

New Student Leaders' Orientation

January 18, 2008 9 – 11 a.m.
AOB IV Room 161

Agenda

Introduction Tim Keller
Calendaring and Student Affairs Becky Heard
Event planning Becky Heard
Website protocols, GSM logos and advertising Tim Akin
Registering your group with SPAC Chris Ragan
Applying for money & getting reimbursed through ASM or the
business office Jon Short & Michele Dixon
Alumni resources, panels, connecting with alumni Roberta
Kuhlman
Fundraising requests Anya Reid
Career Services Center interaction Kathy Klenzendorf

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Tips on Planning Your GSM Event

Necessary things to know before you plan:

Determine, who, what, when, where.

Determine the appropriate account number you will be using for your event.

Determine what the event budget is.

Will you be sending a hard copy invitation or an email. Invite?

Who will collect responses?

Whom is responsible for what? Is a committee needed?

You are not allowed to sign any contract for off campus services that binds the University. (If you need to sign a contract, please contact the GSM business office.)

Selection of appropriate date/time

Check the Trumba calendar to make sure event does not conflict with other GSM unit events. If there is uncertainty about a potential conflict, check with the Student Affairs liaison (Becky Heard) for additional information.

If the Dean is needed at the event, check with her assistant to make sure she is available & have her assistant put the event on her calendar (indicate the exact time she is needed, she may not be able to attend the entire event due to other events).

Site selection and venue booking

If it is a room at the GSM, ask Student Affairs liaison Becky Heard to check to see if the room is available, if so email ReserveARoom@gsm.ucdavis.edu with the event, date, time & room you wish to reserve. They will send you a room reservation confirmation email when your room has been reserved.

For campus venues, visit the Campus Events & Visitor Services website www.cevs.ucdavis.edu to view all the available campus venues (in addition to campus venues, this home page has many resources for you to use)

- On the left side of the web page go to UCD Major Meeting Facilities
 - This lists all rooms available on campus & the seating capacity for each type of set up

After the appropriate venue has been selected, check to make sure it is available

- Off the Campus Events web page select the University Event Services tab at the top, then on the left side select space availability. You can then select the venue you want and enter the date to see if the room is already booked. If it is already

booked for that day, you can look at other facilities to see if they are booked or choose a new date.

Once you have determined if the facility is available you MUST complete a reservation request form online. Print it, sign it and fax it to CEVS.

Once the facility has been booked you will receive an email with an event “permit” which will list the actual room charges, your event time and the reservation number.

For off campus Davis facilities visit www.davisvisitor.com/meet.cfm

Invitations

Ideally invitations should be sent at 4 weeks prior to an event.

For electronic or paper invitations, make a draft invitation that at least includes:

- Event
- Date
- Time
- Location
- Any other pertinent details that are necessary (what the event is about, etc)
- RSVP to email address/or phone number w/ RSVP deadline
 - RSVP deadline should be at least 1 week prior to the event
- Directions or map if necessary

Send a copy of the email/paper invitation to Tim Akin for proofing

Once Tim has approved the invitation – you can send your invitation.

If sending an invitation to an event to Business Partners or Dean’s Advisory Council members, you need to get approval from Anya Reid .

The Development Unit can help with mailing labels for these groups.

Selection of food and beverage

Determine what food and beverages will be needed & what you can afford based on your budget.

Determine who will be your caterer & place an order for food

- If you will be bringing in your own food for very small events, you will need to keep all your original receipts and turn them into the GSM business office along with a list of attendees.
- If you will be using Sodexho (campus catering), you will need to turn in your catering order no later than 2 weeks prior to the event. You may view their menus and place your order online at <http://catering.ucdavis.edu/>
- You may use a caterer beside Sodexho on campus, but the caterer must be on the campus approved list http://cevs.ucdavis.edu/dept_cont/caterers/
- For events off campus, you are free to use the caterer of your choice, assuming the facility has no regulations.

Follow up with the caterer w/ the minimum food count, the final food count, how the food will be set up, what time the caterer will arrive.

Alcohol

For Events where alcohol will be served: Remember that the campus rules for planning an event with alcohol on-campus are in effect.

- Please Note: Reservations must be made at least 10 business days prior to event. This is a campus requirement and the GSM staff can not make exceptions.
- Events that include serving of alcohol require the event to start after 5:00 pm weeknights or noon on weekends.
- Complete an alcohol permit online at the CEVS website.
- Cal Aggie Hosts cost \$15/per hour. Events must end promptly at time designated so that the host can leave & no overtime charges are billed. The contact for arranging Cal Aggie hosts is:

Contact Information:

Chuck Coulton

530-752-3279

Monday - Friday

7:00 AM - 3:00 PM

cjcoulton@ucdavis.edu

Provide Student Affairs with a copy of the completed application for the alcohol permit.

Ordering audio visual equipment

Communicate with speakers/presenters to determine what their av needs will be.

Contact the facility at least 2 weeks prior to the event to see if they will be able to provide the necessary items.

The facility contact phone number will be on your facility permit if an on campus event.

If the campus facility can't provide the necessary equipment, contact Mediaworks (530-752-2133) to order the appropriate equipment. Off campus venues (such as hotels and conference centers) should be able to provide you with the necessary equipment.

Speaker arrangements

Send a confirmation letter or email to the speaker to confirm the event date, time, location and length of presentation, & any other pertinent information.

- Give the speaker a map or directions to the facility

- If it is appropriate to provide a parking permit to the speaker, make arrangements to mail it in plenty of time – or meet the speaker in advance.

At the conclusion of the event, give the speaker a small token of appreciation

- You may get a speaker gift from the development office and they can recharge your account, speak with Becky Heard.

After the event, send the speaker a thank you letter.

Budgeting

Monitor your expenditures to ensure they did not exceed budgeted amounts

Prepare a final budget so that you know what was spent & on what for the event next time.

CEVS event planners checklist

<http://www.cevs.ucdavis.edu/dept/index.cfm?contid=24>

This list is a really helpful resource and will insure that you've considered all of the needs for your meeting & gives you the contact numbers necessary to carry out a successful event.

Student Programs and Activities Center (SPAC)

The Student Programs and Activities Center is the campus department through which groups officially register as a student organization at UC Davis. They help groups operate successfully on campus and to support the educational experience which organizations provide for student members - as well as the entire campus community.

How SPAC can help you and your group

The Director and Program Coordinators of the Student Programs and Activities Center are all experienced program consultants and administrators. They have extensive knowledge about students' organizations and co-curricular activities, event planning, campus and community resources, and campus, local, state, and federal policies and procedures. In addition, they can provide you with information, guidance, services, and support with the following:

- Registration of your group
- Raising funds: what it is, how, when, and where you may do it
- Club Finance Council and other funding sources for your group
- Campus Cinema
- Leadership development and team building for officers and members
- Group problem solving and conflict resolution
- Participation in the annual Activities Faire
- Campus awards for individuals and groups (Student Organization Awards, KAPLAN Teamwork Award, Community Service Awards, and more)
- Becoming a valuable asset to the educational experience at UC Davis

The reception staff is also very knowledgeable about resources and procedures. They can assist you with these procedures as well.

Registering with SPAC

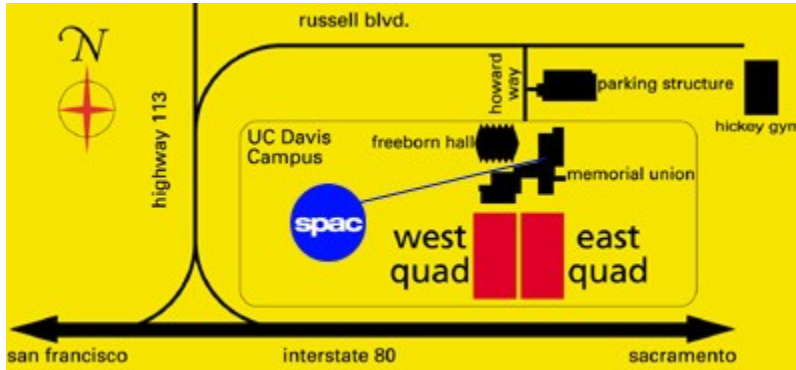
In order to officially be recognized as a student organization on campus, groups must register with SPAC. Groups are prohibited from fundraising, advertising, reserving rooms and other campus activities until officially registered.

Registration for student organizations expires June 30th each year. Re-registration for the following year begins May 1st. A student representative must attend the orientation prior to registering a group on-campus. Rules may be waived if the reregistration is complete prior to the June 30th expiration date. (Note: it would be worth reregistering early so as to skip the meeting and read it on-line.) If you fail to register and need access to SPAC resources, please contact an ASM representative because the ASM maintains registration with SPAC.

The registration application is found at: <http://spac.ucdavis.edu/forms/>

Hours and Location

SPAC is located on the 4th floor of the Memorial Union. Open hours are Monday to Friday, from 9am - 12 noon, and 1pm - 4pm. Drop-in hours are from 11am - 12 noon and 1pm - 2pm.



Phone:
(530) 752-2027

Email:
spac@ucdavis.edu

Information on SPAC was found at their website: <http://spac.ucdavis.edu>
(October 2006).

Club Funding

Funding Information

Each official ASM club will receive \$300 per year. In addition, ASM clubs will be eligible to apply for additional project funding out of an ASM club project fund.

ASM will budget a minimum \$200 per club for club projects in excess of their original funding. This money is earmarked specifically for clubs. Additional funding for clubs will be assigned based on availability of funds and purpose.

All ASM funds given to clubs must be “reasonably” used for club events.

Requesting Reimbursements

Complete a check request form

(http://asm.gsm.ucdavis.edu/forms/ASMCheck_Request_Form.pdf)

Submit to the ASM Director of Finance

Request for Additional \$200

ASM has set aside an additional \$200 for every club and they are strongly encouraged to utilize this funding for club activities and expenses.

This additional funding may be requested by sending a brief description of the purpose of the additional funds to the ASM Director of Finance.

Special Funding Requests

Requests beyond the additional \$200 require special approval and are limited by funds available.

Submit a brief proposal (1-2 pages) to ASM using the supplemental funds form

(<http://asm.gsm.ucdavis.edu/forms/supplementalfundsform.pdf>).

The ASM suggests you submit the form as early as possible to ensure availability of funds. If you are uncertain of the amount of funds you will need, that can be taken into consideration.

A response to your submission will be provided in one to two weeks. If you would like to attend the ASM meeting in which the proposal will be considered, speak to the Director of Finance or the VP and Director of Student Affairs to be notified of the date for discussion.

A club should make no more than three requests per year for additional funding.

Marketing and Communications Information

NEW WEB SITE / SUCCESSFUL LAUNCH / ADDITIONAL FEATURES

25th Anniversary Flash Timeline
Speaker videos (Lenny, Bodaken, Brown)
RSS feed(s)
Podcasts

‘TEAM BLOG’? CREATING “GSM BUZZ”

Idea from Shilpi Sharma: Collaborative student-driven “team” blog highlighting / chronicling of your UC Davis MBA experience
Post comments and key take-aways from in-class guest speakers, lectures, as well as student/group accolades, accomplishments, events, activities and daily life at GSM
Make compelling for prospective students

GSM LOGO USE

Trademarked and property of UC Regents
Restrictions on use by student groups (SPAC)
Available formats (jpg / eps / tif / gif = color and b/w): contact Tim Akin / Christina Lozano
Standard and 25th Anniversary versions

GSM LOGO VERSIONS



Landscape version



Portrait version

USE OF UNIVERSITY NAME AND TRADEMARKS

All variances of names and visual representations of the University of California, Davis, are considered UC Davis trademarks.

The marks include any trademark, service mark, name, logo, insignia, seal, design, or other symbol or device associated with or referring to UC Davis. Also included are any word, phrase, or image that implies association with the University, such as “Cal Aggie” or “Go Ags!” The University owns these trademarks and must approve their use.

With the permission of the Student Programs & Activities Office (SPAC), student organizations may use the “UC Davis” logo, “Go Ags!” logo, or

athletic logos. Groups are not permitted to use the University seal or "Cal Aggie" logo.

Student organizations may use the University name (including any abbreviation) only to describe its location, but not as part of its name. Example: "Social Club at UC Davis" is permitted, but "UC Davis Social Club" is not permitted.

Student organizations may use the term "Aggie" as part of a name, but not "Cal Aggie." Example: "Aggie Cultural Association" is permitted, but "Cal Aggie Cultural Association" is not permitted. [If the name of your group is the same as, or very similar to, that of another group (campus or off campus), then you must clearly differentiate your group's name. Terms that may help you differentiate your name include "at UC Davis" or "Campus Chapter of." Examples: Campus NOW, Campus Chapter of Girl Scouts.

Anyone violating the provisions of California Education Code 92000, which prohibit use of the University name without permission, is guilty of a misdemeanor. We urge groups to review all publicity materials used in any event they sponsor to insure accurate representation. Since individuals maybe misled into thinking the University is associated with an event that uses its name, the University is exposed to potential liability should someone suffer damage or injury at the event. The University will seek indemnification from groups for any damages it may suffer as a result of unauthorized use of the University's name.

PHOTOGRAPHY / DIGITAL IMAGE LIBRARY

Photo shoots by professional = \$150/hr + \$25 per high-resolution digital image

Happy to share images from our digital photo library

Kodak 5.0MP digital camera w/SD card available for check out

Takes images that work well for web and borderline for print

PRESS RELEASES / MEDIA PUBLICITY

Official campus media relations controlled by UC Davis News Service

All press releases approved and distributed through News Service

GSM collaborates with News Service press releases + GSM posts on BusinessWire

News Service and I field media inquiries

UC Davis News Service offers Media Training for students!

Connecting with Alumni

GSM Alumni Association

- All graduates automatically become members of the GSM Alumni Association (no dues required).
- Talented network of 2,006 GSM alumni
- Live in more than 20 countries around the world and represent over 700 companies
- Approximately 70% GSM Alumni live and work in Northern CA
- Up to 80% Alumni reachable by e-mail
- 35% from the Sacramento WP program

Alumni Leadership – Alumni Board of Directors

[Current Board of Directions](#)

- 8 elected alumni volunteers who serve 3-year terms
- Ex-officio members (ASM President; ASM Director of Alumni Relations; 1-2 WP Student Council Members; Assistant Dean, External Relations & Development; Director of Alumni Relations; Faculty Advisor)
- Meet 4-6 times per year to plan events, discuss new services and alumni needs
- See GSM Website to meet the Alumni Board of Directors and learn more about the GSMAA.

Identifying and Contacting Alumni

Search the Online Alumni Directory

<http://www2.gsm.ucdavis.edu/alum/>

- Secure, protected by SSL technology
- Searchable by all fields
- Alumni can view and edit their information
- Current students have access to work information

Contact alumni for an informational interviews

- Alumni Relations and Career Services can help you identify alumni who have volunteered to speak individually with students about their companies and professional experiences. Our alumni are excited to connect with and help students. Even those alumni who can't provide you with a job are interested in sharing their experiences and helping you with your career.
- Informational interviews are your chance to learn about how alumni benefited from their UC Davis MBA. You will learn about their job, career path and, very possibly, who their contacts are.
- Ask to set up a specific time to talk, and be ON TIME. You have the responsibility to call them, not vice versa. If you can meet face to face, be sure to dress professionally.

- Be prepared. Don't expect the alumni to do all the talking. This conversation is for your benefit, so make sure you get out of it what you need. Make a list of questions you'd like answered and run them past Career Services. Tailor your questions to the specific person you are meeting with and where they are working.
- Ask alumni if they know others in the industry who might be willing to talk to you. Remember, there are probably just six degrees of separation between you and your dream job!
- If you are asked to send a resume, make sure it's perfect. No typos accepted. Period.

Invite alumni to speak to your club/student group

- Alumni Relations can help identify alumni who have volunteered to speak with student groups.
- When alumni speak on campus, make a point of attending the event. More importantly, when you're there, find someone you don't know, introduce yourself, and ask for advice. Alumni are frustrated when students only talk with other students and don't take the initiative to meet them.

Attend events sponsored by the Alumni Association

The Alumni Association sponsors events throughout the year including socials and the annual Snow Day ski event. Attend these events and make a point to speak with the alumni.

Invite alumni to attend your activities and events

Alumni Relations sends a monthly e-newsletter to alumni summarizing the latest GSM news and alumni event information. Prior to each e-newsletter, a request for news items and event announcements is sent out to interested students and staff. Ask for your name to be added to this list.

Appreciation/Record Keeping

Let us know which alumni are helping you.

The GSM tracks alumni participation. If an alumnus meets with your group, spends time mentoring you, donates their company's goods or services to your event, we want to know about it. Send Alumni Relations an e-mail with their name(s), the date they spoke or helped and describing the role they played. If you gave them an appreciation gift, we'd like to know what you gave them as well. We want to make sure that alumni are acknowledged for their assistance. And we want to know who is willing to help in the future.

Thank alumni for their involvement

Be sure to thank, both verbally and in writing, the alumni who donate time and energy to talk to you. A handwritten thank-you note has the most impact. And it's important to remember that your actions reflect on others. If alumni feel as though their efforts are not appreciated, their willingness to participate in the future may be diminished.

Remember that you're a student for just a couple of years, but you're an alumna/us the rest of your life. Let alumni help you now, and be prepared to do the same for other GSM students once you graduate. It's all about giving back.

Tips on Fundraising for Your Club Chapter

How can a group with constantly changing members create a reliable fundraising stream?

Insure early hand-over/induction of new members/officers/volunteers

- Involve incoming members/students as early as possible

Create/maintain guidelines/records/history or best practices of fund-raising activity in the past so that new members do not have to “recreate the wheel”

Incorporate local membership dues if not already in place (in addition to national chapter dues): make sure this is done within campus policy guidelines (see Student Programs and Activities website:

<http://spac.ucdavis.edu>)

Consider establishing some sort of annual event (establish a tradition—easier to carry on, groundwork done, people in the organization understand what this is, procedures already in place, etc)

What elements have you seen in effective events?

Location/ambiance

Using an interesting, relevant speaker, film, or other attraction

Timing/Planning- must work far ahead—create a timeline starting with the end date and working backwards: understand and avoid date conflicts (exams, midterms, holiday weekends, etc—consider piggy-backing on an existing event- an option to save money, pool resources). Don't forget logistics:

- Recycling bins on-hand
- Traffic flow for event/set up of venue
- Invitations/save the date sent well in advance-

AND make sure your event objective is clearly defined...why are you doing this? What are you hoping to achieve? Make sure planning supports the overall objective --- insure budget, staffing, etc all in line

Understand your audience

Evaluate events: post-mortems--- brainstorm on how it could be better next time, learn from mistakes (and successes!) and record that information so the next event builds upon the success of the last one.

Describe the “mindset” of a fundraiser?

Always looking for connections—ways to involve or engage the greater community—includes insuring recognition and thanks for those who help with either time and/or money

Building relationships is what we do—“friend raiser”

Listening skills important: listen to understand how to better engage
THANK YOU, THANK YOU, THANK YOU: NEVER forget to follow up every gift/sponsorship/etc- with a formal thank you: send a letter, email,

make a phone call--- make sure each and every donor is thanked in a timely manner. This is paramount in fund-raising!

How does one go about setting up an effective corporate sponsorship?

Have a well-thought out plan/strategy: what are you trying to achieve—build confidence amongst your corporate friends in your club chapter leadership

Compelling pitch/executive summary- what are you trying to achieve, why are you asking for sponsorship, how will that support be used to achieve your goals, what will the corporate sponsor get out of it (signage, recognition at event(s), special invitations, or a number of complementary invitations, etc-)

Consider approaching corporate partners who fit with your chapter, have an affinity for your club values: consider your target audience and what you are “selling”

Insure thanks/recognition is followed through... be professional and take your corporate sponsors seriously- returning sponsors are ultimately what you would like to cultivate

Consider your community of corporate donors (who are your prospects)

- Local companies in the area
- National companies that you/the university have some sort of connection to
- Speak to your campus development officers- they may have suggestions/ideas: make sure you are coordinating efforts with them anyway
- Read local/national newspapers—understand who is involved in these kinds of activities
- Where do you have alumni?

PLEASE coordinate any contact with GSM business partners or Dean’s Advisory Council members with the GSM alumni affairs and development office. Keep records of interactions and share with GSM Development Office for continuity.

Logistics of corporate sponsorship

All letters should be typed and always address your letter to a named person phone up the company and ask who deals with sponsorship/marketing

Show what you can offer the sponsor in return for their investment

Always give a figure of how much sponsorship is required and what it will be used for - state who will benefit

Depending on the size of the proposal it may be worthwhile to ask a local dignitary with ties to your locality/club/sport to support your scheme. This could be through introductions to potential sponsors or through the associated increased media interest --- OR AS REFERRAL IN LETTER- from the dean, from the faculty sponsor, etc- Initial letters should be no more than one page long

A more detailed breakdown of your proposal should be available on request. This should include: a detailed CV of your own or your organizations **RELEVANT** history and achievements; a comprehensive breakdown of all the costs and full details of what you can offer any potential sponsor

Speak to the GSM Marketing and Communications director to see how you can contact your local papers/radio stations and ask for help in publicizing your case. The local paper could print an open letter to potential sponsors. Insure you are following UC Davis policy for fund-raising when doing this!

Find would be sponsors through Yellow Pages and your local Chamber of Commerce.

If any of your fellow clubs/organization on campus have found a sponsor, ask them for help and advice on how to attract funding
Ask the advice of a local businessperson: they could help point you to a local company who may be interested, or to an individual who supports your cause

Target companies with a history of sponsorship and/or ties with your mission (also consider their competitors)

Have one person coordinating all sponsorship proposals - this person should be available on the phone during working hours or via email
Always follow up your initial contact, either by letter or preferably by phone. Even if the response is negative, you should still thank them for their time... they may become a sponsor in the future.

Perseverance is likely to be the key

How do you “get in the door” with an organization if you don’t know anyone there?

Look for marketing/PR contacts or community service contacts on their website, annual report, etc- also do Google searches on the company, look at checking press releases for contact information of a specific person. Once inside, it is easier to navigate and find the person you should be talking with....

Check to see if your faculty advisor or any other contacts you might have on campus know anyone within the organization you are trying to approach

What does one do to keep up morale in the face of a string of “nos”?

Understand, just as in business, that you need a pipeline: for every yes, there will be 7-10 no’s...you can’t take that personally
Help each other... keep your team-mates (fellow committee members, other chapter chums, whatever-) informed of both your successes and frustrations...support each other, prop up morale.

Cheap “wow”s: the shoestring budget

Host a meeting outdoors at sunset instead of in a ballroom/classroom

Use of private homes (your faculty sponsor, perhaps?)

Special lighting/special effects: candles are cheap, so are white Xmas light strings... cloth can be cheap, consider draping possibilities (and recycle/store for future events)

Donation of food/drink— or decorations/giveaways/etc

Food is a very variable cost! Think simple

Some facilities have basic/standard decorations or equipment that can be used free of charge, be sure to ask when booking a facility

Music—adds a great deal to atmosphere—can be as simple as a member bringing in a portable player...or bringing in CDs to play on facility sound-systems

Student Fundraising Guidelines

A student organization is not considered a tax-exempt organization (exception is C4C which is raising funds for a separate entity) and is therefore, not able to issue tax receipts for donations. The thank you letter from the organization cannot state that the gift is tax deductible. This is not specifically mentioned in the policies but is understood (according to the UC Davis Executive Director of Development) based on the fact that the organization is not a 501c3 (non-profit status) and that it has autonomy regarding how it uses any money raised for the benefit of the organization.

In soliciting gifts, student organizations must not act as a representative of the University – the name of the University can be used only to identify the location of the group.

While you are not raising funds for the GSM, UC Davis, please do remember that you are ultimately representing the campus. It is important to insure anyone in contact with potential donors upholds the professional and courteous reputation of the university.

Also, before approaching GSM Business Partners or Dean's Advisory Council members, please contact Anya Reid or Rissa Spears prior to any contact being made.

Please also let Tamara Olson know of any donations received for tracking purposes so that the GSM can continue to thank these people for their on-going support and so that we do not over-ask any one group or individual.

Big Bang is different from other student organizations in that the GSM's External Relations & Development unit handles and monitors all gifts. Gifts are tax deductible.

Information on Fundraising on Campus: taken from the UC Davis Student Program and Activities Center website:

What is fundraising?

For University purposes, fundraising is defined as "any activity in which money is collected on campus." Even if all you wish to do is break even or recover costs, your activity will be considered fundraising if money is collected. A separate Application to Raise Funds Form must be completed and approved for each fundraising activity. Some examples of fundraising are tournament entry fees, t-shirt and bake sales, ticket sales including events held off campus, raffles and soliciting donations.

NOTE: PLAN AHEAD! In order to raise funds on campus, you must have prior approval from SPAC. Ask questions, check out your ideas, and get approval for your project early.

Who can raise funds?

You must be a currently registered student organization or sport club in good standing.

You must have an off campus bank account or a University Agency Account to apply for the approval to raise funds on campus. (Note: Fraternities and sororities must have a separate account for the money they raise on campus which is distinct from the accounts used to pay for property expenses such as mortgage payments, rent, property improvements, maintenance, etc.)

Someone in your organization must serve the function of Treasurer/Financial Officer, who will keep thorough and accurate records of income and expense.

How to apply to raise funds

Complete and submit the Application to Raise Funds on Campus to SPAC. Forms available in SPAC or can be downloaded at spac.ucdavis.edu

If your event is in a reserved campus facility:

- Make the facility reservation with Campus Events and Visitor Services (CEVS), 442 MU.
- Submit a copy of your approved Request to Use Campus Facilities form along with your Application to Raise Funds.
- If your fundraising activity is approved, you must then finalize your paperwork with CEVS before the cancellation date of your reservation.

If you plan to sell an apparel item (i.e., t-shirts, caps, sweatshirts, etc.) or button/ bumper sticker with text or design, you must complete and submit the SPAC Design Approval Form with the Application to Raise Funds. Prior to ordering or printing any product, be sure your application has been approved by SPAC.

If the event is sponsored by a sport club or professional school organization, the Application to Raise Funds must be signed by the designated department representative.

Check your SPAC mailbox after 7 working days for the status of your application. If your activity is approved, you will receive an approval notice and a Permit to Sell (if applicable) and any CEVS facility reservation paperwork.

How to raise funds on campus

Collecting membership dues at a meeting (does not require fundraising approval).

Applying for funds from various funding sources on campus. These include Club Finance Council (CFC), the Cross Cultural Center, MU

Auxiliary Services, Student Recruitment & Retention Center, Student Assistants to the Chancellor and various other funding sources. For an updated list of funding sources, visit the CFC website. (Applying for funds on campus does not require fundraising approval)

Collecting donations during meetings or events (approval required from SPAC).

Soliciting donations at tables immediately outside the Memorial and Silo Unions (approval required from SPAC; table reserved through the MU Campus Information Center).

Charging admission to scheduled events such as films, speakers and dances (requires facility reservation through CEVS, fundraising approval from SPAC, and use of Campus Box Office).

Conducting sales at approved events or at tables immediately outside the MU and Silo (approved through SPAC, table space is reserved through the MU Campus Information Center).

- Selling commercial items may be considered. One of the criteria used to review your request to sell is the “value added” consideration described below:
Items purchased and resold “as is” constitute a commercial activity, which is prohibited on campus. If a group changes or enhances the item (e.g. deliver flowers with a message, carve pumpkins) then the concern over commercialization is reduced. There must demonstrated “value added” to what you plan to sell. Your group’s name must be on the items you sell. Selling items/ services on campus on behalf of a commercial business (credit cards, etc.) is prohibited.
- Selling food items generally limited to baked goods made by members. Selling food that requires refrigeration or heating to maintain health and safety is severely limited. Approval for standard baked goods must be obtained from SPAC. The Office of Environmental Health and Safety must approve all other food sales. (See Special Fundraising Requirements below).
- Sponsoring of one or more of the organization’s members as vendors to raise funds for the group.
 - Items to be sold must be hand-crafted by the members and sold by members of the organization.
 - Sponsorship of a vendor cannot exceed seven consecutive days.
 - The sponsoring group must receive at least 50% of the net income from such sales, and a written agreement signed by the vendor and the organization to this effect shall be presented to SPAC.
- Selling at the annual Activities Faire. An opportunity for registered student groups and sport clubs to promote and publicize their organizations, recruit new members, disseminate information, offer demonstrations and exhibits, and raise funds (approval required by SPAC).
- Selling at other campus approved events/programs throughout the year. Registered student organizations, sport clubs and

ASUCD units may earn money by setting up a carnival-type activity, food booth, or selling other non commercial items. Contact SPAC early in Winter Quarter for more information (approval required by SPAC).

Showing a film on your own. Registered student organizations wishing to show a film or video on their own must comply with copyright laws that govern the use of these materials. Federal copyright statutes prohibit the showing of movies that have been rented or purchased for personal use for anything other than private home viewing without written permission of the copyright holder. Check with SPAC to get the policy on Film/Video Copy rights.

Staffing a Sodexo/Marriott Concession Booth at a special event: For more information about how your group can earn money by working at the University Food Service, contact the Sodexo Marriot Corporation, 752-5052. A campus Agency Account, which can be opened through SPAC, is required to receive payment (does not require fundraising approval).

Recreation Hall Facility Services hires student organizations to clean up after major events Contact the Recreation Hall at 752-3884. A campus Agency Account is required to receive payment (does not require fundraising approval).

Note: Soliciting donations, gifts or sponsorships from off-campus individuals, businesses or organizations does not require SPAC fundraising approval when the solicitation takes place entirely off campus. **However, organizations must explicitly state that they are acting in a private capacity and not as a representative of the University. The name of the University may not be used except to identify the location of the group.**

How student organizations may use funds raised

Funds cannot be used for personal gain and must always be consistent with the purpose of the organization/club.

The funds that your group raises may be used to cover the costs of the following types of expenses:

Publicity

Instructors, speakers, films

Operational costs, postage, office supplies and AV equipment

Transportation

Literature

Equipment, if related to the purpose of the organization (sports equipment for sport clubs, etc.)

Conferences and retreats (funds may be used to send delegates to conferences or to host retreats or conferences)

Facility use fee
Social activities

Fundraising policies

All registered student organizations or sport clubs must have prior fundraising approval and must clearly identify itself when raising funds. Sport clubs and Professional School Organizations must have their designated department representative sign the Application to Raise Funds prior to submitting it to SPAC.

All registered student organizations must have a financial account (on or off campus) in order to raise funds on campus. They must also have a Treasurer/ Financial Officer who maintains accurate records of the group's income and expenses. Student organizations may open and maintain an Agency Account on campus at SPAC. This account has an annual fee of \$35 and may be established as the organizations' general operating fund for all income, expenditures, and campus recharges. See Agency Accounts under SERVICES for more information. Individuals are not permitted to raise or solicit funds on campus, with the exception of student government candidates who may solicit funds to participate in student government elections.

No individual member may profit from an organization's fundraising on campus nor may a member normally be a paid participant in a fundraising event. This policy is not intended to prevent legitimate and fair compensation when an individual member contributes to the event through his/her artistic, musical, dramatic or other talent.

Student organizations are not permitted to raise funds on campus for the purpose of making rent or mortgage payments. A registered student organization may apply to raise funds on campus for capital improvements on its facilities that it can demonstrate will benefit the organization's program.

All student organizations are charged a reservation fee for use of campus facilities for fundraising activities. The University does not subsidize fundraising on campus by student groups. This means groups do not have the benefit of a variable rate when fundraising, and instead will pay the significantly higher University community rate. Check with Campus Events and Visitor Services for details on use fee. Student groups sponsoring events on campus that are open to the public and that charge admission or request donations for admission are required to arrange and report ticket sales and receipts through the Campus Box Office.

Student organizations or sport clubs planning to use an off-campus or commercial promoter to help sponsor or organize an on-campus event must contact a SPAC Advisor for special guidelines before making any arrangements or contractual agreement. Publicity and promotion must make it clear that the function is sponsored by that organization acting in a private capacity and not as a representative of the University.

Student organizations and sport clubs may not sign any contracts on behalf of the University or act as its agent.

Fundraising approval for donations and table sales will be approved for no more than one quarter at a time.

Solicitation of donations in outdoor areas is prohibited except at tables immediately outside the MU and Silo, with prior approval from SPAC.

All fundraising activities shall comply with licensing and tax laws as well as University and campus regulations.

If you are co-sponsoring a fundraising activity with another student organization, all co-sponsoring groups must complete separate applications and submit them together. Your activity will not be approved until all applications are received.

Special Fundraising Requirements

Drawings / raffles

- State law requires that raffle tickets and raffle contest publicity materials clearly indicate that no purchase or donation is necessary to participate in the contest. Anyone requesting a free raffle ticket must be provided one. Printed tickets must have the name of the organization and, if a dollar amount is listed, the word "donation" must appear.

Food and beverage sales

- Food and beverage (other than bake sales) may be sold on campus by student organizations and sport clubs only under limited and specific conditions. These sales require advance approval by Environmental Health and Safety (EH&S), Director of MU Auxiliary Services, SPAC, and if applicable, Fire to determine compliance with detailed regulations. Food preparation is usually required to take place in a University-approved kitchen. A SPAC Organization must attend a mandatory scheduled food sale approval meeting.

T-Shirt, sweatshirt, cap, button and bumper sticker sales

The following requirements must be satisfied for your group to sell t-shirts, sweatshirts, caps, buttons or bumper stickers on campus:

- Submit an Application to Raise Funds and a Design Approval Form to SPAC. You must obtain fundraising and design approval from SPAC prior to printing the items for sale.
- Your organization's name must be identified on the items you sell. You may not use the University name, except to describe the location of your group (e.g., "Social Club at UC Davis").
- The design must be related to the purpose of your organization.
- The names or logos of any sponsors must be incidental in prominence to the name of your organization and the design or message of the item being produced

If you wish to use any form of the UC Davis name or logo, you must comply with University Trademark Guidelines.

Auctions

Strict campus guidelines govern auction activities held on campus. Schedule

an appointment with a SPAC Program Coordinator prior to any planning for an auction.

Career Services Center Interaction

Career Services Center

The Career Services Center is located in AOB IV Room 206.

- The Career Services Coordinator and student assistants will work in Room 206 between the hours of 8:00 - 12:00 and 1:00 - 5:00. The Center is staffed to assist students, recruiters, and to provide resources.

The Career Services Handbook which contains the Policy & Procedures for utilizing Career Services is published on our website at:

<http://students.gsm.ucdavis.edu/careers/manual/>.

The Career Services Management Guide (available for current full-time students, Working Professional, and alumni) provides a road map and guide for career management. It is a robust website which contains strategies and tools to successfully manage your career for the long term. It is located at: <http://students.gsm.ucdavis.edu/careers/guide/>.

- eRecruiting.com is the Career Services Center software utilized by staff, students and recruiters. The eRecruiting.com Calendar is a tool for student leaders and club officers to post events, and collect RSVP's. Career Services strongly encourages the use of the eRecruiting.com calendar when day students are expected to attend an event. Simply send your event information to careerservices@gsm.careerservices.edu and staff or student assistants will post your event to the calendar, and provide you with a RSVP list of names for your events. Career Services realizes that Trumba is currently the Master Calendar for the GSM, but encourages the ASM and clubs to post events to eRecruiting. (We would like to avoid time conflicts whenever possible)

The weekly Career Services Newsletter is sent to all full-time students and Working Professionals in both programs. The newsletter is then reviewed by the GSM alumni relations staff for alumni "worthy" jobs and information.

- Student Leaders and Officers are encouraged to submit announcements, articles, and information regarding external events to the careerservices@gsm.careerservices.edu mailbox by Wednesday to be included in the upcoming Fridays' newsletter.
- Student Leaders and Officers are asked to support the newsletter by utilizing and leveraging its circulation.

Assistance and Administrative Support from Career Services

As noted by Alumni Relations and Development, Career Services is eager help you identify alumni, employers, recruiters and any other external professionals we consider GSM partners to speak individually with students about their company and professional experience, or to participate on panels and attend functions.

Career Services expects the same level of appropriateness and professionalism, outlined in the previous handouts, when contacting any of our external GSM partners.

- Let us know which alumni are helping you.
- Thank alumni and other external partners for their involvement.

The Career Services staff will work with leaders and officers to co-sponsor events and/or assist with GSM related events in the following ways and according to the guidelines already included in this handbook:

- Guest Speakers and Panel identification
- Producing Posters, Programs and Promotion (will need realistic turn around time)
- Parking Permits
- Thank You stationary
- Reservations and Catering Orders
- Small budget available for beverages, refreshments, approved travel to company sites, and small gifts

Creating a Collaborative Culture

Student leaders and officers have a unique opportunity to create and build a positive collaborative culture at the GSM. You're in a position to inspire the next group of officers and the next class graduating. Career Services ask for your assistance in creating a culture of collaboration, participation and professionalism. We ask for your assistance in raising awareness of the GSM, and creating a positive reputation to "all" of our external partners. In turn, this adds value to **your UC Davis MBA.**

- Student leaders are encouraged to create a positive and collaborative environment with Career Services by working together and avoiding conflict when scheduling events.
- Set good examples by being exemplary students, utilizing, sharing, promoting and respecting Career Services resources and the staff.
- Create an environment of sharing information, leads and contacts.
- Stay informed, participate and attend events.
- Keep the lines of communication open---talk to Career Services about concerns.
- Be Professional
- To quote Dale Carnegie, **"Leadership is creating environments that influence others to achieve group goals. People support a world they help create."**

Feedback

What did you like about today's meeting?

What didn't you like?

Ideas / improvements / comments for next years meeting planners?



Associated Students of Management
Graduate School of Management
University of California, Davis
Davis, CA 95616-8609

Check Request/Reimbursement Form

Please make check payable to: _____

For: Project: _____
Description: _____

Amount: \$ _____

Note: Please attach invoice, receipt or other backup, either attached to a letter-sized sheet of paper or enclosed in an envelope.

Requested by: _____

Date: _____

Authorized by: _____

Date: _____

Date Paid: _____

Check no.: _____