

# ***ALUMNI CLUB LEADERS FORUM***

August 20, 2025



PURDUE FOR LIFE  
FOUNDATION

# ***Purdue Alumni Clubs Forum***

## **Reminders & Instructions**

- **This forum is being recorded to share along with slides and chat content**
- **Participants will be muted**
- **Questions should be submitted using the chat function**



# ***Purdue Alumni Clubs Forum***

## **Agenda**

- **University Updates**
- **Alumni Clubs Updates**
  - Preparing for ACES
  - Email and Event Form Updates
  - Logos/Trademarks/Licensing
  - PART (Purdue Alumni Recruitment for Tomorrow)
  - Event Payments
  - Reminders



# *Purdue Alumni Clubs Forum*

## University Updates

- **They're back!**
  - Boiler Gold Rush started August 19
  - Fall classes start Monday, August 25
  - Enrollment numbers will be released in September
  
- **PASE Mock Career Fair**
  - September 2<sup>nd</sup> – 6:00-9:00 pm in Stewart Center
  - Great interactive opportunity with PASE students to help them practice networking skills, their elevator pitch, resume review, and mock interviews
  - If interested and available, please submit this survey: <https://forms.gle/kbUgjoTwSo4MpQFw7>



# *Purdue Alumni Clubs Forum*

## Purdue for Life Updates

- **Susie leaving Purdue for Life**
  - Last day: Friday, August 22
  - Moving to the undergraduate recruitment office at the Daniels School of Business
    - Recruitment Communications and Operations Administrator
  - I've enjoyed getting to know you and thank you for your patience with me!



# ***Alumni Clubs***





# *Advancing Club Engagement and Strategy (ACES)*

## ▪ Award Nominations Due

- Friday, August 22 – Boilermaker Pride nominations due
- Friday, August 29 – GOLD; Outstanding Board Member; Boilermaker Cares

## ▪ Survey Submission Due

- Friday, September 5

## ▪ Registration

- Still open!
- Please consider attending the ALVC programming on September 12 (8:00 am – 3:00 pm)



# ***ACES/ALVC Conference***

- **Engagement funds may be used to help subsidize travel (hotel/food/travel). Not alcohol or the ALVC registration fee**
  - Up to \$150 per In-State traveler
  - Up to \$300 per Out-of-State traveler
  - Itemized receipts will need to be uploaded via the bank statement portal to show how the funds were used
- **Register by September 5**
  - <https://events.blackthorn.io/en/3kt0526/2025-alumni-leader-and-volunteer-conference-4a9GNs5Tnl/overview>

Don't miss out.  
This could be you!

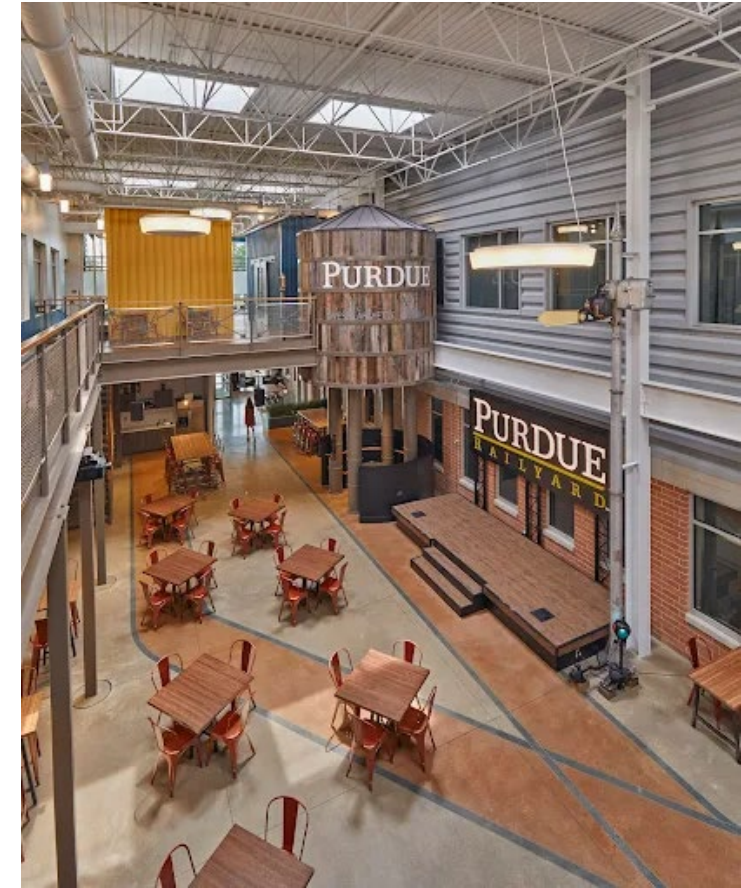




# ***ACES Location***

- **The Railyard at the Purdue Research Park**

- 1281 Win Hentschel Blvd, West Lafayette
  - The co-working space pays homage to the Purdue Schnectady No. 1, the first full-scale locomotive used in the Purdue Locomotive Testing Plant in the late 1880's and early 1900's and established Purdue as a national leader in transportation research and innovation. The space is highlighted with antique railroad memorabilia, 14 conference rooms, three phone rooms, a stage for presentations, and a wooden two-story water meeting space
  - And free parking!
- **Football Game – Saturday, September 13 vs USC game time is 3:30 pm ET**



# ***ACES Agenda***

## What to Expect

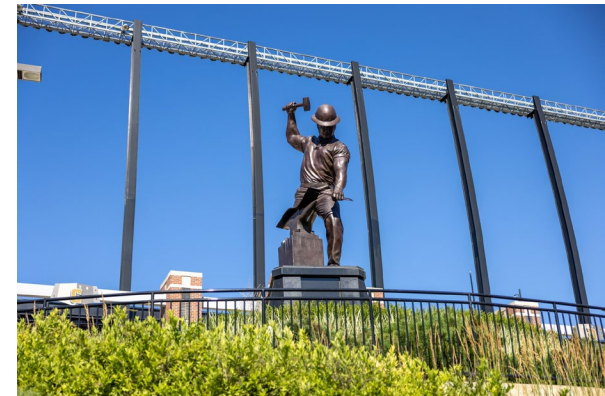
- **9:30-10:15 AM:** Check-In & Light Breakfast
- **10:15-10:45 AM:** Staff & Club Leaders Introductions
- **11:00 AM-12:00 PM:** Strategic Session
- **12:00-1:00 PM:** Lunch, Recognition & Alumni Club Awards
- **1:00-1:30 PM:** Training
- **1:30-2:45 PM:** Goals Discussion and Best Practice Sharing
- **2:45-3:15 PM:** Debrief
- **3:15-3:30 PM:** Closing & Wrap-Up

# *Updated Email and Event Request Form*

- **The form is now live!**
- **What's new**
  - **Event information**
    - Title/Date & Time/Venue have been moved to the top
    - Date to close registration
  - **Who you want to receive the email**
    - Options: Alumni; Friends; Incoming Freshmen; Current Students; Graduate Students; Parents
  - **Newsletter**
    - Requested newsletter send date
    - Newsletter Template hyperlink

# *Updated Email and Event Request Form*

- **However.....**
- **There are a few glitches that still need to be fixed as this information is not coming through**
  - Event Date/Time
  - Time Zone is coming up GMT for all submissions
  - Name of Venue
  - Attachments
- **A fix is in the works**
  - LeAnne will reach out to verify this information if it doesn't come through on your form



# *Email and Event Request Form*

- **Online Trainings for the Updated Form:** <https://events.blackthorn.io/3kt0526/4a9GNs8N97>
  - Friday, August 22 at 2:30 pm ET
  - Tuesday, August 26 at 7:30 pm ET
- **Subject Line Phrasing Suggestions**
  - Avoid phrases such as “You’re Invited” “Register Today” or “Save the Date”
  - Instead Consider
    - We Saved you a Spot!
    - Mark Your Calendar!
    - Secure Your Seat!
    - The Countdown is On – Are You In?
- **Best Day and Time to Send**
  - Wednesdays at 4:00 pm are showing as the highest engagement rate



# Game Watches

- **First email is scheduled for August 27**
  - Submit the request form by Monday, August 25 to be included in the send
  - Additional send dates for the fall are
    - September 17
    - October 15
    - November 5
    - December 3
  - Website updates will be the Monday prior to the email send date AND these dates
    - September 8
    - October 6
    - November 17
  - Use the email and event request form. Select Game Watch



# ***Dauch Football Tailgates***

- **Join the Purdue for Life Engagement team for fall tailgates two hours before kick-off**
  - August 30
  - September 6
  - September 13
  - October 4
  - November 8
- **Where? Dauch Patio and Atrium**
- **There will be games, refreshments, and giveaways**
  - Connect with alumni, friends, and fans before heading to Ross-Ade for the game
  - RSVP: <https://events.blackthorn.io/en/3kt0526/g/1DDqcB2naP/game-days-at-dauch-4a9GNs7tm9/overview>



*And this* ❤️



**DREW BREES**  
**IS ELIGIBLE FOR THE PRO FOOTBALL**  
**HALL OF FAME CLASS OF 2026**

# ***Volunteer Data Privacy Training***

**New initiative developed from leader feedback and championed by the Clubs Task Force!**

**Purpose:** How to handle personal contact data submitted during event registrations appropriately and ethically.

## **Sessions**

- Wednesday, August 27, 7:30-8:30 pm ET
- Thursday, August 28, 12:00-1:00 pm ET
- To be added, please email [alumniclubs@purdueforlife.org](mailto:alumniclubs@purdueforlife.org)

**What You'll Learn:** The types of alumni data you may receive as a trained volunteer

- How to use this information responsibly for your facilitated events
- The guidelines, constraints, and consequences related to data handling

*Club Presidents and Event Organizers must complete this training* - these roles that might require overseeing club events and where contacting event registrants might be needed. All other board and committee members are encouraged to take the training







# SHIRT TEMPLATES

**Pre-designed shirt design templates are currently in development.**

- // All designs will be pre-approved by the Purdue Trademarks and Licensing team.
- // Clubs will receive a simple, downloadable kit to use with their preferred licensed vendor.
- // Multiple design options will be available, with club-specific customization.



# CUSTOM SHIRTS

**Prefer to design something custom?  
A club shirt design guide is in development!**

- // The guide will include details on Purdue branding (including alternative fonts), permitted uses, color options, and more.
- // It will feature examples of both approved and rejected shirt designs.
- // More information will be shared soon.



# DO'S AND DON'TS

// FOR CLUBS DEVELOPING THEIR OWN SHIRT DESIGNS

## Do:

- // Use shirts and screen printing in official brand colors: black, white, gray, or Purdue gold.
- // Order shirts through Purdue licensed vendors.
- // Use Purdue brand fonts (available for Adobe software users) or approved alternative fonts if Adobe fonts are unavailable.

### Alternative System Fonts:

- **Impact** in place of **United Sans**
- **Franklin Gothic** in place of **Acumin Pro**
- **Georgia** in place of **Source Serif Pro**

## Don't:

- // Modify the club logo or pair it with any other brand logo.
- // Place Purdue marks or phrases inside any state shape other than Indiana. If including a state outline in your design, ensure it does not intersect with Purdue marks and maintains appropriate clear space.
- // Claim any official university status or a formal partnership. Club shirts should represent the local alumni chapter only.

### Example:

Clubs may use "Purdue Alumni Club of Atlanta"  
—not "Purdue University Club of Atlanta."

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*If your local vendor wants to become licensed, please direct them to [clc.com/home/get-licensed](http://clc.com/home/get-licensed).*

# *Logos/Trademarks/Licensing*

- Working with PFL MarComm Team on approved logos
  - Purdue has very specific branding rules that must be followed when creating merchandise
- A few guidelines
  - Trademarked words, phrases, or marks may not intersect a state other than Indiana
    - An option is to have the state stand alone with the Purdue Alumni Club logo beneath it
  - Official brand fonts should be used – Acumin Pro; United Sans; or Source Serif Pro. These are available in Adobe
    - Alternate fonts are Impact; Franklin Gothic; and Georgia available in Canva
  - Boilermaker Gold and Black are the primary colors. Secondary colors may also be used
  - Official fonts and colors found here: <https://marcom.purdue.edu/our-brand/visual-identity/#fonts>
  - Any use of University marks requires prior approval and use of a licensed vendor. The list of vendors may be found here: <https://clc.com/license-search/>. Choose Purdue University under Pick a School

# ***Big Ten Blood Drive \$1 Million Competition– Aug. 27- Dec. 5th***

## **Winner Announced at the Big Ten Football Championship Game on Dec. 6**

**Abbott and the Big Ten are teaming up to address critical blood shortages!**

The school with the most participation will receive \$1 million to advance student or community health

Purdue campus blood drive page: [bit.ly/Purdueblood](http://bit.ly/Purdueblood) – updated as new drives are added

**For donors in Versiti states (IN, IL, OH, MI, WI):**

- Schedule your appointment through Versiti
- Enter “**Purdue**” in the **Notes** section so staff can confirm your donation counts toward the Big Ten/Abbott Challenge and guide you
- Clubs in these states interested in hosting a blood drive may contact **Amanda Manley**, [amanley@versiti.org](mailto:amanley@versiti.org)

**For donors in all other states:**

- Schedule your appointment at [bigten.org/abbott](http://bigten.org/abbott)
- Remember to take a photo of your donation card to upload after donating



**Aug. 27 is “We Give Blood Day” – anyone donating that day will receive a limited-edition T-shirt.**



# ***Purdue Alumni Recruitment for Tomorrow (PART)***

- **Volunteer Opportunity to work with the Office of Admissions**
  - Represent Purdue at local college fairs/high school events
  - Admissions receptions for prospective and/or admitted students
  - Other college-related events in your region
  
- **Become a PART Member**
  - If you are interested in volunteering as an alumni representative, complete the interest form
    - <https://apply.purdue.edu/register/?id=be9c54e2-1599-4ef5-bf4e-71f956720d45>
  
- **Training**
  - An admissions staff member will set up a one-on-one training session
  - Admissions staff will connect with you on next steps
  - Questions? Reach out to Audrey Milyo, Senior Assistant Director National Outreach, [amilyo@purdue.edu](mailto:amilyo@purdue.edu)

# *Event Payment Overview*

- **Payments typically will be received via check or electronic transfer (ACH) approximately 4-6 weeks after the event**
  
- **Why so long?**
  - All registration transactions must be finalized
  - If a scholarship donation was included, that is reconciled separately
  - Funds must be verified and allocated to the correct accounts (approximately two weeks)
  - Approval process – payments go through an internal approval workflow (approximately 1-2 weeks)
  - Disbursement schedule – PRF issues payments twice a month so this can add time depending on the cycle
  
- **Does ACH Make the Process Go Faster?**
  - It does **not** shorten the overall processing time. **ACH only speeds up the final transfer** once the payment is approved and ready to be sent as a check does not need to be mailed, nor does the treasurer need to make a deposit. ACH will show in your account 1-2 business days later.

# *Reminders*

## ■ **ACH For Direct Deposit**

- If you have not signed up yet, we encourage you to do so
- If you have a new treasurer and already have ACH set up, reach out to Denise, [alumniclubs@purdueforlife.org](mailto:alumniclubs@purdueforlife.org). She will send a new form for the treasurer to submit

## ■ **Events with Students**

- An additional two weeks are needed to get student emails
- For three emails to be sent, plan to submit the event form at least six weeks in advance
- Example: Event is September 30. 30 days plus two additional weeks for student emails = Submit by August 19

# *Reminders*

- **Join the Facebook page!**
  - Search for “Purdue Alumni Club Leaders”
  - Click on “Join Group”
- **We look forward to seeing you at ACES on September 11<sup>th</sup>!**



# ***THANK YOU!***

- The next forum will be Wednesday, October 15 at 3:30 pm ET
  - September – Virtual ACES Sessions
- Recordings of past forums are available on the Alumni Club Resource Library website: <https://www.purdueforlife.org/alumni-leaders/clubs/resource-library/>

