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## VOLUNTEER

Chartered Group  
Leader Toolkit



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ALUMNI

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## Section 1

### About Rutgers University

#### Rutgers University Mission

As one of the leading comprehensive public research universities in the nation, Rutgers, The State University of New Jersey, has a threefold mission:

- Providing for the instructional needs of New Jersey's residents through its undergraduate, graduate, and continuing education programs
- Conducting innovative research that contributes to the medical, environmental, social, and cultural well-being of the state, as well as aiding the economy and the state's businesses and industries
- Performing public service in support of the needs of the residents of the state and its local, county, and state governments

Each component of the university's mission reinforces and supports the other two. Rutgers is dedicated to teaching that meets the highest standards of excellence, to conducting research that breaks new ground, and to providing services, solutions, and clinical care that help individuals and the local, national, and global communities where they live.

#### Rutgers Values

The Rutgers Values statement articulates what binds us together as The State University of New Jersey. It offers a common way to express our values as One Rutgers while embracing the unique expressions conveyed through the Chancellor-led units and central areas of Rutgers.

*This is what we stand for, who we are, and what defines us.*



## Section 1

### About Rutgers University



### Academic Excellence

We are committed to driving inclusive **access** for students to Rutgers with an aspiration to be the national model for outstanding academic programs, **social mobility**, and **educational equity** with purposeful and timely **degree completion**, **career preparation**, and **lifelong learning**.



### Building Community

We believe in building a university culture committed to respect for one another and working together to embody, reflect, and appreciate the complexity of all our parts, and we believe in enabling active **citizenship**, recognizing we all have a role in sustaining our **democracy** and engaging fully in the growing **diversity** of our state and country. We endeavor to instill in our students a commitment to community through **service** and **experiences** that contribute to a greater understanding of themselves and others, support their whole person while students at Rutgers, and provide meaningful engagement post-graduation.



### The Common Good

We believe the work Rutgers does through the **excellence** of its **health systems**, **scholarly research**, and **outreach programs** propels the creation, sharing, and application of knowledge, and our collaborations with local and global partners **address societal challenges** and improve the lives of people in New Jersey and around the world.



### **University and Foundation Governance**

The Rutgers University Board of Governors and Board of Trustees are the university's two governing boards. The Rutgers University Alumni Association (RUAA) Board, authorized by the Board of Governors, holds responsibility for the activities of the RUAA. As a separately incorporated nonprofit organization, Rutgers University Foundation is overseen by its own governing Board of Directors.

### **Board of Governors**

- Established by state law in 1956 when Rutgers became a state university
- Holds authority over university operations, including governance, management, and administration functions
- Responsible for shaping policy, securing resources, and ensuring institutional quality

### **Rutgers University Board of Trustees**

- Established in 1766 at the time of the university's founding as Queens College
- Retains fiduciary control over Rutgers University assets in existence before 1956, specifically land assets and the endowment
- Shares responsibility with the Board of Governors for selecting the president of the university





## Section 1

### About Rutgers University

#### Rutgers Foundation Board of Directors

- Established in 1973 when Rutgers University Foundation was incorporated as a separate nonprofit organization under section 501(c)(3) of the Internal Revenue Code
- Responsible for Rutgers University Foundation fiduciary, audit, governance, and philanthropic oversight

#### Rutgers University Alumni Association Board of Directors

- Established and authorized by the Board of Governors in 2007
- University-wide association with a global focus
- Partners with the Department of Alumni Engagement, a division of Rutgers University Foundation, to build community and foster engagement with and among Rutgers alumni



### Rutgers University Alumni Association (RUAA) Purpose

The Rutgers University Alumni Association (RUAA) Board of Directors is the primary leadership body of the association and has authority over the affairs of the affiliated chartered organizations. Board members serve as advisors to the alumni engagement staff of the Rutgers University Foundation (RUF) to further the values and initiatives of the University and are ambassadors for all alumni university-wide.

### About the RUAA

On December 7, 2007, the Board of Governors of Rutgers, The State University of New Jersey, endorsed President Richard L. McCormick's Plan for Alumni Relations and authorized President McCormick and the appropriate members of his senior administrative staff to create the Rutgers University Alumni Association (RUAA), the University's lead organization in partnering with the Rutgers Department of Alumni Relations (now known as the Alumni Engagement Team). The plan was approved on April 24, 2008, and the Rutgers University Alumni Association was created. Upon graduation, Rutgers students automatically become part of the Rutgers University Alumni Association—a global network of more than 600,000 living alumni. Whether through volunteering, attending events, or enjoying exclusive benefits, alumni can support and engage with Rutgers in the ways that are most meaningful to them.

RUAA bylaws were first adopted in 2008, the year the Rutgers University Alumni Association was created, and amended periodically. These



bylaws delineate how the Rutgers University Alumni Association Board of Directors shall have authority over the affairs of its affiliated chartered organizations. Board members serve as advisors to the alumni engagement staff of the Rutgers University Foundation (RUF) and are ambassadors for all alumni university-wide.

**History of Chartered Organizations** On April 24, 2008, the Board of Governors of Rutgers, The State University of New Jersey, adopted a resolution approving the Constitution and By-laws of the Rutgers University Alumni Association (RUAA). The RUAA would now serve as the core association to which diverse affinity groups would affiliate by obtaining chartered status. On August 12, 2008, Affinity Group Chartering was made official with documentation that delineated privileges and responsibilities and outlined the process for becoming an official chartered alumni group.





## Frequently Used Links

### [Officer Code of Conduct Form](#)

Required annually for all volunteer leaders to comply with university policy and maintain chartered group benefits.

### [University Policies and Procedures](#)

Review this link to familiarize yourself with the university's policies.

### [Officers Update Form](#)

To be filed promptly after elections to maintain accurate volunteer leader records.

### [Group Funding Request Form](#)

Compliance is required for funding eligibility. Check with your staff liaison if you have questions or need additional details.

- [Camden Chartered Group Funding Request Form](#)

### [Group Activity Summary Form](#)

To be filed annually, highlighting group successes and opportunities for enhanced alumni engagement.

### [Email Concierge User Agreement \(DocuSign\)](#)

Submit this document to request access to the alumni email system.

### [Email Concierge](#)

Direct link to access the alumni email platform.

### [Marketing and Communications Event Request Form](#)

Use this form to request event registration (both free and commerce), listing on the [Events calendar](#), or social media amplification. Contact your staff liaison for assistance.



## Chartered Organizations

### Volunteer-Led Networks Supporting Rutgers Alumni

Chartered organizations are volunteer-led networks that come together for a common purpose or interest. These alumni groups are chartered by the Rutgers University Alumni Association (RUAA) and support the values of the Foundation and Rutgers University. They form for a variety of reasons, including socializing, professional development and networking, and volunteering. Creating a sense of pride and belonging, these organizations embody the diverse interests and affinities of Rutgers schools and colleges as well as geographic regions, professions, and interests.

### Chartered Organization Privileges and Benefits

A designated professional staff partner with extensive volunteer engagement expertise.	Rutgers logo with group name, developed by University Trademark and Licensing.	Coverage under the university's umbrella liability insurance policy.
Email access to reach the alumni group constituency (E-mail Concierge).	Event registration with a fee-free credit card payment option.	Inclusion in groups directory with group contact information on the Foundation website.
Demographic data on the group constituency base.	Fundraising support through and in partnership with the Rutgers University Foundation.	Training, networking programs, and resources to support group volunteer leaders.
	Financial support in accordance with RUAA and Foundation policies.	

## Group Responsibilities and Expectations

### Minimum Responsibilities of Chartered Organizations

Chartered alumni organizations connect and engage alumni and friends in meaningful ways that strengthen their pride for and bond with Rutgers University. To ensure success and sustainability in engaging Rutgers alumni, the following items are required to charter, maintain active status, and be eligible for benefits and services through the RUAA.

1. Must have a constituency of at least 1,000 contactable alumni with good email addresses.
2. The group must submit a copy of and maintain a constitution and bylaws or operational documents, with a clearly defined mission and constituency.
3. Ensure that a board (or committee) with a minimum of four members is in place and submit each board member's contact information upon chartering and each year thereafter. Note that all officers of the chartered organization must agree to and submit the [Code of Conduct](#) annually. Host at least one organizational meeting and two or more programs/events each year to engage the chartered organization's target constituency.
4. Submit an annual activity summary.
5. Agree that the chartered organization will:
  - Abide by [RUAA](#) and [University Policies](#).
  - Not collect membership dues.
  - Not enter into merchandise or other third-party contracts in which royalties are received.
  - Coordinate any financial solicitations through staff liaisons in partnership with Rutgers University Foundation efforts. Solicitations for general operating expenses are not permitted.
  - Be volunteer-led and staff-coached by Rutgers University Foundation employees. Chartered organizations may not directly or indirectly hire staff outside of Rutgers University or the foundation.



## Expectations of Chartered Organizations

Best-practice programmatic areas to consider when developing engagement activities:

- **University and Foundation Signature Initiatives**  
Actively participate in and promote Rutgers University and Foundation's signature programs.
- **Collaboration and Partnerships**  
Foster collaboration with academic units, student groups, and other alumni organizations to share resources and co-host events that serve the wider Rutgers community.
- **Training and Education**  
Participate in any offered sessions to enhance the activities of the chartered group and personal and professional growth.
- **Community Service**  
Participate in meaningful volunteer activities that create a lasting impact at Rutgers and in your local community.
- **Cultivating a Culture of Philanthropy**  
Encourage financial support for the Rutgers University Foundation aimed at advancing the university's mission.
- **Social Engagement and Connection**  
Organize in-person and virtual alumni social events, fostering a sense of community and belonging among members across various demographics and locations.
- **Career and Professional Networking**  
Create networking opportunities that support career growth and development.
- **Student Engagement and Involvement**  
Build strong connections between alumni and current students, offering mentorship, career advice, and opportunities for students to engage with alumni on various platforms.
- **Rutgers Athletics**  
Host or participate in athletics-related events, including game-watching parties and team spirit gatherings, to strengthen alumni pride and engagement with the Rutgers Athletics community.



## Chartering Process

1. Existing organizations and newly formed groups may apply for chartered status.
2. Interested groups will be matched with a volunteer engagement staff member to guide them through the process.
3. Once the volunteers have completed the necessary requirements the application and supporting materials will be reviewed by the RUAA board.
4. To begin the process, alumni groups can complete the [Chartered Group Interest form](#).

## Business and Operations

### University Policies and Procedures

Review these to ensure your group aligns with Rutgers' regulations.

### Officer Code of Conduct Form

Annual form required for volunteer leaders to comply with university policy and access alumni benefits.

### Officers Update Form

Submit this form after elections to keep volunteer leader records up to date.

### Group Funding Request Form

Required form for alumni groups to apply for funding. Contact your staff liaison for further instructions.

- [Camden Chartered Group Funding Request Form](#)

### Group Activity Summary Form

Submit annually to share group successes and areas for improvement.

IRS guidelines reminder: Please follow IRS tax reporting rules for year-end submissions.

### Constitution and ByLaws Template

Template for creating or revising your group's Constitution and Bylaws.

### Data Integrity Statement

Ensure the confidentiality and integrity of your alumni group.

### Sample Budget Worksheet

A simple template for managing annual group budgets.

### Alumni Group Zoom Account

Zoom accounts are available for chartered groups to manage operations and events. Contact your staff liaison for details.

### Meeting Agenda Template

A basic guide to structuring group meetings.



## Marketing and Communications

### [Email Concierge User Agreement \(DocuSign\)](#)

Complete this document to request access to the alumni email platform (DocuSign).

### [Email Concierge Platform Email Concierge](#)

Access the email system for approved users to communicate with alumni.

### [Email Concierge Training Video](#)

Training video on how to effectively use the email platform.

### [Communications Request Form](#)

Submit requests for event registrations, calendar listings, and social media support.

### [Rutgers Visual Identity Resources](#)

Official guidelines for using Rutgers branding in communications.

### [Rutgers University Social Media Resources](#)

- Tips and best practices for promoting your group on social media.
- RUF Social Media Resources & [Tips](#) – [Training Video](#)

### [Rutgers Editorial Style Guide](#)

Guidelines for writing content that aligns with Rutgers' standards.



## Event Planning

Tips & Tricks for Planning Your Event – [Training Video](#)

### ■ Planning Templates

[Sample Event Budget Worksheet](#)

[Roles & Responsibilities Template](#)

[Volunteer Staffing Template](#)

[Event Planning Checklist/Timeline Document](#)

[Sample Packing Lists](#)

[Photo/Video Release Sign](#)

[R Alumni Adhesive Name Tag Template](#)

### ■ Useful Event Planning Links

[Rutgers On-Campus Special Event Parking Request](#)

[Rutgers Facilities Request Form](#)

[Alumni House Request Form \(all three\)](#)

[Rutgers Student Center Reservations – New Brunswick](#)

[Rutgers Campus Center Reservations – Camden](#)

[Rutgers Paul Robeson Campus Center Reservations – Newark](#)

*Login credentials required*

Connect with [events@newark.rutgers.edu](mailto:events@newark.rutgers.edu)

[Rutgers Instructional Space Reservations – New Brunswick](#)

[Rutgers Instructional Space Reservations – Newark](#)

[Rutgers Instructional Space Reservations – Camden](#)

[RUPD Request Form](#)

[Rutgers Swag Portal by All Colors, LLC.](#)

[RUF Volunteer Communications Request Form](#)

[Mark Your Calendars in Scarlet – Event Listings](#)

### ■ Event Attendee List Submission

Groups not using the Rutgers' Foundation event registration system must submit attendee lists within two weeks to your staff partner or

[volunteer@rutgersfoundation.org](mailto:volunteer@rutgersfoundation.org).



## Tools for Advocating

Telling the Rutgers Story: As an alumni leader, you have the opportunity to positively represent Rutgers to the world and encourage fellow alumni to become engaged. The following resources can help you effectively and accurately communicate Rutgers information and points of pride.

[Communicating About Rutgers](#)

[Rutgers by the Numbers](#)

[Great Things to Know About Rutgers](#)

[Rutgers Edge](#)

[Rutgers Today](#)

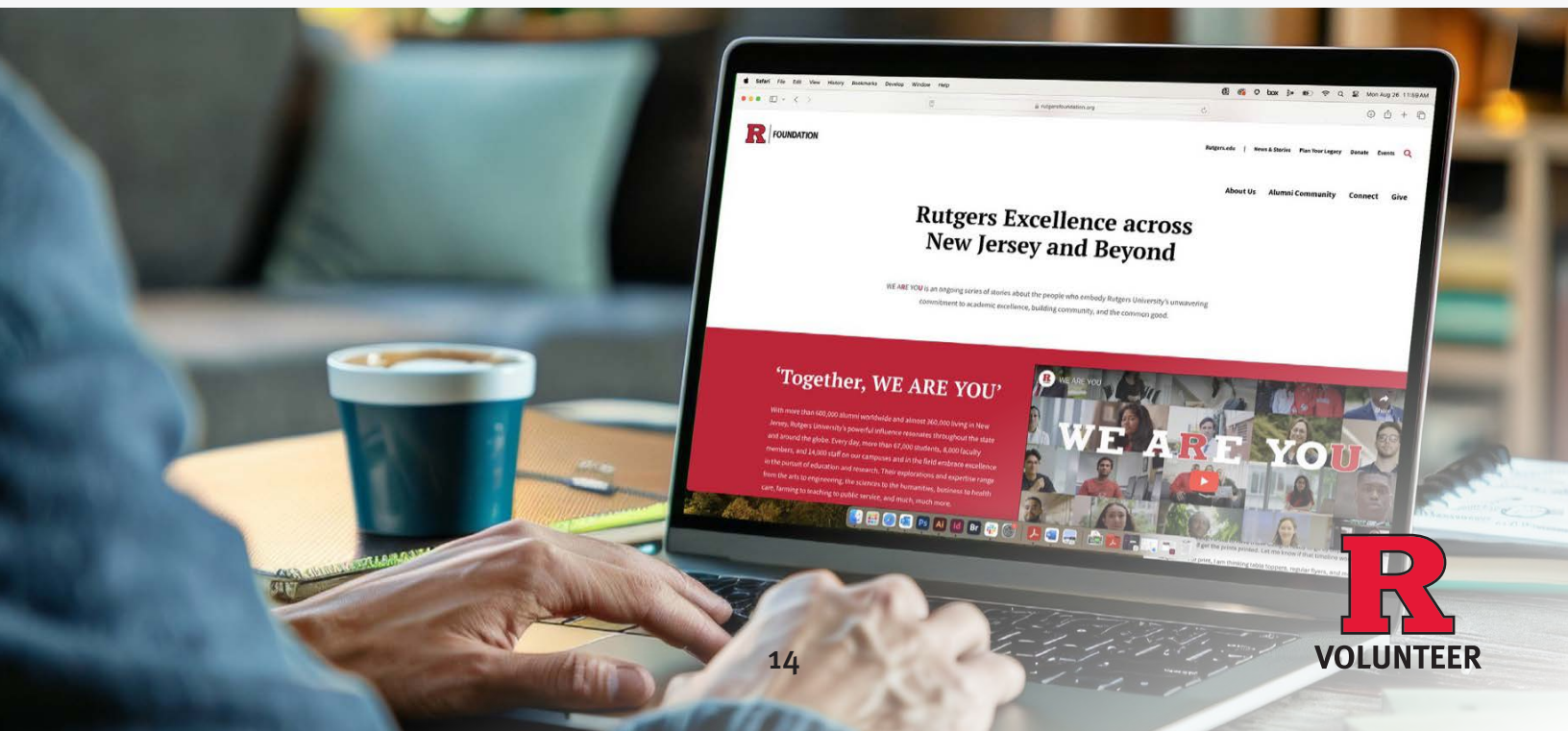
## Additional Alumni Resources

[Rutgers Volunteer Opportunities](#)

[Alumni Volunteer Interest Form](#)

[Rutgers Alumni Learning Consortium](#)

[Rutgers Alumni Benefits](#)



## **Rutgers Foundation, Volunteer Engagement Staff**

**Dana Shapiro**

Director, Volunteer Engagement

**Tara Kissenberth**

Associate Director, Volunteer Engagement & Stewardship

**Mike Rutkowski**

Associate Director, Chartered Groups

**Cyndy Shersick**

Associate Director, Chartered Groups

**Kate Brennan**

Director, Alumni Engagement, Office of Camden Advancement

**Margie Berenato**

Assistant Director, Alumni Engagement, Office of Camden Advancement

**Clay Johnson**

Assistant Director, Special Projects, Office of Camden Advancement