Northeastern University
Alumni Relations

VOLUNTEER HANDBOOK
# Table of Contents

- About Alumni Relations
- Customize Your Volunteer Experience
- Northeastern Affinity Groups
- Regional and International Communities
- Events
- Giving
- FAQs
- Contact Us
Congratulations on joining our thriving community of more than 350 volunteers around the globe. You have become part of a new cohort today—one that is essential for sustaining the daring and ambitious vision of Northeastern University. We rely on you, our volunteers, to be the pulse of our Northeastern community, wherever it may be. Your commitment of time, mentorship, and resources is a special way to give back to your alma mater. And, I personally want to thank you.

Our volunteers support the work of our office in 179 countries around the world. From highlighting alumni success stories, to supporting alumni through their professional journey, to sharing knowledge and expertise, or simply rekindling the bonds that made your Northeastern experience unique—our volunteers are our catalyst for bringing Northeastern to more than 257,000 alumni and friends across our 45 communities.

Last year, nearly 300 volunteers helped execute almost 200 events, with about 9,000 attendees. You are the face of Northeastern around the world.

Volunteering is also a great way for you to continue to expand your professional network, learn, and engage with the university’s top leadership in helping shape our vision. Past volunteers have reaped the benefits of Northeastern’s global network to move forward in their careers, and even find investors to boost their enterprise. As a volunteer, you’re a member of our “inner circle,” which means you will be contributing to our strategic planning and programming. It’s your opportunity to gain a seat at the table, share your expertise, learn from the experience of others, grow your leadership skills, and most importantly—help prepare the next generation of Northeastern community members to achieve what’s next.

Thank you for constantly pushing us to do more for our alumni. We are a better team because of our volunteers. Welcome, and I look forward to working with you.

Sincerely,
Rick Davis
Vice President
Alumni Relations and Annual Giving
WHY ENGAGE WITH US?

**Strengthen your network**
Once you’re part of the global Northeastern community, you’re a member for life. Work with us to bond, socialize, learn, or build personal connections with members of your Northeastern affinity community—student groups, athletics, professional or academic specialty, and other special interests.

**Be more resilient**
Whether it’s to update skills, think about a new educational opportunity, or consider a career change, we know Northeastern alumni are agile learners who are constantly striving to stay ahead of the curve. As you look for ways to become more resilient in an evolving global economy, count on us to be your gateway for lifelong learning and career strategies.

**Advance your next big idea**
At Northeastern, entrepreneurship is in our DNA. Our innovation ecosystem has proven to be a catalyst for our community of daring, ambitious, and visionary thinkers. The Office of Alumni Relations is your key to a vast and robust global network of tailor-made resources to help boost, and take your venture to the next level.

ACHIEVE WHAT’S NEXT

Why **YOU** are so important to our mission

Volunteers are the heartbeat of the Office of Alumni Relations. We rely on our volunteers to assist with events, promote the alumni network in their communities, and be ambassadors for the university. Alumni volunteers are held to a higher standard as they act as our eyes and ears on the ground. The Office of Alumni Relations’ partnership with volunteers allows us to engage and reconnect with Northeastern community members on a global level. We couldn’t do it without you!
Volunteering is an exceptional opportunity for members of the Northeastern community to show their support for the university. The opportunities to volunteer are virtually endless. You can help plan an event, host a gathering, or organize a community service project in your area. Whatever you do, and regardless of how much time you have to offer, rest assured that your contribution will significantly impact those around you.

**Ways to get involved**

- **Fill out** the Volunteer Leader Application: alumni.northeastern.edu/volunteer-opportunities
- **Communicate** regularly with your Alumni Relations staff contact. Coordinate times to touch base and share updates and ideas with your staff contact and team of volunteers.
- **Attend** events in your area and offer to assist in future planning (e.g., research venues or suggest program ideas).
- **Post** about events you are attending and initiatives you are excited about on social media.
- **Ensure** you receive communications from Alumni Relations by updating your information: alumni.northeastern.edu/update

**Volunteer Requirements**

- **Contribute your time and act as an ambassador**
- **Learn more about Alumni Relations and Northeastern today**
- **Comply with the university’s policies and procedure guidelines**
- **Sign the volunteer agreement and keep important information confidential**
- **Be reliable and responsive and expect the same from your Alumni Relations staff contact**
- **Facilitate engagement between community members in your area**
- **Recruit other volunteers to get involved**
- **Ask questions**
- **Have fun!**
I love meeting alumni from all walks of life who share some of the same life defining memories.

Anonymous, volunteer focus group survey

WHAT MOTIVATES YOUR FELLOW VOLUNTEERS

"Giving back, staying connected, making new connections, being part of a larger, meaningful mission.

Gerry Linda, DMSB’69, MBA’71
Chicago Community Co-Leader"

"There is no way I would be where I am today if it wasn’t for my experiences at Northeastern. I want to share and encourage passion for the university so that we can all represent our alma mater well.

Anonymous, volunteer focus group survey"

"My passion for Northeastern! My NU education has had the largest single-handed impact on my career success, so I want to spread the word to other potential students and spend time with others who have the same passion as me.

Colette Brown, DMSB’13
Singapore Community Leader"

"I love meeting alumni from all walks of life who share some of the same life defining memories.

Anonymous, volunteer focus group survey"
CUSTOMIZE YOUR EXPERIENCE

Regional and International Communities
Lead your community in collaboration with Alumni Relations. You will set goals, remain active and informed in community activities, and assist with logistics, planning, and hosting of community events. Our volunteers encourage new and continued participation, and are critical to the success of our communities.

Affinity Events
Remember your student groups and athletic teams? Affinity volunteers are the most important component of the event planning process as they have the best insight into the kinds of activities their classmates enjoy—and that can make a real difference in the quality of the experience. Assist in bringing a group back together from your student days.

Event Speaker
We are always seeking volunteer speakers to share their experience and expertise with audiences of all sizes. Topics may include career development, entrepreneurship, education, mastering new skills and techniques, and many more.

Student Engagement
Throughout the year, Alumni Relations hosts various events designed to bring students and alumni together and continue to grow the Northeastern network. For example, each semester we hold welcome events for co-op students in various cities.

Thought Leadership
Alumni Relations can help you boost your brand and share your expertise. Propose an idea for an article that could be featured in our Career Newsletter. Features include advice from career experts, or stories about daring alumni career journeys.

Mentoring and Coaching
Mentoring is a great way to stay connected to the university while helping to shape the experience of current students and fellow alumni. Our Regional Co-op Mentor Program, currently offered in Washington, D.C., New York City, Northern California, and London, gives alumni and parents an opportunity to connect one-on-one with co-op students in their region. The Huntington 100 Coaching Program provides Huntington 100 alumni an opportunity to have a yearlong positive impact on current Huntington 100 students both virtually and in person.

NUsource
NUsource is an online platform designed exclusively for Northeastern alumni and community members around the globe to virtually connect, expand, and grow their network. Join the conversation and provide guidance to fellow alumni and students seeking career advice, industry insights, mentoring, or simply strengthening professional connections.

Young Alumni Advisory Board
The Young Alumni Advisory Board provides insight and creates opportunities that enrich the personal and professional lives of recent graduates. This diverse group serves as ambassadors for the university through their leadership and as chief executive connectors for all members of the Northeastern community. This September, we will accept applications for the YAAB from classes 2011–2019 for a two-year term.

Share your Northeastern story
Through our website, podcast, and social channels, our team is constantly highlighting alumni journeys after Northeastern. Share yours with us today!
ESTABLISHING AN AFFINITY GROUP

What is needed:
Proven interest
• Are other alumni interested in establishing this network?

Committed volunteers
• Are there at least 2-3 alumni in your affinity willing to help out and give their time to establish this group?

Successful events
• Are you willing to partner with your staff liaison to host events and assess the interest and sustainability of this affinity group before an official network is established?

Responsibilities of Affinity Group Volunteers:
• Work with the Alumni Relations staff contact to set goals for the group that coincide with the mission of the university.
• Be enthusiastic leaders with the ability to connect and engage with fellow group members.
• Be willing to contribute time, talents, and energy.
• Act as a liaison between group members and Alumni Relations.
• Remain active and informed on all group activities.
• Work with Alumni Relations to cultivate new participation, encourage attendance, and generate awareness.
• Share your excitement about the Northeastern experience.

Some Examples of Current Affinity Groups

Alpha Kappa Sigma
Black Alumni
Northeastern University Civil Engineering Alumni Organization (NUCEAO)
CPS Security Programs Alumni
Honors Alumni Network
Huntington 100
Husky Ambassadors
Latinx Alumni - Latino/a Student Cultural Center
LGBTQA Resource Center
Northeastern LGBTQA+ AlumniNetwork
Northeastern ROTC Alumni Society (NUROTCAS)
Presidential Global Fellowship Alumni
WRBB Boston’s Spice Alumni

If you are interested in starting an affinity group, please contact C. Hawkins at c.hawkins@northeastern.edu to find out more information.

*DURING 2017–2018*:
31 Affinity groups were engaged through events, meetings, and planning sessions.
59 hosted affinity events

*The Northeastern fiscal year is from July 1 through June 30.*
ESTABLISHING A REGIONAL OR INTERNATIONAL COMMUNITY

What is needed:

Enthusiasm and interest
• Is there a core group of individuals who are willing to form a leadership team?
• Have you heard positive feedback from alumni in your area about starting a community?

Sufficient numbers
• Are there at least 500 Huskies residing in your metropolitan area?
• This number may be smaller for our international communities.

Committed leaders
• Are there at least 2-3 committed volunteers willing to dedicate their time to establish and sustain this community by promoting and attending events, and contacting fellow community members?

Are you interested in discussing the possibility of establishing a community in your area? Contact your Alumni Relations staff contact.

Final decision to formally launch a community will be determined by Alumni Relations.

Responsibilities of Regional/International Community Volunteers:
• Collaborate with your Alumni Relations staff contact to set goals for the community that coincide with the mission of the university.
• Connect and engage with fellow community members.
• Contribute your time, talents, and energy.
• Research event ideas, plan logistics, and secure venues.
• Act as the primary liaison for community members and Alumni Relations.
• Remain active and informed on all community activities.
• Cultivate new participation, encourage attendance and generate awareness.
• Share your excitement about the Northeastern experience.

VOLUNTEER LED REGIONAL EVENTS DURING 2018

<table>
<thead>
<tr>
<th>Domestic</th>
<th>International</th>
</tr>
</thead>
<tbody>
<tr>
<td>68 events</td>
<td>41 events</td>
</tr>
<tr>
<td>13 cities</td>
<td>22 countries</td>
</tr>
<tr>
<td>39 volunteers</td>
<td>126 volunteers</td>
</tr>
<tr>
<td>1700 total attendees</td>
<td>1400 total attendees</td>
</tr>
</tbody>
</table>
Alumni Relations offers a variety of networking, career, athletic, educational, virtual, and cultural programs open to all members of the Northeastern community. These events are formatted around Alumni Relations’ focus areas including social, career, and educational programming. Volunteers and Community leaders act as partners in the planning and execution process, helping to brainstorm ideas, choose venues, spread the word through social media, and “host” on the day of event.

Community leaders act as liaisons between Alumni Relations and their community to engage alumni of all ages, interests, and backgrounds. The number of events will be determined by the proven interest, size of the community, and the budget. Events are funded by a combination of budget provided by Alumni Relations and attendee registration fees.

Events are volunteer driven and should be confirmed at least 8 weeks prior to the event date for email marketing, promotion, and preparation process.

We understand that additional event opportunities arise throughout the year. Some examples include social hours, networking events, and gatherings for sporting or cultural events. Volunteers should be aware of their group’s budget and bring additional opportunities to their Alumni Relations staff contact.

WHAT QUALIFIES AS AN EVENT?

Alumni Relations hosted or co-hosted

380 events

with a total of

9,000+ attendees

comprised of alumni, students, parents, faculty/staff, and friends.

6,955 constituents

engaged with virtual programming.

*The Northeastern fiscal year is from July 1 through June 30.
EVENT TIMELINE

6–3 MONTHS BEFORE EVENT

Event Proposal
Work with your Alumni Relations staff contact to determine event purpose and audience.
Set date and time for the event.

Location
Choose venue and confirm date and time availability.
Determine whether or not the venue will require a contract.
Determine audiovisual needs and rental costs.

Food and Beverage
Get menu pricing from event venue or outside caterer.
Find out what fees, minimums, service charges, and/or gratuities will be included on the final bill.

Cost/Budgeting
Draft an event budget based on expected costs.
Determine the estimated event cost per person.
Upon completing these steps, please discuss with your Alumni Relations staff contact for review before moving forward with next steps.

Entertainment & Decorations
Book entertainment (if applicable) and send contract to Alumni Relations staff contact to have signed by Northeastern University Office of the General Counsel.
Plan decorations (if needed) and determine who is responsible for them.

Programming
Outline program and timeline.
Work with staff contact to identify potential speakers (if applicable).
Assist with marketing language.

Legal
Send any contracts and Certificate of Insurance (see in FAQs) to Alumni Relations staff contact to be signed by the University.
Northeastern University Office of the General Counsel will review and sign contracts.
Wait to hear from Alumni Relations staff contact about pending contracts, then move forward with booking and venue confirmation.

Contracts can take between two–three weeks for sign-off. Contracts need to be signed before marketing the event.
# EVENT TIMELINE

## 10–1 WEEKS BEFORE

### 10–8 weeks
- Alumni Relations staff will set up registration page, design and schedule email invitation (if applicable), add to the event page on the alumni website, and share with network on social media.

### 8–6 weeks
- Discuss use of Alumni Relations branded materials and giveaways with staff contact.
- Promote with personal outreach.

### 4–2 weeks
- Continue to encourage attendance.
- Provide Alumni Relations staff contact with mailing address for event supplies to be delivered.

### 2–1 weeks
- Final registration reminder sent.
- Confirm volunteers to serve as greeters, registration staff, and photographers.
- Confirm vendors, equipment, set-up, and clean-up logistics.
- Your staff contact will ship event materials to you (i.e., banners, signage, registration materials).
- Review provided Northeastern talking points for the event.

## DAY OF EVENT

### Event start
- Host registration table and greet attendees.
- Keep a list to track pre-registered, walk-ins, and no-show attendees.
- Act as the event “host” by mingling with attendees, making introductions, encouraging conversation and recruiting volunteers for future events.
- Make opening and closing remarks to welcome and thank the group for attending if recommended by your staff contact.
- Have fun!

### 1 hour before event start
- Arrive at venue and greet vendors.
- Set up registration table with nametags, marketing materials and giveaways.

### After the event
- Report back to your Alumni Relations staff contact within 48 hours.
- Share list of attendees, walk-ins, and no-shows.
- Send copies of event receipts, registration list, and waivers to your staff contact.
- Draft an event recap and include high-resolution photos for alumni website.
- Share contact information for any attendees who requested more information.
- Send personalized thank you to anyone who helped make the event a success!
TALKING ABOUT GIVING

As an ambassador of the university and Alumni Relations, our volunteers play a key role in educating our communities about philanthropy at Northeastern. Below are some talking points to help guide the conversation.

**Highlights:**

- You can choose the programs your donations can support: from co-ops, to individual colleges or affinities that made your Northeastern experience unique, financial aid, and other areas of greatest need—**give to what you love.**
- 100% of your donations go toward the program you choose. Nothing else. Your money goes where you direct it.
- Many ranking organizations account for alumni participation in giving—regardless of the amount—when determining a university’s national ranking.
- Undergraduate participation in giving accounts for 5% of this ranking.
- Even a $1 or $5 donation adds up to making Northeastern more visible, and globally recognized.
- A higher ranking gives Northeastern more visibility with businesses and investors, which helps us receive more grants for research, invest in improving university programming, and continue to attract some of the best faculty from around the world.
- When the university does well, it directly impacts alumni in job interviews, pursuing graduate school, or networking their way up in the career ladder, or when being considered for a board or professional group membership.

---

**2018 GIVING FACTS:**

Donors helped the university raise more than **$74 million** last year—funds that directly went to support our co-op, colleges, affinities, athletics, and other programs.

The university received more than **$700,000** last year, through gifts of under $100.

More than **2,000** seniors donated with over **70%** participation rate, raising nearly **$80,000**

More than **800** donors supported co-ops last year. More than **11,000** students received co-op placements in **136** countries in 2016-17. More than half of 2016 graduates received a job offer from a previous co-op employer.

Northeastern raised more than **$700,000** on Giving Day, with nearly **2,000** alumni—more than 1,500 of whom were undergraduates—donating to the university.
FREQUENTLY ASKED QUESTIONS

Wondering where to begin?
Here are a few questions to ask yourself before discussing an event with your Alumni Relations contact:

• What type of event would appeal to alumni in your area or group?
• How many people should I expect to register?
• How will this event measure up against my budget?
• Are there any holidays or special events that would conflict with this event?
• Does this event align with the Alumni Relations mission?
• Is the location convenient to get to? Is it close to public transportation and is parking available?
• Does this event correlate with the event planning timeline?

How do I handle contracts?
Volunteers do not sign contracts on behalf of the university. If a venue or vendor requires a contract to be signed, please forward to your staff contact and they will prepare documentation from the university’s Office of the General Counsel. Northeastern University requires a Certificate of Insurance from any venue hosting an event. Please ask for this documentation during early conversations with your venue of choice. The contract should be presented to your Alumni Relations staff contact along with the Event Proposal form as soon as possible.

Do I have to pay for the event up front?
No, your staff contact will be responsible for all payments unless there is an event sponsor or host. Northeastern is tax exempt, so ask your staff contact for details and documentation. All receipts must be saved so please take a picture of them and do not throw them away!

Should alumni register for the event?
Yes! All parties interested in attending Alumni Relations programs will need to sign up on the event registration page on the Alumni Relations web site. Event walk-ins should register on their mobile device or write a check made payable to Northeastern University before entering. For other arrangements, please reach out to your Alumni Relations staff contact.

How do I get alumni contact information for events?
Your Alumni Relations staff contact will be able to provide you with this information, but please be sure to sign the Alumni Volunteer Outreach Disclaimer Form before proceeding. This form is required of all volunteers who will have access to alumni contact information.

What is the budget for my event?
To stay on track with your program’s budget, speak with your Alumni Relations staff contact to discuss available funds. Please note that if extra event opportunities arise, we will do our best to work with you to make it possible.

What if I want to develop a social media presence for my community?
If you’re interested in creating a social media channel, please contact Afshan Khoja at a.khoja@northeastern.edu. We would be happy to discuss feasibility, strategy, and sustainability with you!

What type of events are most successful?
Event success varies by region, timing, demographics, and many other factors. A few suggestions include:

Networking/Educational
• Career strategy
• Speed networking
• Resumé workshops
• Speaking programs highlighting faculty/alumni experts

Cultural
• Museum tours and special exhibits
• Performing arts events
• Concerts
• Multicultural celebrations

Social connections
• Sporting games and gatherings
• Family-friendly events
• Monthly, quarterly, or annual happy hours
• Beer/wine tastings
• Holiday gatherings
• Community service projects
Interested in getting involved as a volunteer or have questions about specific opportunities available?

Please contact Ilana Gensler, Assistant Director, Alumni Relations at i.gensler@northeastern.edu

alumni.northeastern.edu/volunteer

@AlumniNU
@NortheasternAlumni
@northeastern_alumni
Northeastern University Alumni
Northeastern Next Podcast
alumni.northeastern.edu
617.373.2656
alumni@northeastern.edu
716 Columbus Ave., 190 CP
Boston, MA 02120

Northeastern University
Alumni Relations