

ROCK LEVEL

Alumni Club Baseline Requirements (US$500)

Required to maintain active charter status

Board Management

- ☐ Maintain a minimum of three active club board members.
- ☐ Ensure that at least 75 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

- ☐ 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), providing the attendee list and completing an event recap form for each event.
- ☐ Actively manage at least one social media platform.

Key Due Dates

- ☐ Submit a complete board roster and signed Memorandum of Understanding. Due October 5, 2026.
- ☐ 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, 2026.
- ☐ Complete the mid-year review for evaluation by the NAA Board. Due March 26, 2027.
- ☐ Complete the annual review for evaluation by the NAA Board. Due August 31, 2027.



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

- ☐ Maintain a minimum of five active club board members.
- ☐ Liaise with a representative from the Alumni Admission Council.
- ☐ Ensure at least one board member attends the Leadership Symposium (October 11–12, 2026).
- ☐ Have participation of at least one board member in the NU Club Leaders Forum or other staff-led virtual presentation (e.g. Pulse Survey).
- ☐ 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 club digital forum (e.g., chatter group in *Our Northwestern* alumni portal, BrightCrowd book, or messaging app)

Philanthropy and Fundraising

- ☐ Ensure 100 percent of club 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 scholarship funds annually (for US and affinity clubs with active University-managed scholarships or funds).

Events and Programming

- ☐ Partner with NAA on at least one signature event (e.g., New Chapter NU Neighbors, Homecoming and Reunion Weekend, Northwestern Connects, 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), providing the attendee list and completing an event recap form for each event.