

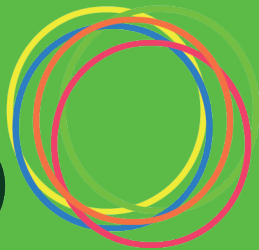
SPARTAN SOLUTIONS:



RSO Success Guide

SPARTAN SOLUTIONS:

RSO
CONSULTING



RSO Success Guide



FUNDING INFORMATION

In this section, you will find many different sources of funding for your organization at Michigan State University. This section will go over where you can obtain funding, how you can obtain it, how much funding, who is eligible, and other relevant information. These are not the only sources of funding at Michigan State, but they are the most common.

FUNDING SOURCES

- **RHA (Residence Hall Association)**
-Available to all students at MSU
- **ASMSU Student Allocations Board**
-Available to all students at MSU
- **COGS (Council of Graduate Students)**
-Available to all students at MSU
- **Broad Student Senate College Capital Committee**
-Registered student organization within the Broad College of Business

RESIDENT HALLS ASSOCIATION FUNDING PROCESS

APPLICATION PROCESS

When requesting funding from Residence Halls Association, the first step is to navigate to the Residence Halls Association website. Once you are on the RHA website, find the finance office page and the COB requests tab.

You can find this page using this link: <http://rha.msu.edu/finance-office/cob-form.html>

Once here, you will need to fill out all the necessary text boxes for your application, including your event name, description, and others. After submitting your online application, RHA will setup a meeting with your organization and you will be expected to present to the committee.

HOW MUCH MONEY

Clubs and organizations can be awarded up to \$2,000 in general funds (events, programs, etc.). Or up to \$500 in tangible funds (on campus improvements).

WHO IS ELIGIBLE FOR THIS PRESENTATION?

The only groups that are allowed to request funds through COB are members of our general assembly. Our GA consists of hall gov's, caucuses, CORES & COPS and sponsored groups. Our sponsored groups are groups that have gone through another process to be approved as one and then they earn a seat on our GA.

ASMSU FUNDING PROCESS

APPLICATION PROCESS

The first steps in the application process is to visit the Associated Students of Michigan State University's webpage and find the student allocation funding requests. Next, click on the correct button for RSO event or Start-Up funding, then fill out all the relevant fields.

Once you are finished with this, you should get a confirmation email from someone within the Student Allocations Department acknowledging the receipt of your presentation and informing you of your presentation date. You will be asked to fill out an excel spreadsheet going over the details of what exactly you are using the funding for.

PRESENTATION PROCESS

When presenting, you will give a 10 minute presentation to the Student Allocations Board. This presentation should include all the details of the funding that you are asking for, the effect of your event on the student body, details about your organization, etc. There is a sample presentation on the ASMSU website under the Student Allocations Board tab. Immediately after your presentation, there will be a period of 5 minutes where the Student Allocations Board will be able to ask any questions they may have. Following this, immediately there will be a call to vote and your club will be informed immediately of what the board decides.

HOW MUCH MONEY

Once per year, an RSO (Registered Student Organization) can be awarded anywhere from \$100 to \$4,500 in funding. Start-Up organizations can be awarded anywhere between \$100-\$300. If your Start-Up is awarded the \$300 and has become a registered student organization, you can also apply for the normal \$4,500 in RSO funding. CORES/COPS organizations have no limit on the amount of funding they receive from the university.

SAB BOARD

The Student Allocations Board is the group of people that are ultimately responsible for making the decision to award funding to RSOs, Start-Ups, and CORES & COPS organizations. The Student Allocation Board meets weekly, with meetings held on Tuesday Evenings from 6:00pm - 9:00pm. Weekly meetings are held in the ASMSU Conference Room located in room 328 of the Student Services building. Student groups will be heard on a first-come, first-serve basis, based on the date their application was submitted and processed. ASMSU Student Allocations Board is sponsored by the MSU undergraduate student tax collected by ASMSU.

WHO IS ELIGIBLE FOR THIS PRESENTATION?

Any registered student organization on campus, start-up groups, or CORES & COPS groups.

ASMSU FUNDING PROCESS CONTINUED

WHAT YOU CAN NOT USE THE FUNDING FOR:

ASMSU enforces the rule that clubs can not use funding for current debt, buying drugs and alcohol, maintaining an office, and anything else that ASMSU deems unethical.

COUNCIL OF GRADUATE STUDENTS FUNDING PROCESS

APPLICATION PROCESS

If an undergraduate RSO, or a Graduate GSO wants to obtain funding the first steps it to go to the Council of Graduate Students website: <http://cogs.msu.edu/resources/funding/>

This website has all the information relevant to getting funding through the COGS government. Once you are at this website you can click on COGS GSO event funding which will take you to this page: <http://cogs.msu.edu/resources/funding/graduate-student-organization-event-funding/>

Once here, you can choose to what type of event you want to fund and fill out all the relevant information on the application. This other information includes, date of event, contact person, organization, etc. After a club submits an application, they will be given a time slot to present to the COGS Finance Committee. At the meeting, the applying club will be given time to try to convince the Committee to fund their club. This time will also be served to allow COGS and the Finance Committee to ask any questions they may have about the club and the event.

DATE OF SUBMISSION

COGS gives RSOs and GSOs a timeline of when they should apply for funding depending on what time of year the event falls. That table can be seen below.

| Your Event Date: | Due to COGS office by: | COGS Full Council Date for Event Review: |
|-------------------------|-------------------------------|---|
| 9/14/17 or later | August 30, 2017 | September 13, 2017 |
| 10/12/17 or later | September 27, 2017 | October 11, 2017 |
| 11/9/17 or later | October 25, 2017 | November 8, 2017 |
| 12/7/17 or later | November 22, 2017 | December 6, 2017 |
| 1/25/17 or later | January 10, 2018 | January 24, 2018 |

COUNCIL OF GRADUATE STUDENTS FUNDING PROCESS CONTINUED

HOW MUCH MONEY

A club can apply for up to \$1,500 and that can be used for one single event, or multiple different events throughout the year. A club can only be rewarded the \$1,500 once per academic school year.

WHO IS ELIGIBLE FOR THIS PRESENTATION?

Any RSO on campus with graduate students, or any GSO, can apply for funding. The only thing that COGS looks for is, having at least 3-4 graduate students in the club. They require this because COGS is a graduate student organization and they want their funding to benefit graduate students.

BROAD BUSINESS STUDENT SENATE COLLEGE CAPITAL COMMITTEE FUNDING PROCESS

APPLICATION PROCESS

All applications should be typed and e-mailed to Jack Joswick at joswick4@msu.edu with CCC Application (*Your Organizations Name*) as the subject. After you send your email, you will be asked to come in for an interview. An Executive Board representative must be present on the date of the interview, which occurs on the first and third Wednesday of each month. In the interview, you may show up to a 10 minute PowerPoint presentation if you would like, but it must follow the application format (section by section briefly outlined). Your organization will be asked to submit a budget for the current school year and the requested project. If a budget cannot for some reason be provided, a current total accounts balance and a plan of future possible expenditure (i.e. upcoming trips, events, etc.) must be provided.

THE INTERVIEW

The interview is the organizations opportunity to further explain the project they are requesting funds for. At this time if there are any corrections or updates to your application please let the committee members know. The organization should be prepared to answer various questions with respect to the proposed project, the organization's finances including expenses and revenue, and the proposed budget for the project. The interview will be approximately fifteen (15) minutes long. Your organization will be notified of the committee's decision with one (1) week following your interview. In the event your organization receives funding, the funding will be provided on a reimbursement basis and you must provide receipts, cancelled checks, credit card statements, and proofs of payment for all of your expenses you wish to be reimbursed for.

BROAD BUSINESS STUDENT SENATE COLLEGE CAPITAL COMMITTEE FUNDING PROCESS

DATE OF SUBMISSION

Organizations are encouraged to submit applications four (4) to six (6) weeks prior to their project.

HOW MUCH MONEY

There is no minimum on the amount requested. There is a maximum of \$5,000 on the amount that can requested per project, however in the event your organization requests an amount which is greater than \$2,500 your application for funds will be forwarded to the President's Council for the proper review. (Note: The College Capital Committee holds the power to vote to amend the amount which you applied for). Funding is reimbursement basis only.

WHO CAN APPLY?

Your organization must be a registered student organization under the Eli Broad College of Business. The College Capital Committee is looking to fund organizations that are planning on benefiting a large majority of the students within the Eli Broad College of Business.

WHAT YOU CANNOT USE THE FUNDING FOR:

Clubs can not use funding for current debt, buying drugs and alcohol, maintaining an office, aid in fundraising activities, any type of food and beverage, and operational expenses.



EVENTS INFORMATION

In the events section of this packet, you will find information and prices about different services and items that will be helpful for your event. This portion is split up into different parts: campus services, how to book a room, supplies, hospitality, transportation, and the infrastructure cost and planning guide.

CAMPUS SERVICES

DJ SERVICES

| | | |
|-------------|---------------------------------------|---|
| Impact 96FM | \$15 per hour | http://impact89fm.org |
| MSU DJ Club | Dependant on event, time and location | Twitter/FB: @SpartanDJClub |

*prices for impact FM are subject to change

REQUEST SPARTY FOR EVENTS

| | |
|---------------------------------|-------|
| RSO Event | \$500 |
| University Departments | \$200 |
| MSU Alumni Community | \$250 |
| Private Event | \$200 |
| Registered Off-Campus Nonprofit | \$200 |

*All these prices come from MSU IFP website

Where to request Sparty:

<http://ipf.msu.edu/resources/buildings/index.html>

CUSTODIAL SERVICES

- Dependant on the hall you choose, you may request custodians at the link below
- Link: <http://ipf.msu.edu/resources/buildings/index.html>

REQUEST A CLASSROOM

- Follow the steps at the link below to rent a classroom
<https://roomscheduling.msu.edu/>

BOOK A ROOM

How to Request an Event in Community

Go to this link: <https://michiganstate-community.symlicity.com/>

and follow this step by step process:

1. Remember: only group administrators for Active (approved) groups with login credentials can request events through Community
2. Log in, click on the group under My Groups on the right-hand side of the screen
3. Click Manage Events
4. Read the Hints piece before beginning
5. Click Add New Event
6. Read the instructions and agree to the Terms before beginning
7. Submit and Continue Event Setup
8. Fill in the required Type, Title, and Description
9. If this is a recurring event, the First Start Date and First End Date are the same. From there you will select the recurrences (Repeats Every, Frequency, Repeat)
10. On a recurring event, the system defaults to "All Day". Start and End times are required, so you will select "NO" on All Day and enter the start and end times
11. On "Where", select address and enter your requested location. If you have alternate locations, or multiple rooms needed for the event, enter that info in the Description
12. Select an event category that best suits your event description
13. Add/edit Host information if needed
14. Click Submit and Continue Event Setup
15. If your group has a university financial account, enter the account number (AR000000)
16. Fill in all the required fields that follow
17. If the group is collecting money for sales or donations, or producing revenue of any kind that exceed \$50, select YES under Revenue to read and agree to the terms
18. If the group is having food, select YES under Food and Beverage to read and agree to the terms. Please detail what food is being served and where it is coming from
19. Enter any additional comments needed
20. Click Submit and Continue Event Setup
21. The next page covers RSVP options (not required)
22. Click Submit and Continue Event Setup
23. Please allow 5 business days minimum to process basic events (meetings, information tables, etc.) and 10-20 business days minimum for more detailed events (groups having food, outdoor events, weekend events, 5Ks, events with amplified sound, large-scale events, etc.)

HOSPITALITY

LODGING

-If you are planning on staying somewhere other than East Lansing, please provide details of the price and why you choose this location.

-You can use www.Kayak.com to compare travel sites and various means of transportation.

MEALS

-Lunch: about \$10 per person

-Dinner: about \$15 per person

-Prices dependant on catering service

TRANSPORTATION

Feel free to explore different companies and websites for transportation, below are the most commonly used companies for MSU clubs.

BUSSES

-Wanderu.com

-Wanderu is a search engine for bus and train travel. Just enter your starting point and destination then Wanderu will come up with prices for different means of transportation

-Bus bank <https://www.busbank.com/charter-bus-pricing/>

-Charter bus \$700-\$1,000 for 4-6 hours, \$1,000-\$1,500 for 10-12 hours

-Minibus \$450-\$850 for 4-6 hours, \$600-\$1,300 for 10-12 hours

-School bus \$350-\$625 4-6 hours, \$700-\$1,100 for 10-12 hours

MSU TRANSPORTATION SERVICES

-Bus service; leases sedans, station wagons, vans and trucks to university departments

-Phone: (517) 353-5280, Email: mpool@ipf.msu.edu

-Link: <http://ipf.msu.edu/about/departments/transportation.html>

AIR TRAVEL

-Expedia can be used to compare air travel and hotel prices.

-Link www.expedia.com

-Ticket prices will be dependant on where you are going and the time of the year, so we ask that you do research and choose the most economical flights available.

SUGGESTED RESTAURANTS AVAILABLE FOR CATERING

| Company | Description | Price | # of people |
|--------------------|--|---------------|-------------|
| Buffalo Wild Wings | 50 Traditional Wings | \$54.99 | 5-10 |
| | 150 traditional Wings | \$150.69 | 15-20 |
| | 100 Boneless Wings | \$97.89 | 10-15 |
| Los Tres Amigos | Chicken or beef fajitas, with rice and beans. Chips, salsa & guacamole | \$99.99 | 10 |
| | 10 burritos, 10 tacos and 10 enchiladas served with rice, beans, chips & salsa | \$99.99 | 10 |
| | 10 tacos, 10 enchiladas, 10 quesadillas and 10 taco mexicanas with chips & salsa | \$99.99 | 10 |
| Dunkin Donuts | Box O' Joe (10 small coffees) | \$13.99 | 10-15 |
| | Box O' Hot Chocolate (10 small hot chocolate) | \$13.99 | 10-15 |
| | 1/2 Cambro of Coffee (30 cups of coffee) | \$40.00 | 20-40 |
| | Full Cambro of Coffee | \$85.00 | 50-75 |
| | Dozen Donuts | \$8.99 | 10-15 |
| | 50 Munchkin Donuts | \$7.99 | 10-15 |
| | Dozen Bagels | \$11.99 | 10-15 |
| Hungry Howies | 1 deep dish pizza (32 pieces) or 3 extra large pizzas (36 slices), small howie bread | \$44.00 | 10-16 |
| | 1 deep dish pizza (32 pieces) or 3 extra large pizzas (36 slices), small howie bread, small salad | \$76.00 | 10-16 |
| | 1 1/2 deep dish pizzas (64 slices) or 5 round pizzas (56 slices), Medium howie bread | \$67 | 18-24 |
| | 1 1/2 deep dish pizzas (64 slices) or 5 round pizzas (56 slices), medium howie bread, medium salad | 115 | 18-24 |
| | 2 deep dish party pizza (64 slices) or 6 extra large pizzas (72 slices), large howie bread | 85 | 26-32 |
| | 2 deep dish party pizza (64 slices) or 6 extra large pizzas (72 slices), large howie bread | 149 | 26-32 |
| Little Caesars | Cheese/ Pepperoni Pizza | \$5.00 | 4 |
| | 3 Meat Pizza | \$8.00 | 4 |
| | Ceaser wings | \$6.00 | 3 |
| | Crazy Bread | \$3.25 | 3 |
| Chipotle | Chips and Salsa | \$40.00 | 10 or more |
| | Burritos by the box | \$8.75 (each) | 6 minimum |
| Panera Bread | Large Salad | \$45-55 | 10 |
| | Assorted Sandwiches (10 half with pickle & chips) | \$49.99 | 10 |

INFRASTRUCTURE PLANNING AND EVENTS COST GUIDE

Monday - Thursday 8am - 10pm

During the buildings' **normal hours, no catered/outside food, and no special set-up**

| | Cost |
|-----------------------------------|-----------|
| Classrooms (150 or less capacity) | No Charge |
| Auditorium/ Kivas | No Charge |

Monday - Thursday 3pm - 10pm, **with food**

Monday - Thursday **after 10pm with or without food**

| | Cost |
|------------------------------------|----------------------------|
| Classrooms (150 or less capacity) | Basic rate - \$35.00 total |
| Auditoriums/ Kivas (150+ capacity) | Basic rate - \$50.00 total |

Monday -Thursday after 10pm

Friday after 5pm – Sunday 12 am (Weekend Work /Cleaning)

| | Cost |
|------------------------------------|----------------------------|
| Classrooms (150 or less capacity) | Basic rate - \$50.00 total |
| Auditoriums/ Kivas (150+ capacity) | Basic rate - \$75.00 total |

EVENT EQUIPMENT

Flat rate delivery/pickup flat fee is \$45.00

-1 Table/ 2 chairs \$50.00

-2 Tables/ 4 chairs \$55.00

-5 Tables/ 10 chairs \$70.00

-5 Tables/ 30 chairs \$85.00

-10 Tables/ 20 chairs \$90.00

-10 tables/60 chairs \$120.00

INFRASTRUCTURE PLANNING AND EVENTS COST GUIDE

LABOR (SETUP AND TEARDOWN)

- Starting at \$45.00 per employee
- Additional tables 6" - \$3.00 per table
- Additional Chairs - \$0.75 per chair
- Round tables - \$5.00 per tables

STAGES (INCLUDES SETUP)

Stages (includes setup)

| | |
|-----------------|------------------------|
| 8' x 8' stage | Starting at \$325.00 |
| 12' x 12' stage | Starting at \$750.00 |
| 16' x 16' stage | Starting at \$1,200.00 |

RECYCLING/TRASH CONTAINERS

*For most indoor events, recycling containers are available in the building.
Outdoor events generating waste, will be charged a minimum of \$45.00*

| | |
|------------------|---------|
| Up to 250 Guests | \$45.00 |
| 250-500 Guests | \$89.00 |
| 500+ Guests | TBD |

STAGE RELATED EQUIPMENT

| | |
|------------------------|---------------------------|
| Retractable Stanchions | \$5.00 per day per unit |
| Sign Stand | \$5.00 per day per unit |
| Light Towers | \$300.00 per day per unit |
| Podium | \$25.00 per day per unit |

INFRASTRUCTURE PLANNING AND EVENTS COST GUIDE

Poster Boards

| | |
|------------------------------|---|
| Poster Boards 4' x 4' Panels | Contact Theresa Iadipaolo (iadipao1@msu.edu , 517-353-0120) |
| Delivery Fee | Contact IPF Events, 517-432-0547 <input type="checkbox"/> |

Electrical Generators

| | |
|-----------------------|------------------------------|
| 60 Kilo Watt (60,000) | Starting at \$700.00 per day |
| 6500 Watt | Starting at \$300.00 per day |
| 4000 Watt | Starting at \$250.00 per day |
| 2000 Watt | Starting at \$200.00 per day |

Prices include setup and fuel.

VENUES

Contacts for Common Venues (as of 2017/2018)

| VENUE | CONTACT | PHONE | FORM TO COMPLETE? | CAPACITY | NOTES |
|-------------------------------|---|--------------|-------------------------|--------------|---|
| Anthony Auditorium (ANH 1281) | Classroom Scheduling | Online | YES Online w/advisor | 530 | |
| Breslin | Wharton Center Jarrod Bradford Jarrod.bradford@whartoncenter.com | 517-884-3104 | YES | | |
| Brody Neighborhood | Jeff Scheffler scheffl6@msu.edu | 517-884-0643 | NO | Varies | |
| Demonstration Hall Arena | Jody Strank strankj@recsports.msu.edu | 517-353-3136 | NO | | |
| Demonstration Hall Ballroom | Kevin O'Donnell odonne82@music.msu.edu | 517-432-8344 | NO | | |
| East Neighborhood | Robin Matheson matheso4@rhs.msu.edu | 517-355-3487 | NO | Varies | |
| Erickson Kiva | Classroom Scheduling | Online | YES Online | 300 w/chairs | For chair removal: IPF at cost of about \$1000. |

| | | | | | |
|------------------|---|--------------|-------------------|-------------------------------|--|
| Turf Field | Jody Strank strankj@recsports.msu.edu | 517-353-3136 | NO | | |
| Union Food Court | Heather Campbell davids36@rhs.msu.edu | 8-0656 | YES (Pizzeria) | | |
| Wharton | Wharton Center Jarrod Bradford Jarrod.bradford@whartoncenter.com | 517-884-3104 | YES | Great Hall 2500 Pasant 600 | |

VENUES

| | | | | | |
|--|---|--------------|---|------------------------|--|
| | | | w/advisor | 450 w/out chairs | |
| Fairchild Theatre | Wharton Center Jarrod Bradford Jarrod.bradford@whartoncenter.com | 517-884-3104 | YES | Fairchild 676 | Only one event at a time in the Aud/Fairchild |
| IM Facilities | JodyStrank strankj@recsports.msu.edu | 517-353-3136 | NO | Varies by building | |
| International Center | UAB Office radovich@rhs.msu.edu | 517-884-2204 | YES Set-up diagram due to Sera 2 weeks prior to event | 600 | |
| MSU Auditorium | Wharton Center Jarrod Bradford Jarrod.bradford@whartoncenter.com | 517-884-3104 | YES | Auditorium 4000 | Only one event at a time in the Aud/Fairchild |
| MSU Classrooms (ie N130 Bus Complex) | Classroom Scheduling | Online | YES Online w/advisor | Varies | |
| MSU Union | Amy Williams will1760@rhs.msu.edu | 517-432-2446 | NO Call or email. Must have details at time of booking space. SIGN AND RETURN BEO!!! | Varies | Have specific event details in mind, and set-up ideas before reserving |
| Munn Ice Arena | Steve Lantz munn@ath.msu.edu | 517-353-4698 | YES | | |
| North Neighborhood | Robin Matheson matheso4@rhs.msu.edu | 517-355-3487 | NO | Varies | |
| Outdoor Spaces (ie Adams Field, Cherry Lane Field, MSU Union East Lawn) | Michael Mitchner mmitchner@ipf.msu.edu | 517-432-0547 | YES Outdoor campus use form on the IPF website | varies | All requests should be made with the Outdoor campus use form. Any follow-up would be through Michael Mitchner |
| River Trail Neighborhood | Geoff Parkerson parke219@rhs.msu.edu | 517-884-0645 | NO | Varies | |
| South Neighborhood | Geoff Parkerson parke219@rhs.msu.edu | 517-884-0645 | NO | Varies | |

INFRASTRUCTURE PLANNING AND EVENTS COST GUIDE

UAB & RSO EVENT PARTNERSHIPS

The University Activities Board (UAB) programs events on campus for students, by students. It is comprised of 11 undergraduate student directors, 3 advisors, 2 graduate students and over 50 undergraduate members. Visit the “Partnership” tab on their website to fill out an application to partner with them to put on an amazing event! The information below was gathered by conversations with student directors.

HOW DO I PARTNER WITH UAB?

There is an application online to fill out.

Sometimes UAB will approach certain groups and ask them to partner/table at one of their events.

Example: if UAB is hosting a fitness event, they may approach a kickboxing club and ask if they want to have a table at the event for publicity/sign up etc. Mutually beneficial.

WHAT A UAB PARTNERSHIP IS:

Collaboration, not funding. Typically meets weekly with RSO to collab and plan together

WHAT UAB CONTRIBUTES:

- Has connections around campus and East Lansing area
- Free access to venues such as union and international center
- If you have a great idea but don't have many resources (money, space, etc.) to execute it, UAB can partner with you and help make it happen. Don't be afraid to be creative!

DOs

Be an excellent communicator

There are strict deadlines and lots of moving parts

Hold yourself accountable

Be willing to be very flexible in terms of:

Vision of the event- sometimes UAB has restrictions that need to be adapted to

Meeting times and date/time of event

Be willing to respect and follow the rules of UAB

DONTS

Try to partner with UAB for a fundraiser. They cannot partner with fundraising events.

Break your contract

Groups will sign a contract at the beginning of the partnership outlining what is expected of them

Be unreliable

Negative behavior on behalf of your group may discourage people from wanting to work with you



MARKETING INFORMATION

Promoting is a major part of a successful student organization. Marketing is one of the most important things an organization can do. Not only will marketing help build brand awareness but it also creates more engaged members and attracts new ones. Make sure that your marketing platform informs, sustains, and engages your target audiences.

GET THE WORD OUT!

1. Find your base, who are you looking to join your club? Freshmen, engineering students, runners? Go to where they are and post flyers! Try freshmen dorms or residential colleges.
2. Reach out to Resident Assistants for support! Get a spot on their email newsletters.
3. Reach out to related, established organizations for a shout out at their next meeting.
4. Speak in your large lecture halls
5. THINK OUTSIDE THE BOX - SHOOT A PROMO VIDEO!

EMAILING THE STUDENT BODY

E-Mail and WWW Pages Student organizations are not able to set up mailing lists through Pilot. Only academic classes can do that. However, organizations can set up electronic mailing lists by using the List Serve list function at the MSU Computer Center. To set up an electronic mailing list, student organization representatives would need to go to room 305 Computer Center. They must do this between the hours of 9 am to 12 noon and 1 pm to 4 pm, Monday through Friday. Here, they should ask for the mainframe consultant on staff at that time. For an initial charge of \$10.00 and a monthly fee, approximately \$6-\$10 for every 50 people, they can send electronic mail to their members, and can add new members through a computer. The assessed fees can be charged to a university account. Student organizations wishing to establish a Pilot account/AFS space for the purpose of developing a World Wide Web page should visit 305 Computer Center and complete an application for Pilot Account/AFS Space. The faculty/staff advisor's name and identifying information should be used when completing the application.

SOCIAL MEDIA

Make a social media platform – Everyone likes a “follow back”. Join Facebook, Instagram, or Twitter; befriend and promote until your heart’s content!!! Social media is a fantastic way to keep people up to date on “What’s Next” for your organization.

FACEBOOK

Facebook is the most popular and the world’s largest social networking site that helps to connect and share with your family and friends online. It has more than 1 billion users worldwide. Facebook helps to share fun elements and important updates with all current and potential followers. This in turn helps to improve branding and exposure.

EVERYONE HAS A FACEBOOK ACCOUNT. From the student that your organization is trying to recruit to their grandmother. That being said facebook will be one of the first impressions on lots of people. Make sure that your page is easily recognizable ie)the profile picture and the cover photo and NEVER leave your organizations “About” section blank.

Pro Tip #1: Do not run your organization through a personal facebook page. Instead create a Facebook “Page” or a “Business Facebook Profile”.

Pro Tip #2: Coordinate your cover photo, pinned post, and the call to action button to promote any current campaigns. ie) T-shirt sales or a social event

INSTAGRAM

Instagram is an instant photo sharing application mainly from mobile devices. Users share pictures and videos publicly or privately via this app. Generally, it is meant for sharing user’s own experience with his/her followers.

Instagram is mainly used to build the visual identity of an organization. Instagram is personal. It’s for those real-life moments. Your posts do not need to be as polished as Facebook, post simple shots of your organization during events and quick reminder flyers of meetings.

Pro Tip: Start a custom Instagram hashtag for your organization. That way you have access to the photos that your members post as well!

SOCIAL MEDIA

TWITTER

Twitter is more popularly known as a micro-blogging platform, where a user can short posts called tweets. A tweet with 140 characters' limit should ideally include hyperlinks and hashtags. A hashtag acts as a meta tag, which is expressed as #keyword.

Twitter helps to market your products and services to a large audience. The most interesting part is this professional platform is absolutely free.

Unitize the power of the hashtag! Jump on the trending hashtags and you will increase your chances of engagement. Twitter touches people all over the world and using hashtags will give you traction that you may not have otherwise had.

Pro Tip: Use questions! Make people stop and think even if it is just for half a second. If you've gotten them to stop and think you've captured their attention. Also, line breaks allow your tweet to take up more space on a phone screen and attract more attention.

SNAPCHAT

Snapchat is basically a fun messaging app that allows to send videos and pictures to your friends. It's unique feature of 'self-destruct' of shared elements has enhanced its popularity and craze among the youngsters.

Snapchat plays a vital role in forming global marketing strategies. Nowadays, more brands are indulging into producing daily stories to engage and excite audiences.

Use snapchat to give exclusive previews or things you organization has going on. Show the e-board prepping for an event or the food arriving for a meeting! You can also post reminders for your meetings the day of.

EMAIL

Having students as a target audience makes emails a prime media to utilize. Students rely on their email to receive a lot of important information: grades, professor emails, and school updates. Join the list! Create a newsletter and send it out at least bi-weekly to keep potential members up to date with what you have going on. Try to send your newsletter out on a consistent time and day.

STUDENT MEDIA CENTER

TWITTER

The Student Media Center (located on the ground floor of the MSU Union) is your on-campus resource for printing, copying, scanning, faxing, large format printing, resume printing, camera rental, balloons, and more! We also have a full service green screen room and an Apple Mac Lab with Final Cut Pro, iMovie, and Camtasia.

HOW CAN I PLACE AN ORDER?

Orders can be placed in person or by submitting an order form to our email address.

To send in an order please fill out one of the order forms, save the document with your name, the date, and the type of order it is and then send it, as an attachment, to the Student Media Center email address.

Print order forms need to include the document to be printed. Graphic images should be saved as a .pdf, at the dimensions they are to be printed.

Balloon orders over 40 balloons require AT LEAST 72 hours notice

The Student Media Center reserves the right to turn down any order due to time or other constraints

| Copying | Price | |
|--|---|---|
| 8.5 x 11 (white) | B&W: \$.10 | Color: \$.15 |
| 8.5 x 11 (variety of colors) | Black and White: \$0.11 | |
| 11 x 17 | Black and White: \$0.15 | Color: \$0.20 |
| Card Stock | Black and White \$0.30 | Color: \$0.75 |
| Resume Paper | Black and White \$0.25 | Color: \$0.75 |
| | Normal Quality | High Quality & Outdoor |
| Large Format | \$1.95 a square foot (\$1.90 University Account) | \$2.75 a square foot (\$2.65 University Account) |
| | | |
| Balloons (includes helium) | | |
| Latex | \$1.00 | \$0.90 University Account |
| Mylar | \$2.25 | \$2.00 University Account |
| Binding | \$2.35 | \$2.30 University Account |
| Equipment | | |
| Multimedia Lab (with Adobe software, Final Cut | Free | |

| | | |
|--|--------|--------------------------|
| Pro X,iStudio publisher and camtasia) | | |
| Green Screen Studio | Free | |
| High Definition Camcorders | Free | |
| Tripod | Free | |
| Microphones | Free | |
| Buttons | | |
| 2 1/4" (orders less than 100 will be accepted) | \$1.10 | \$1.03 (MSU Departments) |

| Apparel | | |
|------------------|---------|---|
| Custom Clothes | Amount | Links to various apparel companies |
| Tshirts | \$5-10 | www.customink.com |
| Sweatshirts | \$30-40 | www.undergroundshirts.com |
| Athletic Apparel | \$15-40 | https://www.michiganshirtworks.com/ |

*T shirt prices are estimations and prices will change based off size, color, and amount ordered.

| Printing | | |
|--------------------------|---------------------------------|---|
| Print Type | Amount | Useful Links |
| Black and White | 5¢ | https://lib.msu.edu/computer/etokenfaq/ |
| Color | 40¢ | |
| Poster (full color) | \$6 per linear ft | https://lib.msu.edu/computer/etokenfaq/ |
| Poster (25% color) | \$3.60 per linear ft | |
| Line Drawing or Full B&W | \$1.80 per linear ft | |
| Premium Paper | Additional \$2.40 per linear ft | |

*These prices from the MSU library website

UAB EVENT PLANNING AND MARKETING TIPS

Below are tips and advice gathered from conversations with UAB student directors.

Put yourself in the shoes of the people attending the event, what would you want out of your experience?

-During the planning process, gather as many opinions from as many people as possible- the more perspectives the better.

-Target market when trying to get the word out

-Is your event about food? Chalk around the cafs! Is your event about business? Put up flyers in the business college!

-Facebook groups are very efficient in spreading the word. Have everyone in your group share the event page and mark themselves as “interested” or “going”

-When using multiple marketing strategies (Facebook event, flyers, chalk, posters, etc.) match up the designs/colors so people remember.

-When people are at your event, tell them what else your group has to offer

-Try out-of-the-box marketing strategies. Example: when Giraffe House advertises by having their members walk around campus with a giant stuffed giraffe

-Make an incentive to attend. Example: if they bring back the flyer they received, they get (insert fun stuff here)!

-When table-ing (having a stationary place where you stand and hand out flyers, tell people about your group, etc.), have something physical that represents your group every time
Example: the Student Biodome Project always has a mock biodome when they are table-ing

-Make your promo easy to glance at. Try to be as simple as possible so they can absorb the information quickly and without working too hard

RECRUITMENT

Recruiting is critical to a student organization to keep it alive and well.

Listed are a few steps that may help your organization recruit

1. Set clear goals for your organization

- Meet with you executive board and discuss the plan/goal of the organization.
- Decide what value you will be able to provide your members.
- Develop a membership profile. What type of people are you targeting? What can they provide to help your organization grow and what can you provide for them?

2. Set Recruitment Goals

- How many members is your organization looking to recruit

3. Advertise Your Organization

- Through the use of social media, email communications and physical fliers make sure to advertise your organization to all potential members.



MEMBERSHIP INFORMATION

Once your group is established, it's important to practice good leadership and member retention tactics. Follow these tips to make sure your group thrives after the original creators graduate.

E-BOARD POSITIONS

Below are some of the commonly held responsibilities of typical E-Board positions. These are suggestions and ideas; shift responsibilities amongst positions as you see fit to the e-board's strengths.

PRESIDENT

- Creates and upholds the vision of the organization
- Encourage growth in other e-board members
- Calls and presides at meetings of the organization
- Appoints committee chair people
- Attends Recognized Student Organization Meetings
- Represents organization at official functions
- Maintains contact with organization advisor
- Remains fair and impartial during organization decision making processes

EXTERNAL - VICE PRESIDENT

- Create relationships between the members and the e-board
- 2nd in line if President is not available
- Represents organization at official functions
- Remains fair and impartial during organizational decision making processes
- Coordinates organization elections

INTERNAL - VICE PRESIDENT

- Crisis Management
- Assist chairs whenever necessary
- Serve as an ex-officio member of standing committees
- Plans officer's orientation and organizational retreats

SECRETARY

- Record and maintain documents and files in an organized fashion
- Key email point for members
- Keeps a record of all activities of the organization
- Keeps and distributes minutes of each meeting of the organization
- Creates and distributes agendas for each meeting of the organization`
- Prepares organization's calendar of events
- Schedules all practices, classes, and other activities of the organization
- Handles all official correspondence of the organization
- Manages organization office space

E-BOARD POSITIONS

TREASURER

- Handles all funds of the organization
- Keeps all financial records of the organization
- Pays organization bills
- Collects organization dues
- Prepares and submits financial reports to the members
- Prepares all budget requests
- Advises members on financial matters (i.e. vendors, ticket selling procedures)

CHAIRS

Chairs are positions of leadership in certain areas of your organization. Whether they are in charge of a committee in that respective area (ie., Membership Chair of the Membership committee), or if they are independent in that position, it is useful to have designated members to oversee important facets of the organization.

FUNDRAISING CHAIR

- Create creative events to raise funds for the organization
- Keep track of ideas for future reference

PUBLICITY CHAIR

- In charge of all social media accounts
- Communicate all the e- board's ideas to the public i.e. Flyers, handbills, stickers

MEMBERSHIP CHAIR

- Collect membership feedback
- Plan activities outside of scheduled meetings to keep members engaged
- Possible points system liaison

COMMUNITY SERVICE CHAIR

- Stays connected with the communities needs
- Focus on projects that are important to the members

*Other possible positions

-Parliamentarian, Activities Director, Recruitment / Retention Director, Academic Coordinator, Liaisons, Community Service Director, etc.

STRATEGIES FOR TRAINING EBOARD MEMBERS

E-BOARD MEETINGS

If your organization is ruled by an e-board, it is very important to have meetings with your e-board at least once per week. This will allow the e-board to know what exactly is going on in all departments and stay organized. Also, this will allow time for preparing for organization wide meetings and solving any issue that does not need to be brought up in front of the entire organization.

RUNNING A SUCCESSFUL LEADERSHIP TRANSITION PROGRAM

One successful way of running an efficient eboard is implementing a program where current eboard members are responsible for training the incumbent e-board members. One way of doing this is having the eboard members serve their terms starting in the spring semester and ending in the fall semester. That means if your club were to run eboard elections, the election would be during the first semester of the school year in the fall, then the e-board would start their term on January 1st of the spring semester and end their term when the following fall semester ends in December. This process enables former e-board members to be present on campus the semester after their term finishes in December. For example, if John runs for president of MSU awesome club, John would run in the fall semester and become the president starting in January of the spring semester. Then John would remain president until December of the following school year. Following his term as president, John would be responsible for training the new president during the spring semester because John would still be on campus during the spring semester.

REACHING OUT TO NATIONAL ORGANIZATIONS

One of the most beneficial tools that many organizations forget they have, is a national branch or variations of their organization at other schools. If you are a part of an organization that has many brother and sister locations at different schools across the nation, then you most likely have a national board or committee that organizes from the national level. A great way to obtain advice and support is to reach out to these national/sibling branches and they will provide you with the support that you need.

COLLECTING DUES?

- 1) Figure out your organizations cost
 - Food
 - Promotion
 - Guest Speakers?
 - Miscellaneous materials
- 2) Figure the average membership count
- 3) Then decipher how much is necessary to request for dues

It is sometimes a good idea to allow members a “test run” if your organization. Ie, letting them be a

SOME UNSOLICITED ADVICE FOR LEADERS

- Realize that people are invested in what they help create. The member who feels actively involved with the organization will continue to be committed to it.
- Respect the rights and opinions of each group member; keep the channels of communication open!
- Remember that a large group can be broken into small groups to open the gates for involvement and commitment.
- Be prepared to level with others and to maintain an atmosphere where others feel free to level with you. Through such communication you can move mountains. In silence hostility grows.
- Remember that the group is not working for you; you and the group must work together. Commitment and enthusiasm are contagious.
- The good leader can be lead. They are not interested in having their own way, but in finding the best way. Have an open mind, after all – your way is not the only way.

QUALITIES OF A LEADER

- Don't be afraid to start something new
 - You've started a new organization and that is awesome! But don't stop there keep being innovative with your group.
- Confidence
 - Your self-confidence and calm demeanor can help others feel more certain that they, too, can overcome hurdles or reach a challenging goal.
- Authenticity
- Be yourself, and act in line with your core values and personality

-Enthusiasm, optimism, and warmth

-Staying positive, being approachable, and expressing positive thoughts and feelings through both verbal and nonverbal communication help you build rapport with your members.

-Passion

-Leaders show an extremely strong commitment to and enthusiasm about their work.

-Welcoming

-Most leaders maintain an outgoing demeanor, show an interest in people, and gladly participate in group or team activities. (Feel that you're not naturally extraverted? You can work on your skills by making a conscious effort to demonstrate genuine curiosity about and friendliness toward others.)

KEEPING MEMBERS INVOLVED AND ATTENDING MEETINGS

A very simple, but effective, way to keep students coming to meetings is to reward students. One way to reward your members is implementing a point system. For example, for each meeting that a member attends they will be awarded a point. You can also offer points for anything your club deems important, such as: bringing a new member, attending a fundraising event, paying dues, etc. Your club can make it mandatory for members to earn a given number of points, in order to be considered an active member. At the end of semester you can also offer some reward for those who get the most points, such as free dues or club apparel.

MEMBERSHIP RETENTION:

Engagement is the key to membership retention, make your members a part of something versus just attending the meetings

Try...

-Committees (Community Service, Publicity, etc.)

-Top Members Point System

-Interactive Activities; create a community

-Utilize social media! Facebook, Instagram, Twitter actively and consistently post what is going on with your organization. Stay engaged with your members; run your pages like a friend! (retweet, like, favorite, reply) BE ACTIVE! Show your members that your organization has life and a fun personality

-Have a consistent email date. Send emails on at least biweekly bases keeping your members up to date. Provide a constant "newsletter" style email for members to count on and look forward to.

-Make sure you are creating some sort of VALUE

-Relaxation

-Friendships

-Professional network

-Open communication

-Survey; check in make sure they like what you're doing and adjust accordingly

RECRUITMENT

ATTRACTING MORE MEMBERS

One way to generate interest in your club is to partner with a class and/or other organizations. There are many clubs on campus that are very similar, and partnering with other clubs will be mutually beneficial and help gain interest in your organization. Also you can partner with a professor or a class, and often times professors are willing to provide extra credit for students who participate in your event.

REACHING OUT TO SIMILAR ORGANIZATIONS

A benefit of going to Michigan State University, is that we are one of the largest universities in the nation and have hundreds of clubs many of which, have similar goals and visions. With that being said, if your organization is struggling with any issue there are most likely similar clubs on campus that can provide help and advice. Also, partnering with another organization is a great way to advertise your event/ organization to a new demographic of people.

CULTURE: CREATING FRIENDSHIPS AMONG MEMBERS

One good way to encourage participation and attendance is to create committees within your organization. These committees can be, but are not limited to: fundraising, social activities, public relations, communication, recruitment, professional, service, chapter liaison, alumni, and historian. Once your organization obtains all the active members for the semester, you can assign each member to a committee. This is a good way for members to meet each other while having a sense of responsibility for themselves as a part of your organization. Also, this helps the eboard because the eboard can delegate work to the committees.

ORGANIZING THROUGH COMMITTEES

Running an organization comes with lots of responsibility, and delegating these responsibilities is a good way to become more organized. Creating committees will allow group members to become more organized while reducing the amount of responsibilities that the election board has to do. Some examples of committees are as follows:

-Professional: responsible for planning all professional events. Including contacting companies, reserving lodging, planning transportation, event planning, logistics of events, and everything else.

-Service: responsible for planning all service events including different volunteer events throughout the semester. This committee should have about 3-4 events for members to sign up for and be responsible for implementing service opportunities.

-Fundraising: this committee is responsible for raising money and planning events that could raise money. (SAB funding, Pizza House fundraiser, etc.)

-Social: This committee is responsible for planning all social events for the semester. This includes hayride, formal, and semiformal.

-Internal relations: This committee is responsible for all IM sports teams and other team building events for the organization.

RECRUITMENT

PROMOTING TOGETHERNESS

One of the most difficult tasks when leading an organization is to promote togetherness and get members of your organization to go from peers to acquaintances to friends. Some of the best organizations on a college campus are the organizations where everyone feels welcomed. The best way to promote togetherness is to be inclusive and have a culture where people can be themselves. One way of doing this is to play simple ice breaker games at club meetings, allowing members to get to know each other and develop friendships. Also, welcome anyone and everyone who shows interest in your organization and always thank them for attending your meetings.

WEEKLY UPDATES

A great way to encourage accountability and organization is to have weekly updates. These updates can come from the e-board, the committees, or club members depending on the size and scope of your organization. Weekly updates is a great way to increase communication on what each part of the organization is currently working on and struggling with. Also, having weekly updates motivates people within the organization to accomplish something worthwhile to present every week.

DIRECTION

CREATING A VISION STATEMENT

Creating a vision statement for your organization is a vital step in creating a successful organization. A vision statement does not have to be something complicated, but it should be a least a brief statement of what you want the future of your organization to be. Creating a vision will allow the entire organization to have direction throughout their entirety.

FOSTERING INDIVIDUAL GOALS

Many clubs and organizations struggle with keeping members focused and goal orientated throughout the semester. One way to combat this issue is to create goals for every individual within the organization. If every individual within an organization states their goals and makes their goals public, then they will feel responsible for these objectives all year long. This strategy improves efficiency and individual direction within an organization. This can be used for only the e-board members, or all members in a organization in a whole.