SWEET BRIAR COLLEGE
ALUMNAE ASSOCIATION

ALUMNAE CLUB GUIDELINES
Revised June 2009
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SWEET BRIAR COLLEGE ALUMNAE ASSOCIATION MISSION

The Sweet Briar College Alumnae Association, under the leadership of its own elected Alumnae Board, and with the support of the Alumnae Office, develops, organizes, and implements programs, which encourage volunteer service in support of Sweet Briar College.

ALUMNAE ASSOCIATION PURPOSE

The purpose of the Sweet Briar Alumnae Association is to provide opportunities, direction, and information in order for its members to support and insure Sweet Briar College's reputation for excellence as an independent college for women. Involved, informed alumnae are the finest stewards of Sweet Briar's traditions and are the natural ambassadors of its philosophy.

Under the leadership of its director and its own elected alumnae board, the Association develops, organizes and implements programs for its membership which encourage continued interest in and contact with the College. These programs provide the impetus for alumnae to renew relationships by meeting socially as colleagues and offer opportunities for personal and intellectual growth as individuals through organized volunteer service in support of the College.

The Sweet Briar College Alumnae Association challenges its members to accept roles of responsibility nationally by serving on the board of the Alumnae Association, and on the board of the College, and by participating in Homecoming; and locally by helping in group and individual activities which assist admissions, public relations, and fund-raising for Sweet Briar.

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ALUMNAE CLUB REGIONS

Region I
Connecticut
Maine
Massachusetts
New Hampshire
New York
Rhode Island
Vermont

Region II
Delaware
Maryland
New Jersey
Pennsylvania

Region III
Virginia
Washington, DC
West Virginia

Region IV
North Carolina
South Carolina

Region V
Florida
Georgia
Puerto Rico

Region VI
Indiana
Kentucky
Ohio
Tennessee

Region VII
Illinois
Iowa
Michigan
Minnesota
Missouri
North Dakota
South Dakota
Wisconsin

Region VIII
Alabama
Arkansas
Louisiana
Mississippi

Region IX
Kansas
Nebraska
New Mexico
Oklahoma
Texas

Region X
Alaska
Arizona
California
Colorado
Hawaii
Idaho
Montana
Nevada
Oregon
Utah
Washington
Wyoming
STRUCTURE OF ALUMNAE CLUB

Organizing Your Alumnae Club

An Alumnae Club can be successful with one of several different leadership structures. (And creating an Alumnae Club is as simple as deciding what structure works best for you!)

A Club can have a traditional structure with a president, vice president and secretary/treasurer (or simply a president, if someone is willing to take on all of the responsibility). Or a group of individuals may find the best way to organize their Club is through a steering committee. (If this form of Club leadership interests you, the Alumnae Office is happy to put you in touch with Clubs whose leadership is organized in this way. Clubs that currently use this structure are Dallas/Fort Worth, TX; New Jersey; Hampton Roads, VA; Atlanta, GA; and Washington, D.C.)

The Sweet Briar College Alumnae Club serves many purposes the most obvious, of course, is allowing alumnae who live in similar geographical locations to interact with each other and make connections. The Alumnae Office would also like you to consider other important roles an Alumnae Club can play in:

• Acting as ambassadors for the College and helping to spread the word about Sweet Briar to prospective students and members of your community.

• Getting as many alumnae from the area involved in the Club as possible.

• Planning programs that are at an appropriate time and place for those involved in the Club. Inviting students to attend programs as often as possible.

• Keeping the Alumnae Club in touch with the larger Sweet Briar family of students, parents, and the Alumnae Board, the College Board of Directors, staff, faculty, and friends by opening events to all constituencies.

• Attending Homecoming, which is held on campus every fall, and when in attendance participating in as many of the programs presented as possible. Attending Reunion during the spring when it is your year.

• Organizing at least one all-inclusive club event each year.

• Interacting with current and prospective students as much as possible. Currently, it is the focus of the Alumnae Association and Alumnae Clubs to involve prospective and current students in events such as Sweet Briar Day and Back-to-School events.

Utilize your places of worship, your community volunteer centers, local schools, museums, and libraries to generate external awareness and enthusiasm for the greatness of Sweet Briar and its graduates. Host a function in your area and urge others to do the same; whether it be in a home or outdoors, or even at a local restaurant or cafe, alumnae can correspond with each other and keep the Sweet Briar tradition of excellence alive.
GETTING SUPPORT FROM YOUR ALUMNAE CLUB NETWORK

Alumnae Office
The Alumnae Office is delighted to aid you and your fellow Sweet Briar alumnae in the organization and structuring of your Alumnae Club. We want to make sure your Club is united and enthusiastic about Sweet Briar; we also wish to have all Alumnae Clubs reach true success. Please contact your staff liaison for assistance with your Club and planning events (refer to map above). We are able to:

• Provide address, alpha order, class year or occupational listings of alumnae – You may access this directly through Banner Self Service (If you are unfamiliar with this call the Alumnae Office for details (434) 381-6131).

• Provide name tags, plastic cups, paper napkins, and a sign-in-sheet for your Alumnae Club events

• Coordinate and welcome Sweet Briar College faculty and staff to attend Alumnae Club events, as budgets permit

• Assist with the planning of club events, as well as recruiting new Club Officers, members, and volunteers for your area

• Print and mail invitations for Alumnae Club events (as long as we have six weeks!)

• Assess the interests of local alumnae through a survey or questionnaire

Regional Chairs
Regional Chairs are also a GREAT resource to use. Please call/e-mail them when you are thinking about planning an event. They are a resource for you and can help by:

• Attending events
• Providing suggestions for events and alumnae leadership
• Assisting in building leadership and support for a club
• Serving as a liaison between the Alumnae Board, Club Presidents, Alumnae Office

There are 10 Regional Chairs on the Alumnae Association Board. For the most updated list of Alumnae Association Board of Directors members, please go to: http://www.sbc.edu/alumnae/board.html
Dear Alumna,

As a member of the Sweet Briar College Alumnae Association, we want to help you stay connected to your classmates, friends and the College through Banner Self Service. Our Banner Self Service site is a password-protected and secure web site for alumnae of Sweet Briar College. Among other features, it has an online alumnae directory, called "Find a Classmate." Using the provided Username and Password, you will be able to log in at any time to update your personal information or search for contact information on alumnae friends. The newest feature of Banner Self Service is the ability to pull alumnae lists and spreadsheets by state, region, club area, class, major and occupation!

How do I log in?

Go to www.alumnae.sbc.edu and click on the link on the right: "Banner Self Service." After reading the tips there, click on "Go to Banner Self Service." When you enter Banner Self Service for the first time, you should choose "Change my Password and Login Information." Carefully enter your Username and Password, which must be obtained from the Alumnae Office (alumnae@sbc.edu or 1-800-381-6131).

Both are case-sensitive and must be entered exactly as shown. You will then be asked to create a new password and to provide a password hint in the form of a "secret" question and answer. If later you should lose or forget your password, this question/answer will be used to help you obtain access to the online directory. You may change your password at any time at this login page. Your username, however, will not change. Click at right of the screen if you need help creating your password or secret question/answer. After you have successfully changed your password, choose "Click here to proceed to Banner Self Service." There you will be asked to enter your Username and your newly created password.

Once in the Banner Self Service system, you will have several options. The Personal Information link allows you to view the information we have on file for you. Under Alumnae Services, then "Communications," choose "Find a Classmate" to access the online directory and search for information on other alumnae.

What is my Directory Profile?

This is the information that is shown when an alumna looks you up in the online directory, "Find a Classmate." It includes your name, year of graduation, major, home and business address, telephone numbers, and your preferred email address that you have supplied the College. If you choose to do so, you may remove selected information from the online directory. Simply remove the checkmark from the boxes marked "Display in Directory" located on your "Online Directory Profile" page. If an alumna searches for your record, any information you chose to exclude is not viewable. The changes you make in the "Display in Directory" boxes take place immediately.

Can I change my name, home, business address, or other information?

Yes. You can update all contact information using the links found by going to either Alumnae Services or Personal Information. Your changes should appear in the online directory in two weeks. Use your browser's "Back" button to return to the Banner Self Service screens.
How do I pull an alumnae list or spreadsheet?

Under Alumnae Services, choose Reports for Alumnae. Under "Reports," click on your choice of "Listing" or "Spreadsheet version." Be patient, as it takes a few seconds for the next screen to appear. Here you may choose to pull a list by state, region, club area, class, occupation or major (combinations are not allowed). Lists may be sorted by current last name, maiden last name, class, or city. After choosing the list and sort options, click at top of screen on "Submit Query" button. Your list/spreadsheet will appear shortly in a new browser window and can be viewed on the screen, saved to your computer, or printed on any printer. To pull another, either close the browser window or click the "back" button.

Will alumnae who abuse the online community be penalized?

Yes. Banner Self Service is intended strictly for the purpose of personal interaction between alumnae and the College and abusers of the directory will be removed from the online community. Any unauthorized use including, but not limited to, use for any solicitation or commercial purposes is strictly prohibited.

We hope that you will enjoy using Banner Self Service and our new online directory. If you have questions or problems using Banner Self Service, please contact Bonnie Seitz, Assistant Director/Alumnae Computer Services at seitz@sbc.edu or 434-381-6417. Be sure to visit the site frequently for enhancements.

Sincerely,

Louise Swiecki Zingaro `80

Director of the Alumnae Association
As an Alumnae Club it is the responsibility of the Club leadership to plan at least one Alumnae Club event per year. The Alumnae Office highly recommends Clubs consider hosting a Back-to-School event in late summer and a Sweet Briar Day event during the students’ winter break. For whatever event you plan, below are the following steps you should take for each event.

1. **Contact the Alumnae Office and your Regional Chair with ideas about planning an event**
   Both the Alumnae Office and your Regional Chair can provide support on planning an event – please copy both constituencies on any correspondence. The Alumnae Office or Banner Self Service can provide lists of the alumnae in your area so you can make sure to plan an event that fits their needs. For example, you want to make sure to plan an event that will appeal to the age group in your Alumnae Club. You also want to stay away from certain times of year or days when individuals might be busy (i.e. if your group is younger and everyone works during the day you wouldn't want to have a weekday afternoon tea.)

2. **Determine who will be invited to the event**
   Different events appeal to different audiences. Typically Back-to-School events are intended to honor new and returning Sweet Briar students. Sweet Briar Day events are not only for alumnae and current students and parents, but also for prospective students and their parents. Please remember the people for who you are planning the event. If you know your Alumnae Club has mostly older alumnae a happy hour at a hip, new bar might not be appropriate. Also, if you are hosting an event in Florida in mid-August it might not be appropriate to have it outside.

3. **College representatives at events (staff or faculty)**
   If you wish to have a college representative at your event, please coordinate their visit directly with the Alumnae Office. The Office will work with the Club Leadership to determine who is available, how arrangements will be made for travel and presentations, and who will pay for the costs incurred by the traveling representative.

4. **Provide details of the event to the Alumnae Office at LEAST six weeks in advance so they can create, print and mail invitations**
   We request that you send us your Club event information six weeks early so that we can get the designing, printing, labeling, and mailing completed on time. It helps to ensure the success of your Alumnae Club event: the earlier the invitation arrives, the more time your guests have to prepare for and plan to attend the function. If you are unable to send the invitation information six weeks early the Alumnae Office can send you the e-mail addresses for alumnae in your club area so you can e-mail your invitation to them. The Alumnae Office also can send mailing labels to you, which you can affix on a mailing of your own design. The Club will need to pay for the printing and postage of the invitation.

   For the Alumnae Office to create an invitation we will NEED:
   - Name of the Event
   - Date, Time, Location
   - Directions if necessary (or Street Address)
   - Cost (if applicable)
   - Whom to R.S.V.P to and by when

5. **Plan for who will pay for the event**
   The Alumnae Office does not have a large budget for Alumnae Club events and therefore recommends planning events that can be dutch treat or pitch-ins. On a case-by-case basis the Alumnae Office will determine if they can provide funds for events –(the amount should not exceed $100).
6. Hosting the Event

The Alumnae Office will send you any supplies that you might need before the event – such as paper napkins, cups, sign-in sheet, nametags, etc. Please ask all of your guests to sign in and fax/mail the sign-in sheet to the Alumnae Office after the event.

IDEAS FOR ALUMNAE CLUB EVENTS

BACK-TO-SCHOOL PARTY - Usually held in late July or early August...invite new and returning students and their parents to meet alumnae in the area.

SWEET BRIAR DAY - Celebrate Sweet Briar Day on December 28th (or the date most convenient for alumnae in your area) of each year with alumnae in your area. It is a good idea to hold your Sweet Briar Day event when current students are home for the holiday break, and to include applicants and students who have been accepted “Early Decision” to the College.

PROSPECTIVE STUDENTS - Ask if prospective students can receive invitations to the events you are planning. Please note prospective students and their families should not be asked to pay any fees to attend your events.

LUNCH & A LECTURE - Offer a luncheon that features a lecture. Invite a local scholar or person of interest from your local community to speak; or, contact the Alumnae Office to request for a faculty member to offer a lecture to your alumnae club.

COCKTAIL PARTIES - Provide beverages and hors d'oeuvres for a gathering of alumnae in your area in an alumna's home or an area club.

HONOR A LOCAL ALUMNA - Hold a club event to honor an alumna in your area who has been honored by Sweet Briar with the Distinguished Alumna Award or the Outstanding Alumna Award, or has been given a special recognition by another organization.

HAPPY HOURS - Organize a Dutch treat after-work Happy-Hour event for young working alumnae at a popular nightspot to create enthusiasm for Sweet Briar.

ATHLETIC EVENTS - Organize a gathering when an SBC sports team travels to your area.

HOLIDAY GATHERINGS - Organize a holiday party for alumnae; those that fall during summer, winter or Spring Break can include students and their parents.

PICNICS/BARBEQUES - Great family events for the summertime! Have everyone bring a dish and picnic in an alumna’s backyard or an area park.

TOURS/CULTURAL EVENTS - Tour a museum or art gallery, attend an opera, play or ballet as an alumnae group. Have a meal or reception before or after the event.

GATHERING OF VA SCHOOLS - Sponsor a joint event for your Club with alumnae/i from other VA schools in your area. These events range from cocktail parties to sporting events.
IRS GUIDELINES FOR CLUB EVENTS

If your Club is planning a fund-raising event in which a portion of the fee collected will be donated to the College, please be certain that we approve your invitation copy before it is mailed to alumnae.

The IRS has become increasingly interested in what colleges and other "charitable" organizations tell their constituents is a charitable deduction and what is not. In particular, they are concerned about individuals claiming a charitable deduction for what they are charged to attend college-sponsored events, such as alumnae receptions, museum tours, etc.

The simplest solution is to only claim a deduction for an outright gift for which no goods or services are received. If you have any questions, please feel free to contact a member of the College's development or alumnae staff.

EXAMPLE

If a club sends out an invitation for a reception and charges $20.00 per person, the individuals cannot claim the $20.00 as a charitable deduction because they receive admittance to the reception in exchange for their money.

I will attend. Enclosed is a check payable to Sweet Briar College Alumnae Club of XXXX for $20.00 per person.

If the club gives the guest an opportunity to donate to the Alumnae Club in lieu of attending the event, the individuals cannot claim the amount donated because, in most circumstances, the Club's account is not a tax-exempt account.

I cannot attend. However, I would like to contribute to the Sweet Briar Alumnae Club of XXXX. This contribution is not a tax-deductible contribution.

ALUMNAE CLUB CHECKING ACCOUNTS

The Alumnae Office welcomes you to open a checking account for your Alumnae Club. According to IRS guidelines, you may not use Sweet Briar College’s Tax Identification Number (TIN) to establish your checking account. Alumnae Clubs can possess a checking account existing in accordance with IRS regulations by applying for an Employer Identification Number (EIN) from the Internal Revenue Service. Once a club is granted an EIN, it is then able to establish a checking account in the club’s name – without offering a personal Social Security Number or Sweet Briar’s TIN.

To apply for an EIN, call the IRS Business and Specialty Tax Line at 800-829-4933 and follow the instructions given. If you establish a checking account, please notify the Alumnae Office so we can keep that information in your Club file.
ALUMNAE CLUB SCHOLARSHIPS

There are two types of Club Scholarships – **ANNUAL AND ENDOWED**. Funds from *annual* scholarships are for use in the current academic year. Clubs that raise a small amount of money each year, and do not have an established *endowed* scholarship fund, often send money for annual scholarships, such as the Alumna Daughter Scholarship. *Endowed* scholarships are built up over a period of time, and only the interest on the corpus is used each year for financial aid. When the corpus of an endowed scholarship reaches $100,000, the earnings are awarded.

It is important for Club members to realize that they may not choose the recipient. This is done by the Financial Aid Committee of the College after it has reviewed the financial aid forms of eligible students, and followed the directives of the Club in whose name the scholarship is held. If there is not a student from the area who qualifies for the scholarship, the funds awarded to any qualified needy student. This practice guarantees that the funds are used every academic year.

Each Club should understand that the funds which become a part of the scholarship endowment of the College are not subject to withdrawal at the wish of the Club. A report of the amount in the corpus of the scholarship and the estimated income is sent each year to the Club Presidents. The investments of Sweet Briar College are subject to the control of the Investments and Finance Committee of the College’s Board of Directors.

Alumnae Clubs interested in creating an endowed scholarship or an endowed fund for any other purpose should contact the Office of Development. As a rule, endowed funds (excluding scholarships) can be created with a minimum gift of $50,000.