

# VOLUNTEER GUIDE

**MISSION STATEMENT** The KU Alumni Association exists to strengthen the University of Kansas by informing, engaging and mobilizing Association members and the KU community.

## BRAND PILLARS

Through the support of dues-paying members, the KU Alumni Association creates impact for the University of Kansas in five ways: *We Advocate, Communicate, Recruit, Serve and Unite.*

## YOUR ROLE

- Be a KU Alumni Association member
- Represent the Alumni Association in your network through planning, promoting and executing events
- You are the eyes and ears of the Association—provide feedback, good and bad

- Network success depends 100% on well-trained, informed volunteers. The KU Alumni Association needs you and you have our full support

## HOW TO HELP

- Lead a network
- Coordinate and run watch parties
- Plan an event in any bucket
- Engage alumni by promoting KU content and network activities on social media
- Work with Admissions on student recruitment events

## SERVING THE ASSOCIATION

**Membership:** Promote membership and growth (Annual • Jayhawk Society • Life • Presidents Club)

**Communication:** Share great network stories for *Kansas Alumni* magazine and digital content

**Records:** Collect business cards to maintain Association connections with alumni base

**Recruitment:** Assist admissions and notify the Association of potential legacy students



**ALUMNI ASSOCIATION**  
The University of Kansas

**800-584-2957**

## EVENT BUCKETS



Watch Parties



Live Sports & Entertainment



Community Work



Networking/Career



Personal Growth/Development

## CONTACTS



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