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WELCOME

Success is all about leadership; from our world-class faculty and staff; from the University of Maryland Alumni Association’s Board of Governors; and from YOU, our network leaders.

The Alumni Association values the role each of you play in helping connect, cultivate and channel the power of alumni to enrich themselves and advance the university. You are our ambassadors on the ground, exponentially increasing Maryland’s reach and connection to Terps around the world through regional, affinity, special interest, industry and academic networks.

We are committed to helping you succeed as network leaders. This includes equipping you with the tools and resources needed to identify and recruit board members; providing strategic direction on engagement events; sharing data and demographic information; allocating funds; offering best practices in alumni engagement and events; and sharing additional information outlined in this handbook.

In turn, we ask that you become familiar with the Alumni Association’s priorities and encourage alumni to JOIN, VOLUNTEER, ADVOCATE and GIVE to the university. Please take the time to review this handbook and review the online version regularly with your leadership board, as it will be continually updated.

Thank you for your service. You are the heart and soul of the Alumni Association—our success is all thanks to you!

Sincerely,

Amy Eichhorst
Assistant Vice President, Alumni Relations
Executive Director, University of Maryland Alumni Association
MISSION

We connect, cultivate and channel the power of alumni to enrich themselves and advance the university.

VISION

We are the heart of the university, inspiring lifelong connections with a global network of Maryland alumni.

NETWORK GOAL

The primary goal of our networks is to strengthen Terp pride among all alumni and their connection with the university. Running a network is a collaborative effort between network volunteer leaders and the Alumni Association.

NETWORK OVERVIEW

Our academic, affinity, industry, special interest and regional alumni networks are an extension of the Alumni Association. Each network is chartered by the Alumni Association and serves as an advocate to its respective alumni populations. As such, we want to ensure that you have the resources you need to be successful and are also aware of certain guidelines. Alumni networks provide opportunities for alumni to:

• Engage with other alumni to expand their personal and professional networks.
• Identify and nurture volunteer leaders.
• Showcase Terp pride and stay connected with their alma mater.
JOIN
The University of Maryland Alumni Association connects alumni with fellow Terps across the nation and around the world, opening doors to professional and personal development and much more. Alumni Association members are the proudest Terps, helping to secure the future of their alma mater, strengthening its reputation and ultimately enhancing the value of their own degrees.

VOLUNTEER
Serving as a volunteer is a rewarding opportunity. Demonstrate your Terp pride while leading and engaging with other alumni, prospective and current students.

ADVOCATE
As a UMD Champion, you can help increase awareness and positive recognition of your alma mater by sharing messages that promote significant UMD achievements and initiatives. Our alumni advocates work to enhance the university’s reputation, its financial future and its ability to provide a top-tier education, thereby increasing the value of a UMD degree. alumni.umd.edu/champions

GIVE
Giving back to UMD is an investment in Fearless Ideas, propelling your alma mater forward as a leader in teaching, research, innovation and service. Your contributions help ensure an affordable, accessible, world-class education is possible for current and future Terps.
UMD ALUMNI ASSOCIATION
AT A GLANCE

**MEMBERSHIP**

19,500  
Alumni Association Members

12,183  
Alumni Association Lifetime Members

**NETWORK LOCATIONS**

388,000+  
TERP Alumni

**NETWORK AND LEADERSHIP**

49  
Networks

11  
Academic Networks

5  
Special Interest Networks

4  
Affinity Networks

26  
Regional Networks

3  
Industry Networks

206  
Regional Leaders

50  
Affinity/Special Interest Leaders

125  
Academic Leaders

418  
Network Leaders

Data compiled from the 2020 fiscal year.
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<tr>
<th><strong>EVENTS</strong></th>
<th><strong>STUDENT SCHOLARSHIPS</strong></th>
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<tr>
<td><strong>593</strong></td>
<td><strong>17,929</strong></td>
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<tr>
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<td><strong>12</strong></td>
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<td><strong>$60,000</strong></td>
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<td><strong>474</strong></td>
<td>Scholarships Awarded</td>
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<td>Alumni in Official LinkedIn Group</td>
<td>UMD Champions</td>
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<th><strong>ADVOCACY</strong></th>
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<td>Mentors in Terrapins Connect</td>
<td>Terp Advocacy Network Members</td>
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<tr>
<td><strong>1,759</strong></td>
<td><strong>735</strong></td>
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<tr>
<td>Mentees in Terrapins Connect</td>
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<td><strong>1,789</strong></td>
<td></td>
</tr>
<tr>
<td>Connections Made</td>
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STARTING A NETWORK

HOW TO START A REGIONAL OR AFFINITY NETWORK

1. Check alumni.umd.edu/find-network to see if a network already exists.
2. Contact the Alumni Association at alumni@umd.edu. Our staff will work with you to find alumni that share a common bond and send them a message to gauge their interest in creating a new network.
3. Know the volunteer expectations (see page 26).
4. Establish network leaders (see Network Leaderships Roles and Responsibilities on page 11 for more details).
5. Plan your first event!

OFFICIAL CHARTERING PROCESS

1. Hold a meeting with potential network leaders to prepare for charter approval.
   Action items that must be completed by leaders are:
   • Collect 150 signatures on a petition. A minimum of 100 signatures must come from current Alumni Association members.
   • Complete a draft of network bylaws.
   • Develop a roster of network leaders with their assigned roles.
2. Email completed documents to the Alumni Association staff liaison, who uploads them for Alumni Association Board of Governors (BOG) members to review prior to the next BOG meeting. If the BOG approves the charter, an official letter (signed by the Managing Director and Chief Outreach Officer) is created, which serves as “proof of charter.”
3. After charter approval, meet with your Alumni Association liaison about the next steps. They are:
   • Establishing the EIN/tax ID number (see page 17).
   • Setting up a network bank account (see page 17).
   • Reviewing resources available to you as a chartered network (insurance coverage, email communication and event management, network page hosting, etc.).
   • Reviewing data policies.
THE NETWORK BOARD

We encourage our network leaders to form boards of 10 to 15 individuals. Each network shall have at minimum an executive committee composed of a president, vice president, treasurer and secretary. At the first meeting of the new fiscal year, current board members will appoint/elect leaders to any vacant positions on the network’s executive committee. If there are positions on the board that become open mid year, current leaders should fill these positions as soon as possible. Once established, the network shall also have an immediate past president serving in an ex officio position. Each alumni network leader must be a member of the Alumni Association. Once appointed/elected to a network board, all leaders must sign the Volunteer Expectations for Chartered Networks form (see page 26).

ROLES AND RESPONSIBILITIES

- **President:** This individual will be the liaison between the board and the Alumni Association liaison. The president is responsible for planning, scheduling and leading network meetings and functions, often serving as a master of ceremonies at social functions and meetings. They are responsible for creating and submitting an annual strategic plan and events calendar as well as providing an annual fiscal snapshot for the network.

- **Vice President:** This individual acts as backup for the president and assumes the role of president should the elected president be unable to attend a meeting or event. In most cases, this person is also the president-elect and will assume the role of president after the current president’s two-year term concludes.

- **Treasurer:** This individual oversees and maintains all network finances, including the network checkbook, and provides updated financial reports during board meetings. All fiscal reports shall be included in meeting minutes. The treasurer will need to provide their Social Security number when they set up their bank account per US banking regulations.

- **Secretary:** This individual is responsible for recording minutes at meetings and sharing those minutes with the entire network leadership as well as their staff advisor after the meeting. This individual also takes primary ownership of the network email account which includes responding to emails.

- **Immediate Past President:** This individual acts as an advisor to the executive committee. They serve in an ex officio capacity and does not have voting rights.

- **At-Large Network Leaders:** These individuals are responsible for helping to plan and implement a variety of programming that engages local alumni.

- **Communications Chair:** This individual posts on social media at least once a week, ensures all network-led events are on the Facebook calendar and responds to emails in the network email account. This person will also sit on the Brand and Marketing Committee which meets quarterly.

- **Game Watch Chair:** This individual organizes at least one game watch for football and basketball each season and develops partnerships with a local bar(s) for discounted pricing.

- **Membership Chair:** This individual has quarterly calls with the Director of Membership and communicates with board members on current membership initiatives. They are responsible for communicating exclusive benefit offers at events for members when possible, member flags on name tags and handling giveaways for members. They will also share talking points with board members on membership to be equipped to share at events with fellow alumni and will send follow up emails to non-members after events encouraging them to join.

- **GOLD Chair:** The GOLD Council is a group of recent graduates within the last 10 years who serve as ambassadors to the Alumni Association. GOLD Council members will each plan, coordinate and execute two events annually (one social and one professional development), specifically for recent graduates in their region or with their affinity.

TERM LIMITS

All positions, including executive committee, are two-year elected appointments. The current network leaders in conjunction with their Alumni Association liaison will select new volunteer leaders. Volunteers shall not serve more than three consecutive terms except for President, who may remain on the board for one additional term as immediate Past President. The role of Past President is not included in the three consecutive terms. Six years is the maximum time able to serve on the board with the exception of immediate Past President role which will be eight years maximum. If interested, they can rotate off the board and reapply in two years. If elected, they can serve again in a leadership role for an additional six years.
IDENTIFYING AND RECRUITING VOLUNTEER LEADERS

Leaders should approach the vetting process for volunteers as if they were looking to fill paid positions in an organization. Below are some helpful tips:

• Conduct a needs analysis to identify what knowledge, skills, backgrounds and abilities they would like volunteers to possess:
  • Event planning
  • Financial management
  • Large personal and professional networks
  • Works well with a variety of people
  • Excellent communication skills
  • Computer skills
  • Organization skills

• Leaders should be cognizant of the makeup of the current board and ensure that diversity in race, sex, age and professions is being taken into account.

• Be transparent with potential volunteers and let them know what will be asked of them.

• Use the network of current volunteers to help identify and approach prospective leaders. Consider inviting potential volunteers to be a guest at an event to experience it for themselves.

• Use events to help identify candidates for leadership roles. In particular, keep an eye out for alumni who attend multiple events and display a strong sense of Terp pride.

DIVERSITY, EQUITY AND INCLUSION

Boards play a critical role in creating an organization that prioritizes, supports and invests in diversity, equity and inclusion. Whether in advising staff, the determination of strategy, the allocation of resources, or the goal of serving the community with authenticity, the board’s leadership on diversity, equity and inclusion matters.

• Diverse: The individual leaders who compose network boards are a reflection of the Alumni Association’s values and beliefs about who should be empowered and entrusted with its most important decisions. We believe that all networks can better achieve their missions by drawing on the skills, talents and perspectives of a broader and more diverse range of leaders, and that the diversity of viewpoints that comes from different life experiences and cultural backgrounds strengthens board deliberations and decision-making.

• Equity-focused: Boards play a critical role in helping networks understand the context in which they work and how best to prioritize resources and strategies based on that reality. An awareness of how systemic inequities have affected our society and those the Alumni Association serves enables boards to avoid blind spots that can lead to flawed strategies, and creates powerful opportunities to deepen the Alumni Association’s and the network’s impact, relevance and advancement of the public good.
• **Inclusive**: The most effective network boards work to build a culture of trust, candor and respect – none of which is possible without a culture of inclusion. Boards that cultivate an inclusive culture ensure that all board members are encouraged to bring their perspectives, identity and life experience to their board service. An inclusive board culture welcomes and celebrates differences and ensures that all board members are equally engaged and invested, sharing power and responsibility for the Alumni Association’s mission and the network board’s work.

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**MANAGING VOLUNTEERS**

Managing and retaining volunteers also requires the skills and abilities of a strong leader. To be a successful leader of volunteers, we encourage the following:

- Create an environment where everybody feels welcome, valued and appreciated.
- Engage all volunteer leaders in setting the strategic goals for the group and identifying and executing events.
- Keep your volunteers updated on information you are receiving from the Alumni Association and other volunteers. Share emails and other communications you receive from the Alumni Association. Send bulleted minutes of meetings to volunteers who missed a meeting.

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**BOARD MEETING AGENDA**

For a sample agenda, see *Appendix A*.

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**POLICIES AND PROCEDURES FOR ALUMNI NETWORK FINANCES**

Fully chartered networks will continue to be covered under the Alumni Association’s nonprofit 501(c)(3) status. These networks function as independent cost centers responsible for tracking their own revenue and expenses. As part of the management process, networks should establish their own financial accounts at an institution local to the network (your staff liaison will help you in this process, see page 16).

Networks are expected to be self-supporting and operate on a break-even basis. At the midpoint and end of each fiscal year (January 1 and June 30), each network shall provide the Alumni Association copies of their monthly banking statements from the financial institution and an accounting of revenue and expenses for the year. All reports and documents will be sent to your Alumni Association liaison. In addition, networks must report their monthly bank account balance to their staff liaison.
Networks should not carry over more than $2,000 into a new fiscal year. Funding will not be allocated if the network has an excess of $2,000. Exceptions can be granted after speaking with your staff liaison.

Approved Use of Network Funds
• Room rental fees, catering or speaker gifts.
• No more than 25% of network budget to be allotted towards purchasing items to raise money. The network must use approved vendors and logos/marks through Alumni Association staff liaison.

The following documents are available for your use in the appendix section of this handbook:
• **Appendix B**: Monthly Reconciliation Report Template
• **Appendix C**: Sample Fiscal Year-End Report (Due August 1 each year)
• **Appendix D**: Event Planning Worksheet

**OPERATING PROCEDURES**
• The fiscal year runs from July 1 to June 30.
• We recommend using a cash record, check record and ledger book/spreadsheet.
• All network expenses and income should be processed through the official network bank account. Network funds should never be kept in a personal bank account.
• A record of revenue and expenses associated with individual events should be kept to allow networks to evaluate the financial success of their events and for future planning. As a matter of good practice, a post-event recap should be documented for future decision-making conversations.
• The Alumni Association reserves the right to require an independent audit if a network fails to comply with financial operating procedures.
• Based on the Alumni Association’s annual budget, funding distribution may be subject to change.
• If sufficient funds are not available to cover the costs of a function, the network, not the Alumni Association, are responsible for any shortfall.
• Networks that fail to file the necessary annual financial filings with the Alumni Association will be placed on probation. Networks on probation are ineligible for administrative and financial support from the Alumni Association until they come into compliance.
• Networks cannot carry a balance of more than $2,000 into a new fiscal year.
• Networks must share monthly bank account balance with their staff liaison.
• Alumni Association staff liaison must be a co-signer on the network bank account.
**SUCCESSION PLANNING**

One of the most important roles of a volunteer leader is to identify future leaders. This will ensure the long-term success of the group by continuing the great work you have done. A few tips for succession planning:

- Start early and take time to identify new leadership.
- Follow up with alumni who attend your events, they are a great group to start with.
- Personally engage with potential leaders—get to know them and make sure they are a good fit.
- Delegate responsibility to potential leaders so they can develop hands-on knowledge and skills.
- Model effective leadership before leaving your position.
- Offer potential new leaders the opportunity to attend a board meeting before committing to a role on the board.
- Provide the below materials to new leadership in your Google Team Drive:
  - History of organization and organizational chart
  - Bylaws and charter documents
  - Reports on past events and status of any upcoming events
  - List of goals—accomplished and unaccomplished
  - “What I Wish I Had Known” (a list of things that would have been helpful to you as a new leader)
  - Copy of the budget/bank documents
  - Rosters and frequently used numbers (including regularly used venues)
  - Alumni Network Volunteer Leaders Handbook

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**GOOGLE DRIVE/GMAIL**

Each network is required to have a Google Drive and Gmail account, which will be set up by the network’s Alumni Association’s liaison. This account should be used for all official business of the network, including bank accounts and vendor contracts. The Google Drive should be tied to the network’s Gmail account, not an individual’s email account. Leaders who already have such an account must share the password with their staff liaison. This helps ensure all network leaders and your Alumni Association liaison have access to all appropriate documents.
The UMD Alumni Association is always available to assist networks in their outreach efforts. Below is a list of resources and services available to your network.

**RESOURCES FOR A CHARTERED ALUMNI NETWORK**

- Funding Eligibility: Please contact your Alumni Association liaison to find out your funding eligibility.
- Insurance:
  - Coverage for your network leaders under the University of Maryland Alumni Association's Directors & Officers liability policy.
  - Liability coverage up to $1 million for your events under a separate event policy.
- As a subordinate unit, you share in our federal group tax exemption, allowing you to solicit donations that are tax-deductible to the donor (with some quid pro quo restrictions).
  - See Appendix H for a sample donation receipt.
- The Alumni Association completes the annual 990-N required by the IRS for each network with gross revenue of less than $50K per year.
- Event registration and payment processing is handled through the AlumnIQ platform.
- One free space rental per year at the Samuel Riggs IV Alumni Center. Some restrictions apply. Please contact your staff liaison for details.
- Planning strategy consultation.
- Staff support via your Alumni Association liaison.

**SUPPORT SERVICES**

The Alumni Association offers the following services to networks. We will:

- Send emails to market all network events.
- Set up registration pages through AlumnIQ.
- Send “event-in-a-box” packages to volunteers.
- Offer funding opportunities for events.
- Provide demographic data about alumni.
- Maintain and update the Alumni Association Alumni Network Handbook.
- Ensure ongoing training for your network leadership.
- Host an annual Network Leadership Conference.
- Provide an assigned Alumni Association staff liaison.
- Provide Alumni Association-branded items and materials.
- Create branded name tags.
Network leaders also receive discounted Alumni Association membership rates:

- Annual Membership: $25
  Join at alumni.umd.edu/staff
- Lifetime Membership: $650 (single) and $700 (joint)
  Join at alumni.umd.edu/boardpromo

Please note, all network leaders must be a current member of the Alumni Association in order to remain in good standing as a volunteer leader.

**SETTING UP NETWORK FINANCES**

All chartered networks should have a bank account. Chartered networks without one should meet with their staff liaison to learn how to establish an account. Each network must manage its own account.

Steps to set up a bank account include:

- **Establish an EIN using the Alumni Association federal tax ID number (52-1630673):**
  - Use this link to request an EIN/tax ID number online: https://sa.www4.irs.gov/modiein/individual/index.jsp
  - Use the SS-4 form located in Appendix I as a guide.
  - Once the IRS mails the EIN/tax ID number, send a copy of the notice to your Alumni Association liaison.
- **Open a bank account for your network using the new EIN/tax ID number, not the Alumni Association’s tax ID number.** The network is responsible for covering any fees associated with the bank account; consider selecting a bank that does not charge a fee.
- **Bring a copy of the Alumni Association’s IRS 501(c)(3) determination letter** (located in Appendix J), in case the bank requests it.
- **Give your Alumni Association liaison access to the network’s account** by providing him/her with login information for the account to be kept in a secure location.

Note: The treasurer will need to provide their Social Security number when they set up their bank account, per US banking regulations.
PLANNING YOUR EVENTS

Network events support the mission of the Alumni Association by building membership and creating opportunities for alumni to connect with each other. This handbook includes sample documents that will be helpful as you plan events. Appendix F offers a step-by-step event planning checklist to help make your event a success.

EVENT IDEAS

Networks hold a variety of events (virtually or in-person) to attract different types of alumni. Below is a short list of events held by networks. They can serve as a starting point for new networks.

- **Professional Networking Events**
  - Focused networking events around a particular theme/topic

- **Social Events**
  - UMD game watches, brewery tours, wine tastings, crab feasts, co-hosted events with a Big Ten alumni network, Welcome to Your Neighborhood (targeted towards most recent graduates), trivia, paint night and professional sports outings/games

- **Community Service Events**
  - April is Do Good Service Month for the Alumni Association and we encourage all networks to coordinate a service opportunity during the month of April
  - Food drives, stream cleans and tutoring

- **Family-Friendly**
  - Pumpkin patch visits, picnics and zoo outings

- **Cultural**
  - Museum tours, plays and concerts

FUNDRAISING POLICY

Networks can only fundraise for the Alumni Association, their network or an organization/group at the University of Maryland. Networks can not fundraise for any organizations/groups outside of the University of Maryland or the University of Maryland Alumni Association. According to Maryland Non Profit Association rules you are unable to raise money for other organizations. However, while unable to raise funds for an outside organization, groups may collect goods for an organization of their choosing. Networks are responsible for providing receipts to any donors. Please see Appendix H: Sample Cash Donation Receipt for more information. Examples of causes you can fundraise for include:

- Launch UMD
- Giving Day
- Scholarship Fund
**Event Marketing**

- **Emails**: The Alumni Association will market all network events and Alumni Association-sponsored events to local alumni through event digest emails.
  - To ensure network-planned events are included in the event digests, please send all event details to your Alumni Association liaison. Contact your liaison for specific deadlines/requirements for your network.
- **Social Media**: Use your network’s social media pages to promote the events. Please use the approved social media graphics on your network pages.
- **Personal Outreach**: Call or email local alumni using information provided by the Alumni Association liaison to encourage them to attend events.

For additional marketing guidance and resources refer to Appendix G.

**Event Registration**

- All event registration must be processed through the Alumni Association’s website (by an Alumni Association staff member) to ensure accurate data collection.
- Your Alumni Association liaison will provide you with an attendance list prior to the event and upload it to your team drive, or he/she will provide a temporary access code for AlumnIQ on site check-in.

**Event Attendance**

- Track attendance using AlumnIQ or a sign-in sheet your staff liaison sends you. Remember to indicate any walk-in attendees, refer to Appendix F. For virtual events, track attendance using the “registration” feature on Zoom.

**Event Follow-up**

Follow up is an important component of event planning. Think of your event as the starting point to developing relationships within your network. We advise the following actions once your event is complete:

- One week after the event, send the attendee list to your Alumni Association liaison to ensure accurate data collection.
- For virtual events, download the registration report and send it to your Alumni Association liaison within 24 hours after the event concludes.
- Reach out to potential volunteers and encourage them to attend a future board meeting or event.
While the consumption of alcohol may be an appropriate aspect of certain network events, drinking should never be the primary purpose of a network event. For example:

- The primary purpose of happy hours may be professional and/or social networking with other alumni.
- The primary purpose of brewery/winery tours may be learning about how the product is made and served and the location’s history.
- The primary purpose of game-watching parties may be athletics, camaraderie and networking.

The Alumni Association’s liability insurance will not cover events where consumption of alcohol is the exclusive or primary activity (e.g., bar/pub crawls), thereby exposing a network and its volunteers to potential personal liability or injuries that may happen at these events. Because of the risk involved and the negative reflection upon the Alumni Association’s brand and image, the association prohibits its networks from organizing or promoting these events. Hosting such an event may also jeopardize a network’s status with the Alumni Association.

Do not serve alcoholic beverages at a network event in a facility that does not itself have a liquor license or permit. Additionally, do not hire a caterer or bartender without the required liquor license or permit. Never charge for alcohol (i.e., host a cash bar) unless you are absolutely certain your caterer or bartender has a valid liquor license or permit as required by your state. There is no coverage if any required license is not in effect.

If you are hosting a network event in a private home where alcohol is served, the Alumni Association strongly recommends you hire a licensed bartender or caterer with liability insurance to serve the alcohol (otherwise, the host’s homeowner’s insurance policy will be the primary insurance coverage). The Alumni Association’s liability insurance does not cover events held in non-public places.

Network leaders should take appropriate intervention measures if a guest at any network event appears intoxicated.

The Alumni Association’s Workers Compensation policy does not extend coverage to volunteers.
INCORPORATING A MEMBERSHIP MESSAGE

- **Make a plan:** Work with your Alumni Association liaison to determine how to best communicate to alumni about membership opportunities.
- **Make the ask:** Invite event attendees to become a member, both in a group setting and one-on-one when appropriate. Make membership brochures available at every event, and mention membership when attendees check in and during any presentation or remarks.
- **Show the benefits:** In addition to speaking about the benefits of membership, always offer a member discounted price for event admission tickets. Make sure this discount is reflected in your financial strategy.

WHAT TO SAY TO ALUMNI THAT ASK: “WHY SHOULD I JOIN?”

- No matter where you go in the world, membership keeps you connected. Near or far, you are always a Terp!
- The UMD Alumni Association establishes lifelong traditions, pride and connections so students of yesterday, today and tomorrow can do what matters most to them.
- Membership helps you stay active with discounted pricing at network events in your local area, career webinars, social events, happy hours, member-only exclusive events and more.
- Membership keeps you connected with UMD and fellow Terps, which opens doors to professional and personal development. You also get access to mentorship opportunities through Terrapins Connect.
- Membership helps you stay informed through *Inside the Shell* newsletters, *Terp* magazine and email updates.
- Membership grants you access to Terp Deals, giving you discounts on popular restaurants, retailers and more across the nation.
- An investment in the Alumni Association is an investment in your alma mater, which ultimately increases the value of your own degree. Membership is 100% tax-deductible and is counted as a gift to the university; giving percentage is the only factor used by *U.S. News & World Report* regarding alumni satisfaction.
- Membership dues support programming that keeps alumni connected with Maryland, while providing opportunities to current students such as the Maryland Alumni Association Scholarship program.
- Best of all, joining the Alumni Association is a leadership opportunity. You came to UMD to learn, but you join the Alumni Association to lead.

For a full and up-to-date list of benefits, please visit alumni.umd.edu/Join#Benefits.
## Membership Types and Pricing

### Alumni & Friends
Membership is open to all Maryland graduates, friends, fans and family members.

<table>
<thead>
<tr>
<th>Membership Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual Single auto-dues (automatically renew annually with valid credit card)</td>
<td>$55</td>
</tr>
<tr>
<td>Annual Joint (automatically renew annually with valid credit card)</td>
<td>$70</td>
</tr>
<tr>
<td>Three-year Single</td>
<td>$125</td>
</tr>
<tr>
<td>Three-year Joint</td>
<td>$175</td>
</tr>
<tr>
<td>Lifetime Single* (lifetime membership, plus a gift and license plate frame)</td>
<td>$850</td>
</tr>
<tr>
<td>Lifetime Joint* (lifetime membership, plus a gift and license plate frame)</td>
<td>$950</td>
</tr>
</tbody>
</table>

### New Grads
Our most recent graduates receive reduced pricing for Alumni Association membership for one year after their graduation date.

<table>
<thead>
<tr>
<th>Membership Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>GradPak Annual (annual membership, plus a gift)</td>
<td>$25</td>
</tr>
<tr>
<td>GradPak Life* (10-month installment plan available)</td>
<td>$300</td>
</tr>
<tr>
<td>GradPak Life Joint* (10-month installment plan available)</td>
<td>$375</td>
</tr>
<tr>
<td>GradPak Legacy* (life membership, plus a legacy brick; 10-month installment plan available)</td>
<td>$450</td>
</tr>
</tbody>
</table>

*In addition to the gifts outlined above, lifetime membership includes having your name(s) engraved on the Frann G. & Eric S. Francis Lifetime Member Wall.

*Member pricing as of March 2021.*
### Named Gift Opportunities

(For updated list: alumni.umd.edu/give-back/named-gift-opportunities)

<table>
<thead>
<tr>
<th>Permanent Endow the Alumni Association</th>
<th>$5 Million</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Support Association’s programs, activities and staff</td>
<td></td>
</tr>
<tr>
<td>• Receive recognition through naming of the Alumni Association headquarters</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Named Drive</th>
<th>$1.5 Million</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alumni Legacy Plaza</td>
<td>$1 Million</td>
</tr>
<tr>
<td>The Maryland Club</td>
<td>$750,000</td>
</tr>
<tr>
<td>Partitioned Room in Orem Alumni Hall (1 remaining)</td>
<td>$500,000</td>
</tr>
<tr>
<td>Portico Entrance</td>
<td>$250,000</td>
</tr>
<tr>
<td>Tailgate Terrace (patio on 2nd floo)</td>
<td>$250,000</td>
</tr>
<tr>
<td>Skylight Above Wasmer Rotunda</td>
<td>$70,000</td>
</tr>
<tr>
<td>Flower beds in Moxley Gardens (6 remaining)</td>
<td>$25,000</td>
</tr>
<tr>
<td>Decorative Exterior Garden Benches (10 remaining)</td>
<td>$15,000</td>
</tr>
<tr>
<td>Garden Pillars (28 remaining)</td>
<td>$15,000</td>
</tr>
<tr>
<td>Seat at the Table in the Crist Boardroom (12 remaining)</td>
<td>$15,000</td>
</tr>
<tr>
<td>Trees (14 remaining)</td>
<td>$5,000</td>
</tr>
</tbody>
</table>

### Wall of Honor (Wasmer Rotunda)

<table>
<thead>
<tr>
<th>Samuel Riggs IV Society</th>
<th>$250,000+</th>
</tr>
</thead>
<tbody>
<tr>
<td>1892 Society (1 remaining)</td>
<td>$100,000-$249,000</td>
</tr>
<tr>
<td>Terrapin Society (6 remaining)</td>
<td>$50,000-$99,999</td>
</tr>
<tr>
<td>Alumni Partners (0 remaining)</td>
<td>$25,000-$49,000</td>
</tr>
<tr>
<td>Friends of Alma Mater (14 remaining)</td>
<td>$10,000-$24,999</td>
</tr>
</tbody>
</table>
More than 150 years ago, the founders of the University of Maryland laid the foundation for this great institution, brick by brick. Just as they built a world-class institution that continues to support and inspire decades later, you can continue this legacy of greatness by purchasing your own paver or brick today.

- Commemorate commencements, reunions and other Maryland milestones
- Etch your name into the history of your alma mater
- Memorialize a treasured individual, campus organization, fraternity or sorority
- Declare your devotion to a Terrapin team, club or network

alumni.umd.edu/brick

University of Maryland Giving Day

Giving Day is a one-day fundraising event for all members of the University of Maryland community. Students, faculty, staff, parents, friends and alumni are all welcome to participate. The goal is to raise critical funding and engage our community to advance the University of Maryland’s mission. Make a gift in support of your favorite school, college or program. The University of Maryland accepts gifts of $10 or more during Giving Day.
ALUMNI ASSOCIATION FUNDS

Student Engagement Fund
Lifelong Terp pride; that is our goal. Your gift to the Student Engagement Fund will provide funding for initiatives designed to instill Terp pride from before students even set foot on campus. Support our programs to connect students with the global network of Terp alumni, ensure beloved Terp traditions and history are passed to the next generation, and develop future leaders to spread Terp pride across the world.

Samuel Riggs IV Alumni Center Fund
The Samuel Riggs IV Alumni Center is the alumni home on campus, no matter how long you’ve been away. The Alumni Center hosts hundreds of events each year, including tailgates, reunions, parties and career fairs. Your support can help us maintain and enhance this beautiful space, including the Dessie M. and James R. Moxley, Jr. Gardens, Legacy Plaza and the Frann G. and Eric S. Francis Lifetime Member Wall.

Events and Programs Fund
A pre-game tailgate. A cleanup project in Las Vegas. A Golden Terps’ 50th class reunion. The Maryland Alumni Association makes these events—and many more—happen year-round. Your gift helps us bring together the more than 388,000-strong Terp alumni network to enhance their personal and professional lives.

Scholarship Fund
The Alumni Association scholarship fund supports high achieving undergraduate and graduate students who show commitment to the university community through on-campus or off-campus involvement, leadership and service, and who exhibit Terp pride.
VOLUNTEER EXPECTATIONS FOR CHARTERED NETWORKS

Board Involvement
The success of a chartered network depends on the participation of its board. Board members:
• Must attend at least 75% of all network board meetings.
• Must attend at least 50% of all network planned events.
• Must actively contribute to board activities and take a leadership role in at least one event per year.
• All events must be marketed through the Alumni Association marketing channels. All attendee lists must be shared with staff liaison upon completion of event.

Alumni Association Membership
• Each alumni network leader must be a member of the Alumni Association.
• Alumni network leaders should promote the benefits of membership at events and in conversations with fellow Terps.

Term Limits
• The term of office for each alumni network leader shall be limited to a two-year term.
• Members shall not serve more than three consecutive terms, not including role of Immediate Past President.

Alumni Association Agreement
I agree to operate in accordance of the mission, vision and bylaws of the University of Maryland Alumni Association and embrace my role as a representative of UMD and the Alumni Association. As a University of Maryland alumni network leader, I agree to receive direction from the University of Maryland Alumni Association and their designees.

Confidentiality Statement and Acknowledgement
By accepting this volunteer role, I agree to abide by the University of Maryland’s and the University of Maryland Alumni Association’s confidentiality policy. Any information received to support this volunteer role, including but not limited to, constituent contact information, giving information and/or involvement information, is for use only to support the above mentioned responsibilities. Use of the information for any other purpose, including but not limited to, reproducing and storing in a retrieval system by any means, electronic or mechanical, photocopying, or using the information contained in the documents for any private, commercial, religious and/or political activity is strictly prohibited. Such acts are in direct violation of the policy and constitute misappropriation of property and may result in immediate removal from the board.

• After one month, a distributed list should be considered expired.
• Lists are to be used for individual, personalized outreach—no mass emails or solicitations.

I certify that my signature below indicates that I have read this document and the University of Maryland Policy on the Acceptable Use of Information Technology Resources in its entirety and agree to abide by the expectations listed within.

Name ___________________________ Signature ___________________________ Date ___________________________
I. PRACTICE OF NON-DISCRIMINATION

The University of Maryland Alumni Association (the “Association”) is an equal opportunity organization and shall not discriminate on the basis of race, color, national or ethnic origin, religion, sex (including pregnancy, childbirth, and related medical conditions), age, disability, citizenship status, familial status, military status, sexual orientation, gender identity and expression, or genetic information in the administration of its programs and facilities, including admission and access to, and treatment and employment in, its programs and facilities. The Association affirms that it is committed to providing an inclusive and welcoming environment for all persons.

II. NON-DISCRIMINATION PROCEDURES

Every program, event and facility operated by the Association, now or in the future, shall abide by this Non-Discrimination Policy.

Harassment, interference, coercion, or intimidation of a director, officer, employee, volunteer, recipient of services, or vendor based on any of the above criteria is specifically prohibited. Harassment and intimidation includes abusive, foul, or threatening language or behavior.

All qualified individuals with a disability are entitled to a reasonable accommodation or modifications to the Association’s programs and facilities that will permit the individual an equal opportunity to use and enjoy the Association’s programs and facilities. Requests for exceptions to the Association’s rules, policies, practices, services, or programs, or structural modifications to the Association’s facilities should be made to the Executive Director.

Issues of discriminatory treatment, harassment, interference, coercion, or intimidation based on any of the above criteria should immediately be reported to the Executive Director, or if such issue involves the Executive Director, then to the President of the Board of Governors. After appropriate investigation made in consultation with the Association’s legal counsel, if substantiated, prompt action will be taken to remedy the issues. Retaliation against individuals who report in good faith genuine concerns or complaints of wrongdoing or who are involved in the investigation of such concerns or complaints is prohibited.

Violations of this Non-Discrimination Policy may be grounds for removal from office, may lead to disciplinary action, up to and including termination of employment, and may have other legal consequences.
I. PURPOSE OF CODE OF CONDUCT

The University of Maryland Alumni Association (the “Association”) is committed to providing an inclusive and welcoming environment for all persons. The directors, officers, employees, and volunteers represent the Association while participating in Association programs and events. The purpose of this Code of Conduct is to ensure that every director, officer, employee, network leader and volunteer understands and adheres to the highest standards of conduct so that their actions never damage the Association’s reputation for integrity.

This Code of Conduct does not attempt to address every situation that may be encountered and is not a substitute for an individual’s responsibility for exercising good judgment and common sense, but sets forth basic expectations concerning professional and personal behavior. If an individual is ever unsure about how to apply this Code of Conduct to a particular situation, that individual should ask an Association officer or any member of the Board.

II. RESPONSIBILITIES

Appropriate Behavior

All governors, officers, employees, network leaders and volunteers are expected to:

- Refer to and abide by the Bylaws and Policies of the Association;
- Act honestly, fairly, ethically, and with integrity in their actions on behalf of the Association and their interactions with each other;
- Behave in a professional, respectful, and courteous manner that does not reflect adversely on their service on behalf of the Association;
- Avoid accepting gifts from vendors;
- Report any concerns or complaints of violations of association policies to the Executive Director, or if the report involves the Executive Director, then to the President of the Board of Governors; and
- Promote compliance and ethics by example.

Any of the following behaviors may be deemed a violation of this Code of Conduct:

- Willful or repeated violation of established Association policies, procedures, and rules;
- Conduct that is inconsistent with the goals and objectives of the Association, including but not limited to, unlawful harassment or discrimination;
- Use of a position with the Association for a purpose that is or gives the appearance of being motivated by the desire for private gain or advantage;
- Disclosure of any confidential or proprietary information, unless authorized by the Executive Director of the Association or his/her designee;
- Use, distribution, transfer, sale, purchase, attempts to sell or purchase, transport, or possession of illegal drugs, weapons, explosives, or other dangerous or unauthorized materials during Association events or working hours, on the Association’s premises, or while doing Association business;
- Damaging, destroying, or wasting property of the Association or another participant in any Association program or event;
- Theft, corruption, bribery, blackmail, extortion, fraud, embezzlement, espionage, or dishonesty of any kind;
- Threatened or actual physical violence; and
- Being the subject of material media coverage for allegations of offenses involving moral turpitude.
Alcohol
The use or possession of alcoholic beverages by individuals under the age of 21 (or the age of majority in the jurisdiction) or providing or distributing alcohol to underage individuals is prohibited.

Social Media
If any governor, officer, employee, network volunteer or volunteer participates in social media for personal purposes, each such individual shall carefully differentiate between personal opinions and statements made on behalf of the Association. Volunteers and employees shall not make statements on behalf of the Association without prior authorization. All individuals who are subject to this Code of Conduct shall use good judgment about what to post and what not to post, with the understanding that even their personal posts may be widely accessible to the public and may reflect on the Association. They shall not make any posts about the Association, its governors, officers, employees or volunteers, or any Association activity that are misleading or false. All individuals subject to this Code of Conduct are asked to bring Association-related complaints or issues to the attention of an appropriate person at the Association before publishing such complaint or issue to social media.

Confidential Information
The Association considers the records that it maintains on alumni, donors, parents, students, and friends of the University to be highly confidential. Certain information maintained by the Association may also be subject to the Family Educational Rights and Privacy Act (FERPA) or other protections. Financial information, such as the association’s budget, corporate sponsorship revenues and royalty agreements are also considered confidential. As a result, any information gained while volunteering for the Association, including information gained through conversations, is confidential and may only be used for legitimate purposes of the Association. Any such information shall not be shared with anyone outside the Association without prior authorization.

III. COMPLIANCE WITH POLICIES
The Association requires every governor, officer, employee, network leader and volunteer to read and comply with this Code of Conduct, the Association’s Non-Discrimination Policy, and the Association’s Conflict of Interest Policy in order to participate in any program operated by the Association, including but not limited to alumni events sponsored by the Association. Respecting the principles and complying with these policies is a condition of each individual’s participation in Association programs.

Any violation of this Code of Conduct may result in disciplinary action, up to and including termination of employment or the volunteer role, and removal from Association programs on a limited or indefinite basis. Each situation will be considered in light of a variety of factors, including the seriousness of the situation, the individual’s employment or volunteer history, performance record, and any prior incidents. The Association reserves the right to act as it believes that the facts and circumstances dictate.

Name __________________________ Signature __________________________ Date __________________________
APPENDIX A: SAMPLE MEETING AGENDA

XX Alumni Network Board Meeting Agenda
Monday, December 5, 2017 - 6 p.m.
Samuel Riggs IV Alumni Center, University of Maryland, College Park, MD

• Roll Call and Introductions (All)
• Approve Previous Meeting Minutes (President/All)
• Alumni Association Updates (Alumni Association Staff or President)
• Finance Update (Treasurer)
• Past Events Debrief (Event Lead(s))
• New Business
  • Budget Review/Approval (Executive Committee)
  • Upcoming Events
  • Other
• Next Steps (President)
• Closing (President)
### University of Maryland Alumni Association, Inc.

#### Network Name

<table>
<thead>
<tr>
<th>Bank Account</th>
<th>Amount $</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Savings</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Checking</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| Total Balance  |          |       |

<table>
<thead>
<tr>
<th>Revenue</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Event X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Event Y</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| Total Revenue  |          |       |

<table>
<thead>
<tr>
<th>Expenses</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Event X Catering</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Event X Room Rental</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| Total Expenses |          |       |

| Total Balances |          |       |
### Fiscal Year-End Report

**Network Name**

**Fiscal Year** 2019

<table>
<thead>
<tr>
<th>Date</th>
<th>Timing</th>
<th>Event Name</th>
<th>Location Description</th>
<th>Date</th>
<th>Event Timing</th>
<th>Event Details</th>
<th>Event Category</th>
<th>Life-stage Targeted</th>
<th>Actual Attendees</th>
<th>Host Again? Ways to Improve?</th>
<th>Actual Expenses</th>
<th>Actual Revenue</th>
<th>Net</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 1, 2018</td>
<td>6-8 p.m.</td>
<td>Welcome to the Neighborhood Class of 2019</td>
<td>Welcome to the Neighborhood</td>
<td>Welcome to the Neighborhood</td>
<td>Recent Grads</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>-$300.00</td>
<td>0.00</td>
<td>-$300.00</td>
</tr>
<tr>
<td>October 10, 2018</td>
<td>9 p.m.</td>
<td>Star Wars</td>
<td>Leitersburg Cinemas</td>
<td>Social</td>
<td>Social</td>
<td>Recent Grads, Mid-Career, Encore</td>
<td></td>
<td>-200.00</td>
<td>200.00</td>
<td>0.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>December 1, 2018</td>
<td>7 p.m.</td>
<td>UMD vs. Duke Game Watch</td>
<td>Hard Times Café</td>
<td>Social</td>
<td>Social</td>
<td>Recent Grads</td>
<td></td>
<td>-250.00</td>
<td>0.00</td>
<td>-250.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>February 1, 2019</td>
<td>6:30-8:30 p.m.</td>
<td>Flying Dog Brewery Tour</td>
<td>Flying Dog Brewery</td>
<td>Social</td>
<td>Recent Grads, Mid-Career, Encore</td>
<td></td>
<td>-300.00</td>
<td>300.00</td>
<td>0.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>March 1, 2019</td>
<td>TBD</td>
<td>UMD vs. Michigan State Game Watch</td>
<td>Hard Times Café</td>
<td>Social</td>
<td>Social</td>
<td>Recent Grads</td>
<td></td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>April 1, 2019</td>
<td>TBD</td>
<td>Help Kittens in Need</td>
<td>Humane Society</td>
<td>Community Service</td>
<td>Recent Grads, Mid-Career, Encore</td>
<td></td>
<td>-200.00</td>
<td>0.00</td>
<td>-200.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>May 1, 2019</td>
<td>TBD</td>
<td>UMD Takeover at Frederick Keys</td>
<td>Frederick Keys Stadium</td>
<td>Family Friendly</td>
<td>Mid-Career</td>
<td></td>
<td>-500.00</td>
<td>200.00</td>
<td>-300.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>June 1, 2019</td>
<td>TBD</td>
<td>Terps Do Good Works</td>
<td>A Wider Circle</td>
<td>Community Service</td>
<td>Recent Grads, Mid-Career, Encore</td>
<td></td>
<td>-100.00</td>
<td>0.00</td>
<td>-100.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Total: -$150.00
## APPENDIX D: EVENT PLANNING WORKSHEET

**Organized by:**

<table>
<thead>
<tr>
<th>Telephone</th>
<th>(daytime)</th>
<th>(evening)</th>
</tr>
</thead>
</table>

**Mailing address**

**Email address**

**Event name:**

**Purpose:**

**Target audience:**

<table>
<thead>
<tr>
<th>Date:</th>
<th>Time:</th>
</tr>
</thead>
</table>

**Location/Venue:**

**Expected attendance:**

<table>
<thead>
<tr>
<th>Admission price: $</th>
<th>Maryland Alumni Association members $</th>
<th>Non-members $</th>
</tr>
</thead>
</table>

**ESTIMATED TOTAL INCOME: $**

**Projected Expenses:**

<table>
<thead>
<tr>
<th>Facilities/room rental charges $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Set-up charges/fees $</td>
</tr>
<tr>
<td><strong>Rental equipment</strong> <em>(includes audio-visual, tents, risers, tables, chairs, etc.)</em> $</td>
</tr>
<tr>
<td><strong>Food</strong> $</td>
</tr>
<tr>
<td><strong>Beverages</strong> $</td>
</tr>
<tr>
<td><strong>Bartender fees/gratuities</strong> $</td>
</tr>
<tr>
<td><strong>Promotional materials</strong> <em>(includes printing and mailing of invites, signage, programs, flowers, etc.)</em> $</td>
</tr>
<tr>
<td><strong>Decorations</strong> $</td>
</tr>
<tr>
<td><strong>Entertainment</strong> $</td>
</tr>
<tr>
<td><strong>Transportation</strong> <em>(includes buses, vans, parking, valets, and gratuities for drivers, etc.)</em> $</td>
</tr>
<tr>
<td><strong>Miscellaneous</strong> <em>(includes plaques, photos, speaker travel/expenses, and supplies, etc.)</em> $</td>
</tr>
</tbody>
</table>

**ESTIMATED TOTAL EXPENSES: $**
12 WEEKS BEFORE THE EVENT
• Confirm the event date with your Alumni Association advisor and set an RSVP date.
• Outline the event program including objectives, guest speaker, etc.
• Assign responsibilities to fellow board members.
• Establish event budget including: facility rental, food, decorations, printed materials, A/V equipment, door prizes, gratuities, etc.
• Calculate per-person event costs.

10 WEEKS BEFORE THE EVENT
• Select and reserve location. Things to consider:
  • Is there convenient and adequate parking, or is it close to public transit?
  • Is the room size appropriate for the crowd?
  • Is the noise level too loud to have a speaker?
• Reserve A/V equipment, if needed.
• Set menu and arrange for bar service, if appropriate.

EIGHT WEEKS BEFORE THE EVENT
• Determine staffing needs for event, i.e. someone to manage on-site registration and check-in.
• Recruit board members to staff the event.
• Send all necessary event details to your Alumni Association liaison.

SIX WEEKS BEFORE THE EVENT
• Contact your Alumni Association liaison if you need decorations, small giveaways, Alumni Association membership applications, etc.
• First email will go out advertising the event.

THREE WEEKS BEFORE THE EVENT
• Second email will go out advertising the event.

ONE WEEK BEFORE THE EVENT
• Prepare registration materials and name tags.
• Provide a final count to facility managers and caterers.
• Last email will go out advertising the event.

THREE DAYS BEFORE THE EVENT
• Request an attendees list (Google Sheet) from Alumni Association liaison and use it to track attendance at the event.

DAY OF THE EVENT
• Arrive one to two hours prior to the event to make sure facility is arranged properly.
• Check in and greet guests. Make sure to capture accurate attendance on the Google Sheet.

FOLLOWING THE EVENT
• One week after the event, send the attendee list to your Alumni Association liaison.
• Within two weeks, follow up with any interested alumni and encourage them to get involved with the board.
### APPENDIX F: SAMPLE SIGN-IN SHEET

<table>
<thead>
<tr>
<th>FIRST NAME</th>
<th>LAST NAME</th>
<th>CLASS YEAR(S)</th>
<th>EMAIL</th>
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APPENDIX G: UMD BRANDING TOOLKIT AND ALUMNI ASSOCIATION BRAND GUIDELINES

LOGO USAGE GUIDELINES

The University of Maryland Office of Strategic Communications will provide you with a logo for your network that aligns with the university’s branding. To request a logo, contact your staff liaison.

When including a university logo, name or mark (including but not limited to: University of Maryland, Terps, Terrapins, UMD, Testudo Maryland, design marks such as Mbar, Seal, Flag Globe, Mascot mark, Terrafont etc) in any of your communications, you must abide by the following university policies, as outlined by the Office of Trademarks and Licensing (a division of the Office of Strategic Communications):

• No university marks or names may be used in any manner that suggests or implies university endorsement of products, services, political parties or views, or religious organizations or beliefs.
• The use of a logo in conjunction with an alcohol logo or alcohol paraphernalia is prohibited. The university does not permit its marks and names to appear on the branding, labeling and/or marketing of alcoholic beverages unless approved by the President.
• The university will not approve the use of its marks or names in connection with any inherently dangerous products (fi earms, explosives), illegal drugs, tobacco, gambling, sexually suggestive products or language, or any health related product.
• University logos and marks cannot be redrawn, re-proportioned, embellished or modified in any way. This includes all mascot marks (Testudo). Mascot marks are not allowed to be altered, including but not limited to: altering its face, putting clothes on the marks, changing the M on the chest, etc.
• The Maryland Terrapins are the athletic teams of the university, and the Terp mascot logo and Terrafont word marks are an important component of the university brand. Use them only when sharing messages related to the Department of Intercollegiate Athletics (ICA). The primary user of these marks is the ICA, but occasional use by units working with alumni and other groups is permitted. These marks, names and logos are licensed to selected vendors for use in retail products such as apparel, gifts and other merchandise. No alterations of these graphics are permitted.

Please visit trademarks.umd.edu for a full list of logos and brand guidelines.
Alumni networks are required to use the following two standard formats to create consistency among the University of Maryland's many alumni networks. Alumni networks can create a secondary design(s) as long as they do not incorporate any University of Maryland logos into their secondary design and they have the official Alumni Association or network logo somewhere present on their material. The secondary design(s) must be approved by the Office of Trademarks and Licensing.

Please email all questions regarding designs or use of logos to licensing@umd.edu.

The following design examples were approved by the Office of Trademarks and Licensing and merchandise was produced by a licensed vendor. All merchandise, even products just using the official network’s logo on it, must be produced by a licensed vendor. For more information about our licensed vendors, please visit trademarks.umd.edu.

This piece of merchandise correctly uses the alumni network’s official logo. In this example, it is a simple one color logo which is allowed (one color logos also help to save money).

This table cloth uses the official network logo. The logo is using the appropriate color combination, proportions and the official university colors.
For these T-shirts, each network created their own design to represent their network in a more unique way. These designs were approved by the Office of Trademarks and Licensing. They both use an appropriate font and university colors, and include the network’s official logo as a second mark on the shirt sleeve.

In this example the network’s official logo is being utilized in a creative way, but has not been altered. There is space between the skyline design and the official logo, and the skyline design is not touching or obscuring the official logo in any way. In addition, official university colors are being used.

**PROHIBITED USES OF MARKS**

The following examples are not permissible for use, and were not approved by the Office of Trademarks and Licensing.

This design uses an altered version of the Terrafont Bar mark by having the word Chicago above the bar, and the word Terps below the bar. The proportions and outlines have also been altered. Terrafont Bar marks should always appear with the word Maryland, Terps or Terrapins above the bar, and they cannot be altered or changed in any way.

The Shell logo honors the university’s connection to the native diamondback terrapin, and may not be altered or filled, as it is in this example. A secondary design must be used in connection with the network’s official logo as provided by the Office of Strategic Communications.

The design of this hat was not approved, as it does not include either of the network’s official logos anywhere on the merchandise. If the official logo was included on the hat the design would have been approved.

This graphic is not permitted as it is altering one of the official network logos as provided by the Office of Strategic Communications. The text used below the bar (Montgomery County Alumni Network) is also out of proportion and not in an approved font.

Montgomery County Alumni Network
SOCIAL MEDIA GUIDELINES

Alumni Association Hashtag:

#STAYFEARLESSUMD

Alumni Association Accounts:

- @TerpAlumni
- @Maryland_Alumni
- @Maryland_Alumni

Sample posts:

- **SAMPLE TWEET**
  
  University of Maryland Alumni Association was live.
  
  October 3rd 2017 - 4h
  
  Nothing better than the Mighty Sound of Maryland stopping by your tailgate! Let’s go Terps!
  
  #UMDHomecoming #StayFearlessUMD

- **SAMPLE FACEBOOK POST** (LIVE VIDEO FROM EVENT)

- **SAMPLE INSTAGRAM** (EVENT AD)

University Colors:

- **UMD YELLOW**
  
  PMS 116
  
  RGB 255 210 0
  
  CMYK 0 16 100 0

- **WHITE**
  
  RGB 240 239 238
  
  CMYK 1 1 1 1

- **UMD RED**
  
  PMS 186
  
  RGB 227 25 51
  
  CMYK 0 100 84 4

- **GRAY 1**
  
  RGB 220 221 222
  
  CMYK 0 0 0 15

- **GRAY 2**
  
  RGB 138 146 152
  
  CMYK 5 0 50

- **GRAY 3**
  
  RGB 67 74 79
  
  CMYK 10 0 85

- **BLACK**
  
  RGB 18 27 33
  
  CMYK 20 0 100
APPENDIX H: MARKETING GUIDELINES

STRATEGIC COMMUNICATIONS RESOURCES

- **osc.umd.edu/resources**
  Guidelines for maintaining the university's brand, including fonts, general branding guidelines, web guidelines, university facts and more.

- **brand.umd.edu**
  The UMD Brand Toolkit contains all the guidelines and resources you need to ensure appropriate, professional and effective communications for the university.

- **brand.umd.edu/editorial.html**
  Editorial guidelines which includes AP style references on writing academic degrees, class years, dates and other university related entries.

GENERAL / EVENT MARKETING PROCESS

1. Flesh out event details (determine who, what, when, where and why).
2. Choose how you want to market your event:
   a. Social media
   b. Regional/affinity digest emails
   c. Network standalone emails
   d. Personal outreach/word of mouth
3. Design your graphics (according to the outlets you want to market).
4. Ask your staff liaison to create a registration page on the Association website and to add your event to the events calendar.
5. Create your communication timeline.
6. PROMOTE!

EMAIL GUIDANCE

The following will help you when building your emails in AlumnIQ.

- **Padding**
  - 35 Left/Right, 35 Top, 20 Bottom.
  - Decrease Left/Right Padding to 15 for anything over one column (ex. A row with two photos side by side).

- **Images/Graphics**
  - Square graphics for columns, horizontal graphics for one-column email design.
  - Be mindful of text on graphics. Images will be smaller (especially on mobile) so might be illegible (see below for more tips).
  - Alt-Text: Apply alt-text to all photos and graphics. Alt-text can be found by selecting a graphic in your email and navigating to the right-hand menu. Alt-text should be a short description of what is in the photo/graphic. If you are using a text-only graphic, simply type in the words on the graphic.
  - Please link all graphics/images to their correct landing page destinations. Links are found below alt-text.

- **Naming Emails**
  - AA EO | [Name of Email] | [Date of Send]
  - Add plain text (all copy and links in plain text section).

GRAPHIC DESIGN

The Alumni Association has an account with Canva, an online graphic design platform that can assist you in creating designed graphics, flyers, presentations etc. Contact your staff liaison for account access. When logged in, you will have all university colors and fonts uploaded to use.

Design tips:

- Less text is preferred on graphics (due to accessibility issues).
- Contrasting colors make it more legible.
- For social media graphics, include logos.
APPENDIX H: MARKETING GUIDELINES

PHOTOGRAPHY

The University of Maryland uses high-quality photography, with crisp, vivid color, excellent composition and memorable images that showcase the beauty of the campus, the variety of academic opportunities and resources, its classical architecture, the diversity of its students and faculty, campus life, sports and the arts.

Photo tips:
- Use photos that are appropriate and represent the Association and the university.
- Always receive permission to use someone's likeness.
- Use real-life photos rather than stock images if possible.

Do not use unauthorized photos for promotions without permission, including those found using Google.

Acceptable use photos:
- UMD photos
  https://universityofmaryland.zenfolio.com/
- Alumni Association's Flickr account:
  https://flickr.com/photos/marylandalumniassociation/
  albums
- Royalty-free stock images
  https://unsplash.com/

SOCIAL MEDIA

When using social media outlets to promote your events and activities, it is best to plan ahead, and consider the following for each of your posts:
- Who is this event for and who should we be targeting?
- What graphics would be best to highlight this event?
- How can we show the benefits of this event?
- What are the basic event information that should be included (date, time, etc.)?
- How often will we post about this event (once a week, two times a week, etc.)?

When crafting your social media posts:
- Always use a graphic when available.
- Add alt-text to your post to make them accessible.
- Tag hosts and speaker from your event in your posts.
- Add a call-to-action (ex. Register, Join Now, etc.) and a link.
- Remember to style your copy to show why someone should attend your event (ex. Does it help Terps with career advancement? Is there a price for attending?).
APPENDIX I: SAMPLE CASH DONATION RECEIPT FOR NETWORK

SAMPLE - If acknowledging a donated item, do not include “Amount.” This is for the donor to determine.

Date

Donor Name
Donor Business
Address
City, State Zip

Dear Donor Name:

Thank you for your generous gift to the [Network Name]. Your support of the [Network Name] demonstrates the high value you place on our mission to support and promote the University of Maryland, and helps ensure our continued success.

Our records reflect the following terms of your donation:

Date made: Month Day Year
Items Donated: Donation Detail

OR:

Amount: $X

Benefits Received: None [or describe & value, i.e.”2 admission tickets valued at $60”]

The IRS requires us to inform you that the full amount of your donation is tax deductible for federal income tax purposes and is limited to the excess of the amount of any money (and the value of any property other than money contributed by you over the value of the goods and services provided by the [Network Name] [Tax ID#] to you. Please keep this receipt with your tax records.

Again, thank you for enhancing the quality of the [Network Name].

With Best Wishes,

Name
Title
### Application for Employer Identification Number

**Form SS-4**  
(Rev. January 2009)  
Department of the Treasury  
Internal Revenue Service  

**APPENDIX J: SS-4 APPLICATION FOR EMPLOYER IDENTIFICATION NUMBER**

| Type or print clearly | | |  
|-----------------------|---|---|---|  
| 1 | Legal name of entity (or individual) for whom the EIN is being requested |  
| 2 | Trade name of business (if different from name on line 1) | Executor, administrator, trustee, “care of” name |  
| 4a | Mailing address (room, apt., suite no. and street, or P.O. box) | Street address (if different) (Do not enter a P.O. box.) |  
| 4b | City, state, and ZIP code (if foreign, see instructions) | City, state, and ZIP code (if foreign, see instructions) |  
| 6 | County and state where principal business is located |  
| 7a | Name of principal officer, general partner, grantor, owner, or trustee | SSN, ITIN, or EIN |  
| 8a | Is this application for a limited liability company (LLC) or a foreign equivalent? | Yes | No |  
| 8b | If Yes, enter the number of LLC members |  
| 9a | Type of entity (check only one box): |  
| | Sole proprietor (SSN) | Estate (SSN of decedent) |  
| | Partnership | Plan administrator (TIN) |  
| | Corporation (enter form number to be filed) | Trust (TIN of grantor) |  
| | Personal service corporation | National Guard |  
| | Church or church-controlled organization | Farmers’ cooperative |  
| | Other nonprofit organization (specify) | Federal government/military |  
| | Alumni club - 501(c)(3) | RE/MIC |  
| | Other (specify) | Indian tribal governments/enterprises |  
| |  
| 9b | If a corporation, name the state or foreign country (if applicable) where incorporated |  
| | State | Foreign country |  
| | Maryland | 3490 |  
| 10 | Reason for applying (check only one box) |  
| | Banking purpose (specify purpose) | open club bank account |  
| | Changed type of organization (specify new type) |  
| | Purchased going business |  
| | Created a trust |  
| | Compliance with IRS withholding regulations |  
| | Other (specify) |  
| 11 | Date business started or acquired (month, day, year). See instructions. |  
| | 20 |  
| 12 | Closing month of accounting year | June |  
| 13 | Highest number of employees expected in the next 12 months (enter –0 if none) |  
| | Agricultural | 0 |  
| | Household | 0 |  
| | Other | 0 |  
| 15 | First date wages or annuities were paid (month, day, year). Note: If applicant is a withholding agent, enter date income will first be paid to nonresident alien (month, day, year). | n/a |  
| 16 | Check one box that best describes the principal activity of your business. |  
| | Health care & social assistance | Wholesale-agent/broker |  
| | Construction | Wholesale other |  
| | Rental & leasing | Retail |  
| | Transportation & warehousing | Other (specify) | alumni club |  
| 17 | Indicate principal line of merchandise sold, specific construction work done, products produced, or services provided. |  
| 18 | Has the applicant entity shown on line 1 ever applied for and received an EIN? | Yes | No |  
| | If Yes, write previous EIN here |  
| 19 | Complete this section only if you want to authorize the named individual to receive the entity’s EIN and answer questions about the completion of this form. |  
| | Designee’s name | Designee’s telephone number (include area code) |  
| | Address and ZIP code | Designee’s fax number (include area code) |  
| Under penalties of perjury, I declare that I have examined this application, and to the best of my knowledge and belief, it is true, correct, and complete. |  
| Name and title (type or print clearly) |  
| Signature | Date |  

For Privacy Act and Paperwork Reduction Act Notice, see separate instructions.

Cat. No. 1609SS  
Form SS-4  
(Rev. 1-2009)
Dear Madam:

We have received your request for a copy of your organization’s exemption application and letter of determination.

We were unable to locate these documents. However, we can affirm that your organization received exempt status in June 1999 and is currently exempt under section 501(c)(3) of the Internal Revenue Code. Because your organization will not be able to provide a copy of its application on request, it should keep a copy of this letter in its permanent records.

If your organization filed for exemption after July 15, 1987, or had a copy of the application on July 15, 1987, it is required to make available for public inspection a copy of its exemption application, any supporting documents, and the exemption letter to any individual who requests such documents in person or in writing. The law also requires you to make your organization’s annual return (if you are required to file one) available for public inspection for three years after the due date of the return. You can charge only a reasonable fee for reproduction and actual postage costs for the copied materials. The law does not require you to provide copies of public inspection documents that are widely available, such as by posting them on the Internet (World Wide Web). You may be liable for a penalty of $20 a day for each day you do not make these documents available for public inspection (up to a maximum of $10,000 in the case of an annual return).

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely,

[Signature]

John E. Ricketts, Director, TE/GE
Customer Account Services
APPENDIX L: W-9 REQUEST FOR TAXPAYER IDENTIFICATION NUMBER AND CERTIFICATION

Request for Taxpayer Identification Number and Certification

Do not send to the IRS.

Name as shown on your income tax return. Name is required on this line, do not leave this line blank.

University of Maryland Alumni Association, Inc.

Business name/unexpected entity name (if different from above)

Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only one of the following seven boxes.

☐ Individual/_cols or single-member LLC
☐ C Corporation
☐ S Corporation
☐ Partnership
☐ Trust/estate
☐ Limited liability company. Enter the tax classification (C=Corporation, S=S Corporation, P=Partnership) here.
☐ Other (see instructions) [501(c)(3) Non-Profit Corporation]

Address (number, street, and apt. or suite no.) See instructions.

City, state, and ZIP code

Social security number

Employer identification number

Part I: Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see how to get a TIN, later.

Note: If the account is in more than one name, see the instructions for line 1. Also see What Name and Number To Give the Payee for guidelines on whose number to enter.

Part II: Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me), and

2. I am not subject to backup withholding because (a) I am exempt from backup withholding, or (b) I have been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and

3. I am a U.S. citizen or other U.S. person (defined below); and

4. The FATCA could(e) have been entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must enter in Item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, Item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here

Original or other U.S. person

Date

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW-9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following:

• Form 1099-INT (interest earned or paid)
• Form 1099-UV (dividends, including those from stocks or mutual funds)
• Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
• Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
• Form 1099-K (proceeds from real estate transactions)
• Form 1098 (home mortgage interest), 1099-E (student loan interest), 1098-T (tuition)
• Form 1099-C (deemed cancelled)
• Form 1099-A (cancellation or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.
# APPENDIX M: ALUMNI NETWORK CONTACTS

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<th>Alumni Network</th>
<th>Contact Information</th>
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| **Atlanta Terps Alumni Network** | atlantaterps@gmail.com  
facebook @AtlantaTerps  
instagram @atlantaterps |
| **Annapolis Terps Alumni Network** | annapolisterps@gmail.com  
facebook @UMDAnnapolisalum  
instagram @annapolisterps |
| **Asian Pacific American Terps Alumni Network** | umd.apaan@gmail.com  
facebook @umdapaan |
| **Baltimore Terps Alumni Network** | umdbaltimore@gmail.com  
facebook @baltimorereterps  
instagram @bmore_terps |
| **Bay Area Terps Alumni Network** | sfbayareaterps@gmail.com  
facebook @sfterps  
instagram @sanfranciscoterps |
| **Boston Terps Alumni Network** | boston-terps-board@googlegroups.com  
facebook @bostonterps  
instagram @boston_terps |
| **Chicago Terps Alumni Network** | info@chicagoterps.org  
facebook @ChicagoTerps  
instagram @chicagoterpsalumni |
| **Dallas-Fort Worth Terps Alumni Network** | dfw.terps@gmail.com  
facebook @DFWTerpsAlumniNetwork  
instagram @dfw_terps |
| **Frederick Terps Alumni Network** | frederickterps@gmail.com  
facebook @FrederickTerps  
instagram @frederick_terps |
| **Howard County Terps Alumni Network** | umdhowardcounty@gmail.com  
facebook @HoCoTerpsAlum  
instagram @howardcoterps |
| **Jewish Terps Alumni Network** | JTANumd@gmail.com |
| **Lambda Pride Alumni Network** | umdlambdapride@gmail.com  
facebook @UMDLambdaPride |
| **Latinx Terps Alumni Network** | umdlatinoalumninetwork@gmail.com  
facebook @UMDLAN  
instagram @umd_lan |
| **Los Angeles Terps** | laumdalumni@gmail.com  
facebook @TerpsLA  
instagram @terpsla |
| **Montgomery County Terps Alumni Network** | mocoterps@gmail.com  
facebook @MCTerps  
instagram @mocoterps |
| **Northern NJ Terps Alumni Network** | umdnj@gmail.com  
facebook @NJTERPS  
instagram @northjerseyterps |
| **Northern Virginia Terps Alumni Network** | northernvirginia@terps@gmail.com  
facebook @UMODAAlumniNOVA  
instagram @umdaluminovana |
| **New York Terps Alumni Network** | terpsny@gmail.com  
facebook @NewYorkTerps  
instagram @NewYorkTerps |
| **Philly Terps Alumni Network** | TerpsPhilly@gmail.com  
facebook @PhillyTerps  
instagram @phillyterpsalumni |
| **Prince George’s County Terps Alumni Network** | PGCountyTerps@gmail.com  
facebook @umdpgcan |
| **San Diego Terps Alumni Network** | sandiegoterps@gmail.com  
facebook.com/groups/sandiegoterps  
instagram @sandiegoterps |
| **Seattle Terps Alumni Network** | seattleterps@gmail.com  
facebook @seattle.terps  
instagram @seattle.terps |
| **Southern Maryland Terps Alumni Network** | somdterpalumni@gmail.com  
facebook @somdterpalumni  
instagram @somd_terps |
| **UMD Black Terps Alumni Network (UMBA)** | blackterp@gmail.com  
facebook @UMBlackAlumni  
instagram @blackterpalumni |
| **Washington, D.C. Terps Alumni Network** | terpsindc@gmail.com  
facebook @TerpsInDC  
instagram @terpsindc |