

# LEADING STRATEGY MODEL



## ROCK LEVEL

### Alumni Club Baseline Requirements (US\$500)

*Required to maintain active charter status*

#### Board Management

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Maintain a minimum of three active board members.

Ensure that at least 65 percent of board members, including the club president, make a philanthropic gift to Northwestern University at a level they consider meaningful.

Develop or update a board recruitment and succession plan.

Actively communicate with and involve the Alumni Regent in club activities (if applicable).

#### Club Management

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Participate in biannual meetings with your NAA staff liaison.

Maintain current bylaws, reviewed at least every three years, and submit a copy to the NAA.

Host a minimum of four events annually (virtual or in-person).

Actively manage at least one social media platform.

#### Key Due Dates

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Submit a complete board roster and signed memorandum of understanding. **Due September 26, 2025.**

Submit an annual budget and a calendar or plan for programs and events to your NAA staff liaison. Clubs with an off-campus bank account must also submit a current bank statement. **Due October 31, 2025.**

Complete the mid-year review for evaluation by the NAA Board. **Due March 27, 2026.**

Complete the annual review for evaluation by the NAA Board. **Due August 31, 2026.**



## WILDCAT LEVEL

### Alumni Club Excellence Recognition (US\$1000; must complete at least 10)

*Must meet all Rock (baseline) requirements to be eligible*

#### Governance and Leadership

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Maintain a minimum of five active board members.

Liaise with a representative from the Alumni Admission Council.

Ensure at least one board member attends the Leadership Symposium (October 5–6, 2025).

Have participation of at least one board member in the NU Club Leaders Forum.

Develop or update a membership recruitment goal and outreach plan.

Conduct a survey of the alumni club population.

Submit nomination(s) for NAA Service and Club Awards.

Manage chatter group in *Our Northwestern* alumni portal.

#### Philanthropy and Fundraising

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Ensure 100 percent of board members make a philanthropic gift to Northwestern University at a level they consider meaningful.

Participate in or serve as an ambassador for at least one annual giving campaign (e.g., CATSGiveBack) through the club or a designated club leader.

Award at least one scholarship annually (for US and affinity clubs with active University-managed scholarships or funds).

#### Events and Programming

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Partner with NAA on at least one signature event (e.g., Northwestern Connects, New Chapter, NU Neighbors., End-of-Year Celebrations).

Participate in or organize a community service initiative.

Partner with another Northwestern community or alumni group (e.g., Ivy+ or Big Ten alumni networks).

Host a minimum of eight events annually (virtual or in-person).