

Seminole Club **HANDBOOK**

A COMPREHENSIVE GUIDE TO STARTING A SEMI-
NOLE CLUB IN YOUR COMMUNITY



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I. PURPOSE OF SEMINOLE CLUBS

A Seminole Club serves as a vehicle to unite the alumni and friends of FSU in an organized effort. It provides an opportunity for increased participation in the life of the University, and allows for association with other Florida State alumni, current students and University friends in the same community.

A Seminole Club also promotes the University through special events and community service, and assists the University in achieving its goals through friend- and fund-raising. In a sense, the local Club is the University in a specific location. A Seminole Club can and should be a strong benefactor for FSU through worthwhile projects, such as scholarships and recognition awards.

A Seminole Club should foster a continued bond of collegiate fellowship, thus supporting ties with Florida State that do not end with graduation. In truth, graduation is an entrance into the Seminole Club Network, one of the best ways to continue your connection to Florida State University. Successful Seminole Clubs are usually founded in geographic areas with high concentrations of alumni and friends of Florida State.



II. HISTORY OF SEMINOLE CLUBS

Alumni records show that discussions about forming alumnae clubs for Florida State College for Women took place as early as 1917. The official motion to form these regional clubs occurred three years later in 1920. Regional clubs immediately formed all across Florida from Key West to Jacksonville and Pensacola, eighteen in number and were called Flastacowo (abbreviation for Florida State College for Women) Clubs.

When the Florida State College for Women became Florida State University in May 1947, and men were admitted, clubs changed their names to Florida State Alumni Clubs. With the coming of men's intercollegiate athletics in the late '40's, and the organization of Seminole Boosters, Inc. in the early '50's, Booster Clubs were organized. Some of the existing Alumni Clubs became Booster Clubs, and others began to support the university's athletic programs particularly football.

In the late '70's, Charlie Barnes, Executive Director of Seminole Boosters, Inc. and head football coach Bobby Bowden began the Bowden Tour. Many area clubs, particularly those in Florida responded by increasing their giving levels in support of Seminole football.

In 1992, under the leadership of then Vice President of University Relations Dr. Jim Pitts, it was determined that clubs would delete the name "Booster" or "Alumni" and call themselves Seminole Clubs. As seen in this Seminole Club Handbook, a Florida State University Seminole Club is a true representative of the university in a certain geographic area, and represents all interests of the University.

With the new millennium and the rise of the internet and satellite television, Seminole Clubs had to change with the times. So to did the university, and so in 2011 a new club structure was unveiled: Operation CLUB. CLUB is an acronym for Committing to Lead, Uniting Behind... and the Operation CLUB initiative is a 5 year plan that started July 1st, 2011. The plan calls for a much stronger commitment from the university in leading its Seminole Clubs, with the Seminole Clubs uniting behind the effort for the advancement of the university. The primary change in the club structure is that local Seminole Clubs will no longer charge "local" club dues, and instead will be directly supported by the university.

III. GETTING STARTED

Thank you for your interest in starting a Seminole Club!!

Seminole Clubs are organized on a county or regional basis so those alumni and friends who reside in outlying areas may be included. In order to form a Seminole Club, it is required that your area have an alumni population of at least 250. In the state of Florida there is to be no more than one Seminole Club per county. Outside of Florida, Seminole Clubs can represent a geographic area larger than one county; however considerations will be given to existing clubs in the nearby area (for example a new club in Marietta, GA would potentially conflict with the existing Atlanta Seminole Club and that would be a consideration before moving forward).

***Note:** for areas with less than 250 alumni, Seminole Chapters can be created.



New Seminole Clubs forming after July 1, 2011 are not permitted to charge local clubs dues. The university and the FSU Alumni Association are in the midst of re-structuring the Seminole Club network (Operation CLUB) and once the restructuring is complete clubs will receive base funding directly from the university. Additionally, a pool of grant money will be available for clubs to help fund some of their initiatives. While local dues are no longer permissible, Seminole Clubs can raise revenue through other means (sponsorship, per-event charges, etc.). New clubs will not receive base funding or be eligible for grant money until they are formally chartered and recognized as an official Seminole Club.

The process of becoming an official Seminole Club will take at least one year from initial inception. Details are explained later in Section V (Seminole Club charter process). Prior to becoming officially chartered, groups will be referred to as Seminole Chapters. It is a privilege and honor to be formally recognized as a Seminole Club. Seminole Chapters are encouraged to

STEP BY STEP CHECKLIST

Here are the steps to follow for starting a Florida State University Seminole Club:

1. Join the FSU Alumni Association

The Seminole Club President and (President Elect) Vice President must be members of the FSU Alumni Association to organize and direct a Seminole Club.

* You do not have to be a Florida State alumnus in order to join the Alumni Association or participate in a Seminole Club.

2. Contact the Alumni Association

Contact the Alumni Association at (850) 644 2761 or fsualum@alumni.fsu.edu. If you're visiting Tallahassee and would like to step by the Florida State University Alumni Association, we are located at 1030 West Tennessee Street, Tallahassee, FL 32306-4532.

3. Interest survey

The Alumni Association will prepare and send an email blast to area alumni to determine their interest in participating in Club activities. The area alumni will be directed to contact the individual(s) seeking to start the Seminole Club (you). From the email responses you receive, determine which individuals are interested in participating as officers or committee chairpersons, and arrange an informal gathering at a convenient location and establish your board.



4. Plan for the year ahead

With your key leaders in place, map out club activities and events for the next several months or the year ahead. Familiarize yourself with this document and the tips provided and educate yourself on the charter process. At any time you have questions or concerns, don't hesitate to contact the FSU Alumni Association.

5. Apply for official Charter as a Seminole Club

To apply for charter and become an official Seminole Club, prospective clubs must complete the Seminole Club Application for Charter packet. The packet includes

- ☐ Formal letter for petition
- ☐ Seminole Club contact info
- ☐ Officer Slate
- ☐ Roster of Club participants
- ☐ Planning Calendar of upcoming fiscal year
- ☐ Club by-laws
- ☐ Executive summary or club events/activities to date

* See Section V (Seminole Club Charter Process for additional information on the charter process and timeline.)

IV. MOVING FORWARD

A. BOARD STRUCTURE

Seminole Club's boards must include the following positions: *President, President-Elect, Treasurer, Secretary*. In addition, many Seminole Club activities will be organized and conducted by various standing committees. Establish committees as necessary to address game-watching venues, club scholarship, communications, Seminole Service Day, etc.

GENERAL RESPONSIBILITIES and DUTIES OF OFFICERS

- a. President - presides at all meetings of the club; appoints the standing committees, appoints special committees; and exercises the powers generally associated with the President of a Seminole Club. The President shall be the official representative of the club on all occasions except when otherwise designated.
- b. Vice President/President Elect – takes on the responsibilities of the president in the event of the President's absence. The vice president works with other officers and committee members, is ex-officio member of all committees, and carries out such duties and assignments as may be delegated by the president.
- c. Secretary - serves as the secretary to the governing body of the Club and compiles the official minutes of each meeting hosted by the Club. The Secretary tracks and records participation and attendance information and forwards board meeting minutes and materials to FSU Alumni Association. The Secretary also shall conduct the correspondence of the club, including overseeing the coordination of newsletters and other mailings.
- d. Treasurer - assists in the preparation of all budgets; assists in the direction of the development and maintenance of the financial accounts and tax records, and assists in the handling of scholarship funds.



IV. MOVING FORWARD

B. SEMINOLE CLUB COMMUNICATIONS

Seminole Clubs need to communicate with their participants regarding Club and University events and news. Here are some suggestions to better enhance your Club's communication.

E-mail is a great and cost-effective way to keep all individuals engaged about activities and events. Keep an e-mail directory of Club participants and board members.



E-Newsletters are a very effective way to communicate, inform, and entertain the Club's constituency. They can be generated by the local Seminole Club and distributed on a regular or periodic basis.

Suggested Newsletter/E-Newsletter Content:

- Upcoming events calendar
- Reports on past events
- Message from the President
- Club Officers listing and phone numbers/emails
- Report from Alumni Association representative
- Report from Seminole Boosters, Inc. Area Chairman
- Web and e-mail address, and mailing address

Links to FSU Alumni Association (www.alumni.fsu.edu), Seminole Boosters, Inc. (www.seminole-boosters.fsu.edu), the FSU Foundation (www.fsufoundation.fsu.edu), and the FSU home page (www.fsu.edu)

E-blasts will be provided by the FSU Alumni Association to all FSU constituents in the area to help promote your club and its events and activities (limit of 4 per year). It is important to collect contact information at every club function so that you can directly communicate with your participants on a regular basis.



Social Media is the future. Today's generation communicates via Facebook, Twitter, LinkedIn, etc., and your Seminole Club should too. These networking sites are free to

use and maintain, are open to any and all individuals, and are great resources for your club. Here are a couple pointers:

Facebook:

Set up a page, not a group.

Leave your settings on open to the public so that non page members and non Facebook users can access your page.

Twitter:

Choose an easy to remember Twitter name. For example, if you are the Seminole Club of North Texas...it will be easier to use the name "DallasNoles."

IV. MOVING FORWARD

B. SEMINOLE CLUB COMMUNICATIONS



Websites are a great way to broaden your social media presence. If a Club has created its own site, the Alumni Association can provide a direct link to that URL on our Find a Seminole Club page.

If you establish your own club website, here's suggested website content:

- Upcoming events calendar
- Club mailing address
- Club meeting dates, times, and location (include directions)
- Club Officers listing and contact information (phone number, email address, etc.)
- Club Newsletter
- Event pictures

Links to Florida State sites; FSU Alumni Association (www.alumni.fsu.edu), Seminole Boosters, Inc. (www.seminole-boosters.fsu.edu), FSU Foundation (www.foundation.fsu.edu), Official Seminole Athletics site (www.seminoles.com), Florida State's news home page (www.fsu.com), Florida State's academic home page (www.fsu.edu)



Additional Resources

In the event that the suggested communication methods above are not feasible for a given club, a website may be hosted on the main FSU Alumni Association website. These sites can be updated regularly with information your Club would like for members searching the internet to see. For more information, contact the FSU Alumni Association.



IV. MOVING FORWARD

C. ACTIVITIES & PROGRAMMING IDEAS

Seminole Clubs can host a variety of activities and functions for Seminole fans in their area. Here are some examples:

Club Kick-Off Party

Each Club can begin their “season” with a kick-off luncheon, happy hour, pool party, family picnic...the list can go on. Make this a family event, so everyone can attend. Use the Alumni Association to help promote the event by generating an Email blast which targets ALL alumni in your Club’s area.



Club-Sponsored Student Scholarships

Many Clubs offer scholarships to deserving high school seniors or junior college transfers in their communities who will attend

Florida State. The Club can demonstrate its commitment to Florida State and the community by offering assistance to our future leaders. This can be one of the most rewarding functions that the Club can participate in. Club scholarships must be coordinated through the Alumni Association in advance.

College Fair Night

This is a great opportunity for the Club to get Florida State’s name out to all interested high school students in your area. Participants in your Club can also visit local high schools to speak with students who are interested in attending Florida State. One other possibility is attending a high school Career Day.

Seminole Service Day

Seminole Service Day is the FSU Alumni Association annual national day of service for Seminole Clubs. It is held in the spring (March 24, 2012). Clubs are encouraged to choose a community service project and support it while wearing your FSU colors. The idea of Seminole Service Day is to give of your time and talent, not of your treasure.



Here are just some of the possibilities:

- Serve meals at a homeless shelter, food pantry, or women and children’s center
- Offer to tutor children and youth in elementary, middle, and high school
- Work with your city or borough council to determine an area of town or park that needs to be cleaned or maintained
- Habitat for Humanity
- Offer to clean toys and play spaces in a local childcare facility
- Play games or host a social event with nursing home patients
- Contact a church or synagogue to help with building clean-up or repairs.

IV. MOVING FORWARD

C. ACTIVITIES & PROGRAMMING IDEAS



Seminole Send-Off

Each Club can invite all accepted high school students in the Club's area to a welcome session. This will provide parents and students important information and an arena to have their questions answered. Clubs can work with the Alumni Association and the Florida State Admissions Office to make this event a success. The Alumni Association will provide a list of incoming students for the club. Contact Sue Fulford at the FSU Alumni Association or more information sfulford@fsu.edu.

Emeritus Alumni Luncheons

Hosting a Florida State Emeritus Alumni Luncheon, including graduates from the Florida State College for Women and the Tallahassee Branch of the University of Florida, can be a fun, rewarding, and important function of a Seminole Club. Our Emeritus graduates have a lasting legacy that needs to be honored and remembered by each local Club.

FSU Day At The ???

Cheer on your local sports franchise with an all-FSU party before a game. Or hold an FSU Day at the Opera, Fair, local museums, theatre, or any other community-related event. Smaller Clubs should consider joining with

other Seminole Clubs for outings to events within reasonable driving distance.

Membership Drive

While local clubs are no longer permitted to charge membership dues, they are encouraged to promote membership in and to make contributions to FSU's Direct Support Organizations- the FSU Alumni Association, the FSU Foundation, and Seminole Boosters.

Game-Watching Parties

FSU fans can gather and share in Seminole spirit and camaraderie for all FSU sporting events. These are most effective



when held in the SAME location on a regular basis. Possibilities include any Club participant who owns a sports bar or family restaurant.



Guest Speakers

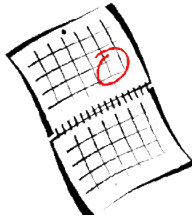
Clubs regularly host University speakers at meetings for discussions about current happenings with Florida State. Some guests include President Barron, Professor Mark Zeigler, Athletic Director Randy Spetman, etc. (Note: There are geographical limitations, but contact the Alumni Association to help facilitate guest speakers).

IV. MOVING FORWARD

D. SAMPLE EVENT TIMELINE & TIPS

3-5 months prior to event:

- Get organized.
- Select volunteers/committee.
- Set date.
- Reserve a location (remember anything is negotiable- don't pay for a venue if you don't have to; lean on club connections).
- Develop program and line up guest speakers (if applicable).
- Create marketing plan- consider all mediums (i.e. Alumni Association E-blast, club emails, Facebook, Twitter, local newspaper/calendar, flyers, etc.).



2-3 months prior to event:

- Submit final event details to FSU Alumni Association.
- Begin marketing efforts.
- Secure event sponsors if possible (this can help defray expenses).

1-2 months prior to event:

- Increase marketing efforts- make phone calls if necessary.
- Acquire FSU nametags and special handouts from the Alumni office.
- Confirm event logistics (double-check on venue, speaker, etc.).

1 week prior to event:

- Finalize all logistical details (i.e. set catering count if required, confirm volunteers, etc.).
- Continue marketing efforts as needed.

The event:

- Have committee and speakers arrive early.
- Have sign-in table- always collect contact info at every Seminole Club event.
- Have Club President or area Alumni Board Representative to be MC.

Sample Program:

- Welcome guests
- Promote local Seminole Club as well as membership in FSU's DSO's
- Introduce guest speaker
- ALLOW TIME FOR QUESTIONS
- Close the event with brief club business and remind of next event (never miss a marketing moment: always promote your next event or initiative)

Follow up:

- Write thank you notes to guest speakers and others as necessary.
- Be sure to hold a post-event meeting soon after the event to discuss what was successful and what wasn't- be sure to solicit feedback from attendees.

IV. MOVING FORWARD

E. KEEPING INTEREST ALIVE

SUCCESSFUL EVENTS & MEETINGS

Plan ahead: Take care of potential problems before they occur. Make sure event planning committees stay on top of projects. Don't be caught by surprise. Plan well and the event will go smoothly.

Be creative: Host a wide variety of events. Not only will your membership like the diverse programs, but an entirely different group of people will attend. This is a great way to broaden and expand your audience. Remember, not all events will appeal to all demographics so it's important to offer different types of events and expand your lineup. Don't be afraid to deviate from the norm. Sometimes a change of pace is just the kick-start a Club needs to re-energize itself. Family Bar-B-Ques, Special Guest Speakers, Happy Hours for Young Alumni, Club-wide softball game, the possibilities are endless. Check with other Seminole Clubs or the FSU Alumni Association for ideas.

Balance consistency with flexibility : Remember that while a consistent game-watching or meeting location is important, it's also vital to change locations and dates to meet the needs of all FSU friends in the community. Some individuals may not be able to meet on the second Thursday of every month, or won't come to a game-watching venue on the South side of town if they live on the North side. So be open to hosting game-watching parties at multiple venues and be flexible regarding meetings dates to encourage maximum participation.

SUCCESSFUL VOLUNTEERS

Ask: Most volunteers become involved because they were personally asked- by someone in the organization, a relative, or friend.

Target groups that don't fit the "typical" volunteer profile: If you rely heavily on one type of volunteer, branch out. The typical volunteer is a 35-44 year old female. Youth is the fastest growing segment of the volunteer population.

Be a good leader: Lead by example. Ensure that projects are completed on time. Make sure volunteers feel like they are contributing to the Club effort; allow them to be influential decision makers. Allow creative input whenever possible, and be willing to do things differently than you would do them.

Be flexible: Time is a precious commodity for most people. Create volunteer positions with varying levels of time commitment. Include as many people as necessary- more people doing a little work is better than a few doing a lot of work.

Communicate the benefits of volunteering: Shape your volunteer recruitment message to tout the benefits of volunteering- gaining organizational skills and learning better communication skills . These benefits are directly transferable to the workplace and help in job searches and career advancement.

Tie recognition to motivation and tailor meaningful thank you's for your volunteers: Take varying reasons for volunteerism into account when recognizing your volunteers.

IV. MOVING FORWARD

F. CLUB FINANCES

As of July 1, 2011, new Seminole Clubs are no longer permitted to charge local dues. While some revenue is off-set with university funding for officially chartered Seminole Clubs, it's important that clubs think creatively to generate revenue for club scholarships, contributions to FSU's Direct Support Organizations, and future event costs.



Event Fees: Each club can set a fee for special events. The fee should be adequate enough to cover major expenses for the event and in some cases generate revenue for the club. There may be Club members who can offer their facility (family sports bar, restaurant, etc.) for Club events to minimize costs.

Raffles & door prizes: Clubs can hold raffles at all Clubs events and meetings; raffling away Florida State paraphernalia (check your state raffle laws first). Not only does this create excitement, but it will also create extra revenue for the Club.

Advertisements & sponsorships: Clubs can sell advertisements in all Club newsletters, event programs, and on the Club's web site. Sponsorship dollars can go a long way toward offsetting programming costs. Remember, you have something sponsors want: an audience. Don't underestimate a potential sponsor's willingness to support your club.

Trades: Clubs can trade advertisements for services. For example, a Club participant can print a dinner program at no cost to the Club, while placing a full one-page ad for free. Use trades whenever possible to lower Club expenses.

Club shirts: Clubs may sell their own specially designed shirts, provided that their Club Coordinator and FSU Licensing approve their logo. Contact your Seminole Club Coordinator for assistance in receiving FSU Licensing approval.

V. CHARTER PROCESS

According to the FSU Alumni Association By-laws, for a Seminole Club to be formally established, it must be approved by the FSU Alumni Association's Board of Directors. This will take place at the Alumni Association Board's winter meeting, typically held in late January or early February. Prospective Clubs (Seminole Chapters) must have functioned for at least one year prior to February 1st of the calendar year. For example, a Seminole Chapter that began operation in January of 2011 would be eligible to seek charter as an official Seminole Club at the Board's winter meeting in 2012; a club that began operation in the summer of 2011 would not be able to seek charter as an official Seminole Club until the Board's winter meeting in 2013.

