

## **Guidelines to Start a Regional Club**

If you're interested in starting a Regional Club, first check the [Bucknell Regional Clubs website](#) to see if there's already a club in your area. If your region doesn't appear on the list, we recommend planning a happy hour or another informal event to gauge the interest in your region. If you're interested in planning this type of event, please contact Megan Shingara, assistant director for off-campus programming in the Office of Alumni Relations at [mls051@bucknell.edu](mailto:mls051@bucknell.edu) or 570-577-3222.

### **The Alumni Relations Office will assist in:**

- Pulling a list of all alumni and parents in the area and examining the demographics. Before we send you this information, we ask that you complete the [DAR Confidentiality Agreement](#).
- You can also find similar information by downloading the [Bucknell Alumni App](#). **We recommend at least 500 or more alumni and parents should be living in an area for it to be considered an official Regional Club.**
- Once you know the details of the event (**please provide us with the location, address, time, and any other pertinent information**). We will send an invitation and reminder to all alumni and parents in the region on your behalf. In addition, we will expect you to spread the word about the event to your fellow Bucknellians in the area. You can do this by word of mouth, forwarding the invitation, your personal social media, etc.
- Sending a box of a few spirit supplies for the event (pom poms, B-Magnets, decals, etc.)

### **When will an area be considered an official Regional Club?**

- After the first event, we recommend reaching out to a few other Bucknellians in the area to see if they have any interest in helping to volunteer.
- **After one year**, our office will evaluate if that particular area will be considered a Regional Club. This is evaluated by:

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*("When will an area be consider an official Regional Club?" continued)*

- **Demographics** – Does the region meet the criteria of having 500 or more alumni and parents in the area?
- **Interest** – Have you taken initiative to plan events in the past year and have you been keeping in touch with the Alumni Relations Office on a regular basis? Were past events well attended?
- **Volunteers** – Have you recruited any volunteers to help you plan additional events? Smaller regions (2-3), bigger regions (3 or more)
- Once approved as an official Bucknell Regional Club, you will be given all the resources granted to Clubs. This includes a budget, staff liaison, branding and social media tools and formal volunteer role descriptions. Resources such as budgets are scaled based on the demographics/ size of the Club area.
- Regional clubs are expected to host events according to the Regional Club Leadership Expectations. Please speak with the Office of Alumni Relations to find out what these expectations are for a club of your size.
- The Alumni Board Clubs Committee members are available for additional discussion on Club-related issues.

### **What happens if the region doesn't meet the requirements to become a Regional Club?**

That's ok! We still want to help you bring Bucknellians together in your area. The Office of Alumni Relations will assist with:

- Giving you event planning tips based on our best practices
- Sending invitations and reminders to all alumni and parents in the area
- Pulling lists of alumni and parents in the area and sharing them with you
- Giving you access to the Social Media Toolkit so you can effectively market your event(s) peer to peer.
- Sending a post-event survey to attendees and providing you feedback