



AADC Regional Connection Group and Affinity Network Guidelines as of October 23, 2018

The AADC Mission Statement:

The Associate Alumnae of Douglass College (AADC) develops and promotes connections among Douglass Alumnae by providing programs, services, networks and life-long learning opportunities that represent the interests and needs of our diverse alumnae. The AADC provides prudent stewardship of the Douglass Fund and other endowed funds held by the AADC for the benefit of Douglass; distributions from these funds contribute financial support to Douglass and her students.

The AADC Regional Connection Groups and Affinity Networks exist in service to the spirit of connecting Alumnae and representing their “interests and needs.” Each group or network has its own unique ways of engaging alumnae near and far.

- The Objective of AADC Regional Connection Groups is to engage Douglass Alumnae who share common geography and are of all ages and backgrounds, for networking, life-long learning and celebrating our sisterhood.
- The Objective of AADC Affinity Networks is to engage Douglass Alumnae who share a common interest, for networking, life-long learning and celebrating our sisterhood.

Each Group or network will operate in accordance with the following:

- A founding/organizational document that includes:
 - The reason for existing in the form of a written purpose or objective of the group that aligns with the mission of the AADC.
 - Description of the group/network and its priorities.
 - Identified Chair, Co-Chair and 3-5 committee members to help plan activities.
- A minimum of two events each year that are pre-approved by the AADC
- Participate in quarterly conference calls.
 - If the Chair or Co-Chair cannot participate, a committee representative will.
- Sign the AADC Volunteer Confidentiality Agreement
- Operate within the framework of the Agreement with the Rutgers parties.

- All Fundraising requires AADC approval in advance.
- No use of the NJC or Douglass College seals, the DRC logo, red pine “tree,” or the formal college name, etc. in group/network name or event promotion.
- All communication material in print and digital, as well as form social media post must have AADC approval.
- Plan and execute events that are consistent with the AADC Mission
 - Welcoming and inclusive to all alumnae
 - Operate as networking events
 - No soliciting for business, religious or charitable reasons
- Serve as Ambassadors of and for the AADC
- Requests for new groups will be accepted once the New Group Idea Template is reviewed and completed.
 - Networks require a proposal, as written in the Bylaws; Groups do not

Roles and Responsibilities:

- Chairperson:
 - Every group/network will have a Chairperson (or Co-Chairs) who is an active member of the AADC.
 - Receive and use a list of relevant alumnae by area or interest, from AADC, for use in planning events.
 - Plan and organize events of interest to the group/network– minimum of 2 per year.
 - Recruit a planning committee ideally made up of 3-5 additional alumnae.
 - Complete event planning form and submit to AADC with adequate advanced notice.
 - Report back post event with attendance information and photos for publication in AADC social media.
 - Make sure that events are consistent with the AADC Mission and welcoming to all Alumnae.
 - Participate in quarterly Conference Calls with other Connection groups for the purpose of hearing AADC updates, sharing successes, issues and problem solving, etc.
 - Keep up-to-date on AADC matters and act in accordance with the AADC Mission, policies and Agreements.
- Planning Committee:
 - Assist Chair or Co-Chairs in planning and executing events.
 - Be an active member
 - Attend events and assist Chair or Co-Chairs.
 - Record and disseminate minutes from Committee meetings.
 - Reach out to sister Alumnae, encouraging involvement and attendance at events.
 - Assist in helping to promote active membership in the AADC
 - Serve as Ambassadors to the AADC.
 - Keep up-to-date on AADC matters and act in accordance with the AADC Mission, policies and Agreements.
- General Members:
 - Reach out to sister Alumnae and encourage involvement and attendance at events.
 - Become an active member of the AADC.
 - Serve as Ambassadors for the AADC.

- Keep up-to-date on AADC matters and act in accordance with the AADC Mission, policies and Agreements.
- AADC:
 - Forward list of relevant alumnae by area of interest and update this information each year.
 - Assist in the promotion of events via targeted email blasts, e-news, website calendars and social media.
 - Forward nametags, information update sheets and other pertinent AADC materials to Chair or Co-Chairs in advance of events.
 - AADC will secure and sign any contracts, purchases, etc. that are needed to support an event.
 - Develop the budget and registration fee for all events/programs in collaboration with the chair. All events should have a breakeven margin (self-supporting).
 - Plan and execute quarterly conference calls, share AADC updates and best practices with Chair, Co-Chairs.
 - Receive post-event information – attendees and photos – and share via social media.
 - Facilitate AADC staff and other AADC Volunteer representation/attendance at events.
 - Staff, alumnae engagement chair or VP of Alumnae Engagement will attend events and programs when possible.

Event Planning:

The chart below details roles, responsibilities and recommended timelines for planning events.

Pre-Event	Chair	AADC	Timing
Reach out to Alumnae to assess interest – decide go/no go Check AADC’s calendar for conflicts with other AADC events	X		Min 10 weeks prior
Submit ideas for the event, location, dates, costs – using the form (Proposals will be reviewed by AADC staff liaison, Chair of Alumnae Engagement and AADC Executive Director)	X		Min 8 weeks prior
Double Check calendar for conflicts with other AADC events, committees		X	Immediately following event proposal submission
Confirm event details with staff for announcement via email blast, Facebook and AADC website announcement	X		Min 1 phone call to discuss details submitted on form
Review stated goals and means for measuring success, i.e. number of attendees, new engagements, other.	X	X	
Set up online registration and send out to all eligible for attendance		X	Min 5 weeks prior
Send announcement, registration details and advertise event on social media*		X	Min 5 weeks prior
Reach out and confirm with Chair who will attend from AADC (Staff and Volunteers)		X	Min 2 weeks prior
Prepare and provide name tags, signage, permissions, etc. to Chair		X	Min 1 week prior
Prepare talking points for AADC attendees		X	Min 1 week prior

During	Chair	AADC	Timing
Set up signage – permission to photo and use	X	X	During event
Lay out name tags	X	X	“

Welcome and mingle with guests	X	X	“
Reach out for new volunteers and AADC participation	X	X	“
Take photos – encourage posting by attendees	X	X	“
Official group shot	X	X	“

Post-Event	Chair	AADC	Timing
Prepare and send in a list of attendees and short review of event success	X		Within 1 week post event
Post photos and short review on social media		X	Immediately upon receipt
Do post mortem – did we reach stated goals? (metrics) in post event phone call with AADC	X	X	Within 1 week post event
Begin to plan the next event	X		Min 6 weeks prior to event
Follow up with any new members, interested volunteers that attended	X	X	Within 30 days post event

***Event Communications Include:**

- Build event registration and send out reminders - AADC
- Emails via Constant Contact - AADC
- Social media general announcements and week of reminders - AADC
- Personal outreach via phone, email and social media – Group Chair and Committee

Event Funding:

- **No dues will be collected.**
- **No fundraising can be done without AADC approval. If someone offers a donation, they should be directed to the AADC website or to AADC staff.**
- Events are self-funded, self-supporting/break even or alumnae pay their own way.
- AADC staff liaison may assist groups with securing spaces where the tax exempt status is a benefit to mitigating the cost of the event. – No volunteer should sign contracts on behalf of the AADC.
- Chair(s), Committee members and Alumnae should not purchase or secure anything with an expectation of being reimbursed unless pre-approved by the Executive Director.