

# VOLUNTEER

## Toolkit



**BALL STATE  
UNIVERSITY**

**Alumni**



# Table of Contents

**03** Next Level Engagement

**08** Event Checklist

**14** ThankView Examples

**04** Engagement Staff Directory

**09** Canva Brand Guidelines

**15** Email Examples

**05** Tier Breakdown

**10** Social Media Samples

**18** FAQ's

**07** Event Registration

**13** Thankview Assistance

# Next Level

# Alumni Engagement Initiative

The Ball State Alumni Association will create a culture of innovation by creating a new business model that shifts from a tactical focus on events to a strategic focus on constituencies (our alumni, friends, and fans). This new business model will be informed by data and will be evaluated by measurable outcomes.

## Key Priorities

While the Ball State Alumni Association continues to implement and monitor current operational initiatives, it will have a dual focus on two key priorities in the University's Destination 2040 Strategic Plan.

1. **Lifetime Learning** – Augment and support the University's focus on implementing Goal 2 on Graduate Education and Lifetime Learning.
2. **Mentoring** — Align with Goal 1.G. to engage with and provide opportunities for students to enhance the undergraduate experience and with Goal 2.E. to ensure that every graduate has access to a coach or mentor.



The Foundation Engagement staff are here to help you keep that passion for Ball State alive. It's our job to help you stay connected, engaged, and most of all, remain a loyal Cardinal for life.

From Homecoming to networking events with your fellow alumni—we strive to be your advocate, to enrich your careers, and to keep you informed about not-to-be-missed events throughout the year. In addition, we are always looking to add meaningful services and experiences.

## Staff Directory



**Lola Mauer**

Associate Vice President of  
Engagement and Strategy



**Brittney Grim**

Senior Director of Campus and  
Regional Engagement



**Dalton Coers**

Associate Director of Regional  
Engagement



# EVENT TIER BREAKDOWN

The purpose of this guide is to provide tools and resources which will empower our fantastic alumni volunteers to create their own customized programs which meet the needs of both Ball State University and our alumni constituents across the world. As the industry of alumni engagement continues to strategically evolve into an entrepreneurial model that blends advancement, alumni relations and stewardship under one umbrella, we are grateful for your dedication and enthusiasm and hope this will be a useful resource.



## Tier One

Major initiatives must align with the University and Foundation's strategic goals; involving the president and/or BSU leadership. Foundation staff will lead program management. Examples of tier one events include, but are not limited to; Homecoming and One Ball State Day.



## Tier Two

Targeted initiatives that align with the University/Foundation/unit's strategic goals. Program management will be jointly supported by Foundation staff and key campus units and/or volunteer partners. Examples of tier two events are; collegiate award programs, reunions, networking and mentoring initiatives.



## Tier Three

Social events that alumni volunteers/campus units manage independently. Foundation staff will promote events on university channels. Examples of tier three events include, but are not limited to; professional sports game outings, happy hours at local restaurants/bars, and community based volunteer events.



# TIER THREE BREAKDOWN

Social events that alumni volunteers/campus units manage independently.

Foundation staff will promote events on University channels, after Event Interest Form is completed.

<b>Staff Support</b>	<b>What does this include?</b>
<b>Assist in event promotion</b>	<ul style="list-style-type: none"><li>• <b>Promote on the University Alumni web calendar of events</b></li><li>• <b>Provide social media and email tools</b></li><li>• <b>Provide invitation lists as seen appropriate</b></li></ul>
<b>Partner with volunteer point of contact for proper event follow up</b>	<ul style="list-style-type: none"><li>• <b>Code all attendees in Foundation database system.</b></li></ul>
<b>Provide a "Party in a Box"</b>	<ul style="list-style-type: none"><li>• <b>Ball State University branded decorations</b></li><li>• <b>Sign-in sheets</b></li><li>• <b>and more</b></li></ul>
<b>Volunteer Responsibilities</b>	
<b>Event Concept and Strategy</b>	
<b>Self-funded programming</b>	
<b>Manage all communications and marketing</b>	
<b>Utilize external reservation system</b>	
<b>Coordinate details with venue and vendors</b>	
<b>Implement post-event follow-up protocols. (Provide staff with event attendee report, thank attendees, etc.).</b>	





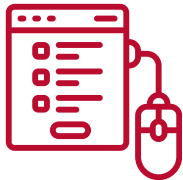
## TAKING RESERVATIONS

Before accepting reservations for an initiative, consult with Ball State University Engagement staff. There are multiple ways to accept reservations. A few examples are through email or through EventBrite.

EventBrite is the preferred reservation system. The free platform is available to everyone and offers great resources to help you manage your event, including help articles and a support team who can troubleshoot any issues you may have. Here are a few links you may find useful:



- [How to get started on EventBrite](#)



- [How to set up your event](#)



- [How to promote your event with email campaigns](#)



- [How to email attendees](#)





## 9 Weeks

- \_\_\_ Decide on and reserve venue
- \_\_\_ Book catering for event
- \_\_\_ Determine any parking needs
- \_\_\_ Develop program elements, including speeches, A/V needs, entertainment/musicians
- \_\_\_ Develop staffing plan and notify all staff needed to assist with or attend the event

## 8 Weeks

- \_\_\_ Submit event interest form with all details
- \_\_\_ Submit alcohol form, if on campus
- \_\_\_ Hire photographer and videographer
- \_\_\_ Order flowers/decor if needed
- \_\_\_ Communicate with venue on insurance policies if applicable

## 6 Weeks

- \_\_\_ Send invitation to attendees

## 2 Weeks

- \_\_\_ Confirm event volunteers
- \_\_\_ Review food and beverage plan
- \_\_\_ Submit work orders with facilities if on campus

## 1 Week

- \_\_\_ Create photo shoot list, if applicable
- \_\_\_ Finalize A/V materials
- \_\_\_ Send event timeline to all vendors

## 3 Days

- \_\_\_ Confirm attendance numbers with all vendors
- \_\_\_ Send event timeline to all vendors

## 1 Day

- \_\_\_ Print extra copies of final event timelines
- \_\_\_ Finalize nametags





# Ball State Brand Style Guide for Canva

## Primary Color Palette



**Cardinal Red**  
 PMS 200  
 RGB: 186, 12, 47  
 CMYK: 3, 100, 70, 12  
 HEX: #BA0C2F

**White**  
 PMS N/A  
 RGB: 255, 255, 255  
 CMYK: 0, 0, 0, 0  
 HEX: #FFFFFF

## Secondary Color Palette



**Dark Red**  
 PMS 188  
 RGB: 121, 36, 47  
 CMYK: 33, 92, 73, 38  
 HEX: #79242F

**Black**  
 PMS process black  
 RGB: 0, 0, 0  
 CMYK: 0, 0, 0, 100  
 HEX: #000000

**Dark Grey**

## First Year Experience Color Palette



**Light Blue**  
 RGB: 187, 209, 224  
 CMYK: 17, 2, 0, 11  
 HEX: #BBD1E0

## Headline Typeface

**Acumin Pro Extra Condensed Bold**  
 This typeface is used for headlines only

**Acumin Pro Extra Condensed Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

## Primary Typeface

**Helvetica Neue LT Std - Also labeled Neue Helvetica**  
 If you do not have the Helvetica Neue LT Std typeface, and cannot obtain it, acceptable replacements are TeX Gyre Heros or Roboto which are available for free download.

Helvetica Neue LT Std 35 Thin  
 Helvetica Neue LT Std 36 Thin Italic  
 Helvetica Neue LT Std 45 Light  
 Helvetica Neue LT Std 46 Light Italic  
 Helvetica Neue LT Std 55 Roman  
 Helvetica Neue LT Std 56 Italic  
 Helvetica Neue LT Std 65 Medium  
 Helvetica Neue LT Std 66 Medium Italic  
 Helvetica Neue LT Std 75 Bold  
 Helvetica Neue LT Std 76 Bold Italic  
 Helvetica Neue LT Std 85 Heavy  
 Helvetica Neue LT Std 86 Heavy Italic

## Ball State University Brand Mark

The Ball State University institution mark, often referred to as the logo, is used to endorse all communication materials that officially represent our University. Below are the vertical and horizontal marks.



## Top Branding Rules to Follow

1. To maintain legibility and quality, maintain a safe distance between any part of the Ball State University Brand Mark and other elements. Never surround the mark with competing shapes or images.
2. To ensure consistency and vibrancy, Cardinal Red should never be screened. (Tinted or set to a lower opacity than 100 percent)
3. Never change the colors of the brand mark.
4. Looking for photos? Download professional Ball State photos for your marketing needs in our [PhotoShelter](#) digital asset management system.

For further brand information, downloads, and photos, go to [bsu.edu/brand](https://bsu.edu/brand).

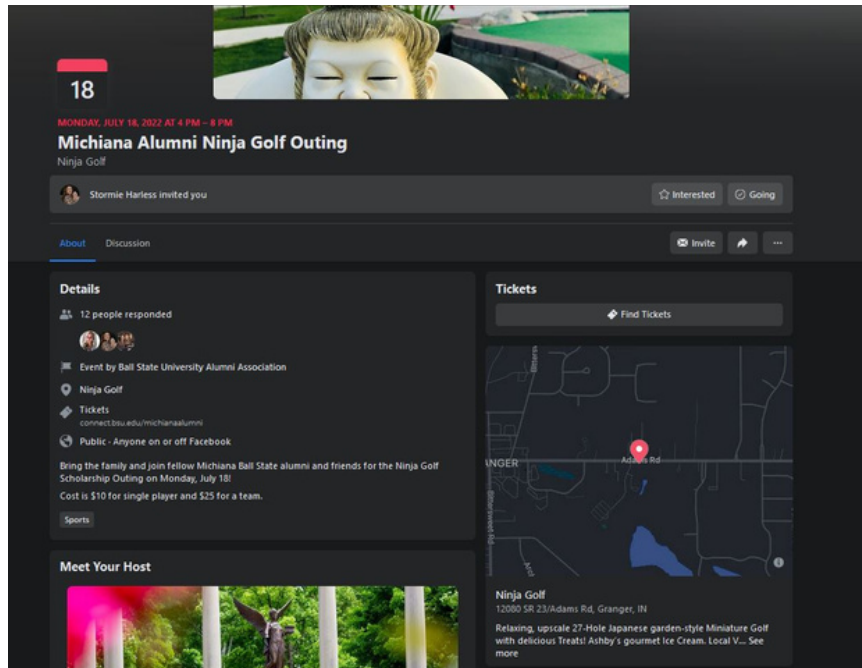
## Design Elements

**Branded Patterns**  
 These can be used to add visual interest and texture where appropriate.



# SOCIAL MEDIA EXAMPLES

## FACEBOOK



18

MONDAY, JULY 18, 2022 AT 4 PM - 8 PM

### Michiana Alumni Ninja Golf Outing

Ninja Golf

Stormie Harless invited you

Interested Going

About Discussion

Invite

**Details**

12 people responded

Event by Ball State University Alumni Association

Ninja Golf


Tickets connect.bsu.edu/michianaalumni

Public - Anyone on or off Facebook

Bring the family and join fellow Michiana Ball State alumni and friends for the Ninja Golf Scholarship Outing on Monday, July 18! Cost is \$10 for single player and \$25 for a team.

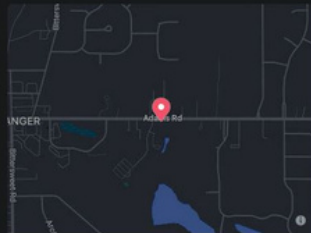
Sports

**Meet Your Host**



**Tickets**

Find Tickets



**Ninja Golf**  
12090 SR 23/Adams Rd, Granger, IN

Relaxing, upscale 27-Hole Japanese garden-style Miniature Golf with delicious Treats! Ashby's gourmet Ice Cream. Local V... See more



**Ball State University Alumni Association**  
June 1 at 10:21 AM

Last day to get a Day of Beneficence t-shirt!

Ball State alumni around the country are encouraged to volunteer on June 11 for **Day of Beneficence**—Ball State's day of service. It's a great way to meet and network with fellow area alumni while doing good in your community!

Sign up here: [bsu.edu/dayofbeneficence](https://bsu.edu/dayofbeneficence)



Chloe Turner, Stormie Harless and 15 others

7 Shares



# SOCIAL MEDIA EXAMPLES

## INSTAGRAM



**bsuhomecoming**  
Ball State University

**bsuhomecoming** Fly Your Way Back Home ❤️

Homecoming 2021 is HERE! October 18-23 will be a week full of fun and traditions so put it in your calendars now!!  
**#ballstatealumni #ballstate #ballstatefootball #bsuhc21**

Edited · 42w

[View insights](#)

❤️ 💬 📌

Liked by **ballstatehonors** and 178 others

AUGUST 18, 2021



**bsu\_youngalumni** · Following  
Sursa Hall

**bsu\_youngalumni** Grammy and Oscar award-winning singer-songwriter Tiara Thomas, a 2012 Ball State University graduate, is returning to Ball State as the next guest in the David Letterman Distinguished Professional Lecture and Workshop Series.

"A Conversation with Tiara Thomas" will be held at 7 p.m. Sept. 20 at Sursa Performance Hall on Ball State's campus, and will be livestreamed at [bsu.edu/live](https://bsu.edu/live). Free tickets for Ball State students, faculty, and staff are currently available at the College of Fine Arts box office in Sursa Hall. The box office is open Monday through Friday from noon-5 p.m. Tickets will be available to the general public starting Wednesday, Sept. 15, in person and at 765-285-8749.

31w

❤️ 💬 📌

Liked by **mj\_bsu** and 20 others

SEPTEMBER 17, 2021

Add a comment...

Post





Ball State Alumni Retweeted



**Ball State Alumni** @BallStateAlumni · Jun 20

Do you enjoy putt-putt, giving back, and catching up with @BallState alumni? Join us for our 2nd annual Ninja Golf Outing in Granger for a fun night of family putt-putt! All registration fees support the Michiana Scholarship Fund. #ChirpChirp

Register at [connect.bsu.edu/michianaalumni](https://connect.bsu.edu/michianaalumni)



3

18



**Ball State Alumni** @BallStateAlumni · May 31

Indianapolis Alumni

Join us for the Cardinal Networking Forum at the Columbia Club on June 7. The event provides a unique opportunity for @BallState alumni to connect without the pressures of a typical networking event.

Register and learn more here: [bit.ly/3rqdrwz](https://bit.ly/3rqdrwz)



1

2

7





## THANKVIEW

ThankView is a platform that the Foundation uses to send out personalized video invitations and thank you videos. If you fill out the event interest form 45 days prior to your event or more and request a ThankView, we can send to alumni in your area inviting them to your event. The 30-60 second video can be recorded by the individual hosting the event.



We are excited to start sharing bi-monthly Ball State highlights and upcoming initiatives that may be of interest to you!

WATCH YOUR VIDEO!





I want a mentor!

As a Top 100 student, you have the opportunity to have a mentor who is a highly engaged alumni or friend of the university. Your mentor will help you navigate what's ahead and provide support for your successful future.

#### What's involved?

- Meet virtually, at least monthly, April through October
- Mentor assistance in reaching professional milestones and goals
- Two in-person opportunities:
  - One Ball State Day Top 100 event on April 5th
  - Homecoming (details coming soon)

#### How to get started?

- Fill out the survey in the link above so you can be matched with a mentor in your chosen location and/or field or learn more

#### Still have questions?

- Ask in the survey (linked above) or contact Sue Godfrey, Director of Alumni Engagement, Mentoring Programs [segodfrey@bsu.edu](mailto:segodfrey@bsu.edu) or 765-285-7096

Reply

Save



Hi Nicole,

Greetings from Muncie! I hope you're doing well.

I'm reaching out to invite you to join us for an exciting new BSU event in Indianapolis on November 2nd for both students and local alumni:

**Please see the details below:**

- **Where:** Charlie's Clubhouse in Indianapolis
- **When:** Tuesday, November 2nd from 4 pm-5:30 pm, with a potential BSU vs. Akron Watch Party to follow
- **Who:** President Mearns, alumni leaders, students, and university staff
- **Why:** To bring students and alumni together for meaningful career conversations and relationship building, to engage university leadership, and to build community/employer partnerships in the Indy area

As one of our most engaged alums and members of the Marketing Advisory Board, we hope you'll consider this opportunity to connect with BSU President Mearns, BSUAA, and Career Center staff as well as current students, and fellow alumni.

Please respond to this email or simply confirm your attendance here if you're interested and available. Any questions, please feel free to respond to this email or give me a call at the number listed below.

Thanks!

Dalton





Hi everyone,

Thanks for registering for the Cardinals Connect – In Person! event tomorrow, November 2nd from 4:00-5:30 pm.

**Please see the details below:**

**Venue:** The event is at Charlie's Clubhouse on the north side of Indianapolis. The address is 1918 E 80th St, Indianapolis, IN 41918. When you arrive, pull around to the back of the building and you'll see free parking.

**Expectations:** Be ready for a casual evening of networking. We'll have some facilitated activities to encourage folks to get to know each other, as well as a brief program from 4:30-5 pm.

PS...Some students might be a little shy at first if they're just starting out in their professional journeys. We gave them a heads up that this will be casual and provided them with some tips and tricks, but just something to keep in mind as you're conversing with students.

**Dress Code:** The dress code is business casual. You are encouraged to wear branded gear with your employer logo and/or a professional nametag so folks can quickly identify where you work.

**Food:** Snacks and beverages will be provided during the event. When the event wraps up at 5:30 pm, the Indianapolis Alumni Chapter will host a Happy Hour at Sun King Brewery.

**Guests:** We're expecting about 70 guests including alumni, students, faculty, and staff. If you have any BSU alumni friends who would like to come and haven't registered yet, please invite them! The more the merrier.

Please let me know if you have any questions. Thanks so much and I look forward to meeting you all tomorrow.

Sincerely,  
Dalton



Hello,

Thanks so much for attending the Cardinals Connect – In Person Event on Tuesday! It was great to see all of you and we appreciate your participation. If you have any feedback or suggestions for future events, please don't hesitate to share those with me via email.

The Indianapolis Alumni Chapter similarly expresses their gratitude for your participation. If you don't already, we would love for you to follow their page on Facebook for more Ball State events hosted in the Greater Indianapolis Area.

We also invite you to Ball State Day at the Colts hosted by Indianapolis Alumni Chapter on November 14, 2021 at 1:00 p.m. vs. Jacksonville Jaguars. They have already sold over 200 tickets to alumni in the area, so you will NOT want to miss out! Get your tickets here and see the interactive map that shows where different alumni are sitting around the arena and pick your seats close to your friends.

Last but not least, we had a great experience working with the team at Charlie's Clubhouse, and they graciously offered two great deals to our event attendees. If interested in the offers listed below, simply complete this survey and mention the Offer Code: BSUalumni in the comments section.

- A 10% discount on any events booked at Charlie's Clubhouse before the end of 2021.
- 1-month free for a locker, small, or large office membership.

Thanks again! Chirp Chirp!

Sincerely,

Dalton



# FAQ's



## **Will an email automatically be sent out for every event?**

- No, not necessarily. Social media is encouraged, as peer-to-peer promotion is proven to be more effective.
- Volunteers may be called upon to assist with personal invitation calls or emails.

## **Is there another option besides social media and email?**

- Yes, if you fill out the event interest form 45 days or more prior to your event, we can organize a ThankView video invite to be sent out
- Work with Engagement staff to create a group for your club or region in Cardinals Connect to have a built-in network!

## **Which events will staff members be present at?**

- Tier 1 & some Tier 2

## **If a staff member isn't attending an event, how will I get my event materials (decorations, etc.)?**

- You'll receive Party-in-a-Box at least 2 days before your event.

## **Do I need to mail back the Party-in-a-Box?**

- No, you're welcome to hang on to it for future events!

## **What should I do when an event is done?**

- Send a follow-up email to attendees.
- Provide the Engagement staff liaison with a list of attendees, as well as noteworthy interactions with guests.

For other questions, please contact **Dalton Coers** at:  
[dmcoers@bsu.edu](mailto:dmcoers@bsu.edu) or 765-285-7093

