Clubs & Orgs Presents:

Officer Training

September 2016

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Resources

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Student Activities Board and Clubs & Orgs Office	AUC 140, swipe access for all 8am-5pm, club officers after 5pm	253-535-8399
Clubs & Orgs Handbook	Your guide to all PLU policies	http://www.plu.edu/clubs/club-leaders/handbook/
Clubs & Orgs Website	Your resource for documents, forms, policies, links, etc.	http://www.plu.edu/clubs/

Fill in your own club information here:

Club Email[1]:	
Username:	
Password:	
Club Account Digits[2]:	
Club Copy Code:[3]	
Advisor name/email:	

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[1] Oh no! I don't have a PLU club email! Go to www.plu.edu/clubs, go to "Documents and Forms", and find the document labelled "Request for Epass account for Club/organization"

[2] What's my account number? Email clubs@plu.edu to find out. How much money is on there? Email Kat.

[3] Where do I find this information? Email us at clubs@plu.edu and we'll send you the code.

Clubs and Orgs Resources

You can use the Clubhouse as a meeting space, a poster making place, or even just a place to hang out. Everyone at PLU has swipe access from 8am-5pm Monday-Friday, but as a club officer, you will additionally have access after 5pm.

Materials/Resources:
- Poster markers
- Sharpies
- Crayons
- Tape
- Scissors
- Die-cut machine[4] (for making paper letters)
- Paper cutter
- Paint brushes
- Glue sticks
- Push pins
- Butcher paper (lots of colors)
- Computer + printer/copier/scanner
- Adobe suite--Photoshop, Illustrator, etc.
- Lockers (please email clubs@plu.edu to get a spot on the waiting list)
- Forms for reimbursement, day trips, etc.

Note:

- You may leave unfinished posters in the Clubhouse for **one week**. If we notice that they've been there longer, we have the right to recycle them as we see fit.

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[4] Please only use butcher paper in the die cut machine!

Money & Finances

Account Codes: for transactions *within* PLU
- For all income transactions, you will use this code:
  - 820xxx-6323-5706-00
  - The "xxx" corresponds to your specific club.

- For all expense transactions, you will use this code:
  - 820xxx-6323-xxxx-61
  - The first "xxx" corresponds to your specific club.
  - The last "xxxx" corresponds to what you are buying

- Here is a list of sample transaction codes:
  - 7102 – Office/General Supplies
  - 7132 – Dues and Memberships
  - 7133 – On Campus Meeting/Event
  - 7141 – Photocopying
  - 7142 - Printing
  - 7143 – Advertising and PR (IMPACT)
  - 7144 – Postage/Mailing
- Deposits
  - For depositing funds to your club's account, you need to complete the deposit form and hand funds over to the Business Office (Admin 110).
  - Checks or cash only.
  - You do NOT need Kat's signature!
  - What form should I use? It will be a half sheet labelled "Business Office Deposit Slip." You can find this in the Clubs & Orgs office or on our website under "Documents and Forms."
- Reimbursements
  - In order to receive a reimbursement, you MUST have an *itemized* receipt.
  - You will NOT be reimbursed if you use a gift card to purchase items.
  - All reimbursements and advances must have Kat's signature before you take it to the Business Office.
  - What Form should I use? You should use the "Cash Reimbursement Form" for purchases less than $75.
- How do I spend my club's funds on off campus expenses?

- ○ For purchases totaling $75 or less, print out an "Expense Advance Authorization Form," available on the Clubs Website under Documents and Forms/Reimbursement + Funding Request Forms.
- ○ For a payment you must make by check, such as for an invoice, print out a "Payment Request Form" found on the Clubs website under Documents and Forms/Reimbursement + Funding Request Forms.
- ○ If you are ordering something online, contact Kat FIRST to assist you in purchasing the item(s) using a PLU credit card.
- ○ Handling money is very sensitive, so if you ever have questions/doubts, ask first! Email us at clubs@plu.edu.
- ● Funding Sources
  - ○ SAB (ASPLU) Appropriations Board
    - ■ Fund events that are on campus, free, and open to the PLU community
    - ■ Must not benefit your club in any way financially
    - ■ More information here. Look under "Reimbursement + Funding Request Forms"
    - ■ Link to application here.
  - ○ Student Life Council Funding
    - ■ Will provide funds to help offset club travel expenses.
    - ■ More information here. Look under "Reimbursement + Funding Request Forms"
- ● Fundraisers
  - ○ ALL fundraisers must first be approved by *submitting an Event Planning Form*. For more information on any and all types of fundraising, visit our Clubs & Orgs Handbook, under "Raising Money for your Organization".
  - ○ The EPF for fundraising must be done 3 weeks in advance.
  - ○ General policies:
    - ■ No raffles, lotteries, or sweepstakes may be held.
    - ■ PLU clubs and orgs must not imply that the university is a sponsor of the event.
    - ■ No selling alcohol.
    - ■ There are two types of fundraisers:
      - ● External Fundraisers support an outside cause, such as a charity.
      - ● Internal Fundraisers support the club itself
      - ● No raffles, lotteries, sweepstakes
- ● Create a gift account for your club!
  - ○ What is it? Student clubs and organizations may now receive support

from alumni and private contributors, as well as corporate donations.

○ Through this account, PLU can now accept tax deductible contributions from donors on behalf of the student club/organization.

○ How can I set one up? To start, a club/org completes the Fundraising and Gift Account Request Form[5]. Once completed, the form is submitted along with a current organization budget, solicitation/donor letter (if fundraising), and any other supporting documents.

○ When using the account for fundraising, an Event Planning Form must be submitted. A meeting will be scheduled between the club/org's leadership and Kat.

● What's the policy on that?

○ There are a LOT of policies to remember when you're a club leader. We don't expect you to memorize all of them, but we do expect you to make sure your club/org is constantly referring to our Clubs and Orgs Handbook while organizing any sort of event.

■ Speakers at your event: Must submit an EPF at least 4 weeks prior to the event, and provide a brief description of the topic that will be covered by the speaker.

■ Can I show a movie at my event? By law, you are not allowed to show a copyrighted movie in a public setting unless you have obtained permission from the movie distributor. Advertising your event or holding it in an open space such as the Cave counts as a public setting. Obtaining copyright permissions can sometimes be expensive. This is a great time to partner with another group!

■ It's an election year, so our political policies are extremely important! If you are thinking of holding a political event of ANY kind, please refer to our Clubs and Orgs Handbook (an online copy is found on our website).

■ Working with Minors: Events that include minors must have a submitted EPF at least 60 days before the event, conduct background checks of all participating PLU students, and must go through training prior to the event. For more information, see our Clubs and Orgs Handbook.

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[5] Where do I find this? We will have the request form on our website, under "Documents and Forms" soon.

Programming

What is the Event Planning Form?

- The [Event Planning Form](#) (EPF) is our way of knowing what kind of events are being planned, and whether they follow PLU policy.
- In addition, this year we plan to use the EPF to help you promote your events to the PLU community, so if there is an event you want to see on our Facebook page or newsletter, there is a space on the form for you to tell us you want us to help promote you.
- We need an EPF for all events except recurring events, where just one is fine.
- The exception to this rule is tabling-- you do not need an EPF for this *unless* you plan on fundraising while tabling.
- If you do not have an EPF, we will not approve your event in 25Live!
- Note that it is better to send in an EPF at least a week before your event--the Clubs & Orgs Interns may not see your event in time to approve it if you send it in the night before (or, if you submit it on a Friday and your event is on Monday)!

25Live

- [25Live](#) reserves you a space on campus--all buildings and classrooms, including res hall lounges, are available for you to use.
- However, note that if you try to reserve a room too close to your event, chances are you may not get the room you were hoping for.
- You can sign in to 25Live with your Epass information, and it should automatically connect you to your club.[6]
- 25Live also gives you the option to put your event on the calendar on PLU's homepage, and it will also show up on the calendar on the Clubs homepage as well.

Liability Waivers--Why do I need them?

- We require liability waivers for any event that presents danger to any student involved. This can include:
    - Travelling off campus

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[6] If you are a new club or a new officer this year, it may take us some time to work with Conferences and Events to get you connected.

- ○ Strenuous physical activity (dancing, sports tournaments, run/walk events)
- ○ Performance on a stage or risers
- ● Specific waivers can be drafted for your event to make the process faster, but you MUST contact the SIL office or the Clubs and Orgs Interns at least 10 days in advance.
- ● Liability waivers are due to the SIL office a week after your event takes place.
- ● Any off campus travel requires submitted waivers two weeks before departure.

Clubs and Orgs PRESENTS: Tabling Strategies: Tips and Tricks

1. Engage PASSERSBY.
- Most people are going somewhere, so make your pitch short and sweet.
- Always be friendly and smile!
- If someone is looking at your table, talk to them. Don't make them come to you.
- Make a personal connection. If you recognize someone, call them over.

Remember:
- Don't be obnoxious.
- Don't detain them.
- Don't pressure them to sign up.

2. Be active on SOCIAL MEDIA
- Use Facebook, Instagram, and Twitter to promote your table!
- Take fun pictures and post them (selfies are always acceptable).
- Get your members to spread the word!

3. Make your table FUN.
- People love free stuff! Candy, pens, buttons, and stickers advertising your club can make all the difference.
- Your club name should be visible and easy to read from afar.
- Plan out your tabling time to best promote what your club does (example: pictures, posters, demonstrations, infographics)

4. Know your CLUB
- Mention any future events that people may be interested in.
- Invite people personally to your next meeting.
- Have a document for club-signups and be sure to email them about your next meeting ASAP!

Programming: it's a four step process

Here's a strategy to keep in mind when planning your events this year. The best events are not necessarily the most complex, brilliant ideas; rather, it is the well planned and well executed events are ones that guarantee success. They are the ones that people will remember. For more details on what these four steps entail, visit: http://www.plu.edu/clubs/club-leaders/programming/

THE FOUR STEP PROCESS

STEP 1:
DEVELOPMENT
What's the big idea?

STEP 2:
PLANNING & LOGISTICS
Have you checked in with Clubs and Orgs? Are you following our PLU Clubs and Orgs policies?

STEP 3:
PROMOTION
Who is your audience, and how are you reaching them?

STEP 4:
FOLLOW UP
What can we do better?

Club Travel

Transportation Options:
- No carpooling
- Campus Safety 12 person vans & 5 person cars (you must be van certified by PLU)
  - These are $15 per day, .67 cents a mile
  - Cheaper for shorter trips
- Enterprise Vans
  - $108 per day
  - Better for longer trips
- Reimbursement for gas
  - .45 cents per mile
- Bus or walking

Day Trips
- Fill out the [Day Trip Planning Form](#) and turn it in to the SAB/Clubs and Orgs Office. This is found under Documents and Forms/Risk Management + Travel Forms "Travel Itinerary-Day Trip".

Domestic Travel[7]
- Required documentation must be approved by SIL at least 2 weeks prior to departure date.

International Travel
- You must work with SIL and the Wang Center, at least 9-12 months prior to departure.

What Forms do I need?
- Faculty/Staff Statement of Responsibility and Authorization Waiver
- Faculty/Staff Confidential Medical Statement for travel
- Student statement of Responsibility and Authorization Waiver
- Student Confidential Medical Statement for Travel.

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[7] See the [Clubs and Orgs Handbook](#) if your club is planning to travel this year.

Advertising Strategies

Different ways you can advertise your events:

- Posters
  - You can make a poster at the Clubhouse, and hang them either on the bulletin boards in the UC (the one on the staircase closest to T-stad, and the bulletin boards under both TVs in the UC) or in Admin, but they must be reviewed and stamped by the Campus Life Office (UC 161) first. Ask the front desk worker. The stamp will allow you to hang the poster for 2 weeks. It is your responsibility to take the posters down.
  - You may hang posters in the Residence Halls as well, but please ask the RD of each hall first.
  - Hire Impact to make posters for you! There are Impact bulletin boards all over campus specifically for this purpose, and you can also work with them to create/post UC TV ads, UC Table Top ads, and Daily flyer ads. They also have videography and photography services available. Or, if you already have a poster design, Impact will print and distribute your posters for you at a low cost. Questions? Email impact@plu.edu.
- Other methods
  - Daily Flyer ads (half size and full page)
  - The Mast, LASR, The Matrix, etc.
  - Social Media: Does your club have some way to reach your members, as well as potential new members? Facebook, Twitter, Instagram, or a club website is a great way to do that. Share your Facebook page/club website name/URL with us and the Clubs and Orgs department will promote you!
- Clubs & Orgs Department
  - Clubs and Orgs Newsletter
    - Our biweekly newsletter has a reach of roughly 200 people! You can either email us or let us know via the EPF if there's anything you want us to write about-we'd be happy to do it!
  - Clubs and Orgs Facebook Page
    - Feel free to post directly to our page! And if you haven't already, go like us on Facebook!

Club Awards

[Club Awards](#) happen annually, and this year we will have our own event SEPARATE from the Celebration of Leadership! Nomination forms open in February, and anyone can nominate (and be nominated)!

Individual Awards
- Outstanding Advisor of the Year
  - *2015 Recipient, Amy Stewart Mailhiot, Habitat for Humanity*
- Outstanding Officer of the Year
  - *2015 Recipient, Jacynda Woodman-Ross, SAPET*
- Quiet Influence Award
  - *2015 Recipient, Megan Wonderly, English Language Learners Program*

Program Awards
- Social Justice Program of the Year
  - *2015 Recipient, "Let's Talk About: Religious Diversity" by ASPLU and Campus Ministry*
- Educational Program of the Year
  - *"UPS Workshop" by Delta Iota Chi*
- Social Program of the Year
  - *"A Gospel Experience" by PLU Gospel Choir, Black Student Union, and Admissions Office*
- Service Program of the Year
  - *2015 Recipient, "Youth Sports Clinic" by Student Athletic Advisory Committee (SAAC)*

Organization of the Year
- *2015 Recipient, Beta Alpha Psi*

Other Things
- Have you created your club's PLU email account?
- Has your advisor filled out the [2016-17 Advisor Agreement](#)?[8]
- Do you have your club's account number?
- Do you know your locker combination?[9]

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[8] If you haven't done this yet, do it ASAP!
[9] Email clubs@plu.edu for your locker combo.

Monthly Timeline:
what you should be doing when

September
- This training!
- Fall Involvement Fair--have you thought about who's running the table, what's decorating the table, and what you will be handing out? Encourage new members, especially freshmen, to join.
- Hold officer elections/establish meeting times for Fall semester. Please share these times with us!
- Start planning big events for the year/semester

October-November
- If you need funds for bigger events later on, now is the time to fundraise!
- Continue to recruit new members

December
- Plan & execute End of the Year/semester celebrations
- Consider: Who's running the club during J-term?
- Times to meet during J-Term

January
- Plan one big event or some smaller, low-key events during J-Term
- Get ready for Spring Involvement Fair (beginning of Spring semester): Watch your email for information from us.
- Establish new meeting times for Spring semester

February
- Spring Involvement Fair--same considerations as Fall Involvement Fair
- Club Award Nominations open

March/April
- This is a great time to hold a big event for your club/for your club to run!

May
- End of the year celebrations
- New president/vice president appointment/election (if your president is a senior)
- Ask your advisor if they will continue to serve for next year! (and if not, start searching)
- **Club Registration for 2017-2018!**[10]

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[10] Guess what else is in the Club Registration Form? Sign ups for Fall Involvement Fair 2017! Please don't forget!

BONUS: Clubs Website Treasure Hunt

The first five clubs to fill this out and email it to clubs@plu.edu will get a prize!

To start, go to www.plu.edu

1. Find our Clubs page on the PLU website-no using the Search Box! What tab is it under?

2. Where is the Event Planning Form located? Find its main location, and another place on the website that has a link to the form. Write where you found each:

3. Fill out a fake EPF for yourself, and pretend you are filling out an event for either FUNDRAISING or an event with FOOD. For the "Name of Event", write your name. (No, don't fill out a 25Live Request).

4. Find a link to 25Live on the website, and click the link. Write how you signed in to 25Live:

5. Find the online version of our Clubs and Orgs Handbook. Browse briefly, and write down a policy that you were not aware of!

6. Find the calendar on our website. Write down one event that is happening this week.

7. What is the Four Step Process for programming events? Find where this is located on the website. Just write the four headers. (Hint: It's in a nice infographic)

8. Write down the name of a club who is featured in a picture on the Clubs website.

9. Find your club's name, and/or description on the website. Copy and paste here. Note: if you would like to update your club's description (or if you don't have one), please email clubs@plu.edu.

10. See the tab that says "Join a club"? Select clubs you might be interested in collaborating with this year (choose at least one, and **not** one that you have collaborated with in the past).[11] Write the names of the clubs you selected. Though this is just an exercise, if you would actually like to collaborate with another club, write us a message in the form, and we will email you both after the training.

11. Find the link on the website that takes you to our Clubs and Orgs Facebook page. Like our page, or if you have already, invite one other friend to like the page. Write down who you invited, or if you liked it yourself, write the subject of what the last post was about.

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[11] This is a new addition to our website! Students who browse through the current club listings can select clubs they are interested in, and once they fill out the form, the Clubs and Orgs interns will connect the student to the selected clubs via email. So it is SUPER important for you all to check your club emails often!