



REGIONAL SUMMIT GUIDE

2020 VIRTUAL CURRICULUM

2020 SVA Regional Summit Guide

In conjunction with your Summit facilitators, the SVA Regional Summit Guide will assist you in managing a successful and sustainable Chapter. The assignments discussed in the Summit curriculum are further developed here so that lessons learned can continue to be worked on during your tenure as a Chapter Leader. We encourage you to stay in contact with National Headquarters for guidance and feedback. If you are a new Chapter Leader, pay close attention to the “*Pro Tips for New Chapter Leaders*” sections throughout the guide.

Define Your Chapter

Instructor: Kevin Jenkins, Program Manager, Programs and Services

Instructor Email: kevin.jenkins@studentveterans.org

Define Your Purpose

A student organization without a mission is like a road trip without a destination. Sure, it can be fun, but it accomplishes very little. As Chapter Leaders, it is incumbent upon you to define your chapter's purpose by designing a mission statement that guides the decisions and outlines your purpose on campus and within our national network of chapters. It is just as essential that established chapters maintain their mission statements as it is new chapters create theirs. Gathering student veterans together for an open and honest discussion of your organization's purpose will shed light on the issue's student veterans face on campus and guide you to your mission.

Chapter Steering Committee

Before starting an SVA Chapter, you should ask yourself the following questions:

- Why do we need an SVA Chapter?
- What are the needs of student veterans on campus, and how should we serve them?
- What are the challenges student veterans face?

Maybe you want to create a more welcoming environment for student veterans or perhaps there are more problematic or systemic issues that need to be addressed. An in-person or virtual steering committee is the most effective way to answer these questions. In addition to student veterans, consulting campus leaders, administrators, and faculty members can provide much-needed context and information to the discussion. More established chapters are encouraged to have these types of town hall meetings at least once per academic year to ensure that they adequately meet the needs of student veterans.

Assess Your Campus Culture

There are over 4,000 institutions of higher learning in the United States, all with unique campus cultures, communities, opportunities, and logistical challenges. Understanding your campus is critical to designing a chapter that meets student veterans' needs and the type of programming your chapter should pursue.

Pro Tips for New Chapters



If you are having difficulty finding student veterans on campus, consider setting up a meeting with your school certifying official and asking them to send out an announcement or invite email or letter to students receiving GI Bill benefits.

Explore your campus culture. Try to answer the following questions to get a better understanding of your campus culture as it relates to student veterans.

1. What do new student veterans on campus say about their first impressions of the institution? What did they notice first and what sense did they make of what they saw or heard?
2. How do community members talk about your campus? Do those views match up with what experienced members of your campus community or newcomers or students say about your institution?
3. What does your institution value most and how do you know that?
4. Are your own values and expectations aligned with the main elements of your campus culture? If not, what might you do to describe your chapter in ways that fit that culture?

Define Your Mission

After the initial steering committee, conduct a follow-up meeting to discuss the feedback and develop a mission that responds to the most pertinent issues faced by student veterans. If your chapter already has a mission statement, take opportunities during leadership transition (covered more on page 7) to revisit the mission statement with your new leadership team. Perhaps it's time to expand your mission to a wider scope or refine it to better suit your changing campus culture. For example, if your chapter's mission statement aimed to create a welcome campus, and your incoming student veterans feel entirely welcomed, you may want to consider a more ambitious mission statement.

Pro Tips for New Chapters



After the initial steering committee, you may experience a drop-off in attendance for the follow up meeting, and that is okay! In many cases, the handful of members who return for the follow-up meetings will be your leadership team.

The Mission Statement

Your chapter's mission will impact the general direction of your chapter. Your chapter's mission should be broad, bold, and big-picture focused. The mission does not have to be specific; rather, it provides a grand vision for your chapter guiding important decisions.

SVA Mission Statement

"Act as a catalyst for student veteran success by providing resources, network support and advocacy to, though, and beyond higher education."

Chapter Leader Notes:



Goals

Setting goals is the first actionable steps that your leadership team will take as a group. Goals can be short or long term. Short-term goals may take a semester or less to complete, and long-term goals may take an entire academic year or longer.

Pro Tips for New Chapters



As you set goals, consider what your chapter can realistically achieve. You may want to consider keeping your goals relatively simple and geared toward growing membership and fundraising.

Goal setting should be done every time there is a Chapter Leader transition. It can be a good exercise for a new group of Chapter Leaders to build a good working relationship and make sure you are all on the same page in terms of the direction of the chapter. Goal setting doesn't have to be daunting. It simply comes down to asking yourselves the right questions – ones that delve into your talents and make connections with where you want your chapter to go.

Even organization leaders with a solid mission statement can have a difficult time coming up with goals. To help you get started brainstorming goals for your chapter, try to answer the following questions:

1. What is your chapter working toward or what are you trying to accomplish?
2. Why is your chapter working toward or trying to accomplish it?
3. As a chapter leader, what is something I am good at, and how can that support the mission statement?
4. How does this support my mission statement?
5. What does a successful outcome look like?

Chapter Leader Notes:



Value Proposition aka “The Elevator Pitch”

The chapter value proposition is known as the elevator pitch because it should be delivered in less than 30-seconds (approximately the length of an elevator trip). Sometimes you will only have a short amount of time to make an impact on a potential donor. The elevator pitch goes in greater depth than the mission statement and should answer three main questions:

- **Who you are.** What is your organization?
- **What you do.** What does your organization do and for whom?
- **Why it matters.** What impact does your organization bring?

Here is an example of an elevator pitch:

“We are a student veterans’ organization on the campus of State University. We focus on providing transitional support services and orientation for new student veterans, their families, and allies. Many veterans need assistance transitioning into college and post graduate life. Our work will help ensure all student veterans are highly successful at State University and beyond.”

Pro Tips for New Chapters



Rehearsing your chapter’s value proposition may be awkward at first, but practice will help perfect your delivery. Remember, you are not raising money for yourself, you are raising money to support your chapter’s mission.

What is your organization?

We are a student veterans’ organization on the campus of State University.

What does your organization do and for whom?

We focus on providing transitional support services and orientation for new student veterans, their families, and other GI-bill users.

Why does your organization matter?

Many veterans need assistance transitioning into college and post graduate life. Our work will help ensure all student veterans are highly successful at State University and beyond.

Chapter Leader Notes:



Assignment 1

Create a mission statement and “big picture” goals that will help you achieve your mission. If your chapter already has a mission statement, it is always smart to periodically review with your leadership team and discuss ways to improve or revamp, especially during chapter leadership transition.

Example chapter mission statement

The SVA Chapter's mission is to address the challenges associated with the transition from military service to education by encouraging active engagement in the college experience.

Chapter Mission Statement:

Example chapter goals

Goal 1: To connect SVA members with on-campus resources needed for personal and academic success

Connecting student veterans to on-campus resources can improve the academic performance and improve the perception of student veterans on campus.

Goal 2: Raise the visibility of student veterans on campus

Raising the visibility of student veterans on campus can help create the feeling of being a part of the campus community

Goal 3: Create camaraderie among student veterans

Camaraderie is a great way to ease the transition for student veterans

Goal 1:

Goal 2:

Goal 3:

Enhance Your Chapter

Instructor: Calvin Jensen, Development Manager

Instructor Email: calven.jensen@studentveterans.org

Chapter Finances

All chapters are responsible for managing their finances. Some institutions require all student organizations to submit a chapter budget. The strategic plan will guide budgetary decisions and goals. Incoming and outgoing funds vary among chapters and may include the following:

Pro Tips for New Chapters



Check with the department that oversees student organizations at your school. Many costly items, such as shirts or rental space, may be available at a discount for your organization!

Revenue

Institutional Funding

Fundraising/Programming

Donations

Merchandise Sales

Expenses

Vendors/Merchandise

Space Rental

NatCon

SVA Regional Summit

EXPENSES					
Line Item	Description	Budget	Actual	Difference (\$)	
				\$ -	
				\$ -	
				\$ -	
				\$ -	
				\$ -	
				\$ -	
				\$ -	
				\$ -	
				\$ -	
				\$ -	
Term Total		Budget		Difference (\$)	Difference (%)
		\$ -	\$ -	0.00	0.0%

BALANCE		Projected	Cash on Hand	Difference (\$)	Difference (%)
		\$ -	\$ -	\$ -	0.0%

Chapter Leader Notes:



Record Keeping

Record keeping is an essential function of SVA Chapters and is a necessity to maintain chapter continuity. We recommend utilizing a secure cloud storage platform to keep important chapter records and turn over to the incoming leadership team during officer transition. Check with your school's IT department to determine the best option for coordinate with the rest of your university.

Officer Transition Plan

One of the biggest problems with SVA Chapters is continuity. A passing of the torch is required for incoming chapter leaders to pick up where the outgoing leadership team left off. In addition to turning over records, a full handover of old business must be completed during the leadership transition. There are three options for wrapping up old business:

Complete Handover

- ✔ During a complete handover, the incoming leadership team assumes full control over ongoing business immediately after assuming a leadership position.

Delayed Handover

- ✔ During a delayed handover, the outgoing leadership team will continue handling ongoing business until closed. Upon the closure of any ongoing business, the responsibility will then be handed over to the current leadership team.

Split Handover

- ✔ During a split handover, the outgoing leadership team will work with the incoming leadership team to close all ongoing business together. Once ongoing business has been officially closed, the transition will be complete.

Sample Incoming Leadership Team Transition Checklist

- ☑ Share contact information (all incoming Chapter Leaders, outgoing Chapter Leaders, Chapter advisor)
- ☑ Set up a minimum of two handover meetings:
 - Outgoing Chapter Leaders (all) with incoming Chapter Leaders (all)
 - Outgoing officer (by role) with incoming officer (by role)
- ☑ Assume control/verify control of all Chapter banking accounts and budgets
- ☑ Review all Chapter founding documents, student organization paperwork, and budgets.
- ☑ Review all role-specific documents
- ☑ Inform SVA of the change in leadership by completing the Chapter Update Form
- ☑ Test and confirm all passwords and accounts
- ☑ Inventory all Chapter keys, pass cards, supplies and other equipment
- ☑ Initiate contact or follow up (email or meeting) with the Chapter advisor, the appropriate student life contact, the veterans resource center and/or SCO, and any other significant school or community contacts
- ☑ Confirm student organization status or application procedure for upcoming year
- ☑ Send an introductory email to all relevant lists (member lists, student veterans)
- ☑ Update and review/clean all social media accounts
- ☑ Set up a minimum of two initial leadership planning meeting (typically one in the Spring, and one at the beginning of the academic year). These meetings should, at some point, include the following:
 - Discuss expectations for SVA meeting types, frequency, locations and possible schedules
 - Review and update the status of any old/ongoing business
 - Confirm individual officer handovers and introductions are complete
 - Confirm division of labor for general operations (minutes, emails, agendas)
 - Review and discuss Chapter Strategic Plan as a group (if revisions needed, make a plan to do so at a later date)
 - Review and discuss Chapter Mission as a group (if revisions needed, make a plan to do so at a later date)
 - Review and discuss Chapter by-laws (if revisions needed, make a plan to do so at a later date)
 - Discuss individual and group priorities for upcoming year/brainstorm
 - Update/create master calendar for upcoming academic year
 - Review existing budget information and funding status as a group (if revisions needed, make a plan to do so at a later date)

Chapter Leader Notes:



Outreach Tools

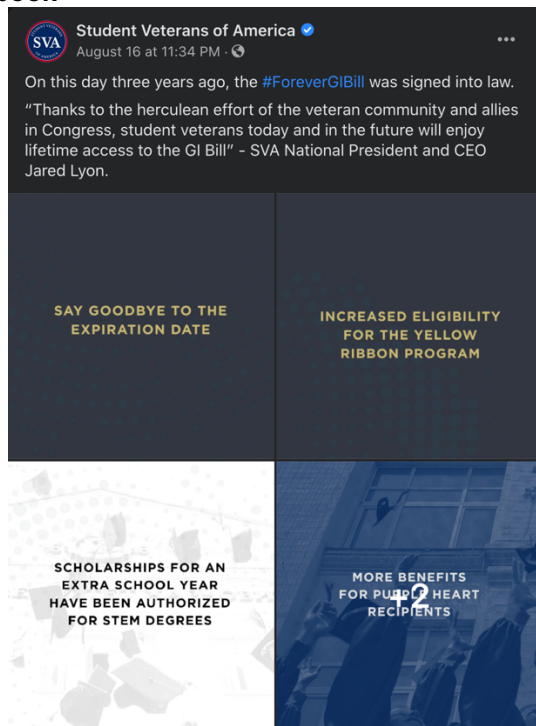
All SVA Chapters should pursue outreach initiatives to the campus, the surrounding community, and SVA National Headquarters. Social Media is the most effective form of outreach and is accessible for all chapters. Posting pictures of your members on social media platforms is an effective way to tell your chapter's story to a broad audience. When posting on social media, you should always use an HD camera with adequate lighting and post real pictures of chapter members; candid images of members in action are the most impactful.

Twitter



- Post at least one or more tweets per day
- Tag partnering organizations companies and individual tweets
- Add new information in retweets if possible
- Images are always eye-catching!

Facebook



- Post 3-4 times per week

Instagram



- Posts should compliment your chapter, and its mission
- Keep text to a minimum when posting

LinkedIn (chapter or personal)



- If your chapter doesn't have a LinkedIn account, Chapter Leaders can tell their chapter's story on their own
- Text is welcome here!

Press Releases

A press release may be necessary when promoting larger more significant events. Below is a sample of a press release:

Sample Press Release

FOR MORE INFORMATION, CONTACT:

First and last name, SVA title

Phone number

SVA Chapter email

FOR IMMEDIATE RELEASE:

Month date, year

Title in Bold

(no longer than one or two lines)

Sub header using italics, should expand upon the above title and clarify organizations involved

City, State Abbreviation – Your opening sentence should serve as a “hook” for the reporter, just like the opening sentence of a news story – you want to grab the reporter’s interest. The following sentences should clearly describe the who, what, when, where, and why of your event and reason for the press release.

The second paragraph is a great place for a quote from one of your chapter leaders, or a member participating in the event. Remember that reporters often use quotes from press releases in their stories, so please ensure that this quote is appropriately written and reflects your event and organization’s goals. The quote should expand upon the importance and meaning of your event or announcement.

The third paragraph is the place for you to include additional details about the event or topic. Dive further into the event’s purpose, explain who will be attending, highlight the compelling aspects of the event that will make a great story, etc.

Finally, add a sentence about where reporters can contact you and learn more information.

About Student Veterans of America

SVA is the country’s premier organization for student veterans. SVA supports all veterans through their transition from the military, educational advancement, and career growth. SVA represents a network of more than 1,500 chapters on campuses in all 50 states and four countries representing more than 750,000 student veterans at those colleges and universities. For more information, visit us at www.studentveterans.org.

Chapter Leader Notes:



Your Chapter Brand

Your chapter brand represents who you are. It includes your logo, your chapter documents, your social media, as well as everything you say and do. When the original 20 chapters came together to form Student Veterans of America, they developed a cohesive brand that represents all SVA is, including its over 1,500 chapters.

You are the SVA Chapter of _____! It is a privilege to belong to the SVA brand and we encourage you to use that brand to leverage change on your campus.



Chapter Leader Notes:



Outreach & Recruitment Plan

Outreach is necessary for establishing a presence on campus and the surrounding community. All chapters should develop a plan to increase their presence on campus, enhance their relationship with SVA National Headquarters, and attract new members.

School/Campus Outreach

One of the most effective ways to conduct campus outreach is to network with other student organizations. Building relationships with your fellow students could increase networking opportunities and change or shape the perception of student veterans among your peers. It also opens the door to collaborative programming, which will both offer more engagement opportunities for your members as well as share in spending for events.

The most important form of outreach is recruitment. A chapter's growth is entirely dependant upon its ability to recruit new members every year. Chapters may set recruitment goals that guide their efforts; the chapter's strategic plan may also include recruitment goals.

Community Outreach

Reaching out to community based organizations, local politicians, and veteran serving organizations can increase your presence in the community and yield productive partnerships for your chapter. Local VFW and American Legion groups are a great place to start! If you're an established chapter and have no relationships with these organizations, they offer a wonderful location for meetings, support for events, and guidance on managing organizations that serve veterans.

National Headquarters Outreach

Maintaining a productive relationship with National Headquarters is a great way to stay up to date with opportunities, including programming, professional development, and scholarships. The first step to maintaining a relationship with National Headquarters is to update your chapter information regularly. We often publicize direct marketing for our opportunities through chapter email and chapter leader email. It's also a good idea to keep the National Headquarters contact information handy for chapter consultations and to visit if you're ever in Washington, D.C.

Student Veterans Of America

1012 14th Street NW
12th Floor
Washington D.C. 20005

Telephone: [\(202\) 223-4710](tel:2022234710)

Pro Tips for New Chapters



New chapter leaders should consider joining a fraternity, sorority, LGBTQ+, or another student organization. It could be helpful to watch how other student organizations operate and could expose you to other elements of your institution and student body. Plus, you never know where you'll find student veterans on campus!

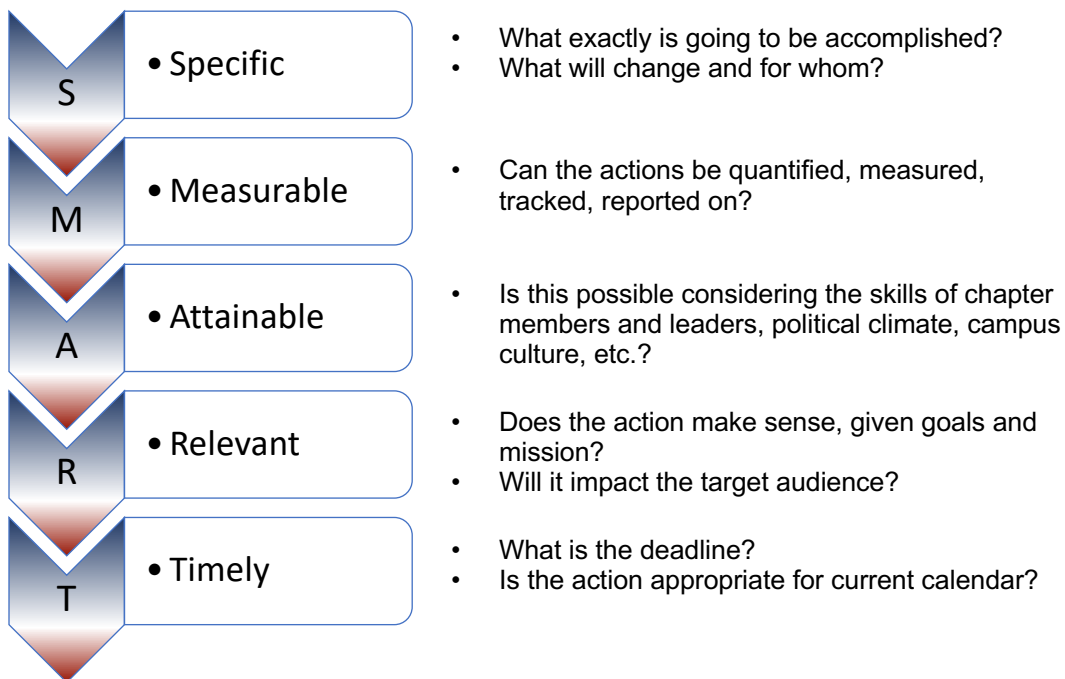
Chapter Leader Notes:



Objectives

Heading back to creating a strategic direction for your chapter and incorporating all we've learned about managing it effectively, we're going to put your mission and goals to action with SMART objectives.

Objectives are specific, practical steps that a chapter takes to achieve its goals. Where goals are broad, objectives are specific. When developing your objectives, make sure they are SMART:



Chapter Leader Notes:



Assignment 2

Develop SMART objectives that will help you achieve the goals you have set for your chapter.

Example Chapter Mission Statement

The SVA Chapter's mission is to address the challenges associated with the transition from military service to education by encouraging active engagement in the college experience.

Example Objectives

Goal 1: To connect SVA members with on-campus resources needed for personal and academic success

Objective: Compile a list of critical, academic resources on campus by November 1st

Goal 2: Raise the visibility of student veterans on campus

Objective: Ensure that all SVA chapter leaders join at least one non-veteran student organization by the end of the fall semester

Goal 3: Create camaraderie among student veterans

Objective: Host three student veteran social outings before the end of the spring semester

Goal 1 (from assignment 1):

Objective 1.1:

- ☐ Specific
- ☐ Measurable
- ☐ Actionable
- ☐ Realistic
- ☐ Timely

Objective 1.2:

- ☐ Specific
- ☐ Measurable
- ☐ Actionable
- ☐ Realistic
- ☐ Timely

Engage Your Chapter

Instructor: Morgan Kaminski, MBA, Career & Professional Development Manager

Instructor Email: morgan.kaminski@studentveterans.org

Creating Valuable Programming

Programming is the primary function of your chapter. Your ability to plan relevant, meaningful programming for members is crucial to your chapter's overall growth and strength. Programming can serve many functions within your chapter, including socialization, professional development, philanthropy, academic, administrative, and ceremonial.

Social

Social programming is key to establishing camaraderie among members and leaders. Your chapter should schedule at least one social outing each semester with the goal of bringing the chapter closer together.

Professional Development

SVA Chapters should look to provide professional development for its membership. It's a good idea to leverage local partners, SVA corporate partners, and the career center on campus to assist with professional development initiatives.

Philanthropy & Service

Outreach to the campus and community is a great way to increase your chapter's visibility and improve student veterans' perception while serving others. Consider joining with other student organizations for joint service initiatives.

Academic

Academic programming should focus on providing academic support to chapter members, or providing academic assistance to others. There is a common misconception that veterans are less successful than their peers, and creating academic programming serves to bolster the reputation of all student veterans on campus. Additionally, establishing allies among the faculty can provide an academic resource for your chapter. It may be convenient to look for faculty or staff who are also veterans, starting with your chapter advisor.

Administrative

Administrative programming is necessary for maintaining chapter operations and is primarily an internal function, though outside partners can play a role.

Key Moments

Programming during key moments is a great way to increase presence. Key moments can be days set aside for honoring veterans, or moments when the entire student body is focused on a particular moment or event. Examples of these are Homecoming, Veterans Day, 9/11, student government elections.

Chapter Leader Notes:



Pro Tips for New Chapters



When planning your first few events, consider the members of your chapter and the leadership team. Take a quick poll or make a survey that asks what types of events your members will/can attend.

Pro Tips for New Chapters



Consider inviting partners to your chapter meetings as guest speakers.

Event Planning

Event planning is a group effort. Although there should be a designated person that leads programs planning, it's important to delegate responsibilities to chapter members according to their individual skill sets. See the event planning checklist below.

Pro Tips for New Chapters



Announcing events and programming at general body meetings with a larger member audience will help solicit talented chapter members who can enhance your event!

SVA Event Planning Checklist

- ✔ Determine What Type of Event or Activity You Will Host Based on Your Audience
 - Brainstorm with friends, family, and colleagues about the type of event or activity you would like to hold in your community. Take into consideration your target audience and what will interest them the most.
- ✔ Form a Core Group of Volunteers & Delegate Tasks
 - Organize a group of fellow volunteers to divide the different tasks required to execute your event or activity. Use the group's personal and professional knowledge and networks in order to outreach to different venues and vendors.
- ✔ Choose A Date, Time and Location
 - A successful event or activity takes time to plan, even with the help of committed volunteers. Remember your target audience when deciding the time, date, and location of the event or activity. Don't forget to check with your local government for necessary licenses and permits.
- ✔ Create a Budget and Set Goals
 - Outline a realistic budget, considering all costs associated with your event or activity. Engage your committee of volunteers to accomplish certain tasks. It is equally important to also set a realistic goal for your event in order for your budget to not exceed your expected donations raised. For ticketed events, use an online service like Eventbrite.
- ✔ Register Your Event or Activity with Your School or Community if Necessary
- ✔ Promote Your Event or Activity
 - A promotional plan is the key to a successful event or activity. Since you have already determined your target audience, as well as the date, time and location, you should create flyers, posters, brochures, invitations, tickets and emails to notify the target audience of the details. Electronic invitations, like those offered at websites such as Evite.com, have no printing costs involved and are the quickest and easiest way to spread the word. Also, utilize social networking sites to recruit guests.
- ✔ Determine the Agenda
 - Whether you have guests, speakers or musical talent at your event or activity, it is important to create an agenda or run-of-show. This will organize the day of your event or activity and keeps the program on schedule for you and your guests.
- ✔ Host the Event or Activity
 - It's the day of your event or activity! All of your pre-planning will help make the day run as smoothly as possible. Look for help on logistical tasks from your committee of volunteers. Enjoy yourself! Make sure that you collect the donations in a systematic way to remain organized and keep track of all money.
- ✔ Thank Everyone
 - It is both important and courteous to thank all of your guests for participating in the event or activity, especially those who donated any services or talents. Remind everyone why the event occurred and how they can make a difference in the future by helping your chapter.
- ✔ Collect Outstanding Donations (if relevant)
 - Sometimes people will pledge donations and then fail to give the money at the event. Try and collect money before the event, but if you have to wait until after, always be pleasant and persistent. Remind the person of their pledged donation and ask how best to collect the money.

Chapter Meetings

Meetings are not the primary function of a chapter, but are necessary to maintain operations. Chapter meetings should have a clear agenda and start and end on time. Non-productive meetings can be a waste of time for members and could result in decreasing membership. There are three types of meeting chapters will engage in:

Regular Chapter Meetings

Regular chapter meetings are essential for disseminating information and building team cohesiveness. Regularly scheduled chapter meetings should be held at the same time and same place. Consider the schedule of your members who are non-traditional students or commuters and provide virtual alternatives for anyone who can't be in attendance.

Ad Hoc/Planning Meetings

Planning meetings are special meetings for a designated planning committee, and are not open to the entire chapter.

Open Meetings/Town Halls

Town Halls are open meetings that are meant for addressing topics that require an open discussion. Town hall meetings can be open to the general public or closed to the chapter.

Sample Meeting Agenda

[Your Chapter Name]
[Your Educational Institution]
Agenda for the [insert # here] Chapter Meeting of the [insert year] Academic Year,
[date and time]
[Location]

- I. Call to Order
- II. Attendance
- III. Amendments to Current Agenda
- IV. Approval of Last Session Meeting Minutes
- V. President's Reports and Announcements
 - 1. Item to discuss - Minutes recorded on this topic
 - 2. Item to discuss - Minutes recorded on this topic
- VI. Vice President of Programming's Reports and Announcements
 - 1. Item to discuss - Minutes recorded on this topic
 - 2. Item to discuss - Minutes recorded on this topic
- VII. Vice President of Fundraising's Reports and Announcements
 - 1. Item to discuss - Minutes recorded on this topic
 - 2. Item to discuss - Minutes recorded on this topic
- XV. Chapter Advisor's Reports and Announcements
 - 1. Item to discuss - Minutes recorded on this topic
 - 2. Item to discuss - Minutes recorded on this topic
- XVI. General Announcements
- XVII. Adjournment

Chapter Leader Notes:



Sample Meeting Announcement

SVA Chapter Member,

We are looking forward to our next meeting on DATE, TIME, LOCATION!

Here are draft agenda items. Please let us know BY DATE at TIME if you have any comments or additional topics you'd like to include.

Draft Agenda:

- SVA Professional Development survey results and ways forward
- New Student Veteran Orientation update
- Weekend viral story about veterans - Discussion of Issues, Concerns, Actions
- Officer Updates
- Elections (Yes, we know it's a long way off!)

Upcoming Dates to Note:

- Date/Time – Using your GI Bill Workshop (Location) / Open to all students
- Date/Time - Monthly SVA HQ call (all members welcome to sit in)
- Date/Time – US Navy Band @ John Doe Senior High (free tickets for vets and friends available at VRC)
- Date/Time – Vets Service Day*** This is a big event, so start pubbing and share to your networks NOW so we have a big turnout. Email Amina if you want to help out or have any questions (aminastudent@college.edu)

See you on DATE/TIME!

Your SVA Chapter Leadership (Mario, Jesse, Amina, Hector)

sva-stateuniversity@college.edu

Chapter Leader Notes:



Relationship Building

Building relationships for your chapter create opportunities for chapter members and leaders. Your ability to create, build and sustain relationships with donors, partners, supporters, and allies is the difference between a sustainable chapter and a one-year wonder.

Donors

Donors can be local and national businesses interested in supporting veterans or private individuals. Building a relationship with a donor can turn a one-time donation into a funding stream. Gifts can be in the form of money, time, goods, and services. Consider keeping donors informed by sending them regular chapter updates or a newsletter. Invite a donor to an event or chapter meeting to be a special guest or speaker. Below is a donor cultivation chart to help develop a strategy when approaching donors.

Pro Tips for New Chapters



The overwhelming majority of people want to support student veterans. If you believe in the mission of your chapter, there is no shame in asking for support.

Donor Cultivation Chart

	Low-Dollar	Medium-Dollar	High-Dollar
Reason to Give	They believe in your mission, appreciate personal relationships, and could be SVA Chapter members.	They want to experience the "joy of giving." They wanted to feel and be connected to your student veteran community because they feel a strong affinity for it. These might be members of the local community	They want to directly affect the overall success of your chapter and its members. They see value in the individuals you serve and/or an important need. They may be employers that want to hire student veterans.
Tactics	Email, social media, events, and direct outreach.	Provide plenty of opportunities to directly interact with the student veterans they are supporting. This ensures that they are able to see and feel the importance of their donation and they may eventually become High-Dollar Donors.	Demonstrate the value of your chapter to them specifically. What will their return on investment be? Continue to demonstrate the value of their impact with opportunities to continue to fund.
Message	Demonstrate the impact of their donation directly in your community. For example, "A \$20 donation enables our SVA Chapter to ensure the success of student veterans like Jane Smith via programs and resources like our Resume Workshops.	Focus on building personal relationships and opportunities for these donors to meet the members of your SVA Chapters. Provide special opportunities like a gift or special seating at an event.	Their large donation gives them the perceived opportunity to interact with SVA and have some level of input. Their funds allow your chapter to make a much greater impact. Consider allowing them to offer feedback on how that impact might be increased.

On Campus Relationships

On-campus relationships are critical for creating a supportive, on-campus network for chapter members and leaders. It can significantly enhance your on-campus programming and help facilitate needed policy changes. Be sure to make the necessary introductions to the incoming leadership team to preserve the on-campus network.

Community Relationships

Having a presence in your local community can open doors for your chapter beyond campus. Community relationship building is closely related to your ability to connect with potential donors.

SVA Community

SVA includes a vast national network of chapters, alumni, corporate partners, and a headquarters staff. Leveraging the SVA community can enhance your chapter, its members, and leaders in several ways.

Chapter Leader Notes:



Assignment 3

Based on your campus culture and strategic plan, brainstorm an event for your SVA Chapter.

Chapter Mission Statement (from assignment 1):

Event Type:

- ☐ Social
- ☐ Professional Development
- ☐ Philanthropic/Service
- ☐ Academic
- ☐ Administrative
- ☐ Key Moments

Event Audience (check all):

- ☐ Officers
- ☐ Members
- ☐ Other students
- ☐ Faculty/Staff
- ☐ Community members
- ☐ Chapter partners
- ☐ Other _____

Event Cost:

- ☐ No cost
- ☐ Low-cost no fundraising
- ☐ Minimal fundraising/In-kind donations
- ☐ Major fundraising

Event:

The Chapter Development Toolbox

The sections presented to you thus far are meant to either assist the leadership of a new chapter establish a place for them on campus or guide an established chapter to a more impactful version of themselves. Chapters should always strive to improve their outcomes and impacts to their chapter members, their campus, and the greater community.

Our curriculum will now provide guidance from our “Chapter Development Toolbox.” These unique perspectives will provide guidance from the executive leadership of National Headquarters in their own areas of expertise, *Leadership, Recruiting, Programming, and Fundraising*. These “tools” will only enrich the lessons you’ve learned and provide insight only available to our Chapter Leaders.

Chapter Leader Notes:

This image shows a full page of blank, lined paper. It features approximately 20 evenly spaced horizontal blue lines across its entire width. The lines are thin and consistent in color, set against a plain white background. There are no margins, text, or other markings present on the page.