Board and other alumni leadership groups.

• Collaborating with Alumni Relations to address topics of strategic importance to the Chapters program, including things like volunteer recruitment and succession planning, volunteer appreciation, enhancing event attendance, opportunities to strengthen regional communities and identifying new ways to deliver value for alumni.
“I light my candle from their torches.”

- Robert Burton
Chapter Calendar Development

Think first about the people you aim to serve, the people you will invite to join you at activities, the people you will host at events.

Calendar development relies on personal knowledge of what’s new, exciting or interesting in your hometown, a thorough understanding of your audience, and strong, ongoing relationships with the F&M leaders in your region.

A successful calendar delivers thoughtfully produced quality over hastily organized quantity. It leaves your audience – and you – wanting more.

Each year, your calendar will be a combination of three faculty, professional development and Diplomat Athletic events brought to you by the College, and three additional social, cultural and family-oriented events generated by your Chapter Council. It should deliver a range of experiences to appeal to a diverse audience over the course of the year.

More details about how to plan an effective calendar are included in the addendum to this handbook. When complete, your calendar will offer a range of well-crafted experiences reflecting three important qualities:
# 1 - Providing many routes of engagement with F&M:

- Regional Phonathons
- “Send Off” parties
- Diplomat athletic “away” games
- Career networking experiences
- Staffing college fairs and recruiting potential students
- Supporting “Student Treks”
- Faculty presentations
- Updates on College growth projects
- Mentoring young alumni
#2 - Delivering F&M Pride touch points through programming:

- Faculty presentations and “Star Alum/Parent” speakers, authors, performers
- Diplomat athletics
- Accessing special opportunities through the personal connections of alumni and parents
- College updates
- Program themes timed to College initiatives
- “Back stage” opportunities
- F&M’s impact on the world
- Student success stories
- Receptions hosted at the homes of F&M friends
#3 - Offering lifelong learning and social opportunities that appeal to all ages and interests:

- Faculty/”Star Alum/Parent” speakers
- Panel discussions
- Museum visits
- Major sporting events
- Cultural events unique to your region
- Young alumni/”Toast” events
- Faculty-guided tours of historical and cultural sites
- Concerts & live performances
- Service projects
- Workshops
- Power breakfasts with industry focus
- Networking luncheons
Standards and Best Practices

Planning Meetings

Twelve-month programming calendars are developed in your bi-annual meetings with the Associate Director of Alumni Relations. In these meetings, College staff and Chapter volunteers draft the “big picture” for your Chapter for the coming year.

When preparing for your calendar-planning meeting, do your homework:
• Research what is going on where you live for ideas with built-in draw and excitement
• Know your audience and where its members work, serve on boards and/or have influence to identify unusual opportunities
• Keep your target audience in mind when setting dates. Schedule events during seasons of September through November and January through April to maximize attendance. Steer clear of peak vacation periods and family time: holidays, the December holiday season and months of June through August.

Additional information about organizing and running bi-annual planning appears in the addendum to this handbook.
Standards and Best Practices

Event Planning

TIMELINES:
College staff will work with you to plan your 12-month programming calendar as well as your individual events. Our goals are to confirm dates for your events within three to four weeks of each planning meeting and to finalize event details 3 to 4 months prior to event dates. This will allow for solid promotion in the F&M Magazine and F&M Connections. New events should not be added to your calendar within three months of an event date, to allow for proper promotion.

A calendar-planning document is included in the addendum to this handbook.

LOGISTICS:
When your calendar has been set, the ADAR will “take it from there” in terms of planning and executing details:
• Signing contracts, making deposits and purchasing tickets where applicable
• Developing event budgets
• Securing speakers and program development
• Selecting and managing vendors
• Managing registration
• Writing event plans
• Event promotion through F&M Connections, F&M Magazine, postcards and the student calling program.
Standards and Best Practices

College Promotion of Chapter Activities

Alumni Relations promotes Chapter activities through the F&M Connections e-newsletter, F&M Magazine, the student calling program and select print mailings. The office also maintains Chapter web pages which include details about your Chapter’s community, leadership, upcoming events and a Flickr photo archive. Alumni Relations produces all copy and design for these vehicles.

When your events are promotion-ready, Alumni Relations will post registration pages online at www.fandm.edu/alumni and will manage registration for your activities.

Publicity deadlines for F&M Connections, F&M Magazine and print mailings drive our event planning work. Event dates should be confirmed within three to four weeks of your planning meetings. Events should be promotion-ready (with all details in place) four months in advance of event dates to take advantage of the full spectrum of College communications opportunities. New events should not be added to the calendar for College promotion within three months of an event date.

Upcoming deadlines for F&M Connections and the F&M Magazine appear in the addendum to this handbook.
Standards and Best Practices

Grassroots Promotion by Chapter Volunteers

Your personal invitation is the single most persuasive way to engage your fellow alumni with Chapter activities. When your events are promotion-ready and posted online at the College website, your Council will be responsible for grassroots promotion and community-building around your activities. This should begin at least two months prior to your event – further in advance for flagship programs -- and includes the following:

PROMOTION:
• Working with the College to set your calendar early and to take advantage of the full range of College promotional vehicles
• Discussing targeted “outreach plans” for your events, tailoring your outreach to reflect each event’s audience, the strengths of your Council members and achievable goals for your Council
• Announcing your events via Facebook and LinkedIn, and writing suggested posts for others
• Making personal calls to invite community members to events
• Sending personal emails with pdfs of event invitations to community members.

COMMUNITY BUILDING:
• Targeted invitations for coffee, relationship development through personal outreach
• Combing the magazine and website for news and opportunities that are relevant to your region
• Discussing “host plans” for each event, including a review of the event’s attendance list, a plan for Council members to get to know the attendees and to follow-up with appropriate thank you notes to certain attendees
• Creating regular posts with messages, photos and video for regional Facebook and LinkedIn pages and groups.
• Remember that you are the face of the College and an ambassador for F&M in all that you do.
Standards and Best Practices

Confidential Regional Chapter Directories to Support Your Outreach

Franklin & Marshall has a unique and personalized relationship with its alumni, parents and friends. We honor and respect the privacy they have come to expect from their alma mater. To that end, we are very careful in sharing personal information with non-employees. That said, we also know that contact information for F&M friends in the Chapters is a very important tool in the work of our Regional Chapter Leaders.

Upon request, Alumni Relations will provide Chapter Chairpersons with comprehensive Chapter Directories that include current personal and professional contact information for alumni, parents and friends. These lists can also include information about majors, athletic and Greek participation, and other helpful descriptors.

These lists are delivered in the form of Excel spreadsheets, and they have a shelf life of about two weeks. Following a request, it typically takes 5-7 business days to secure a directory.

The lists are to be used only for F&M-related outreach and promotion and are not available for non-F&M purposes of any kind, including commercial solicitations or the expression of personal views.
Standards and Best Practices

Hosting the Event

For each event, the College will provide either on-site staffing or a “Dip Box,” including an F&M overlay, printed nametags, extra nametags, a sign-in sheet and give-aways when available.

Typically, College staff attend and manage registration for activities with 50 or more pre-registered guests. This is a general guideline. Staff will work one-on-one with Chapter Chairs to determine specific event staffing needs.

The Chapter Chairperson, ABL and Council members should plan to arrive early at your events having reviewed the attendance lists. They will be the official hosts, introducing F&M friends to one another and helping attendees to feel welcome.
Chapter Chairpersons, ABLs and Council members make their events welcoming for attendees and successful as platforms for community by focusing on the following, based on each Chapter volunteer’s personal strengths:

- Welcome guests on arrival, greet each attendee and get to know those who might be strong participants in the future
- Help their attendees connect with one another
- Make sure your guests are receiving information from the College, and help them update their contact information when necessary
- Make a formal welcome highlighting what is special about your F&M community and how attendees can get more involved (see suggestions on next page)
- Let your guests know that you are a proud alumnus in all ways
- Take high-resolution digital photos (300 dpi) at your gatherings, and send them to Alumni Relations for possible inclusion on the Web site and in the magazine. Post photos on Facebook.
- **Photo Tips:** Remember to take group shots of guests looking engaged and smiling, with good lighting and attendees facing the camera (no backs to the camera). Don’t hesitate to ask people to gather for a photo. Non-camera aware shots will work well too as long as guests are generally facing the camera. Look for exciting and memorable backgrounds that visually identify your location or region
- Thank your guests as they leave
- Conduct a post-event review of the attendance list, and identify attendees you would like to engage more deeply, whether as hosts, volunteers, speakers or simply strong supporters
- Thank you notes to attendees.
Standards and Best Practices

Remarks at the Event

At each Chapter activity, the Chairperson or lead volunteer should plan to make at least five minutes of remarks including the following elements:

• Welcoming your attendees
• Introducing special guests (Trustees, Alumni Association Board members, Leadership Council members, Parents Council members)
• Sharing important news from the College
• Encouraging attendees to get involved with F&M and its local Chapter community by listing specific volunteer opportunities and ideas (Chapters, Reunion, FAN, Alumni Advising programs, etc.)
• Making the benefits of being active in the Chapter come alive by sharing a personal story or two about exciting and rewarding things that have happened to alumni in your Chapter.
• Announcing upcoming activities including those in the Chapter region, Homecoming and Reunion
• Reminding your guests to update their contact information with the College so that they receive all of the latest news and announcements
• Thanking attendees, speakers, hosts and volunteers.
Standards and Best Practices

After the Event

The Alumni Relations Office can provide you with a final attendance list including attendees’ contact information upon request.

Send an e-mail to attendees thanking them for participating in the activity. Follow up with personal phone calls, e-mails or notes to attendees who want to get involved or make offers of support for the Chapter.

Discuss the activity with fellow volunteers and College staff to learn and document what worked well and what you would like to change or adapt for the next event.
“Connectors are people with a special gift for bringing the world together. (They) have the ability to span many different (groups) and niches, and by having a foot in so many different worlds, they have the effect of bringing them all together. (They) give us access to opportunities in worlds to which we don’t belong.”

- Malcolm Gladwell, The Tipping Point
Two Important Take-Aways

#1

Our Chapters make regional F&M communities come alive. They make it easy for all those who love F&M to stay engaged with one another and in the life of their alma mater.

A special, F&M connection is the most important aspect of any activity. Take the time to plan experiences that are only available to your attendees through their participation in the F&M community.

At each event, make sure that this special connection happens “live” among your attendees by focusing on them and their experience. Actively host your events, getting to know your audience and personally contributing to their sense of being warmly welcomed.

For your attendees, expanding their networks, making friends and having the opportunity to learn in an environment that feels like home are the most important contributions your programs make to their lives. Through your spirit of hospitality, demonstrate to them that they are a valued part of something special and important.
Two Important Take-Aways

#2

Remember, this should be fun! F&M Regional Chapters exist to help connect F&M friends with one another, to help maximize the potential of our F&M family, and to deliver memorable, rewarding experiences to all those who participate, including our Chapter leaders.

We don’t want our Chapter leaders to burn out. Plan ahead, delegate tasks, communicate early and often, work as a team and ask Alumni Relations for help when you need it. Use your positive energy to inspire those around you.

The work of the Chapters is essentially about building a community that is an important resource and source of pride for everyone involved. The Chapter experience is everything you make it!
The world will belong to passionate, driven leaders – people who not only have an enormous amount of energy but who can energize those whom they lead.

- Jack Welch
THANK YOU!

The work of Franklin & Marshall’s Regional Chapter leaders is vitally important to enriching the lives of alumni, parents and friends, and creating a strong presence for the College across the country and around the world.

Thank you for the work you do. Through your volunteer role, you impact many, provide a distinguished service to fellow Diplomats and strengthen our extended community.

Try not to become a man of success, but a man of value.
- Albert Einstein