

# CORA *Third Thursday Tiger Talk:* **Do One New Thing**

Thursday, September 21, 2023  
12:00 p.m. - 1:00 p.m. ET



**Bliss Freytag Smith '87**

*Chair, Committee on Regional Associations  
Vice President and Treasurer (CORA)  
Past President, Princeton Club of Dallas – Ft. Worth*





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*Vice Chair, Committee on Regional Associations  
Vice President and Treasurer (CORA)  
President, Princeton Club of St. Louis*



# Do One New Thing

- Jump start your events calendar 
- Broaden your appeal to diverse alumni groups 
- In-person and virtual options



# T-Quads: A Look Back

Date	Title
FY22	
Oct '21	Diversifying Regional Club Programs to Welcome Tigers of all Stripes
Nov '21	Harnessing Local Alumni Talent to Improve Your Regional Alumni Association: Creative Events, Fun Venues and a Web Presence that Works
Dec '21	Year of the Tiger: Best Practices & Ideas for Building Strong Relationships with National Alumni Organizations and Tools to Host your own Lunar New Year Event with A4P
Jan '22	Connecting with the Old Guard
Feb '22	Social Media and Communications Best Practices for Alumni Engagement
March '22	Community Building Ideas for Bringing Together Alumni within a Geographically Disparate Region
April '22	International Engagement: How to Connect Asian Based Alumni with Each Other and With Princeton
June '22	Silver Linings: Alumni Engagement During an Unprecedented Season of Being Apart
FY23	
Aug '22	Tigers Rising Through Transition: How Best to Leverage Our Learnings
Sept '22	Jumpstarting a New Princeton Tradition: Orange & Black Day
Oct '22	Forstnering a Strong ASC/Regional Association Partnership
Nov '22	The Nitty-Gritty: Tips & Tricks for Club Marketing and Operations
Dec '22	Attract New Club Members & Engage Current Ones Through the Princeton Women's Network (PWN)
Jan '23	Engaging Graduate Alumni in our Regional Associations: A Discussion of New Ideas and Initiatives
Feb '23	Virtual & In-person Event Collaborations: Opportunities, Approaches and Success Stories
March '23	Hosting Signature Events
April '23	Work in Progress: Lessons and Other Takeaways from Less-Than-Successful Alumni Events
June '23	Club Reinvigoration
FY24	
Aug '23	The Happiest Hour: Expert Guidance for a Wine Tasting In-Person or Online
Sept '23	Do One New Thing



# Signature Events

- Annual dinner
- Holiday party
- New admit reception
- Fall kick-off





# Social/Community-building Events

- Orange & Black Day (October 22)
- Community service project
- Athletics watch party
- Ivy+ gathering (bar or cultural event)
- Arts/cultural event
- Sports: pickleball, hike
- Multi-region virtual collaboration
- Pre-read discussion



# ASC-related Events

- Fall interviewer recruiting event
- TigerTeam Day (*formerly Blitz interview session*)
- New admit reception
- First year student send-off



# Affinity groups & Graduate Association Events

- Asian American Alumni Association (A4P)
- Association of Black Princeton Alumni (ABPA)
- Association of Latino Princeton Alumni (ALPA)
- Queer Princeton Alumni (QPA) *formerly FFR/BTGALA*
- Native Alumni of Princeton (NAP)
- Princeton Women's Network (PWN)
- Princeton Veterans Alumni Assn (PVETS)
- Association of Princeton Graduate Alumni (APGA)



# Party Packs & Financial Grants

- Orange & Black Day (October 22)
  - Grants (up to \$150) & Party Packs requested through Google Form
- *Celebrate Princeton Pride (CPP)*
  - Grants (up to \$150) & *CPP* Party Packs requested through Google Form
- APGA-centered events
  - Contact John Balfe \*90, APGA Regional Engagement Co-Chair and Board Member at [balfejp@pm.me](mailto:balfejp@pm.me)
- Standard Regional Party Packs available
  - Party Packs are limited to 1 event per region per year
  - Email [acra@princeton.edu](mailto:acra@princeton.edu) to request






# Online Regional Volunteer Resources


HOME > VOLUNTEER > VOLUNTEER RESOURCES > REGIONAL VOLUNTEER RESOURCES

Volunteer Resources



Annual Giving Volunteer Resources

## Getting Started

Resources for Annual Giving Volunteers 

2022-2023 Volunteer Toolkits 

Annual Giving Campaign Goals and Progress

TigerTracks  


Annual Giving Reports 

Contact Information

Class Volunteer Resources

Communications, Events and Programming

Handbooks and Training

Financial Matters and Governance 

## Regional Volunteer Resources

Whether you are planning an event, reaching out to fellow alumni, handling financial matters, or looking for examples and tools — here are some helpful resources to support your efforts.

*If you see a lock icon next to the resource you need, you'll need to login with your TigerNet credentials to access it.*



### Handbook

[View and download the Regional Officers Handbook](#)



### Helpful Resources

[Regional Association Recognition and Award Opportunities](#)  
[Annual Regional Association Activity Summary and Report](#)  
[Sample Constitution \[DOC\]](#)  
[Sample Bylaws Regional Association](#)  
[Instructions to file for 501\(c\)\(3\) through Princeton University \[PDF\]](#)  
[Community Service/Project Legal and Policy Guidelines \[PDF\]](#)  
[Alumni Council Diversity, Equity, and Inclusion Statement \[PDF\]](#)



### Communications, Online Events and Programming

[View Past Teleconference & Webinars and Online Events & Programming](#)



# Online Regional Volunteer Resources

HOME > VOLUNTEER > VOLUNTEER RESOURCES > REGIONAL VOLUNTEER RESOURCES > REGIONAL OFFICER HANDBOOK

Volunteer Resources



Annual Giving Volunteer Resources

## Getting Started

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
Communications, Events and Programming

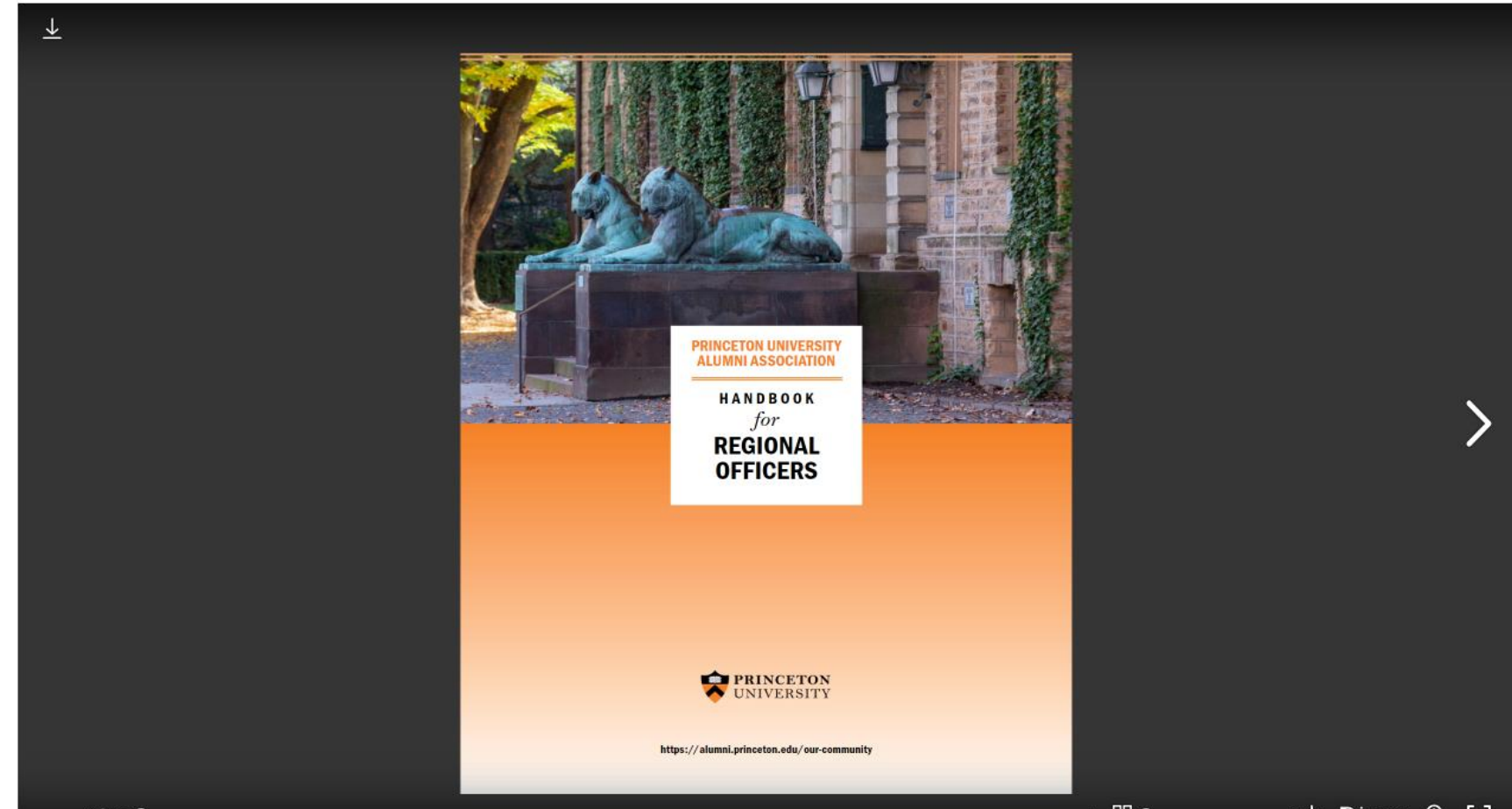
Handbooks and Training

Financial Matters and Governance 

Regional Volunteer Resources

## Regional Officer Handbook

[Download the Regional Officer Handbook](#) 



# Online Volunteer Resources

## Getting to Know Princeton's Affinity Groups and the Association of Princeton Graduate Alumni (APGA)

Alumni gather through a number of identity-based national affinity groups and the APGA. These groups welcome opportunities to partner with regional associations to bring together Tigers of all stripes.



### [Asian American Alumni Association of Princeton \(A4P\)](#)

A4P supports the community of Princeton alumni in advancing Asian-American and Asian issues in student life, University affairs, personal and professional development, and community service.

Founded in 1977, it is governed by a national board which oversees its programming and advocacy. A4P does not collect dues but conducts periodic fundraising campaigns. Its keystone event is its Reunions panel and awards ceremony.



### [Association of Black Princeton Alumni \(ABPA\)](#)

ABPA strengthens the relationships among Black alumni and with the broader Princeton University community by providing information, access to resources, and opportunities that allow for deeper connection and engagement.

Founded in 1972, it is governed by a national board which works to pursue programming and advocacy that advance its priorities. ABPA is currently a dues-paying organization, and has also conducted fundraising campaigns to support its priorities. Its keystone event is its alumni awards ceremony and annual meeting held after the P-rade during Reunions.



### [Association of Latino Princeton Alumni \(ALPA\)](#)

ALPA advances the interests, welfare and educational aims of the University through the promotion and advancement of the interests and welfare of its Latino alumni and Latino students at the University.

Founded in 1989, it is governed by a national board which works to pursue programming and advocacy that advance its priorities. ALPA does not collect dues but conducts periodic fundraising campaigns. Its keystone event is its annual Reunions reception and Pachanga held in Chancellor Green.



### [Fund for Reunion/Princeton Bisexual, Transgender, Gay and Lesbian Alumni \(BTGALA\)](#)

BTGALA, an independent 501(c)(3), works to enable the self-affirmation of LGBT people; encourage a sense of shared identity; promote awareness of the rich cultural heritage of the LGBT community; maintain a climate of social acceptance of gay, lesbian and bisexual people; and make distributions of money and property to persons who are affiliated with Princeton University as present or former students; faculty, administrators and other staff; and to other organizations for the accomplishment of the foregoing purposes.

Founded in 1986, it is governed by a national board which works to advance the organization's priorities. BTGALA collects dues and also manages an endowment that funds the organization's priorities. It currently funds a postdoctorate fellowship in gender and sexuality at the University and a variety of programming at the LGBT center. Its keystone event is its After the Tents party held during Reunions.



### [Native Alumni of Princeton \(NAP\)](#)

NAP supports and strengthens the community of Princeton Native alumni, both with each other and with the University, by providing opportunities for connection and engagement, stimulating discussions and programs, personal and professional development, community service and serving as a thought leader in Native initiatives.



# Online Volunteer Resources



Princeton's regional alumni associations

host over

**500**

events around the world each year.

## Getting Together: Event and Program Planning

Events and programs are at the foundation of regional associations' mission to bring Princetonians around the globe together. Every club is different, but all aim to engage as many Tigers of all stripes as possible. Plan a variety of events throughout the year, keeping in mind the need to appeal to a wide range of generations and interests.

### *Picking a Program and Event Space*

#### **Keep this University Policy in Mind as You Plan Events**

Regional officers must always abide by the [University's nondiscrimination and equal opportunity policies and guidance](#) when planning and holding alumni programs and activities. As a matter of policy, all University programs and activities, including alumni events, must be open to all eligible participants without regard to race, creed, color, sex, pregnancy/childbirth, gender identity or expression, age, national origin, ancestry, religion, physical or mental disability, veteran status, marital or domestic partnership status, affectional or sexual orientation, or other protected characteristics. While the focus of the alumni event or program may be of interest to those who identify with a particular identity, participation must not be restricted to Princetonians who identify with that identity, and websites, flyers and other marketing materials must state that such event is open to all eligible participants.

Given the diversity of the Princeton community, it is important that all Princetonians feel welcome and comfortable at all Princeton-related functions. For similar reasons, regional officers are encouraged to hold events in locations that are accessible to those in wheelchairs or with limited mobility.

The non-discrimination policy is your first priority when considering venues. Your next priority is to make it interesting. Consider a trendy new restaurant, historic location, museum, botanical garden, public park, theater, winery, private home, or membership club or corporate space that a member may have access to.

**Annual Dinner or Luncheon:** These pay-your-own way events bring together many generations of Princetonians. They might feature a distinguished alumnus, speaker from the University or a student performing group; welcome new admits; or serve as the annual meeting of the association. Larger clubs may choose to hold an annual gala with a formal dinner at a large venue, but be mindful that attendance fees for those events tend to be high.

**Focus on Athletics:** [Find out when a team is on the road in your region](#) and host a pre-game tailgate, post-game reception or watch party. Consider attending a professional game together — the team's public relations staff may be able to find someone within the organization who would be willing to speak to the group and/or offer a behind-the-scenes view to make the experience even more special.

**Support Talented Students:** Coordinate an outing to see an a capella group, Triangle show or other student group when they're performing in your region.

**Ivy+ Power:** Many of Princeton's peer institutions have regional associations that might be interested in holding a joint event with your association. This has two major benefits — sharing the costs and drawing a larger audience.

**Head Outside:** Consider hikes, ice skating, cycling trips, golf or tennis tournaments, ski days, softball/basketball/football/soccer games, rafting, birding and whale-watching expeditions.

**Family Friendly:** Include the younger Tigers with a game night, park playdate, potluck picnic, backyard barbeque or a trip to the local zoo to visit the other tigers.

**Happy Hours:** These informal gatherings can be an especially effective way to attract recent alumni and folks who have not yet participated in your events.

**Lend A Hand:** In keeping with the University's unofficial motto — "In the nation's service and in the service of humanity" — consider being of service to your community. Associations have participated in conservation and clean-up projects, literacy training, blood drives, book drives, student mentoring and





# Online Volunteer Resources

many other projects. These can be one-time or ongoing efforts, potentially in partnership with existing community programs.

**An Interview Blitz:** Alumni Schools Committees (ASC) frequently hold events for new and returning interviewers at the beginning of the interview season. This gives the ASC chair the chance to review procedures and answer questions and allows interviewers to meet and share ideas. Blitz events are both efficient and collaborative, bringing applicants and ASC members together in a central in-person or virtual gathering while interviews are conducted individually.

**Welcome New and Potential Princetonians:** Regional associations are strongly encouraged to invite all students who have been admitted to the University and their families to an April gathering to welcome them to the Princeton family; This includes newly admitted first-year undergraduate and graduate students. The Office of Admission views this as a crucial part of the admission process, as it is an opportunity to persuade students who have not yet decided to accept the offer of admission to come to Princeton. This can be a stand-alone event, or part of another gathering such as an annual spring dinner. Please contact Alumni Engagement staff for a list of admitted graduate students from your region. As a reminder, work with your Alumni Schools Committee (ASC) Chair to invite newly admitted undergraduates to your event.

**Student Send-Off:** many associations hold a summer party for students, including graduate students, who are heading off (or back) to campus in the fall. This can be a stand-alone event, or combined with another gathering.

**Include Parents:** Some regional associations create a special program for non-alumni parents to introduce them to the Princeton community by giving them an opportunity to speak with other parents, ask questions about the Princeton experience and learn that the regional association can be a useful resource for them. These may be held in conjunction with admitted student events.

**Celebrate Book Award Winners:** Some regional associations sponsor an award program for outstanding area high school students, usually juniors, to raise the visibility of Princeton University in the community and spread

If your plans for the year include hosting a University administrator, faculty member or coach, you'll need to submit a [Speakers Bureau form](#) four months before your event. Alumni Engagement pays travel expenses for the University speakers and liaises with the University speaker on your behalf; regional associations send out the invitations, process ticket payments and pay all costs associated with the event itself, such as payments for the venue and food. You might also consider featuring a University speaker at a virtual event. *Contact Alumni Engagement staff to learn more.*

awareness of the University among exceptional potential applicants and high school counselors, administrators and faculty. Awards frequently take the form of certificates of recognition and/or books by University faculty members or by notable alumni. Contact Alumni Engagement staff to learn more about different models for book award programs.

**Lifelong Learning:** Your association is a conduit to the intellectual life of the University. Faculty, administrators and coaches welcome the opportunity to speak with alumni and friends in-person and virtually. Each domestic regional association may request a visit from a University speaker once per fiscal year via the [Speakers Bureau Request Form](#). Be inspired and get ideas about who you might like to invite by browsing our [lists of recent lectures](#) given by University speakers and recently published books by faculty members.

And don't forget the value of local scholars and speakers. In addition to inviting alumni to lecture or participate in panel discussions, consider faculty members from local colleges and interesting members of the community.

**Create Professional Connections:** In addition to the networking that happens informally at all regional events, host an event designed to help members make business and career connections. This kind of event may or may not have a speaker addressing related issues (i.e., how headhunters work, how to achieve work-life balance, how to write a stand-out resume, etc.), but usually does provide a structured networking session in the form of a panel, forum or reception.

**Hold Inclusive Board Meetings:** Board meetings can be a way to encourage involvement in the association's leadership and activity planning. Share meeting dates and times with your entire membership well in advance. Associations may designate one board meeting as a "retreat" just for the current leadership to think strategically about upcoming plans.

**DIY Reunions:** Several associations hold events designed to evoke on-campus Reunions, whether by holding a small P-rade or presenting awards to the oldest returning alumni, the most spirited costume and/or the class with the best attendance. Some classes organize mini-reunions, which frequently involve

“  
The strong bonds established between students and alumni mentors form cross-generational connections that are mutually rewarding and often last a lifetime.”

—TONY RODRIGUEZ '79





# Online Volunteer Resources

out-of-town classmates visiting for a special event. Regional associations can partner with these classes to organize events that will bring together visiting and local alumni.

**Invent Your Own:** The possibilities for events and programs are limited only by your imagination, and that of your members. Surveys can help spark ideas and provide inspiration. Consider an annual membership survey to see if your association is responding to the interests of your members, and seek their advice and suggestions. Surveys can also be helpful tools for recruiting new leadership, encouraging participation in club activities and learning about resources available through the local alumni community. They can be conducted through one of the many free online service providers, such as Survey Monkey. Please contact Alumni Engagement staff to see sample regional association surveys.

**Virtual Activities and Programs:** Virtual programming is a great option to offer throughout the year to foster connection and community among your local regional association members. Virtual programs also provide opportunity for collaboration among regional associations – near and far – as well as other alumni groups like classes and affinity groups. Consider a wine, beer or chocolate tasting; hosting a Princeton faculty speaker virtually; organizing an alumni-led panel; or planning a Princeton Pre-read discussion online. The options for virtual events are endless!

**Explore Diverse Perspectives:** Princeton's many affinity groups provide opportunities for alumni of various backgrounds and cultures to share their experiences, perspectives and hopes for Princeton's evolution with one another and with the University. Regional events can be greatly enriched by inviting collaboration with these groups, whose diverse points of view provide food for thought for alumni of all eras and outlooks. Alumni Engagement staff can offer guidance for collaborating with Princeton's [affinity groups](#).

“  
I am deeply indebted to Princeton for the world-class education that I received, and am passionate about maintaining strong ties to the Princeton Tiger family and ensuring that future generations of Tigers continue to receive the same education and opportunities that I was afforded.”

—LOAN LE '07 \*15

## Affinity Groups

- Asian American Alumni Association of Princeton (A4P)
- Association of Black Princeton Alumni (ABPA)
- Association of Latino Princeton Alumni (ALPA)
- Fund for Reunion/Bisexual, Transgender, Gay and Lesbian Association (BTGALA)
- Native Alumni of Princeton (NAP)
- Princeton Veterans Alumni Association (PVETS)
- Princeton Women's Network (PWN)

Association of Princeton Graduate Alumni (APGA)

Alumni Schools Committee (ASC)

Alumni Council Committee on Regional Associations (CORA)

## Regional Alumni Association

### University Resources

- Alumni Engagement Staff
- Campus partners (examples: Center for Career Development, John H. Pace Jr. '39 Center for Civic Engagement)

Other Regional Associations (virtual and in-person activities)

# Thank you!

Questions?

