TIER 3

VOLUNTEER

Toolkit

BALL STATE
UNIVERSITY
ALUMNI ASSOCIATION

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Next Level
Alumni Engagement Initiative

The Ball State Alumni Association will create a culture of innovation by creating a new business model that shifts from a tactical focus on events to a strategic focus on constituencies (our alumni and partners). This new business model will be informed by data and will be evaluated by measurable outcomes.

Key Priorities

While the Ball State Alumni Association continues to implement and monitor current operational initiatives, it will have a dual focus on two key priorities in the University's Destination 2040 Strategic Plan.

1. **Lifetime Learning** – Augment and support the University's focus on implementing Goal 2 on Graduate Education and Lifetime Learning.
2. **Mentoring** — Align with Goal 1.G. to engage with and provide opportunities for students to enhance the undergraduate experience and with Goal 2.E. to ensure that every graduate has access to a coach or mentor.

The Foundation Alumni Engagement staff are here to help you keep that passion for Ball State alive. It's our job to help you stay connected, engaged, and most of all, remain a loyal Cardinal for life.

From Homecoming to networking events with your fellow alumni—we strive to be your advocate, to enrich your careers, and to keep you informed about not-to-be-missed events throughout the year. In addition, we are always looking to add meaningful services and experiences.
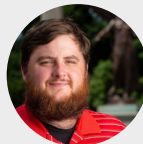
Staff Directory

Kate Webber
Senior Director of Strategic Initiatives

Michelle Johnson
Director of Student, Young Alumni and Athletics Programs

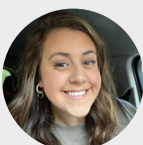**Sue Godfrey**
Director of Mentoring Programs

Dalton Coers
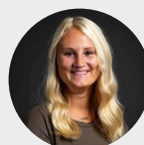Associate Director of Engagement Programs

Kevin Mullaney
Associate Director of Affinity Programs

Marley Fasipe
Engagement Assistant

Fallon Smith
Engagement Assistant

Chloe Turner
Engagement Assistant

The purpose of this guide is to provide tools and resources which will empower our fantastic alumni volunteers to create their own customized programs which meet the needs of both Ball State University and our alumni constituents across the world. As the industry of alumni engagement continues to strategically evolve into an entrepreneurial model that blends advancement, alumni relations and stewardship under one umbrella, we are grateful for your dedication and enthusiasm and hope this will be a useful resource.

Tier One
Major initiatives must align with the University and Foundation's strategic goals; involving the president and/or BSU leadership. Foundation staff will lead program management. Examples of tier one events include, but are not limited to; Homecoming and One Ball State Day.

Tier Two
Targeted initiatives that align with the University/Foundation/unit's strategic goals. Program management will be jointly supported by Foundation staff and key campus units and/or volunteer partners. Examples of tier two events are; collegiate award programs, reunions, networking and mentoring intiatives.

Tier Three
Social events that alumni volunteers/campus units manage independently. Foundation staff will promote events on university channels. Examples of tier three events include, but are not limited to; professional sports game outings, happy hours at local restaurants/bars, and social based golf outings.

TIER THREE BREAKDOWN

Social events that alumni volunteers/campus units manage independently.
Foundation staff will promote events on University channels, after Event Interest Form is completed.

Staff Support	What does this include?
Assist in event promotion	• **Promote on the University Alumni web calendar of events** • **Provide social media and email tools** • **Provide invitation lists as seen appropriate**
Partner with volunteer point of contact for proper event follow up	• **Code all attendees in Foundation database system.**
Provide a "Party in a Box"	• **Ball State University branded decorations** • **Sign-in sheets** • **and more**

Volunteer Responsibilies

Event Concept and Strategy

Self-funded programming

Manage all communications and marketing

Utilize external reservation system

Coordinate details with venue and vendors

Implement post-event follow-up protocols.
(Provide staff with event attendee report, thank attendees, etc.).

EVENTBRITE

EventBrite is the preferred reservation system for the Alumni Association. The free platform is available to everyone and offers great resources to help you mange your event, including help articles and a support team who can troubleshoot any issues you may have. Here are a few links you may find useful:

- **How to get started on EventBrite**
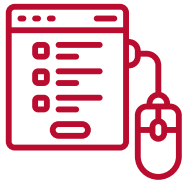
- **How to set up your event**

- **How to promote your event with email campaigns**

- **How to email attendees**

9 Weeks

___ Decide on and reserve venue

___ Book catering for event

___ Determine any parking needs

___ Develop program elements, including speeches, A/V needs, entertainment/musicians

8 Weeks

___ Submit alcohol form, if on campus

___ Hire photographer and videographer

___ Order flowers if needed

5 Weeks

___ Send invitation to attendees

___ Develop staffing plan and notify all staff needed to assist with or attend the event

2 Weeks

___ Confirm event volunteers

___ Review food and beverage plan

___ Submit work orders with facilities, as necessary

1 Week

___ Create photo shoot list, if applicable

___ Finalize A/V materials

___ Send event timeline to all vendors

3 Days

___ Confirm attendance numbers with all vendors

___ Send event timeline to all vendors

1 Day

___ Print extra copies of final event timelines

___ Finalize nametags

Ball State Brand Style Guide for Canva

Primary Color Palette

Cardinal Red
PMS 200
RGB: 186, 12, 47
CMYK: 3, 100, 70, 12
HEX: #BA0C2F

White
PMS N/A
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
HEX: #FFFFFF

Secondary Color Palette

Dark Red
PMS 188
RGB: 121, 36, 47
CMYK: 33, 92, 73, 38
HEX: #79242F

Black
PMS process black
RGB: 0, 0, 0
CMYK: 0, 0, 0, 100
HEX: #000000

Dark Grey

First Year Experience Color Palette

Light Blue
RGB: 187, 209, 224
CMYK: 17, 2, 0, 11
HEX: #BBD1E0

Headline Typeface

Acumin Pro Extra Condensed Bold

This typeface is used for headlines only

Acumin Pro Extra Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Primary Typeface

Helvetica Neue LT Std - Also labeled Neue Helvetica

If you do not have the Helvetica Neue LT Std typeface, and cannot obtain it, acceptable replacements are TeX Gyre Heros or Roboto which are available for free download.

Helvetica Neue LT Std	35 Thin
Helvetica Neue LT Std	36 Thin Italic
Helvetica Neue LT Std	45 Light
Helvetica Neue LT Std	46 Light Italic
Helvetica Neue LT Std	55 Roman
Helvetica Neue LT Std	56 Italic
Helvetica Neue LT Std	65 Medium
Helvetica Neue LT Std	66 Medium Italic
Helvetica Neue LT Std	75 Bold
Helvetica Neue LT Std	76 Bold Italic
Helvetica Neue LT Std	85 Heavy
Helvetica Neue LT Std	86 Heavy Italic

Ball State University Brand Mark

The Ball State University institution mark, often referred to as the logo, is used to endorse all communication materials that officially represent our University. Below are the vertical and horizontal marks.

Top Branding Rules to Follow

1. To maintain legibility and quality, maintain a safe distance between any part of the Ball State University Brand Mark and other elements. Never surround the mark with competing shapes or images.

2. To ensure consistency and vibrancy, Cardinal Red should never be screened. (Tinted or set to a lower opacity than 100 percent)

3. Never change the colors of the brand mark.

4. Looking for photos? Download professional Ball State photos for your marketing needs in our PhotoShelter digital asset management system.

For further brand information, downloads, and photos, go to bsu.edu/brand.

Design Elements

Branded Patterns
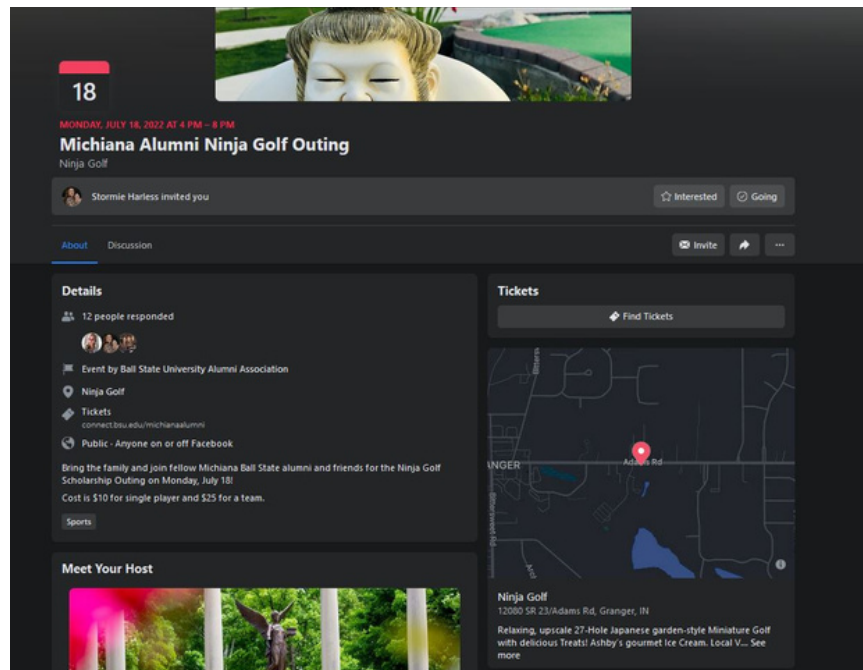These can be used to add visual interest and texture where appropriate.

bsuhomecoming
Ball State University

bsuhomecoming Fly Your Way Back Home ❤️

Homecoming 2021 is HERE! October 18-23 will be a week full of fun and traditions so put it in your calendars now!! #ballstatealumni #ballstate #ballstatefootball #bsuhc21

Edited · 42w

View insights

Liked by **ballstatehonors** and **178 others**

AUGUST 18, 2021

bsu_youngalumni · Following
Sursa Hall

bsu_youngalumni Grammy and Oscar award-winning singer-songwriter Tiara Thomas, a 2012 Ball State University graduate, is returning to Ball State as the next guest in the David Letterman Distinguished Professional Lecture and Workshop Series.

"A Conversation with Tiara Thomas" will be held at 7 p.m. Sept. 20 at Sursa Performance Hall on Ball State's campus, and will be livestreamed at bsu.edu/live. Free tickets for Ball State students, faculty, and staff are currently available at the College of Fine Arts box office in Sursa Hall. The box office is open Monday through Friday from noon-5 p.m. Tickets will be available to the general public starting Wednesday, Sept. 15, in person and at 765-285-8749.

31w

Liked by **mrj_bsu** and **20 others**

SEPTEMBER 17, 2021

Add a comment...   Post

⮌ **Ball State Alumni Retweeted**

Ball State Alumni @BallStateAlumni · Jun 20   •••

Do you enjoy putt-putt, giving back, and catching up with @BallState alumni? Join us for our 2nd annual Ninja Golf Outing in Granger for a fun night of family putt-putt! All registration fees support the Michiana Scholarship Fund. #ChirpChirp

Register at connect.bsu.edu/michianaalumni

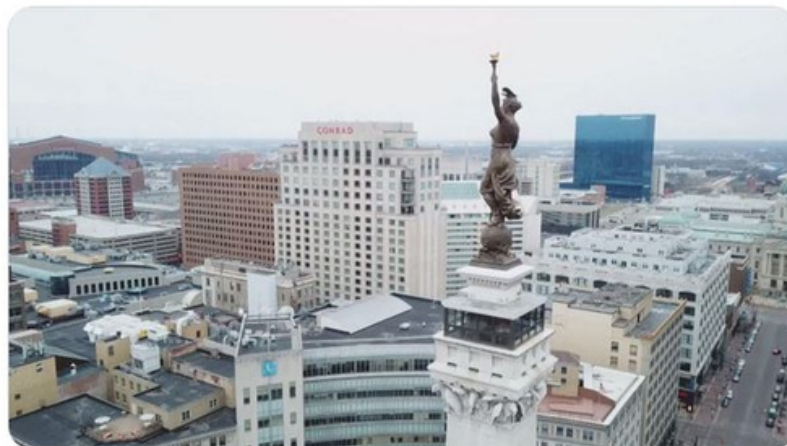💬   ⮌ 3   ♡ 18   ⬆

Ball State Alumni @BallStateAlumni · May 31   •••
Indianapolis Alumni 📣

Join us for the Cardinal Networking Forum at the Columbia Club on June 7. The event provides a unique opportunity for @BallState alumni to connect without the pressures of a typical networking event.

Register and learn more here: bit.ly/3rqdrwz

💬 1   ⮌ 2   ♡ 7   ⬆

Hi Nicole,

Greetings from Muncie! I hope you're doing well.
I'm reaching out to invite you to join us for an exciting new BSU event in Indianapolis on November 2nd for both students and local alumni:

Please see the details below:
- **Where:** Charlie's Clubhouse in Indianapolis
- **When:** Tuesday, November 2nd from 4 pm-5:30 pm, with a potential BSU vs. Akron Watch Party to follow
- **Who:** President Mearns, alumni leaders, students, and university staff
- **Why:** To bring students and alumni together for meaningful career conversations and relationship building, to engage university leadership, and to build community/employer partnerships in the Indy area

As one of our most engaged alums and members of the Marketing Advisory Board, we hope you'll consider this opportunity to connect with BSU President Mearns, BSUAA, and Career Center staff as well as current students, and fellow alumni.

Please respond to this email or simply confirm your attendance here if you're interested and available. Any questions, please feel free to respond to this email or give me a call at the number listed below.

Thanks!
Kevin

Hi everyone,

Thanks for registering for the Cardinals Connect – In Person! event tomorrow, November 2nd from 4:00-5:30 pm.

Please see the details below:

Venue: The event is at Charlie's Clubhouse on the north side of Indianapolis. The address is 1918 E 80th St, Indianapolis, IN 41918. When you arrive, pull around to the back of the building and you'll see free parking.

Expectations: Be ready for a casual evening of networking. We'll have some facilitated activities to encourage folks to get to know each other, as well as a brief program from 4:30-5 pm.
PS…Some students might be a little shy at first if they're just starting out in their professional journeys. We gave them a heads up that this will be casual and provided them with some tips and tricks, but just something to keep in mind as you're conversing with students.

Dress Code: The dress code is business casual. You are encouraged to wear branded gear with your employer logo and/or a professional nametag so folks can quickly identify where you work.

Food: Snacks and beverages will be provided during the event. When the event wraps up at 5:30 pm, the Indianapolis Alumni Chapter will host a Happy Hour at Sun King Brewery.

Guests: We're expecting about 70 guests including alumni, students, faculty, and staff. If you have any BSU alumni friends who would like to come and haven't registered yet, please invite them! The more the merrier.
Please let me know if you have any questions. Thanks so much and I look forward to meeting you all tomorrow.

Sincerely,
Kevin

Hello,

Thanks so much for attending the Cardinals Connect – In Person Event on Tuesday! It was great to see all of you and we appreciate your participation. If you have any feedback or suggestions for future events, please don't hesitate to share those with me via email.
The Indianapolis Alumni Chapter similarly expresses their gratitude for your participation. If you don't already, we would love for you to follow their page on Facebook for more Ball State events hosted in the Greater Indianapolis Area.

We also invite you to Ball State Day at the Colts hosted by Indianapolis Alumni Chapter on November 14, 2021 at 1:00 p.m. vs. Jacksonville Jaguars. They have already sold over 200 tickets to alumni in the area, so you will NOT want to miss out! Get your tickets here and see the interactive map that shows where different alumni are sitting around the arena and pick your seats close to your friends.

Last but not least, we had a great experience working with the team at Charlie's Clubhouse, and they graciously offered two great deals to our event attendees. If interested in the offers listed below, simply complete this survey and mention the Offer Code: BSUalumni in the comments section.
- A 10% discount on any events booked at Charlie's Clubhouse before the end of 2021.
- 1-month free for a locker, small, or large office membership.

Thanks again! Chirp Chirp!
Sincerely,
Kevin

FAQ's ❓

Will an email automatically be sent out for every event?
- No, not necessarily. Social media is encouraged, as peer-to-peer promotion is proven to be more effective.

Is there another option besides social media and email?
- Yes, create an event in Cardinals Connect to share with alumni, staff, and students on the platform.
- Create a group for your club or region in Cardinals Connect to have a built-in network!

Which events will staff members be present at?
- Tier 1 & 2

If a staff member isn't attending an event, how will I get my event materials (decorations, etc.)?
- You'll receive Party-in-a-Box at least 2 days before your event.

Do I need to mail back the Party-in-a-Box?
- No, you're welcome to hang on to it for future events!

What should I do when an event is done?
- Send a follow-up email to attendees.
- Provide the Alumni Engagement staff liaison with a list of attendees, as well as noteworthy interactions with guests.