

# Revitalizing Your Regional Association: From Re-Starting to Expanding



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## CORA



# Agenda

1. Questions to Consider
2. What Do I Do First?
3. Leadership Structure
4. Events
5. Expanding Regional Associations
6. Finance
7. Governance
8. Communications and Technology



# Questions to Consider for Reinvigorating an Existing Regional Association

- Is there currently an alumni listed as RA President? (confirm with Alumni Engagement)
- If yes, what is their interest level in handing over leadership to a new team or restarting activities? This can be delicate to assess. We can help.
- Identify other alumni interested in participating/helping with a new RA.
- Check to see if there are existing by-laws or operating procedures.



# What Do I Do first?

- Contact Kat, Natalia, or Kim at the Office of Alumni Engagement [acra@princeton.edu](mailto:acra@princeton.edu) to schedule an on-boarding call
  - Kat Kennedy [katkennedy@princeton.edu](mailto:katkennedy@princeton.edu)
  - Natalia Dempsey [ndempsey@princeton.edu](mailto:ndempsey@princeton.edu)
  - Kim Frawley [kfrawley@princeton.edu](mailto:kfrawley@princeton.edu)
- You will be paired with a Regional Association mentor who can help answer questions.
- Request TigerNet access so you can send emails to alumni in your region.



# Leadership Structure

- Invite others to join you. It's a good idea to have at least 2-3 people involved. It spreads out the work and helps maintain the RA's activity level.
- The online Regional Officers Handbook lists many potential positions.  
[https://tigernet2.princeton.edu/topics/34516/media\\_center/file/o9826e8f-b167-4bcc-be06-101dff2558bd](https://tigernet2.princeton.edu/topics/34516/media_center/file/o9826e8f-b167-4bcc-be06-101dff2558bd). Start small and leave room for growth.
- Suggested positions for starting out - President, Vice President and Treasurer.
- If possible, include ASC, PPRR, PWN, and other affinity group leaders as members of your executive board.
- Consider bringing on a Recent Alumni Leader as soon as possible to focus on generating recent alumni interest early in the growth of your RA.



# Events

- How many events do you want to plan annually? There's no right answer. The PAA of Nantucket hosts one smashing event each year; the Princeton Association of NYC hosts too many to count. Start small – such as a kickoff event.
- As a leadership group, determine your priority events based on your region's interests.
- Check to see if there are affinity groups and/or nearby regional associations active in the area. They are a great resource to partner with to host events.
- A useful resource for event ideas is to check other RA events – take a look at the wide range of RA websites on TigerNet2.
- Leverage existing University events/themes, e.g. Orange & Black Day or watch parties for Princeton athletics.
- Consider sending a survey to the region to get a sense of what Tigers in your region are looking for.



# Examples of Successful Events



## Annual Events

- Dinner, summer picnic to honor new students, Orange & Black Day reception, lunar new year dim sum, winter holiday party

## Common Events

- Meals, happy hours, talks with Princeton authors (live and virtual), “tiger cub” playdates, game nights, community service, wine and cheese receptions, alumni book club meetings, watch parties for Princeton athletics, Ivy+ network events, Paidiea Potluck dinners to discuss intellectual growth

## Special Events

- Talent show, pickleball, pre-concert talks with Princeton performers with snacks for kids, VIP tour of the Art Paris fair, Princeton in the Professions panels, Visiting Professors talks/dinners



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# Expanding Regional Associations – Example of Successful Reinvigoration

Princeton Alumni Association of Essex and Hudson Counties (PAAEHs) has increased alumni engagement via expanding collaborations and leaders and launching new committees/events

- Fall ASC kickoffs to thank interviewers and welcome new ones (event is now paired with Orange & Black Day celebration)
- Expanded team: affinity group leaders, grad alumni leader, recent alumni leaders, webmaster, community service, parent leader
- Collaborations with other regional associations and affinity groups
  - Local events – Princeton women's basketball with PWNNNJ, QPA event with PCNWNJ & PAANNJ, dim sum with A4P, theater with AJPA & PANYC
  - Global events – launched Multi-City Virtual Speaker Event, partnering with 15-20 regional clubs across the nation, co-sponsored events
- Tigers & Cubs, PICS, Parents Committee, Triangle show collaboration
- Collaborations with Ivy + - ex. Annual events with Harvard Club, Columbia Club





# Finance

- There is no right or wrong way to handle paying for events.
- You might start out having your events potluck or Dutch treat.
- When you decide you want to charge for attendance, you'll need to open a bank account. Have 2-3 signatories to ensure access.
- If you want to consider collecting dues, consult with your mentor and Alumni Engagement for guidelines and best practices.
- International regions: Rules on collecting dues may depend on your country and local non-profit status

GREAT! JUST GREAT!  
MOM LETS US STAY UP  
HALF AN HOUR LONGER  
to pay my Regional  
Association dues?



BUT NOW SHE'S MAKING ME  
DO A RUSHED, SLIPSHOD JOB!  
I'LL HAVE TO COMPROMISE  
THE QUALITY! I WON'T  
GET THE dues in  
properly!



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# Governance

- It might feel like overkill, but creating a constitution and by-laws is not hard if you use the templates provided by the University. (See the online Regional Leadership Handbook for more information.) By adopting these, you can be officially recognized by Princeton and fall under their 501c3 umbrella. This will give you insurance coverage for events and non-profit status. We can help you through this process. This may differ for international regional associations.
- Consider writing “operating procedures” for your RA. This is like a rule book or best practices document, and it will help the leadership team consider things like frequency of leadership meetings, term duration for officers, succession planning, and job descriptions. There are operating procedures from other RAs that you can use as a template – no need to start from scratch...



# Communications and Technology

- Coordinate with the Tigernet2 team ([learntigernet2@princeton.edu](mailto:learntigernet2@princeton.edu)) to quickly create an online presence with an integrated payment processing system.
- Update basic information on TigerNet 2.0 for your RA
- Set up Google account to facilitate sharing of files, emails (e.g., president@RA), and calendar; also set up Google Voice number
- Use TechSoup to get discounts for hardware and software (e.g., Zoom and QuickBooks accounts)
- Set up virtual address (e.g., Anytime Mailbox)
- How do you want to communicate with your region? Is there someone interested in helping out with social media? A potential webmaster?



# Questions and Comments?



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