



“How To” Guide for *Mason Across The Nation*

1. Check the alumni website (www.gmu.edu/alumni) to ensure a club does not currently exist in your area.

2. Contact Carol Swigart, Assistant Director for Regional Alumni Outreach (ADRAO) at cswigart@gmu.edu to express interest in coordinating your first event.

3. Request Alumni Count:

The Office of Alumni Affairs (OAA) can provide you with the number of alumni in your area. This will help determine if you will achieve “Club” or “Spirit City” status.

A. If the area **has over 200 alumni** and at least 20 percent of alumni emails, a kick-off event will be coordinated with OAA’s assistance.

B. In an area with **less than 200 alumni** and/or less than 20 percent of alumni emails, events can be hosted by an alumnus and OAA will support by promoting via email. No monetary support can be offered by OAA and this regional area will be considered a Spirit City.

4. Recognition by the Alumni Association

The club will be officially recognized when a minimum of five committed core members volunteer to lead the club. Information will be posted to the George Mason University Alumni Association website and events will begin to be coordinated with OAA.

5. Recruit Members:

To maintain an effective club, the leadership will need to recruit alumni members to attend and assist with events and outreach. There is no limit to the number of members.

6. Plan Club Leadership Meetings:

At minimum, one planning session should be held each year to determine the year’s events and goals. The number of programming meetings will increase as the size of your club increases. As this number increase so will the total events. At least two—one every six months—is required to maintain club status with the Alumni Association. Club leadership meeting minutes should be submitted to the ADRAO immediately following the meeting. The club will need to obtain contact information and maintain their own member list. In order to protect the privacy of our alumni, OAA cannot provide contact information to club leaders. All mass communication will be coordinated through the ADRAO.

7. Plan Regional Events:

Plan and sponsor a series of events designed to bring alumni together and bring attention to George Mason University in your region. The club must designate no more than three leaders to be the primary contacts with the ADRAO and will be responsible for communicating event ideas or projects.

8. Communications to members:

Club leaders act as liaison between the OAA and club members. The club leader must answer emails sent to their alias email account in a timely fashion. Any event ideas that your club has are to be discussed with the ADRAO.

9. Communications to alumni:

For the purpose of advertising events, Alumni Affairs will send out all communications to alumni. This helps avoid confusion, and allows for one clear message to alumni. Any new or updated alumni information obtained during an event or through email communication must be sent to the OAA for updating in the database and to ensure future communication for regional events.