



Northeastern University
Office of Alumni Relations

VOLUNTEER HANDBOOK



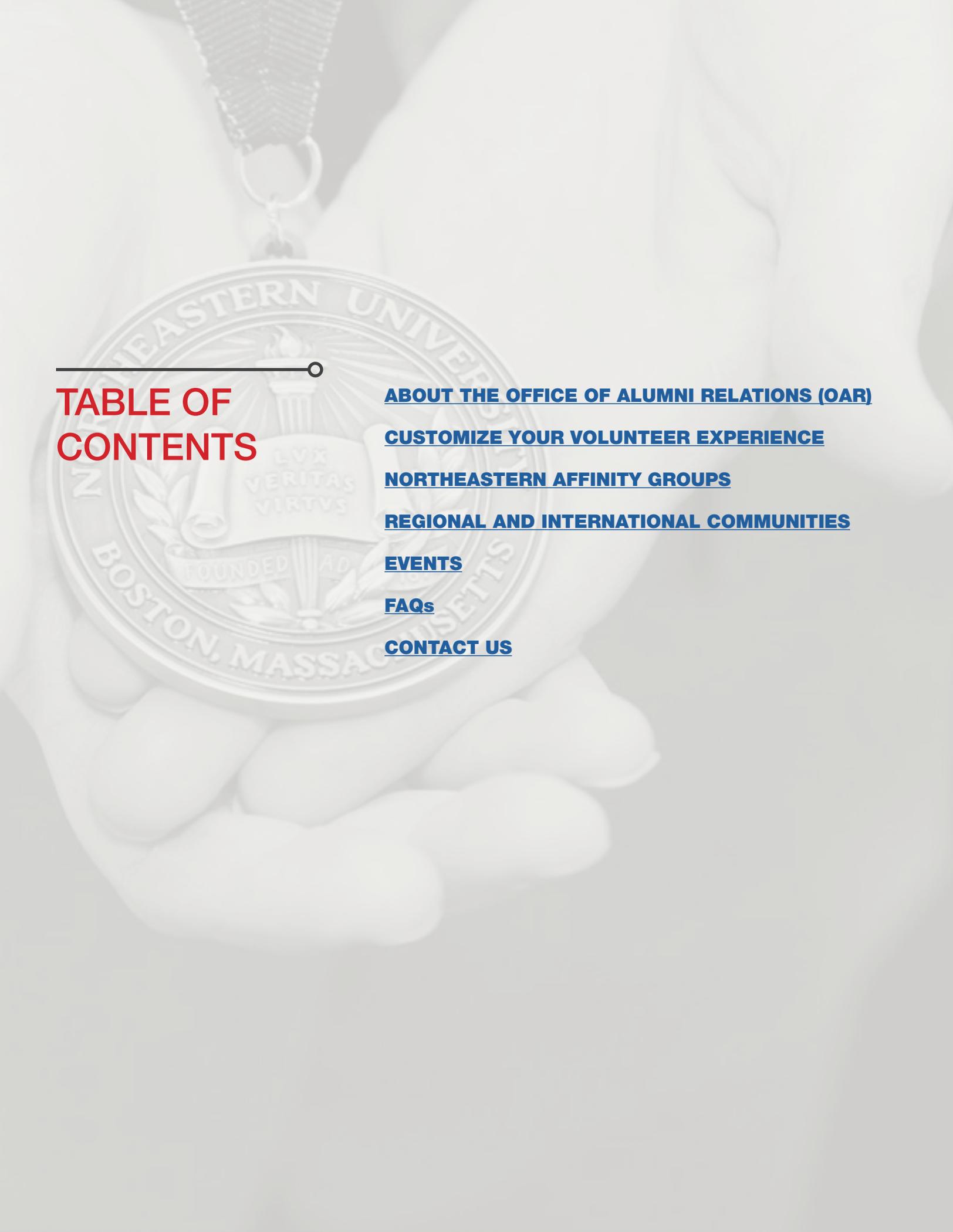


TABLE OF CONTENTS

[ABOUT THE OFFICE OF ALUMNI RELATIONS \(OAR\)](#)

[CUSTOMIZE YOUR VOLUNTEER EXPERIENCE](#)

[NORTHEASTERN AFFINITY GROUPS](#)

[REGIONAL AND INTERNATIONAL COMMUNITIES](#)

[EVENTS](#)

[FAQs](#)

[CONTACT US](#)



WELCOME!

We are thrilled to learn of your interest in joining the Office of Alumni Relations' (OAR) volunteer community.

With more than 250,000 alumni worldwide, we rely on passionate volunteers to plan and promote programming and act as university ambassadors in their communities. The work of volunteer leaders on behalf of Northeastern University is critical to the success of the university and our ability to engage with the entire Northeastern family. We encourage active participation in building and strengthening the Northeastern network by cultivating relationships on a global level. The impact of our volunteers is diverse and far reaching, much like the opportunities available to you as a volunteer.

OAR volunteers support university initiatives through regional and international outreach, affinity programs, educational opportunities, student/alumni connections, social media, diversity and multicultural affinities, recognition programs, and high-level leadership roles. We rely on our volunteers to assist with events, promote the alumni network in their communities, and act as our ambassadors on the ground, allowing Northeastern to expand its global impact.

As a volunteer, you will join a vibrant community of active alumni, parents, students and friends who donate their time, talents, and energy for the betterment of the university. Our volunteers aid in educating others about Northeastern today, increase goodwill toward the university, and help foster future initiatives.

Whether you are interested in helping at events in your region, speaking on an expert panel, or mentoring a co-op student, this handbook is meant to give you an overview of the scope and impact of our volunteers and aid in answering questions you may have about your volunteer role and the ways to get involved.

Thank you for your continued support of the university through your work with the Office of Alumni Relations. We look forward to partnering with you as we continue to strengthen the Northeastern network. Please feel free to contact us directly at 617.373.2656.

Sincerely,

A handwritten signature in blue ink that reads "Rick Davis". The signature is stylized and written in a cursive-like font.

Rick Davis
VP Alumni Relations

OFFICE OF ALUMNI RELATIONS MISSION:

Engage

and reconnect alumni with Northeastern University and one another through events, programs, communications, and volunteer opportunities.

Cultivate

relationships with alumni through regional outreach, affinity programs, educational opportunities, student/alumni connections, social media, diversity and multicultural affinities, recognition programs, and high-level leadership.

Educate

about Northeastern today and increase the goodwill toward the university by building a strong alumni community and bolstering fundraising efforts.



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. OAR's partnership with volunteers allows us to engage and reconnect with Northeastern community members on a global level.

**We couldn't do it
without you!**



THE ROLE OF A VOLUNTEER

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 Interest form: northeastern.edu/alumni/volunteer

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 OAR by updating your information: alumni.northeastern.edu/update

Volunteer Requirements

- ✓ Contribute your time and act as an ambassador
- ✓ Learn more about OAR 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 OAR staff contact
- ✓ Facilitate engagement between community and group members in your area
- ✓ Recruit other volunteers to get involved
- ✓ Ask questions
- ✓ Have fun!

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 the OAR. 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, the Office of 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 dinners for co-op students in various cities.



Social Media

Social Media Ambassadors have a desire to stay in touch! They are willing to help spread the news of positive stories, exciting events, exclusive opportunities, announcements, and more.



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.



Virtual Engagement

Members of the Northeastern community are located all over the world, which is why our learning and engagement opportunities expand beyond the Boston campus. Whether you are looking to host a virtual networking booth, or provide your personal expertise in a specific area or industry, we have plenty of opportunities for you to participate virtually.



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 2009–2017 for a two-year term.

DURING 2016–2017:

20

Affinity groups were engaged through events, meetings, and planning sessions.

34

hosted affinity events

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 OAR 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 OAR.
- Remain active and informed on all group activities.
- Work with OAR to cultivate new participation, encourage attendance, and generate awareness.
- Share your excitement about the Northeastern experience.

Affinity Groups

Alpha Kappa Sigma
Black Alumni
Northeastern University Civil Engineering Alumni Organization (NUCEAO)
Club Sailing
Collegiate Alternative Investment Summit
CPS Security Programs Alumni
Criminology and Criminal Justice Alumni
Entrepreneurs Club
Fraternity & Sorority Life
Honors Alumni Network
Huntington 100
Husky Ambassadors
Islamic Society of Northeastern University (ISNU)
John D. O'Bryant African-American Institute Alumni
Latinx Alumni - Latino/a Student Cultural Center
LGBTQA Resource Center
Northeastern LGBTQA+ Alumni Network
Men's and Women's Powerlifting
Men's and Women's Squash
Men's Club Lacrosse
Men's Club Rugby
Men's Club Soccer
MBA Class of 1985
MSA/MBA Young Alumni
Northeastern Black Student Association (NBSA)
Northeastern University Hus-skiers and Outing Club (NUHOC)
Nu Epsilon Zeta
NUin
Omega Psi Phi Fraternity, Inc. Gamma Chapter
Pharmacy Class of 1975, 1976
Physical Therapy Class of 1991
Presidential Ambassadors
Northeastern ROTC Alumni Society (NUROTCAS)
School of Public Policy and Urban Affairs Alumni
Sigma Phi Epsilon Fraternity, Massachusetts Eta Chapter
Women's Rugby
WRBB Boston's Spice Alumni
Young Accounting Alumni Network
Young Black Alumni

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 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 OAR staff contact.

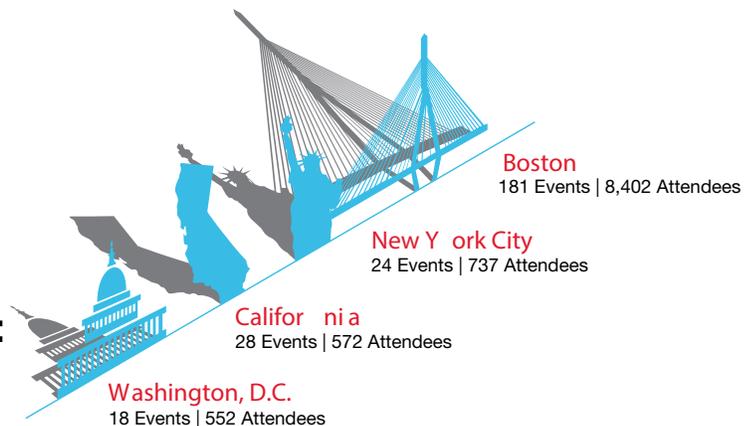
Final decision to formally launch a community will be determined by OAR.

Responsibilities of Regional/International Community Volunteers:

- Collaborate with your OAR 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 OAR.
- Remain active and informed on all community activities.
- Cultivate new participation, encourage attendance and generate awareness.
- Share your excitement about the Northeastern experience.



REGIONAL EVENTS DURING 2016–2017:





WHAT QUALIFIES AS AN EVENT?

OAR 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 OAR's 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, get the word out through social media, and "host" on the day of event.

Volunteer leaders act as liaisons between OAR 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 OAR and attendee registration fees.

Events are volunteer driven and should be confirmed at least 12 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 happy 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 OAR staff contact.

ALUMNI EVENTS BY THE NUMBERS: JULY 2016–JUNE 2017*

Alumni Relations hosted or co-hosted

449
events

with a total of

13,667
attendees

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

2,184
constituents

were attracted to Virtual Programming, including 1,677 participating in live events and 507 consuming on-demand content.

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

EVENT TIMELINE

6—3 MONTHS BEFORE 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.

Cost/Budgeting

Draft an event budget based on expected costs.
Determine the estimated event cost per person.
Upon completing these steps, please submit the [Event Proposal Form](#) to your OAR staff contact for review before moving forward with next steps.

Programming

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

Event Proposal

Work with your OAR staff contact to determine event purpose and audience.
Set date and time for the event.

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.

Entertainment & Decorations

Book entertainment (if applicable) and send contract to OAR staff contact to have signed by Northeastern University Office of the General Counsel.
Plan decorations (if needed) and determine who is in charge of them.

Legal

Send any contracts and Certificate of Insurance (see in FAQs) to OAR staff contact to be signed by the University.
Northeastern University Office of the General Counsel will review and sign contracts.
Wait to hear from OAR 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

8–6 weeks

Discuss use of OAR branded materials and giveaways with staff contact.

Promote with personal outreach.

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 (ie. banners, signage, registration materials).

10–8 weeks

OAR 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.

4–2 weeks

Continue to encourage attendance

Provide OAR staff contact with mailing address for event supplies to be delivered

Locate the community banner (if applicable) to display at 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 OAR staff contact within 48 hours.

Share update on 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!

FREQUENTLY ASKED QUESTIONS

Wondering where to begin? Here are a few questions to ask yourself before discussing an event with your OAR 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 OAR 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 OAR 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 OAR programs will need to sign up on the event registration page on the OAR web site. Event walk-ins should register on their mobile device or write a check made payable to Northeastern University before entering. If this is not possible, they may leave their contact information for payment post event.

How do I get alumni contact information for events?

Your OAR 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 OAR 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 Jordana Torres, Associate Director, Social Media at j.torres@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

OAR collaborations

Interested in a signature program offered by OAR such as ArtsAlive!, Beyond the Brew, Circuits, or Career by Design programming? Talk to your OAR contact about potential partnerships to bring these programs to your area.



Interested in getting involved as a volunteer or have questions about specific opportunities available?

Please contact Ilana Gensler, Assistant Director, Global Impact at i.gensler@northeastern.edu

alumni.northeastern.edu/volunteer

 @AlumniNU

 NortheasternAlumni

 Northeastern University Alumni

 northeastern_alumni

 alumni.northeastern.edu

 617.373.2656

 alumni@northeastern.edu

 716 Columbus Ave., 190CP
Boston, MA 02120

Northeastern University
Office of Alumni Relations