Welcome and Thank You

SAA depends on volunteers to represent Stanford and build alumni communities where they live. We are continually grateful for the time and energy our volunteers give to the university, and proud of the goodwill they create.

This handbook provides essential information for volunteers to administer an alumni club. For additional information, please refer to the resources available on the SAA website: http://stanford.io/1Wyw17X

Please contact your regional manager if you have questions or concerns about any aspect of club management. We look forward to working with you, and thank you in advance for all your good and hard work for Stanford!

The Mission of the Stanford Alumni Association

A Division of Stanford University

The Stanford Alumni Association seeks
to reach, serve and engage all Stanford alumni and students;
to foster a lifelong intellectual and emotional connection between the university and its graduates; and to provide the university with goodwill and support.
**SAA GOALS**

SAA’s current focus is on alumni engagement, in-person and/or on-line. The first time an alum participates in an SAA program in a given year counts as “new” engagement; each additional time is counted as “deepened” engagement. We currently reach just over 105,000 alumni with our programs every year (out of about 224,000). Our goal is to stay at or grow that number, and for at least 60% of alumni to participate in more than one program with us every year.

**THE ROLE and GOALS OF ALUMNI CLUBS**

**The Relationship of Alumni Clubs to Stanford**

Stanford Alumni Clubs are branch organizations of Stanford University, and as such are required to adhere to all university policies and procedures. The chartering and oversight of Alumni Clubs is managed by the Stanford Alumni Association (SAA) Board of Directors on behalf of the university. Alumni Clubs are staffed by regional managers in the Alumni Communities department of the Alumni Association, and operate under bylaws or a sponsorship questionnaire approved by the SAA Board of Directors.

**Alumni Communities Department Vision Statement**

As Stanford ambassadors, we support and leverage the global alumni community by facilitating communication, connection, meaningful experiences, and volunteer leadership opportunities to ensure the ongoing relevance and value of Stanford to alumni wherever they live.

**Goals of the Alumni Communities Department**

The goals of the Alumni Communities department and our branch organizations—Alumni Clubs—should be aligned. For the coming year, the highest priorities of the Alumni Communities department are as follows:

1) Align club and connector goals with those of SAA
2) Leverage regional volunteers to maximize new and deepened alumni engagement.
3) Leverage digital tools and programs to maximize new and deepened alumni engagement.
4) Continuous improvement—analyze how we are doing and strive to do better.

**SAA Priority:** Engage more alumni who hold only graduate degrees from Stanford, particularly from the School of Engineering and the School of Humanities & Sciences. (“Grad-only” degree holders now make up the majority of Stanford alumni, and that number will continue to rise. Overall, grad-only degree holders are less engaged with SAA than undergraduate alumni are, particularly those with Engineering and H&S degrees.)

Regional managers look forward to collaborating and strategizing with our club leaders to help further these goals.
**Definition and Requirements of Stanford Clubs**
All Stanford clubs must meet a set of requirements in order to maintain their status as branch organizations of Stanford University. Clubs agree to these requirements annually through Club Charter Renewal or Club Sponsorship Renewal forms, signed by their current volunteer leaders.

There are two types of clubs:

**Chartered Clubs** are required to operate under approved Bylaws. Chartered clubs generally have bank accounts (to accept fees for events, for example) and must report quarterly financial activity to Stanford for tax-reporting purposes. Chartered clubs submit annual reports that include officer lists, event lists, participant lists and other information as requested.

**Sponsored Clubs** are less formal than chartered clubs. They do not have a bank account. Given the nature of these groups, it is less important for them to have a structured board, bylaws, volunteer succession plans and similar requirements made of chartered clubs. They are required to submit lists of volunteers, events and participants as a record of their activity.

**Services from the Alumni Association**
Each club has a designated regional manager who is available as a resource. Additionally SAA provides the following services to clubs:
- Event insurance and directors’ and officers’ insurance under the university’s comprehensive liability policy.
- Tax Return filing for all domestic clubs with bank accounts. (This does not apply to clubs that are separately incorporated.)
- Direct access to updated alumni contact information in the alumni database.
- A club website, an online club membership management module, and online event management tools.
- A monthly, region-specific email newsletter to alumni in many major U.S. markets.
- Email invitations (or “one-offs”) on behalf of clubs or access to an email tool that allows volunteers to email all alumni in their region.
- Nametags, napkins and balloons with the Stanford or SAA logo upon request. Stanford nylon banners (6’ x 3’) may be borrowed or purchased.
- 20% Stanford Bookstore discount on club supplies.
- Frosh Send-Off and Football Viewing Party planning and marketing support.
- Online Volunteer Leader Resources Page, with links to resources for volunteer leaders.
- Club Logo design.

**Club Leaders & Officers**
Clubs are required to identify a president or leader to act as the club’s main point of contact for the Alumni Association. Clubs with bank accounts must also identify a treasurer.
Most clubs are led by a board of directors. Club boards often include other officers such as president-elect, past president, membership director, webmaster, etc. Clubs are encouraged to have a diverse board that is representative of the local alumni population. Chartered clubs are required to have presidential term limits and a succession plan so that leadership transitions happen regularly and seamlessly.

**Alumni Status**
The Alumni Association confers alumni status on anyone who received a degree from Stanford or who attended the university in a degree-earning program for three quarters or more, regardless of whether they actually earned a degree.

Parents of current undergraduates are considered to be part of the Stanford community.

Generally, we do not include people whose sole relationship to Stanford is through a certificate program, Continuing Studies (unless granted an MLA degree), Stanford Center for Professional Development or a Med School residency program (though some of the graduate schools do consider these groups as “alumni”).

Outside of the United States, however, we often adopt a more comprehensive definition of alumni that includes one or more of the aforementioned groups. International clubs can talk to their regional managers when developing their criteria for membership.

**Club Membership and Dues**
While clubs may cater to a specific demographic (parents, young alumni, specific professions or ethnic groups, etc.), **membership must remain open to the entire alumni population**. Clubs may not exclude any alum, parent of a student or alum, or alumni spouse/partner from membership.

About 70% of Stanford alumni clubs use an “activity model” (non-dues paying); the other 30% use a dues-paying model. The Alumni Association encourages the activity model because it is more welcoming to all alumni. If clubs are “free,” more alumni are likely to join and member numbers increase significantly. By pricing events strategically, clubs are able to build a successful financial model without charging dues. Short-term loans are available from the Alumni Association if clubs do not have enough cash available for event deposits.

Most successful clubs use the online SAA Membership Module, which is tied directly to Stanford’s alumni database to keep track of members. Alumni contact information is updated automatically, so clubs always have the most current contact information.

**Annual Reporting**
At the end of each fiscal year (July 1-June 30), all regional groups are required to submit an annual report to the Alumni Association. The deadline to complete annual reports is July 15. The data we collect is used to show how clubs help to support the SAA mission in our annual
university budget requests, which fund our regional alumni programs. Stanford also keeps records of all volunteer service to the university. We recognize and reward longtime volunteers, so tracking service is important.

Clubs are asked to provide the following information for the annual report:

- Club Charter Renewal Form or Sponsored Club Renewal Form
- Club Bylaws (Chartered Clubs) or Questionnaire (Sponsored Clubs), if not current
- Calendar of events and attendance lists (if not previously submitted)
- Officer list (names, email addresses and class years)
- Financial Statement (domestic Chartered Clubs only)
- W-9 Forms and Receipts (domestic Chartered Clubs only)

**Quarterly Financial Reporting**

All domestic clubs with bank accounts are required to submit quarterly reports of their financial activities and copies of monthly bank statements. (Note: Monthly bank statements are not required of clubs banking with the Stanford Federal Credit Union.) See the Finances section for more information.

**Online Club Tools on the SAA Website**

**Website**

All chartered and sponsored clubs must maintain a listing on the SAA website. The template requires no prior knowledge of HTML and can be customized for your club’s individual needs. Training is provided by SAA staff. If your club plans to use a website not hosted by SAA, you must link to it from your SAA-provided site.

**Membership Module**

The Membership Module is a tool for managing your club’s membership, enabling club leaders to email all club members, print address lists and labels, and create membership directories. It takes into account alums’ mailing and privacy preferences, and updates alumni contact information from Stanford’s database.

**Events Module**

The Events Module allows clubs to set up web pages for events, take RSVPs and collect payments online via credit card. Club leaders can email all event registrants and track event attendance. Registrations using the Events Module are automatically tracked by SAA.

**Volunteer Leader Resources**

The Club Leader Resources page includes links for managing club websites and modules, pulling reports, sharing best practices, and a link to this handbook. To access the Club Leader Resources page, visit [http://stanford.io/1WYw17X](http://stanford.io/1WYw17X).
Online Web Help
SAA customer service reps are available to answer questions about the online club tools.
Hours: Monday through Friday, 8:00 a.m.-5:00 p.m. Pacific Time
Ph: (866) 543-0243
Email: alumniwebhelp@stanford.edu.

Club Communications
Club Email Account
Clubs are encouraged to register for a free email account in the format:
[alumniclubname]@alumni.stanford.edu.

Email Communications Using the Membership Module
The Membership Module enables club leaders to email all club members, or subsets of your membership base.

Social Networking Sites
Social networking sites such as Facebook, Instagram, LinkedIn and Twitter can be community-building resources for clubs. Use of these sites should be part of a balanced communications plan.

Membership Directories
Since the SAA online alumni directory allows alumni to search for other alums based on several criteria—including location, class year, student activities, degree type, etc.—the need to maintain club membership directories has decreased. If you do publish a directory, don’t forget to ask your members for permission to publish their contact information.

Surveys
SAA can help your club survey your membership or broader local community to solicit feedback about event ideas, best days/times for programs, identify new volunteers, etc. Talk to your regional manager to learn more.

Regionally-Based Communications from SAA
Targeted Email Communications
SAA will periodically assist clubs with email announcements (one-offs) to local populations. Requests must allow seven business days to be fulfilled. Consult with your regional manager if you would like to send an email to alumni in your region.
Stanford Where You Live (SWYL)
Sixteen regions with the largest concentrations of Stanford alumni receive a monthly email newsletter, Stanford Where You Live, with information about upcoming Stanford events. If your club is in one of these areas, work with your regional manager to ensure that your programs are promoted in these newsletters. A 17th version to all other alumni launched in 2016.

Club Contact Information
The Alumni Association provides contact information for all alumni clubs on the SAA website. Should your club contact information change, please notify your regional manager so that it can be updated.

Requests from Outside SAA
Because club contact information is available publicly on the SAA website, club leaders often receive requests to publicize information to their alumni. Club leaders are not required to publicize any unsolicited information to club members. In fact, it’s your duty to protect your members from unwanted or inappropriate correspondence. If you receive requests or communications of this nature from any Stanford office outside of SAA, please forward the message to your regional manager.

Club Logos
Stanford Alumni Club Logos
SAA has a “template logo” for alumni clubs. Please submit a request to your regional manager if your club would like a template logo created for your club. SAA has recently updated its logo, and club logos will soon be updated, as well. Your regional manager will notify you when the change is made.

A sample logo:

Unique Club Logos
Clubs are welcome to use unique logos that do not include any existing Stanford emblem. If your club wishes to create a unique logo, contact your regional manager for approval.
Use of Stanford University Emblems and the Old SAA Logo
Stanford University guidelines do not allow clubs to use the official Stanford University emblems or the old SAA logo. Here are examples of Stanford emblems and the old SAA logo that are prohibited from club use:

Confidentiality
Alumni contact information is confidential and is not to be used for any purpose other than those approved by the Stanford Alumni Association. No part of the alumni contact information you receive may be reproduced, retransmitted, distributed, published (except with permission from all those being published) or used for commercial or political purposes. Any alumni contact information changes should be forwarded promptly to a staff member at the Alumni Association. Any records that contain credit card information must be destroyed immediately.

Insurance Coverage
The Stanford Alumni Association provides a combination of general liability insurance and self-insurance coverage for all alumni organizations at no charge.

Directors’ and Officers’ Liability Insurance is currently covered by the Stanford University’s Educator’s Legal Liability program.

Please keep in mind that insurance coverage and assigned liability is a complex legal area that is determined by the facts and circumstances of each occurrence or event, so please use the information above only as a guideline. For questions about insurance, contact Stanford Risk Management at (650) 723-4555. In the event of any claims, please contact Barbara Pugliese at the Alumni Association: bpugliese@stanford.edu, (650) 723-1368.

Certificates of Insurance
A certificate of insurance from Stanford University may be required by some rental facilities. Certificates are issued by Stanford Risk Management. Contact your regional manager to request a certificate of insurance.

Stanford Alumni Association Event Insurance
When alumni groups arrange for services to be provided by vendors, groups are required to ask the vendor to provide evidence of insurance in the form of a certificate of insurance, with Stanford University named as an additional insured. The naming of Stanford University as an additional insured should follow the specific language cited in the appendix here: http://stanford.io/1WYw17X
**Corporate Sponsorship**
Corporate sponsorship of alumni activities is allowable as long as guidelines established in The Taxpayer Relief Act of 1997 are followed. Details can be found in the appendix here: [http://stanford.io/1WYw17X](http://stanford.io/1WYw17X)

If you have questions concerning sponsorship guidelines, please discuss them with your regional manager.

**Commercial or Political Messages**
Pronouncements (endorsements, declarations, etc.) can only be made in the names of individuals, rather than in the name of the university, the Alumni Association, or its branch organizations (including clubs). Announcements made for either commercial or political gain are strictly forbidden.

**Raffles, Lotteries and Auctions**
Stanford University prohibits the use of raffles, lotteries or similar activities. Raffles are considered an ineffective technique for raising money, and the complicated rules governing their use vary greatly between state and local jurisdictions. For example, lotteries are illegal in the state of California if participants are required to pay or provide other consideration in order to be eligible for the prizes.

The laws governing auctions are complex. Before your club plans an auction, please notify your regional manager.

**Financial Responsibilities of Chartered Clubs**

**Club Treasurers**
The club treasurer is a critical role on the club leadership team, as a resource for event planners, maintaining financial records and reporting out at least quarterly to the club board and to SAA Accounting. The club treasurer should work in close partnership with your regional manager on all aspects of club finances. If there are any questions about the following information, please talk to your regional manager.

**Bank Accounts**
To open a club bank account, work with your regional manager to determine if Stanford Federal Credit Union (SFCU) is appropriate for your club’s needs. If not, another local bank can be selected. She or he will also assist with the forms and the process. The Chief Financial Officer of SAA, Barbara Pugliese, is required to be an additional signatory on all club bank accounts.
Stanford Tax Identification Number (TIN)
Because all club bank accounts are required to use Stanford’s Tax Identification Number (TIN) and therefore are included in Stanford IRS tax returns, quarterly financial statements as well as monthly bank statements must be submitted to SAA Accounting.

Financial Reporting
The fiscal year for clubs runs from July 1 to June 30. Reporting is done according to the following schedule:

- Q1 reporting (7/1 to 9/30) is due 10/15
- Q2 reporting (10/1 to 12/31) is due 1/15
- Q3 reporting (1/1 to 3/31) is due 4/15
- Q4 reporting (4/1 to 6/30) is due 7/15

This data can be securely faxed to (650) 725-2175
Emailed to saafinance@stanford.edu
Uploaded to the club’s website
Or mailed to SAA Finance at 326 Galvez St., Stanford, CA 94305.

Thank you for helping maintain the accuracy of Stanford’s financial reporting and for supporting the fiscal health of your club.

W-9 Forms and Copies of Invoices over $600
For tax reporting, W-9s are required from vendors with whom your club does business equaling $600 or more in a calendar year (January 1–December 31). W-9 forms are necessary when services are provided, but not for goods.

A blank version of the W-9 and instructions are available online at http://1.usa.gov/1nF8OGN.

If you have any questions about whether a W-9 is required, please ask your regional manager.

$5,000 Maximum Account Balance
We request that all regional clubs have a bank account balance of less than $5,000 at the close of each fiscal year and that the funds alumni are putting into your club are being invested back into your local Stanford community.

Fundraising for Stanford
The Stanford Alumni Association actively supports the university’s fundraising efforts; however, and in accordance with Stanford’s Office of Development request, we discourage clubs from fundraising for the university. Clubs can best support the university’s fundraising efforts by creating strong local alumni communities, which will in turn encourage alumni to stay connected and support Stanford. Club volunteers who wish to help can encourage members to donate directly to the university.

Donations to the Club
Due to the Revenue Reconciliation Act of 1993, all tax-deductible gifts of cash, goods or services to tax-exempt organizations must be acknowledged in writing by the parent
organization. Regretfully, Stanford cannot offer the service of recognizing individual membership dues or cash gifts made to alumni groups. The Alumni Association can issue a letter acknowledging gifts in kind to clubs — for example, an alum paying for the catering of an event — but they will not be recorded as a gift to the university in an alum’s donation records or count toward a Reunion or other fundraising campaign.

**Clubs and Fundraising**
Because Stanford is itself a non-profit organization, Stanford alumni clubs are not allowed to use Stanford communication channels to raise money or collect donations towards gifts in kind for other non-profit organizations. Canned goods drives, toy drives, clothing drives, etc., are permitted as long as the items are donated individually by club members and not purchased by the club as an organization. Club members may also support community service organizations by giving their time in service (reading to kids, serving meals, planting trees, etc.).

**Student Internships**
Because of complex tax, labor and insurance issues, alumni clubs may not pay a stipend directly to students whom they are sponsoring at a non-profit organization for an internship program. Instead, the regional organizations need to make arrangements for a direct donation to the non-profit, which in turn will pay the intern.

**Incorporation as a 501(c)(3)**
Stanford clubs are branch organizations of SAA, which is a division of Stanford University, a nonprofit institution. U.S. Stanford clubs have the option to incorporate as independent 501(c)(3)s. If your club is considering this option, please contact your regional manager for help in making an informed decision.

**Tax-Exempt Status in Massachusetts, New York, Texas and Washington, D.C.**
Stanford currently holds a waiver on local sales tax in Massachusetts, New York, Texas and Washington, D.C. only. Although the university is eligible to apply for a waiver in some other states, Stanford does not intend to exercise this option at this time because the costs of doing so outweigh the likely savings. In all other areas, clubs should pay all appropriate sales tax to vendors.