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SEMINOLE CLUBS & CHAPTERS

LEADERSHIP HANDBOOK



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2017

2018

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2017-2018 SEMINOLE CLUB® HANDBOOK

A COMPREHENSIVE GUIDE TO SEMINOLE
CLUBS AND CHAPTERS IN YOUR COMMUNITY



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ALUMNI ASSOCIATION

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Facebook: FSU Alumni Association

Twitter: @FSUAlumni

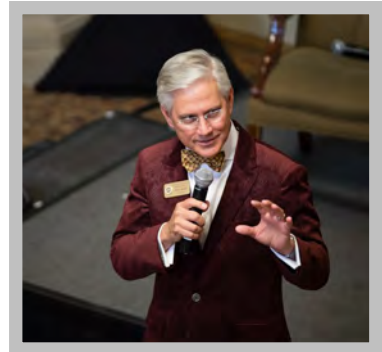
Instagram: @fsualumni

LETTER FROM SCOTT ATWELL

Humans are creatures of their communities. We crave personal interaction with our family members, which is why the alumni club structure remains relevant in the digital age. As a Seminole Club® leader, you are on the front lines of ensuring our 333,000 FSU alumni have a place to call home, no matter how far they live from their collegiate neighborhood. This alumni bond—forged over shared experiences—is what motivates our graduates to maintain a life-long connection to FSU, a connection that is vital to the health of our institution. Your volunteer work is a great example of the willingness of Florida State grads to make our alma mater stronger tomorrow than it is today. You and your fellow leaders are living out the Alumni Association’s mission of “Advancing the greatness of our university while enriching the lives of the Seminole Family.” Your university is grateful.



Scott Atwell '15
FSU Alumni Association President and CEO



LETTER FROM MELISSA MCCLELLAN

We are humbled and inspired by you — our passionate, committed volunteers who choose to lead the nearly 90 Seminole Clubs and Chapters across the United States—and we are so grateful for your dedication to FSU. Your plates are full with careers, obligations, and your own interests and families. Yet you willingly invest your precious time and energy to strengthening the ties of our Seminole family. You positively impact the lives of students through scholarships. You provide networking opportunities and facilitate connections for local Noles. You are making a true difference today—and you’re building relationships that will last a lifetime. From all of us, thank you for being such strong ambassadors for FSU.

In Seminole Spirit —



Melissa McClellan '91 & '96
Director of Seminole Clubs®



2017–2018 CLUB CALENDAR

August

Kickoff Parties

17 — NoleConnect‡

26 — Treasurers' Training

25 — FSU Alumni Association Kickoff Luncheon

September

Game Watching Parties

15 — Fall Circle of Gold Induction

15 — Happy Hour

21 — NoleConnect‡

October

Game Watching Parties

19— NoleConnect‡

20—Happy Hour

27-30—Seminole at Sea

November

Game Watching Parties

3 — Young Alumni Awards Dinner

16 — NoleConnect‡

17 — Homecoming Parade

17 — Happy Hour

18 — Homecoming Awards Breakfast

December

3 — ACC Championship Game

5 — Bowl Game Announcement

January

15 — Mid-year Financials Due*

February

1 — National Signing Day Party

March

TBD — Seminole Service Day*

April

TBD — Leadership Weekend

May

Seminole Send-Off (May–August; scheduled by club)

July

8 — Club Reporting*

- Club Participant List
- Contact Information & Officer Slate
- Executive Summary

*** Mandatory for Seminole Clubs**

‡ Visit alumni.fsu.edu/nole-connect for session topics

PURPOSE OF SEMINOLE CLUBS®

A Seminole Club® serves as a vehicle to unite the alumni and friends of FSU in an organized effort. Clubs provide an opportunity for increased participation with the university and fellowship with other local Seminoles.

Seminole Clubs® promote the university by hosting social, athletic and academic events, along with participating in community service projects. A Seminole Club® should be a strong benefactor for FSU through scholarships, recognition awards, networking events and membership drives for the FSU Alumni Association. Local clubs act as an extension of FSU by assisting the university to connect with alumni and achieve fundraising goals.

Our ultimate goal in working with clubs is to have strong, effective clubs involved in membership development, student recruitment and the establishment of scholarships. A Seminole Club® aims to foster continued ties with FSU and an unconquered spirit that does not end with graduation. Seminoles Forever!



Seminole Club® leaders at the 2016 Leadership Conference

HISTORY OF SEMINOLE CLUBS®



Alumni records show that discussions about forming alumnae clubs for Florida State College for Women took place as early as 1917. The official motion to form these regional clubs occurred three years later in 1920. Regional clubs immediately formed all across Florida from Key West to Jacksonville and Pensacola, 18 in number, and were called Flastacowo (abbreviation for Florida State College for Women) Clubs.

When the Florida State College for Women became Florida State University in May 1947 and men were admitted, clubs changed their names to Florida State Alumni Clubs. With the coming of men's intercollegiate athletics in the late '40s and the organization of Seminole Boosters Inc. in the early '50s, Booster Clubs were organized. Some of the existing Alumni Clubs became Booster Clubs and others began to support the university's athletic programs, particularly football.

In the late '70s, Charlie Barnes, executive director of Seminole Boosters Inc., and head football coach Bobby Bowden began the Bowden Tour. Many area clubs, particularly those in Florida, responded by increasing their giving levels in support of Seminole football.

In 1992, under the leadership of Dr. Jim Pitts, then-Vice President for University Relations, it was determined that clubs would delete the name "Booster" or "Alumni" and call themselves Seminole Clubs®. As seen in this Seminole Club® Handbook, an FSU Seminole Club® represents the university in a specific geographic area and all interests of the university.

In 2011 a new club structure was unveiled: Operation CLUB. CLUB is an acronym for Committing to Lead, Uniting Behind. The Operation CLUB initiative was a 5-year plan that started July 1, 2011. The most significant change in the club structure was that local Seminole Clubs® w no longer charge local club dues, and instead are directly supported by the university. The plan calls for a much stronger commitment from the university in leading its Seminole Clubs®, with the Seminole Clubs® uniting behind the effort for the advancement of the university.

GETTING STARTED

Seminole Clubs® and Chapters are organized on a county or regional basis so that alumni and friends who reside in the area may be engaged. In areas where a Seminole Club® or Chapter DOES NOT currently exist, a Seminole Chapter may be formed. A Seminole Chapter may work towards being an officially chartered Seminole Club® over time by meeting the club requirements set forth by the FSU Alumni Association (page 17). In order to form a Seminole Club®, your area must have an alumni population of at least 250. In the state of Florida there is to be no more than one Seminole Club® per county. Outside of Florida, Seminole Clubs® can represent a geographic area larger than one county; however, considerations will be given to existing clubs in a nearby area (e.g., a new club in Marietta, Georgia, would potentially conflict with the existing Atlanta Seminole Club®).



Neither Seminole Clubs® nor Chapters are permitted to charge local club dues. The university and the FSU Alumni Association have restructured the Seminole Club® network (Operation CLUB). Clubs receive base-funding directly from the university. While local dues are no longer permissible, Seminole Clubs® can raise revenue through other means (sponsorship, per-event charges, etc.). Prospective clubs will not receive base funding or be eligible for grant money until they are formally chartered and recognized as an official Seminole Club®.

The process of becoming an official Seminole Club® will take at least one year from initial inception. The following pages include detailed information to help your Seminole Chapter work toward being an officially chartered Seminole Club®. It is a privilege and honor to be formally recognized as a Seminole Club®. Seminole Chapters are encouraged to strive for this distinction.



Starting a Seminole Chapter

Seminole Chapters are the gateway to the Seminole Club® network. Chapters were created to allow new groups to be established and work toward club status. Additionally, Seminole Chapters allow groups to meet where there are not enough alumni to create a Seminole Club®. Like Seminole Clubs®, Seminole Chapters are responsible for providing a connection to the university with their area constituents. This is accomplished by hosting events throughout the year that inspire alumni to participate in community service, continuing education, networking and fun. If you are interested in starting a Seminole Chapter, fill out the interest form at alumni.fsu.edu/chapter-interest.

Seminole Chapters:

- Act as a representative of Florida State University at all times and encourage their constituents to engage with the university through the FSU Alumni Association, Seminole Boosters Inc. and the FSU Foundation
- Are not permitted to charge dues

The FSU Alumni Association will assist your efforts by:

- Assign you to a staff liaison
- Send out a Seminole Chapter Interest eBlast along with an interest survey to constituents in your area (a minimum of 10 interest responses must be returned to begin a chapter)
- Adding your chapter's name and contact information to our website (can include links to website, Facebook, Twitter and email)
- Posting your game watching party location on our website
- Promoting your game watching location via our mass emails and social media channels
- Providing direction and support

For more information and ideas on how to grow your Chapter to a Seminole Club®, feel free to review the "Chapter to Club Checklist" on pg. 3-5. Please note that it is not feasible for the FSU Alumni Association to provide the same level of support to chapters as we do to clubs. If you have any questions, please contact the FSU Alumni Association at 850.644.2761.

What's the difference between a Club and a Chapter?

In order to form a Seminole Club®, your area must have an alumni population of at least 250. For regions with less than 250 alumni in the area, a Seminole Chapter can be formed.

Seminole Chapters function in the similar manner as Seminole Clubs®, but on a smaller scale.



Additional Tips

Spread the word about your Chapter!

- Utilize social media by creating a public Facebook page, Twitter account, etc.
- Become familiar with our Leader Resources web page, at alumni.fsu.edu/club-resources
- Use community resources such as local newspapers, weeklies and community calendars

CHAPTER TO CLUB PROCESS

According to the FSU Alumni Association Bylaws, for a Seminole Club® to be formally established, it must be approved by the FSU Alumni Association's National Board of Directors. Prospective clubs (Seminole Chapters) must have functioned for at least one calendar year prior to the National Board of Directors meeting (Fall, Winter, Summer meetings).

Example: A Seminole Chapter that began operation in January of 2016 would be eligible to seek charter as an official Seminole Club® at the board's winter meeting in 2017, if all requirements have been met.

To begin the process, make sure to talk to your FSU Alumni Association staff liaison.

The following section outlines how to become an official chartered Seminole Club®.



CHAPTER TO CLUB CHECKLIST

1. Establish a board which must include the following positions:

- President
- Vice President/President-Elect
- Secretary
- Treasurer

A detailed outline of position responsibilities and duties of officers can be found on page 20. The officer slate should run on the fiscal year (July 1–June 30).

2. Join the FSU Alumni Association/Seminole Boosters*

The Seminole Club® president or vice president/president-elect *must* be a member of the *FSU Alumni Association and/or Seminole Boosters* to organize and direct a Seminole Club®. All other board members are encouraged to be members of the FSU Alumni Association and/or Seminole Boosters.

*You do not have to be a Florida State alumnus in order to join the FSU Alumni Association or Seminole Boosters or to participate in a Seminole Club®.



3. Obtain a Federal Tax ID Number (EIN)

In order to establish a club bank account, you must obtain an EIN. Please see page 6 for further information regarding this process.

4. Establish a club bank account

Clubs should not have a bank account in an individual's name, but rather in the Seminole Club's® name. You will need your EIN in order to set up your bank account. Please see page 6 for further information regarding this process.

5. Share social media

Create a Seminole Club Twitter and Facebook "page", rather than a "group" with an appropriate Seminole Club name. More detailed information on social media guidelines can be found on pages 26-27.

CHAPTER TO CLUB CHECKLIST

5. Host at least one academic and athletic event

Seminole Clubs® are required to host at least one academic and athletic event during the year. We encourage chapters to host both events throughout the year as they move toward club status. More information and ideas for these events can be found on pages 21 –23.

6. Participate in Seminole Service Day

Seminole Clubs® are required to participate in Seminole Service Day, which is typically held in March. Our alumni, friends and fans volunteer hours giving back to their local communities. For a full description of Seminole Service Day, visit alumni.fsu.edu/seminole-service-day.

7. Submit a Seminole Club Charter Request Form

A charter request form must be submitted prior to a national board meeting in which the charter vote is taking place. As outlined in the Chapter to Club Process on page 3, a Seminole Chapter must have been established a year prior to one of the three national board meetings. Chapters can complete the online Seminole Club® Application for Charter at alumni.fsu.edu/seminole-club-charter-request.

Contact us at 850.644.2761 or FSUalum@alumni.fsu.edu. Or, if you're visiting Tallahassee and would like to stop by the FSU Alumni Association, we are located at 1030 W. Tennessee St., Tallahassee, FL, 32306-4532.

8. Plan for the year ahead

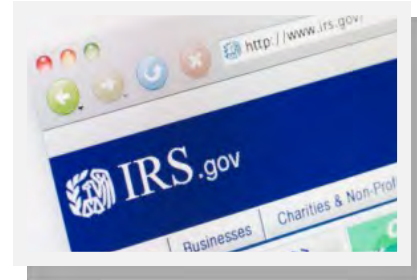
With your key leaders in place, map out club activities and events for the next several months or the year ahead. At any time you have questions or concerns, don't hesitate to contact the FSU Alumni Association.

HOW TO OBTAIN AN EIN AND BANK ACCOUNT

How to Obtain an EIN

Visit: <http://1.usa.gov/1HEt1Zp>

The Internet EIN application is the preferred method for customers to apply for and obtain an EIN. Once the application is completed, the information is validated during the online session and an EIN is issued immediately. The online application process is available for all entities whose principal business, office, agency or legal residence (in the case of an individual) is located in the United States or U.S. Territories. The principal officer, general partner, grantor, owner, trustor, etc. must have a valid Taxpayer Identification Number (Social Security Number, Employer Identification Number or Individual Taxpayer Identification Number) in order to use the online application.



NOTE: Applying for an EIN is a FREE service offered by the Internal Revenue Service. Beware of websites on the Internet that charge for this free service.

Lost or Misplaced Your EIN?

Ask the IRS to search for your EIN by calling the Business & Specialty Tax Line at 800.829.4933. The hours of operation are 7 a.m.–7 p.m. local time, Monday through Friday. An assistor will ask you for identifying information and provide the number to you over the telephone, as long as you are a person who is authorized to receive it. Examples of an authorized person include, but are not limited to, a sole proprietor, a partner in a partnership, a corporate officer, a trustee of a trust or an executor of an estate.

How to Obtain a Bank Account

1. Choose an institution.

What type of account do you want? If you are looking for a bank for everyday banking needs, a checking account is recommended. You may be interested in a savings account if you want to keep your non-endowed scholarship funds separate. Should you use a credit union? See who has the features you want and who offers competitive rates.

2. Go to the bank.

Bring identification and any initial deposit that's required. Typically, there are three officers on a business account. All three officers should be present when the bank account is opened, including president and treasurer.

3. Pick the account type you want.

Any financial institution will have a variety of account types and services that you can mix and match.

4. Provide your information.

Bank accounts should be set up under the club's Employer Identification Number, but you will also be required to provide simple details like your name and birthday, as well as identification numbers (e.g., Social Security Number) and EIN information. You should also be prepared to provide a valid government ID (e.g., driver's license).

SEMINOLE CLUB® CONSTITUTION

ARTICLE I

Section 1. Name. The name of this club is “(city) Seminole Club®” OR “Seminole Club® of (city),” operating as an extension of the FSU Alumni Association.

Section 2. Location. The area of service for this Seminole Club® is the following geographic region: _____. (Inside of Florida: home county of operation – outside of Florida: agreed upon geographic region)

Section 3. Purpose and Objectives. The Seminole Club® is organized to promote the welfare, development and advancement of Florida State University and its educational, scientific and programmatic purposes. Seminole Clubs® are organized groups of people throughout the nation who support and are dedicated to the Florida State University athletic and academic missions. Seminole Clubs® operate as official chapters of the FSU Alumni Association for accounting and tax compliance purposes. Clubs are responsible for providing a connection with the University to their members – they accomplish this by hosting strategic programming throughout the year such as community service, continuing education, networking and social events.

Section 4. Limitations. No club or club member will have any right, title or interest in any of the property or assets, including any earned or investment income of the Alumni Association, and all club property and assets shall be returned to the Alumni Association upon club dissolution.

Section 5. Constitution. The Seminole Club® Constitution cannot be amended at the local Seminole Club® level, and can only be amended by the FSU Alumni Association National Board of Directors.

Section 6. Fiscal Year. The fiscal year of the Florida State University Alumni Association and all Seminole Clubs® is July 1 through June 30, inclusive, unless otherwise defined.

Section 7. Official Logo. The official logo shall be kept on file by the club and shall be affixed to all legal documents or transactions as required. This logo must be approved through both the Florida State University Alumni Association and the FSU Office of Trademark Licensing and Affinity Marketing and cannot be altered without expressed written consent.

Section 8. Confidentiality. Seminole Clubs® collect and are provided with confidential university information which is to be used exclusively for direct functions of the Seminole Club® and is to be shared only with Florida State University and its Direct Support Organizations (DSOs).

SEMINOLE CLUB® CONSTITUTION

ARTICLE II

Participation

Section 1. Alumni and Boosters. All FSU Alumni, Seminole Boosters' members and fans and friends of Florida State University are automatically eligible to participate in a Seminole Club®. Only current dues-paying members of the FSU Alumni Association or Seminole Boosters are considered voting members.

ARTICLE III

Meetings

Section 1. General Meetings. Meetings shall be conducted according to the latest edition of Robert's Rules of Order Revised.

- a. Annual Meetings. Each Seminole Club® shall hold a meeting of its members annually (the "Annual Meeting") as near the 30th of June as reasonably possible. This meeting shall be held at a convenient hour and place within the area of service, for the purposes of electing club officers, considering the Treasurer's report of the accounts of the club (subject to audit and adjustment) and any other reports that may be presented, and for the transaction of such other business as may properly come before the meeting. The Board shall fix a date not less than ten (10) nor more than thirty (30) days before the meeting as the record date for members entitled to vote at the Annual Meeting (voting members).
- b. Notice of Meetings. Notice of the time, place, and purpose or purposes of the Annual Meeting and any special meetings shall be given by email to each record member of the club not fewer than fourteen (14) nor more than thirty (30) days before the meeting. Such notice may also appear in the regular newsletter circulated by the club.
- c. Quorum. At any meeting of the members of the club, one-third of the club's voting members, or if one-third of the club's members be ten (10) or more, then such voting members present shall be a quorum. In the absence of a quorum, or when a quorum is present, a meeting may be adjourned from time to time by vote of a majority of the members present without notice other than by announcement at the meeting. At any adjourned meeting at which a quorum shall be present any business may be transacted which might have been transacted at the meeting as originally notified.
- d. Voting. At every meeting of the members of the club, each voting member shall be entitled to vote, in person. Upon the demand by any voting member in attendance, the vote upon

SEMINOLE CLUB® CONSTITUTION

any question before the meeting shall be by ballot. Unless otherwise provided in these by-laws, all elections and motions shall be decided by a majority vote of the voting members present.

Section 2. Required Meetings. Apart from the Annual Meeting, the club shall meet as determined by the club's governing board. Minutes from all Seminole Club® Board meetings shall be forwarded to the Alumni Association.

Section 3. Leadership Conference. Each club should make every effort possible to have at least two club leaders in attendance at the Seminole Club® Leadership Conference hosted annually by the FSU Alumni Association.

ARTICLE IV

Board of Directors – The Seminole Club® President and Vice President/President-Elect must be current, dues-paying members of the Florida State University Alumni Association or Seminole Boosters.

Section 1. Positions. Each Seminole Club® is required to maintain a governing board or council consisting of, at minimum, the following officers: President, Vice President/President-Elect, Treasurer and Secretary. Officers shall be elected for a term of one (1) year.

Section 2. General Responsibilities and Duties of Officers.

- a. President – presides at all meetings of the club. The president appoints the standing committees and special committees, and exercises the powers generally associated with the president of a Seminole Club®. The president shall be the official representative of the club on all occasions except when otherwise designated.
- b. Vice President/President Elect – takes on the responsibilities of the president in the event of the president's absence. The vice president works with other officers and committee members, is an ex-officio member of all committees, and carries out such duties and assignments as may be delegated by the president.
- c. Secretary – serves as the secretary to the governing body of the club and compiles the official minutes of each meeting hosted by the club. The secretary tracks and records participation and attendance information and forwards board meeting minutes and materials to the FSU Alumni Association. The secretary also shall conduct the correspondence of the club, including overseeing the coordination of newsletters and other mailings.

SEMINOLE CLUB® CONSTITUTION

- d. Treasurer – assists in the preparation of all budgets; assists in the direction of the development and maintenance of the financial accounts within QuickBooks and assists in the handling of scholarship funds.

SECTION 3. VOLUNTEER POSITION.

- a. All positions on the board of any Seminole Club®, including all officers and all general board members, are volunteer positions. Officers and general board members cannot be compensated in any manner for any services provided to the club.

ARTICLE V

FUNDING

SECTION 1. SOURCE OF FUNDS. All Seminole Clubs® will maintain a non-dues structure, receiving their base from Florida State University, distributed by the FSU Alumni Association. While clubs are not permitted to collect local dues, they are encouraged to raise money in other ways, such as: charging on a per-event basis, securing sponsors (see sponsorship guidelines in SECTION 3) and other fundraisers.

SECTION 2. FINANCIAL DOCUMENTATION. Accurate financial records shall be kept for each club in compliance with this constitution and club requirements. The club treasurer shall prepare all requested budgets and reports for the FSU Alumni Association in accordance with the Seminole Club® Leadership Manual. All supporting documents must be received by the FSU Alumni Association by January 15 and July 8, respectively; failure to do so will jeopardize Seminole Club® status as an officially recognized chapter of the FSU Alumni Association.

SECTION 3. SPONSORSHIPS. FSU Alumni Association Corporate Partners as listed on the FSU Alumni Association's web page may be recognized as sponsors of club events, but the Seminole Club® should contact the FSU Alumni Association representative if they wish to partner. The FSU Alumni Association marketing staff member will act as the liaison to fulfill the partnership of the club and corporate partner. Seminole Clubs® will be contacted as quickly as possible whether or not corporate partners choose to participate in the event, but under no circumstances should the Seminole Club® directly solicit corporate partners and/or request monetary compensation for a sponsorship.

SEMINOLE CLUB® CONSTITUTION

ARTICLE VI

DISSOLUTION

SECTION 1. DISSOLUTION PROCEDURE.

If a club is dissolved or inactive for a period of time not exceeding two (2) years:

- a. All monies and materials will be returned to the FSU Alumni Association.
- b. The club must undergo the re-chartering process (see Starting a Seminole Club section). Monies and materials can be returned to the club after this period of inactivity or dissolution at the discretion of the FSU Alumni Association.
- c. If a Seminole Club® or chapter leaders have voted to dissolve or terminate their organization, a leader must notify the FSU Alumni Association within 48 hours about the organization's change in status.
- d. Seminole Club® and chapter leaders must take down the club/chapter's website and remove all social media channels associated with the club/chapter within 30 days of dissolution.

The Florida State Alumni Association National Board of Directors has the authority to vote for the dissolution of a Seminole Club or Chapter in the event of illegal or improper activity conducted by the clubs governing board.

SAMPLE SEMINOLE CLUB® BYLAWS

I. Meetings

- a. Meetings will be run according to Robert's Rules of Order.
- b. The Seminole Club® shall hold at least one (1) general meeting per year in order to elect officers and directors. Only current **FSU Alumni Association** members and/or Seminole Boosters may vote on club matters. FSU Alumni Association joint memberships shall count as two (2) votes.
- c. Additional meetings may be held at the discretion of the President or by order of a majority of the Board of Directors.

II. Officers and Directors

- a. Officers and directors shall be elected for a term of one (1) year, concurrent with the club membership and fiscal years. The President shall serve no more than two (2) consecutive terms.
- b. When a vacancy occurs among either officers or other directors of the Board, the President shall appoint a club member to fill the unexpired term of office with the consent of the majority of the Board of Directors. Should the club President not be able to serve out his or her term and less than six (6) months remain in that term, then the Board of Directors shall appoint an interim club president. If the club President is not able to serve his or her term and more than six (6) months remain in that term, there shall be a special election called by the Board of Directors to fill the vacancy.
- c. The President shall preside at all meetings and shall have general supervision of all affairs of the club. The President shall be the official representative of the club on all occasions except when otherwise designated.
- d. The Vice President shall perform the duties of the President in his or her absence.
- e. The Secretary shall keep an accurate record of all meetings as well as a list of the club's constituents with the address, telephone number and email address of each constituent. The Secretary also shall conduct the correspondence of the club, including overseeing the coordination of newsletters and other mailings.
- f. The Treasurer shall receive all monies of the club and deposit same in a bank approved by the Board of Directors. The Treasurer shall pay all club debts and submit a report at every business meeting.
- g. The immediate former President of the club will serve in an ex-officio capacity. The former President will have no voting status with the Board. All former club Presidents are welcome to serve in an ex-officio capacity, but shall have no voting status with the Board.

SAMPLE SEMINOLE CLUB® BYLAWS

III. Board of Directors

- a. The Board of Directors shall consist of the above-named officers and any additional directors to be elected by the club membership during the general elections. In addition, the Board of Directors will have, as ex-officio members, any former President who serves by appointment of the Board.
- b. The government of the club and the direction of its activities shall be vested in the Board of Directors.
- c. The Board of Directors shall meet regularly during the course of the year. An agenda shall be distributed at least two (2) days prior to each meeting to allow for preparation. A sample agenda is as follows.
 - Call to order
 - Minutes of the last meeting
 - Treasurer's report
 - Officer reports
 - Committee reports
 - Unfinished business
 - New business
 - Adjournment
- d. The Board shall be called for special meetings on the order of the President, or on the order of any of the other three Board officers. Only such business of which the Board has been notified may be transacted at such a called meeting. Board members shall be notified immediately by phone or email of said meetings.
- e. A quorum is defined as five (5) voting members of the Board of Directors present.
- f. Should a quorum not be present, interim decisions must be reviewed and approved at the next Board meeting that a quorum is present.
- g. A regular meeting of the Board of Directors must be called by the President upon the written request of the members of the Board of Directors.

SAMPLE SEMINOLE CLUB® BYLAWS

IV. Standing Committees and Special Committees

- a. The standing and special committees of the Board of Directors could include the following: Events, Membership Committee, Public Relations, Community Service, University Support and Nominating Committee. A minimum of one (1) Board member shall serve on each committee as Chair, or appoints a Chair, and be the liaison with the Board of Directors. All committee members shall serve at the discretion of the Board of Directors. The duties of the committees are:
- i. **Events Committee** – oversee the coordination of club events, including game watching parties, meetings, service and social events and ticket sales.
 - ii. **Membership Committee** – be the club liaison with the FSU Alumni Association and encourage membership in both the Alumni Association and Seminole Boosters.
 - iii. **Public Relations Committee** – to oversee updating the club’s website and coordinate publicity for all club-sponsored activities.
 - iv. **Community Service Committee** – to plan, coordinate and supervise the volunteer and community service events for the club.
 - v. **University Support Committee** – to promote, plan and coordinate local area events that involve officials for Florida State University or promotes Florida State University in the club’s geographic area.
 - vi. **Scholarship Committee** — to oversee the application, the application process and award process for scholarships. This committee is set in place by the board and should consist of five members. Each member of the scholarship committee will have one vote per scholarship being awarded, and a majority vote will determine the recipients of the scholarship(s). Should any committee member be related to, or have a close relationship with one of the applicants (or their family), that committee member will abstain from voting. Scholarships awarded by the club shall be awarded through an unbiased selection process.
 - vii. **Nominating Committee** – to compile a list of eligible candidates for Board positions, oversee the preparation of ballots to eligible member voters, count all votes taken at the general elections meeting and validate the results to the Board of Directors. The President shall appoint members of the Nominating Committee, consisting of no fewer than three (3) members and no more than five (5) members, and the Committee shall be approved by the Board of Directors, approximately three (3) months prior to the end of the Board’s current term. The committee shall be responsible for seeing that each step of the elections process is carried out in a

SAMPLE SEMINOLE CLUB® BYLAWS

Timely manner so that the process is completed no later than one (1) month prior to the time the new Board of Directors takes office. The Chairperson will be appointed by the President.

b. Special ad hoc committees shall be appointed at the discretion of the Board of Directors to coordinate special events and projects sponsored by the club.

V. Removal of Directors, Officers and/or Members

Any director, officer or member of the club, by a two-thirds majority vote of the full Board of Directors, may be removed whenever, in the judgment of the Board, the best interest of the club will be served thereby. This includes absences of any officer or director from regularly scheduled Board meetings that are deemed without merit by the majority of the other Board members.

VI. Membership

There is no local Seminole Club® membership. For the purposes of Seminole Clubs®, “members” are current members of the FSU Alumni Association and/or Seminole Boosters.

VII. Amendments

Bylaws may be amended at any regular meeting of the club by a simple majority vote of the constituents present and voting. The Seminole Club® Constitution cannot be amended at the local Seminole Club® level.



SEMINOLE CLUB® GENERAL REQUIREMENTS

- ❑ Develop club bylaws.
- ❑ Obtain a Federal Tax ID Number (EIN — Employer Identification Number).
- ❑ Establish a bank account in the club's name.
- ❑ Share constituent data twice annually by December 31 and July 1.
- ❑ Ensure club logo is compliant with FSU Trademark Licensing. Work through the FSU Alumni Association to ensure compliance and modify existing logo as necessary.
- ❑ Promote FSU development and Direct Support Organizations (FSU Alumni Association, Seminole Boosters, FSU Foundation) at all events.
- ❑ Adjust officer slate to fiscal year (July 1–June 30).
- ❑ Administer your Seminole Club® scholarship through FSU.
- ❑ Email minutes of all board meetings to the FSU Alumni Association.
- ❑ Offer discounts to members of FSU Direct Support Organizations (members of the FSU Alumni Association and Seminole Boosters).

The following must be completed for the previous year in order for a club to receive their annual stipend:

Annual Requirements

- ◇ Submit the Annual Seminole Club® Report online, including the following, no later than July 8:
 1. Seminole Club® contact info and officer slate
 2. Executive summary of the past fiscal year. This document should highlight the past year's club activities and operations, including challenges, successes, trends, highlights, etc. Please limit response to 500 words.
- ◇ Participate in *at least one* event annually that is academic in nature (e.g., host a Seminole Send-Off, staff a local college fair, invite a professor to speak)

- ◇ Participate in *at least one* event annually that is athletic in nature (e.g., host a kickoff party or game watching party, invite an assistant coach to speak at a club event, etc.)
- ◇ Participate in the annual Seminole Service Day

Financial Requirements

- ◇ Reconcile QuickBooks account
- ◇ Submit the following financial information TWICE annually online no later than January 15 and July 8:
 1. Bank statements
 2. Signed or emailed compliance form (Attestation Report)

*Club stipends will not be disbursed until ALL club required events, reports and financial statements are completed.

SEMINOLE CLUB GOALS

Seminole Clubs® exist to provide a linkage between Florida State University and its friends and former students. Each club should strive to reach the goals set forth below:

- To support the mission of the FSU Alumni Association and Florida State University
- To share pride in FSU
- To inform alumni of current events at FSU
- To allow alumni of all ages to gather together socially
- To assist the FSU Alumni Association in collecting updated alumni records
- To facilitate networking among alumni
- To welcome new alumni moving into the Seminole Club® community
- To welcome newly admitted students to the Seminole family
- To provide leadership opportunities for alumni within the club
- To encourage financial support to FSU students on behalf of the FSU Alumni Association



The Unconquered Spirit Society winners at the 2016 Clubbies Awards, awarded to top volunteers.

PARTNERING SUPPORT FROM FSUAA

Successful Seminole Clubs® depend on a strong, supportive relationship between volunteer leadership boards and the Seminole Clubs® staff. Each partner in this relationship has specific responsibilities for the success of the club. The FSU Alumni Association (FSUAA) will communicate with club leaders on a regular basis to provide assistance and advice in planning events and recruiting local alumni.

The following are the benefits provided to each Seminole Club®:

- Annual funding to each club based on local alumni population and completion of Seminole Club® required events and reporting documents
- Coverage under FSUAA event liability insurance
- Use of FSUAA 501(c)3 status
- Publicity through alumni publications and emails
- Credit to online marketplace for event merchandise
- Targeted eBlasts to alumni regarding club events

Our staff can help with:

- Directing interested members to your club
- Consulting on ways to make your club reach its full potential
- Serving as a sounding board for your event and fundraising ideas
- Aiding with the securing of necessary resources for events
- Assisting with the recruitment of new officers and with leadership transitions
- Attending club events when possible
- Supporting the goals of your club

BOARD STRUCTURE

Seminole Club® boards must include the following positions: *president, vice president/president-elect, treasurer and secretary*. In addition, many Seminole Club® activities will be organized and conducted by various standing committees. Establish committees as necessary to address game watching venues, club scholarships, communications, Seminole Service Day, etc. For more detailed information on board structure, visit alumni.fsu.edu/seminole-involvement.

General Responsibilities and Duties of Officers

A. President* – presides at all meetings of the club, appoints the standing committees and special committees and exercises the powers generally associated with the president of a Seminole Club®. The president shall be the official representative of the club on all occasions except when otherwise designated, and must ensure reporting documents are accurate and submitted by established deadlines.

B. Vice President/President-Elect* – takes on the responsibilities of the president in the event of the president’s absence. The vice president works with other officers and committee members, is an ex-officio member of all committees and carries out such duties and assignments as may be delegated by the president.

C. Secretary – serves as the secretary to the governing body of the club and compiles the official minutes of each meeting hosted by the club. The secretary tracks and records participation and attendance information and forwards board meeting minutes and materials to the FSU Alumni Association. The secretary shall also conduct the correspondence of the club, including overseeing the coordination of newsletters and other mailings.

D. Treasurer – assists in the preparation of all budgets, assists in the direction of the development and maintenance of the financial accounts within QuickBooks and assists in the handling of scholarship funds.

*President or Vice President must be members of the FSU Alumni Association and/or Seminole Boosters.



ACTIVITIES AND PROGRAMMING IDEAS

Seminole Clubs® can host a variety of activities and functions for Seminole fans in their area. Remember that every event your club hosts serves as outreach for the university and provides an opportunity to share important messages, strengthen ties with constituents in your area and promote memberships to the FSU Alumni Association and Seminole Boosters.

Club Kickoff Party

Each club can begin their “season” with a kickoff luncheon, block party, happy hour, pool party, family picnic, etc. Use the FSU Alumni Association to help promote the event by generating an eBlast which targets ALL alumni in your club’s area.

College Fair Night

This is a great opportunity for the club to get Florida State’s name out to all interested high school students in your area. Participants in your club can also visit local high schools to speak with students who are interested in attending Florida State. Another possibility is attending a high school career day.

Emeritus Alumni Events

Hosting an FSU Emeritus Alumni Society event, including graduates from the Florida State College for Women and the Tallahassee Branch of the University of Florida, can be a fun, rewarding and important function of a Seminole Club®. Our emeritus graduates have a lasting legacy that should be honored and remembered by each local club.

ACC & Rivalry Events

Co-host happy hours and networking events with local alumni clubs from other ACC schools or challenge the local Gator Club® to a fundraiser. Working with alumni clubs in your area expands the club’s network and unites constituents for a common cause.

Group Trips

Many clubs have found success in planning group trips for their local alumni. Planning a group trip is a large commitment and should be planned well in advance. Alumni trips are a great way to strengthen member relationships within the club. Successful trips have ranged from game day bus trips, Disney World visits, ski trips and boat trips to Key West.

Sport Tournaments

Hosting a sport tournament can serve as a fundraiser and opportunity to get the club’s name out in the community. Examples of tournaments include bowling, golf, cornhole, and kickball.

ACTIVITIES AND PROGRAMMING IDEAS

FSU Day at the _____

Cheer on your local sports franchise with an all-FSU party before a game. Or hold an FSU Day at the opera, fair, local museums, theater or any other community-related event. Smaller clubs should consider joining with other Seminole Clubs® for outings to events within reasonable driving distance.



Game Watching Parties

Game watching parties bring together FSU alumni and fans to cheer on the Seminoles all season long. These are a great way to engage old and new club members, and are most effective when held at the same location on a regular basis.

Club leaders should strive to turn game watching parties into a revenue generating source. This can be done by selling club items (shirts, koozies, etc.), having door prizes available and partnering with local businesses. If your club goes to the same location every season, work out a revenue sharing contract with management.

Football season usually generates the most interest in FSU and Seminole Clubs®, so

marketing is important! Make sure you are keeping club social media and websites up to date.

Don't forget to fill out an FSU Alumni Association marketing request form in order to be included in eBlasts and on the FSU Alumni Association website.

Guest Speakers

Clubs regularly host university speakers at meetings for discussions about current happenings at FSU. Some guests include the current university president, athletic director, faculty, etc. (Note: There are geographical limitations, but contact the FSU Alumni Association to help facilitate guest speakers).

National Signing Day

Bring together fellow Seminoles to watch Jimbo Fisher's National Signing Day! Gather club members at your current game watching location or use this opportunity to try a new location. Contact Seminole Boosters and FSU Alumni Association to promote your viewing party.

Networking and Young Alumni Events

Networking events not only allow young professionals to network with each other on a business level, but also interact with each other on a social level. The young alumni demographic is hard to reach — focus on events, topics, locations or interests for their age group.

ACTIVITIES AND PROGRAMMING IDEAS

Seminole Send-Off

Each summer, Seminole Clubs® across the nation host Seminole Send-Off receptions to welcome incoming FSU students to the Seminole Family. Seminole Send-Offs help connect new students, their families and friends to local alumni and Seminole Clubs®. This event satisfies the required annual academic event.

We encourage clubs to work with the FSU Alumni Association and the FSU Admissions Office to make this a successful event.

Due to the high number of in-state students, we highly recommend that Seminole Clubs® located in Florida host a send-off party yearly. The best dates to hold send-offs are between the end of May – early June. For help planning your Seminole Send-Off and determining the number of incoming freshmen from your area, contact your FSU Alumni Association club staff member. For more information, visit alumni.fsu.edu/seminole-send-off.



Seminole Service Day

Every spring, the FSU Alumni Association holds a national day of service for its Seminole Clubs®. Clubs are encouraged to select a community service project to participate in and support while wearing Seminole gear. Seminole Service Day is typically held in March.



The idea of Seminole Service Day is to give your time and talent, not your treasure. This is NOT a fundraising event and should not require significant financial commitment of club

LEADERSHIP WEEKEND

The FSU Alumni Association welcomes our Seminole Club® and Chapter officers and board members to Tallahassee for a weekend of learning, relationship building and fun! Leadership Weekend is typically held in April during the weekend of the Spring Game. Each year the program is altered to cover topics that are most important to the success of our club network.

The weekend provides a great opportunity for idea sharing, relationship building and interaction between club leaders and various university representatives. All of our Seminole Club® and Chapter board members are encouraged to attend!



FSU CLUBBIE AWARDS

In conjunction with Leadership Weekend, we host Clubbie Awards. The FSU Clubbie Awards is an exclusive event for Seminole Club® and Chapter leaders. The awards ceremony provides the FSU Alumni Association an opportunity to honor our volunteers' dedication and support of FSU, recognize our Seminole Clubs® and Chapters, and announce the winners of the Club of the Year awards.



SEMINOLE CLUB® COMMUNICATIONS

The FSU Alumni Association encourages Seminole Clubs® and Chapters to engage with alumni through communication channels, including but not limited to Facebook, Twitter and other emerging social media sites. Here are some suggestions to better enhance your club or chapter's communication. We encourage all leaders to review our "Find a Seminole Club" page at alumni.fsu.edu/clubs to make sure your contact and social media is accurate.

Facebook accounts created on behalf of Florida State University are encouraged to set up a public "page" rather than "group." Pages allow users the option to become "fans," offer numerous features and are specifically designed for organizations.

Facebook Pages:

- protect authenticity of organization's page
- allow for a unique page name, unlike groups (there can be multiple groups with the same name)
- optimize visibility to anyone using the internet
- Promote and share events
- allow admins to keep track of analytics

Make sure to claim your vanity URL (requires 25 page "likes" on your Facebook page). A vanity URL (ie. DCNoles) will make it easier to share and remember your Facebook address.

Twitter enables users to send and read short 140-character messages called "tweets."

Choose an easy to find and remember Twitter handle (Twitter name). For example, if you are the Seminole Club® of Washington D.C., it will be easier for people to search for and remember "DCnoles."

Instagram is a photo and video sharing social media site. It was designed for mobile use with the intention that users would take photos on their mobile devices then upload the images "instantly" through the Instagram application.

For optimum success, use a consistent social media username that is easy for all to remember (e.g., DCnoles).

Email is a great and cost-effective way to keep all individuals engaged about activities and events. Keep an email directory of club participants and board members. Most Seminole Clubs and Chapters use *MailChimp* or *Constant Contact*. It is important to collect contact information at every club function so that you can directly communicate with your participants on a regular basis.

eBlasts will be provided by the FSU Alumni Association to all FSU constituents in your area to help promote your club's activities. The database used to send emails is university-wide, so you do not need to ask other organizations to send mass emails on your behalf.

Event details must be submitted 21 days in advance of the event to be promoted. To submit a marketing request form, visit alumni.fsu.edu/club-resources and click on the "Marketing" tab.

Websites can be a valuable resource to clubs. However, hosting and maintaining websites can be costly, so we encourage clubs to optimize other social media outlets, such as Facebook, Twitter and Instagram. Most clubs will find that these free social media vehicles will meet their needs. If a club has created its own site, the FSU Alumni Association can provide a direct link to that URL on our "[Find a Seminole Club®](#)" page.

SOCIAL MEDIA GUIDELINES

As a Seminole Club® or Chapter leader, you have a responsibility to protect Florida State University's reputation. These guidelines have been developed in order to assist club and chapter leaders while protecting the image of the university.

Getting started:

- Read through FSU's social media guidelines, policies and best practices, at unicomm.fsu.edu/brand/social. These will give you a good foundation going forward and are great to reference in the future.
- Check to make sure there is not another existing Seminole Club® or Chapter presence in the area.
- Contact the FSU Alumni Association before creating a new Seminole Club® or Chapter social media account (850.644.2761 or fsualum@admin.fsu.edu).
- Be mindful there should only be one platform per social media channel or the message and power of these media will become greatly diluted.
- Seminole Club® and Chapter leaders should monitor what others post about your organization. If your club or chapter's Facebook wall is full of spam or if alumni questions go unanswered on Facebook or Twitter, this reflects badly on the club/chapter and the university.

Dissolution:

- If Seminole Club® or Chapter leaders have voted to dissolve or terminate their organization, a leader must notify the FSU Alumni Association about the organization's change in status.
 - Leaders should post on the club/chapter's website communicating the decision to its members.
 - A successful dissolution should be carried out with interpersonal integrity, preserve the Seminole Club® or Chapter's legacy and contribute to a positive collective memory of the organization.
 - Seminole Club® and Chapter leaders must take down the club/chapter's website and remove all social media channels associated with the club/chapter within 30 days of dissolution.
- ## Management:
- Social network sites should include timely and current information.
 - Uphold a positive image of FSU and encourage engagement with the community.
 - Maintain a positive, constructive communication style that does not attack individuals or groups (including other rival schools).
 - Review social accounts at least quarterly so information on the site remains current and up-to-date (e.g. club/chapter's email address or website URL).

SOCIAL MEDIA POLICIES

Administrative Status: Seminole Club® and Chapter leaders change positions frequently. Club and chapter leaders should remove themselves as admins 30 days after their term expires and have new leadership added as admins on all social media channels. New leadership is encouraged to change social media passwords when their term begins.

Please feel free to share account access with Seminole Club® Alumni Association staff who can help moderate activity and/or assist during a time of transition between volunteers.

Advertising: We discourage the use of social media as a platform for commercial advertisements or solicitations. Respect the desire of your club or chapter members to be free from intrusive notifications and solicitations that are not directly related to general FSU interests or your club or chapter's mission.

Keep it clean: Do not post offensive, vulgar, profane, or sexually explicit language or photos. Monitor what others post and remove any threats, disrespectful and/or offensive posts.

Naming and Logo Use: For Facebook and Twitter, use your Seminole Club® or Chapter's logo as your profile picture. If your club or chapter does not have a logo, the FSU Alumni Association can provide a generic logo in the interim. Naming conventions should be consistent with your club name, e.g.,:

- Seminole Club of (X)
- (X) Seminole Club
- Seminole Chapter of (X)
- (X) Seminole Chapter

Be consistent with your Seminole Club® or Chapter's name on all documents, emails, websites and social media accounts. Your Seminole Club® or Chapter's name should remain the same as it was registered with the FSU Alumni Association.

Privacy: Do not protect your Seminole Club® or Chapter's Twitter account or make a private or secret group for your club/chapter on Facebook. While it is fine to use these features for personal use, a club or chapter's social networking should be public.

Respect Others: Sexist, racist and other discriminatory comments or images should not be posted. Do not post any information that could be considered personal or sensitive. Respect other people's privacy and think before you post. Respect differences and refrain from posting comments related to religion, politics and the like. Users are free to discuss topics and disagree with one another, but please be respectful of others' opinions.

Responsibility: Always remember that your Seminole Club® or Chapter's social media accounts reflect that of Florida State University (learn more at uphold.fsu.edu). Representing a Seminole Club® or Chapter on social media sites is a privilege and as a leader, you have a responsibility to protect Florida State University's reputation.



SAMPLE EVENT TIMELINE AND TIPS

3–5 months prior to event:

- Get organized
- Select volunteers/committee
- Set date
- Reserve a location
- Develop program and line up guest speakers (if applicable)
- Create marketing plan — (e.g., FSU Alumni Association eBlasts, club emails, Facebook, Twitter, local newspaper/calendar, flyers, etc.)

2–3 months prior to event:

- Submit final event details to the FSU Alumni Association
- Begin marketing efforts
- If possible, secure event sponsors

1–2 months prior to event:

- Increase marketing efforts
- Acquire FSU nametags and special handouts from the FSU Alumni Association
- Confirm all event logistics (venue, speaker, audio/visual etc.)
- Deadline to submit event details to the FSU Alumni Association (MUST be 21 days in advance of event)

1 week prior to event:

- Finalize all logistical details (e.g., catering count, volunteers, etc.)
- Continue marketing efforts as needed

Day of:

- Have committee and speakers arrive early
- Have sign-in table to collect constituent data
- Give live social media updates during the event

Sample Program:

- Welcome guests
- Promote local Seminole Club® as well as membership to the FSU Alumni Association and Seminole Boosters
- Introduce guest speaker
- Allow time for questions
- Close the event with a reminder of next event — always promote your next event or initiative

Event Basics:

- Always promote membership
- Always collect constituents' contact information
- Always promote your next event
- Recognize your volunteers
- Emphasize club's connection and relationship with FSU
- Vary event locations and times



Follow up:

- Write thank you notes to guest speakers and others as necessary
- Hold a post-event meeting soon after the event to discuss what was successful and what wasn't
- Solicit feedback from attendees
- Send membership forms to the FSU Alumni Association and Seminole Boosters
- Publicize success of the event through social media by sharing photos

REVENUE GENERATING IDEAS

Seminole Clubs® are not allowed to charge local dues. In addition to stipends provided to chartered Seminole Clubs®, it's important that clubs think creatively to generate additional revenue for club scholarships, contributions to FSU's Direct Support Organizations and future event costs. The following is a list of fundraising ideas, but be sure to review the "policies" section (page 37) to familiarize yourself with IRS and university guidelines.

Sponsorships: Clubs can sell sponsorships in all club newsletters, event programs and on the club's website. Sponsorship dollars can go a long way toward offsetting programming costs. Remember, you have something sponsors want: an audience. Don't underestimate a potential sponsor's willingness to support your club. See policies regarding sponsorships on page 42.



Club Merchandise/Shirts: Seminole Clubs® may choose to sell items to enhance the visibility of their program, or to build camaraderie among their constituents. See policies regarding items for resale on page 40.

Door Prizes: Clubs can have door prize drawings at club events and meetings and give away FSU paraphernalia. Not only does this create excitement, but it will also create extra revenue for the club. See policies regarding door prize drawings on page 41.



Admission Fees: Each club can set a fee for special events. The fee should be adequate enough to cover major expenses for the event and in some cases may generate income for the club. See policies regarding admissions on page 41.

Monetize Game Watching Location: If the game watching location is a set location and brings in customers each week for the business, the club should negotiate with the business to receive a percentage of sales for each game watching party.

Rivalry Events: Engage other Seminole Clubs® or ACC/SEC clubs in your local area in a service project or even a social/networking event.

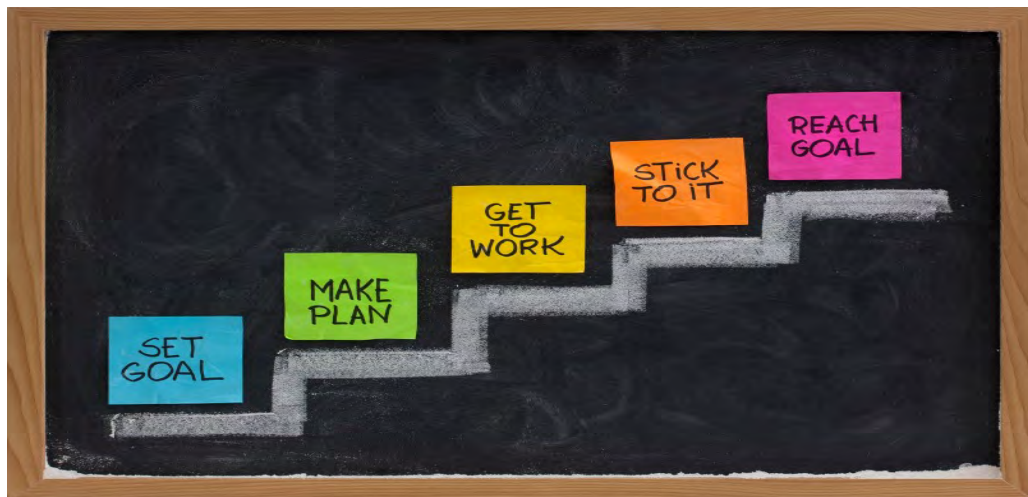
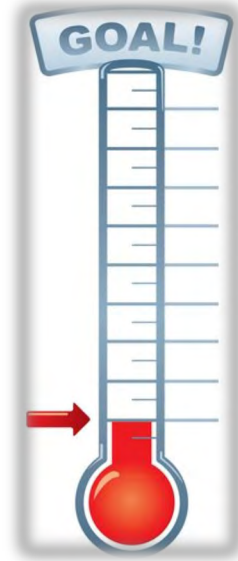
Other Revenue Generating Ideas: 5K races, fundraising dinners, share nights at local establishments, gala and awards benefits, casino nights and club discount cards.

FUNDRAISING TIPS

Set your goals

The first step in successful fundraising is setting your goals.

- Know how much money you need and when you need it. Make sure to add estimated costs to your fundraising goal.
- Start planning your fundraiser as early as possible. This way you can get letters and ads written, products lined up and events scheduled.
- Set beginning and end dates for each project.
- Find out what types of fundraisers have been successful for your group or community in the past.
- If planning a large fundraiser that uses several fundraising sources, estimate the funds needed from each activity. If you can, use figures from past successful events as goal points.
- Use a goal chart (thermometers are popular) to check your progress.
- Double check your community calendar:
 - To ensure your fundraiser doesn't conflict with other community activities. (e.g., it may be difficult to find enough student volunteers for your 8th grade car wash if you schedule it during the middle school band trip!)
 - To coordinate your activities with other community activities. (e.g., garage sales on weekends, bake sales during farmers market days, etc.)



SUCCESSFUL VOLUNTEERS

A. Recruiting Volunteers — how to get them

- Solicit volunteers at all events and in all communications
- Highlight current volunteers and their success and ask them to share their story with others
- Provide meaningful experiences — help potential volunteers see the personal development opportunity
- Consider a volunteer application where they can identify their talents and time commitment availability

B. The Art of Delegation — how to engage them

- State desired results — but not specifically how to achieve them
- Write down the desired results agreed upon by the group
- Assure that team member(s) understand the assignment
- Establish a timeline (and check-in points where you can give honest feedback)
- Grant necessary authority yet be available to answer questions/clarify

“Making the lives of people around you better, leadership provides meaning in life. It creates purpose. We believe that every human being has something unique to offer, and that a larger sense of purpose comes from using that gift to help your organization, families, or communities thrive.”
- *Heifetz and Linsky*

C. Appreciative Leadership — how to keep them

- Design a process to empower your volunteers
- Support emergence of creative ideas and abilities
- Lead through encouragement, validation and support people’s best talents
- Challenge, enable, coach, inquire
- Be aware of communication styles

Determining Your Volunteer’s Motivation

Friendship: connection with people, sense of belonging

Achievement: feeling of making an impact, contributing to a goal in a meaningful way

Learning: gaining knowledge or new skill

Leadership: sense of respect

Clear Expectations: understanding of role and next steps

Recognition: being thanked for contributions

CLUB SCHOLARSHIP

Scholarships are an excellent way to help fund a student's education. A scholarship can be based on academic qualifications, community service, financial need, extracurricular activities or a variety of other qualifications. Scholarship funds increase the standard of FSU applicants, meet various financial needs, and attract and maintain a student body rich in diversity.

Whether you have an endowed scholarship or award funds directly from your club accounts here are a couple of key pointers:

1. May 1 is the deadline for admitted students to pay their \$200 admission deposit. Please make scholarship deadlines after this date to ensure the student's attendance to FSU.
2. Do not ask for a student's Social Security number on your application, as FSU no longer uses them. Instead, ask for the student's FSUID/EMPLID. The EMPLID is a unique, nine-digit number issued to all admitted and current students.
3. If you need help marketing your local scholarship, contact your FSU Alumni Association club staff member. We can provide a list of current incoming students from your area so that you can mail them information about your scholarship. We will upload your scholarship application and guidelines to our scholarship web page at alumni.fsu.edu/club-scholarships. We can also send eBlasts to the students on your behalf, as we are not allowed to share email addresses.

Endowed Scholarship:

When a donor establishes an endowed scholarship fund, the gift amount is retained in perpetuity and invested by the FSU Foundation. Revenue from the endowed scholarship fund provides annual awards to students on a continual basis.

The minimum size gift to establish an endowment is \$25,000, which can be paid over a period of up to five years. A gift agreement will be created for any gift of \$25,000 or more. The gift agreement will include an outline of what the scholarship guidelines should be. And the selection process.

Once a club or chapter has selected a scholarship winner:

1. Send the FSU Alumni Association a cover letter with the student's full name, FSUID/EMPLID and any stipulations (e.g., the money is to be used only for tuition, only for students who are full time, or is to be split equally between the fall and spring semesters).
2. Have the student send a thank you letter to your Seminole Club® or Chapter. Once received, send a copy of the thank you letter to the FSU Alumni Association.

CLUB SCHOLARSHIP

Mail to:

FSU Alumni Association
Attention: Scholarships
1030 W. Tennessee St.
Tallahassee, FL 32304-7719

Please allow 3 weeks for processing.

Non-Endowed Scholarship:

Non-endowed funds are a great alternative for Seminole Clubs who might have excess funds available each year, have a lump sum to contribute or

do not have the full endowment minimum. Unlike endowed funds, contributions are paid out from club accounts directly to FSU Student Business Services.



Remember — **DO NOT physically hand a check to a student.** Send your funds to Student Financial Services for disbursement. There are a variety of reasons for doing this, including:

1. Sometimes your scholarship recipient doesn't actually enroll at FSU (yet keeps your scholarship check).
2. If the funds are not run through FSU, it affects the student's financial aid package. (For example, a student might be given a loan package of \$5,000 when they only needed \$4,000 based on your \$1,000 scholarship; unfortunately they cannot keep the extra).
3. The recipient might be a student athlete, and this can affect the student athlete's eligibility and FSU's compliance with NCAA policy.
4. By running the funds through FSU, the dollars are counted in national rankings (e.g., *U.S. News and World Report*) and help FSU rank higher.

If you have a non-endowed scholarship, make the check payable to Florida State University, include the student's FSUID/EMPLID and full name in the memo line or cover letter, as well as any stipulations (e.g., the money is to be split equally between the fall and spring semesters).

Mail to:

Student Business Services
Attention: Scholarships
1500 University Center A
Tallahassee, FL 32306-2394

ADVOCATE FOR FLORIDA STATE

Advocate for Florida State was designed to assist FSU alumni, students, faculty, staff and friends in expressing their support of the university to the legislative and executive branches of state government. Registered users of the Advocate site can easily identify and then email state elected officials on behalf of the university.

In addition, registered users can be contacted by the university as a group when their expressions of support would be especially helpful or even urgent. Those who register with this site should also know that the university will always just request their support and never badger them for it. Moreover, the university will never send messages to state officials on behalf of users registered with this site.

While the Advocate website facilitates email correspondence with state officials, supporters of the university are also encouraged to call, write and meet with state legislators and the executive branch to further communicate the importance and value of the Florida State University educational, research and community-service mission. The use of multiple means of communication has proven to be especially effective in generating a heightened level of state support for Florida State University.

Signing up to become a registered user of this website only takes a minute. Please register today at advocateforfloridastate.fsu.edu.

Advocate for Florida State is a project of the FSU Office of Governmental Relations in partnership with the FSU Alumni Association and FSU Foundation.



ADVOCATE
FOR
FLORIDA STATE

FSU ALUMNI ASSOCIATION MEMBERSHIP

Membership Level	Household
Annual‡	\$50
Senior (65+)‡	\$40
Recent Graduate (three years since graduation)	\$40
Military	\$40
5-year*‡	\$250
Lifetime‡	\$1200
Lifetime Installment Plan (ten monthly payments)‡	\$120
Student Alumni Association — 1-year membership	\$25
Student Alumni Association — 4-year membership	\$75

* Includes a one-time \$150-credit towards a Lifetime membership purchased prior to the expiration of the 5-year membership.

‡ up to two people per membership

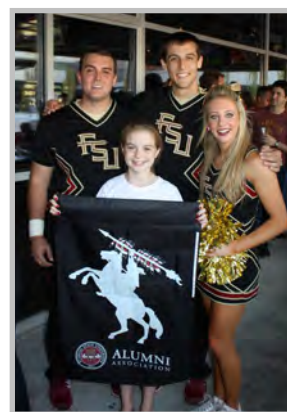
SEMINOLES FOREVER



FSU ALUMNI ASSOCIATION MEMBERSHIP

As a valued member of the FSU Alumni Association, you help in our mission to advance the University's greatness while enriching the lives of the Seminole Family. Membership to the FSU Alumni Association provides:

- *VIRES*® magazine twice per year and annual calendar each December
- FSU Alumni Reward Zone gift
- Student mentoring and internships
- Alumni outreach to high school guidance counselors to help recruit talented students
- Household membership option
- Alumni Awards program to recognize exceptional alumni
- Legacy Scholarships for family members of fellow alumni
- A national network of more than 80 Seminole Clubs® and Chapters
- Help to increase the value of your degree
- Eligibility to apply for our National Board of Directors
- Discounts to FSU alumni events



In addition, we hope you take advantage of these great benefits of membership in the FSU Alumni Association:

- Access to unpublished discounts for major entertainment attractions, rental cars, and hotels across the United States through our partnerships with Seminole Savings
- Ten (10) percent discount on every in-store or online purchase at the FSU Bookstore and Seminoles Sports Shop



SEMINOLES FOREVER

VOLUNTEER CODE OF ETHICS

Seminole Club or Chapter volunteer leaders are ambassadors of the University. In order to maintain the reputation for professional excellence of the University and the FSU Alumni Association (FSUAA), volunteer leaders are expected to display good judgment, diplomacy, and courtesy when interacting with alumni, friends of the university and staff.

FSU volunteers should adhere to the highest standards of personal and professional ethics. The following standards are intended to clarify expectations for lead volunteers:

1. Strive to create a positive and enjoyable experience for local FSU alumni and friends, fellow board members and for yourself.
2. Act in the best interests of the FSUAA and in accordance with FSUAA's policies and procedures.
3. Interact with volunteers, staff and other constituents in a responsible, respectful, positive and professional manner.
4. Avoid any discriminatory or harassing behavior directed toward any person.
5. Refrain from publicly undermining in any way specific positions, policies or decisions officially approved and communicated by the FSUAA Board of Directors, FSUAA staff or FSU.
6. Present any concerns constructively in an appropriate forum or to your FSUAA assigned staff liaison.
7. Avoid conflicts between private interests and club matters.
8. Volunteers should be mindful of all communications (e-mails, printed pieces, websites and social media). All communication should remain informational and encouraging; offensive jokes and negative dialogue should never be passed along.
9. Protect and maintain confidential information shared with the club leaders for official business only (i.e. constituent data).
10. Respect all official FSU trademarks and their intended uses, as well as those of all other universities.
11. Report unethical or inappropriate behavior to FSUAA staff liaisons.

The success of Seminole Clubs and Chapters depends upon volunteers nationwide in a variety of roles. The FSUAA values its volunteers and works to create services and programs to support and enhance their involvement.

I have read and understand the FSU Alumni Association's Code of Ethics and agree to abide by it.

Print Name

Signature

Date

RISK MANAGEMENT

Event Insurance, Contracts And Rentals

When negotiating a contract for a venue or rental, please contact Wendy Roth at wroth@holmesmurphy.com. Wendy is the liaison at Holmes Murphy for all Seminole Club® insurance needs and questions. When contacting Wendy, please copy David Overstreet at doverstreet@fsu.edu and your assigned Seminole Club® staff member.

Procedures For Events With Alcohol

The FSU Alumni Association recognizes that alcoholic beverages may be served at alumni programs and events from time to time. The following approach is in regard to the service of alcoholic beverages at officially sanctioned FSU Alumni Association events.

- The individual or agency sponsoring the event assumes responsibility for compliance with all laws governing the dispensing and serving of alcoholic beverages.
- No alcoholic beverages may be brought into the facility by a party other than the approved vendor. Sale of alcoholic beverages must be arranged for and purchased through a licensed caterer of alcoholic beverages.
- When alcoholic beverages are served, non-alcoholic beverages and food must also be made available to guests.

Alcoholic Beverages May Only Be Served:

- in a manner that is consistent with all local, state and federal laws and regulations
- by a hired, qualified third-party alcohol server
- as part of an event that includes food service and non-alcoholic beverage service

Alcoholic Beverages May Not Be Served:

- in a manner that promotes the service of the alcoholic beverages as "free" or "without cost"
- "self-service" style or by any other uncontrolled means
- at programs designed to attract current or prospective students who may be under 21 years old
- by any volunteer or staff person representing the FSU Alumni Association

POLICIES FOR FUNDRAISING ACTIVITIES

I. APPAREL PROMOTION

Items that are sold do not have a charitable component. However, Seminole Clubs® may choose to give away or sell items to enhance the visibility of their program or to build camaraderie among their constituents. Listed below are the guidelines for various promotional activities:

1. **Giveaways:** Merchandise can be purchased and used as giveaway items, available at no charge to constituents, fans, etc.
2. **Items for resale:** For items purchased for resale with club funds, the club pays sales tax when the items are purchased. These items may not be sold for an amount more than what the item cost (total amount paid including sales tax). To calculate the cost of a resale item, take the total invoice amount including tax and divide by the number of items purchased. The selling price cannot exceed this amount.

Example: A constituent purchases a shirt at cost. Because there is no charitable component to this transaction, there is no acknowledgement letter.

3. **Quid pro quo:** Merchandise can be provided for a donation provided quid pro quo guidelines are followed. The non-charitable component (quid pro quo) is the benefit that a donor receives for the contribution made. IRS regulations require that the fair value of each benefit be determined prior to the solicitation and the fair value of the benefit be stated in the solicitation. It is FSU policy that the value of the benefit cannot exceed 50 percent of the remittance. Therefore, the charitable portion must be at least 50 percent of the remittance. Please allow FSU Alumni Association club staff to review all solicitations before they are sent.

Example: A club provides shirts that cost \$7.50 each. Based on the policy listed above, the required donation must be at least \$15.

II. FUNDRAISING EVENTS

The following policy provides guidance to assure compliance with IRS regulations and FSU policies and covers the various activities that may occur as part of a fundraising event. Each of these activities may contain a charitable and/or non-charitable component and may be acceptable for deposit and gift acknowledgement.

POLICIES FOR FUNDRAISING ACTIVITIES

1. **Admission:** Admission to fundraising events often has both a charitable and a non-charitable component. The non-charitable component (quid pro quo) is the benefit that a donor receives for the contribution made. IRS regulations require that the fair value of each benefit be determined prior to the solicitation and the fair value of the benefit be stated in the solicitation. It is FSU's policy that the total value of the benefit cannot exceed 50 percent of the remittance. Therefore, the charitable portion must be at least 50 percent of the remittance.

Example: In the solicitation, it explicitly states that in return for a payment of \$50, the constituent will receive a meal with a fair value of \$20. The charitable component of the payment is \$30 and the non-charitable component is \$20. This meets policy because the \$20 benefit value is less than the \$25 (50 percent) limitation for this remittance.

2. **Auctions:** A club may accept gifts or items to be used in charity auctions. Items to be auctioned valued at \$2,500 or greater will follow the FSU's Gift-in-Kind acceptance policies. If the gift is accepted, the donor will be provided with individual gift credit and formal acknowledgment for the donated item. For items less than \$2,500, the host of the auction should provide the donor with a thank you letter acknowledging receipt. No individual gift credit or formal acknowledgement will be provided for items less than \$2,500.

Individuals who purchase items at an auction will not receive gift credit or acknowledgement unless they purchase an item valued at \$2,500 or greater. All auction proceeds, with the exception of proceeds from individuals who purchased items valued at \$2,500 or greater, will be recorded in CRM in a single transaction. Donors who purchased an item valued at \$2,500 or greater and paid more than the value of the item will receive gift credit and acknowledgement for the amount in excess of the value of the gift.

3. **Door prize drawings:** Door prizes can be used as a fundraising activity. However, no contribution or payment can be required and all publications related to the event must state that fact. A suggested contribution may be requested, but if someone wants to receive a door prize ticket for free, it must be provided to them. If the prize that is being given away has a value of \$600 or more, then the club is required to send the winner a 1099 MISC form and report it to the IRS as taxable income. The winner's name, address and Social Security number must be provided to the club as well as the documented fair value of the prize.



POLICIES FOR FUNDRAISING ACTIVITIES

4. **Sponsorships:** Sponsors are often solicited for fundraising events. Per the IRS, for the entire sponsorship to be treated as a gift, the sponsorship must be a qualified sponsorship. A qualified sponsorship is when a person or organization engaged in a business or trade makes a payment for which there is no expectation of any substantial benefit other than the use or acknowledgement of the entity's name or logo in connection with the fundraising activities. As defined by the IRS, substantial benefit occurs when the fair value of the benefit (quid pro quo) exceeds two (2) percent of the sponsorship payment. If the quid pro quo exceeds two (2) percent, then the sponsorship is treated as a payment with charitable and non-charitable components.

Recognition on promotional materials is limited to any or all of these:

- Sponsor's location, telephone number, web address
- Value-neutral description of sponsor's product or service
- Sponsor's brand/trade name or product/service listing

In accordance with IRS regulations, "use or acknowledgement of an entity's name" does not include advertising, which is defined as competitive pricing or product information. Other arrangements also not considered charitable gifts are exclusive vendor relationships (soft drink pouring rights, athletic uniforms to the exclusion of competitors) or opportunities to sell products or services on site.

Example A: A company sends \$5,000 to sponsor a golf tournament. In return, the company receives the following benefits: (a) name visibility on promotional materials and (b) two admissions to a golf tournament valued at \$50 per person. Since the total fair market value of the benefit is \$100, which is two (2) percent or less of the sponsorship payment, it is a qualified sponsorship and the entire sponsorship is treated as a gift.

Example B: SPONSORSHIP = OKAY



ADVERTISEMENT = NOT OKAY



POLICIES FOR FUNDRAISING ACTIVITIES

Key Points to Remember

- Clubs need to post signage detailing the value of the benefit the donor is receiving, and/or include this information in any promotional efforts (e.g., emails) related to the solicitation.
- All solicitations for promotional efforts as well as fundraising events must be reviewed by FSU Alumni Association club staff before the promotion or event occurs.
- Acknowledgement letters are not required and will not be provided by FSU for charitable contributions less than \$250.