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# Benefits of Being a Chapter or Club Leader

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As an official volunteer organization affiliated with the CU Boulder Alumni Association, you will be eligible for the following benefits:

## Chapter/Club Leader Benefits

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- 👤 Attend professional development opportunities, including Leadership Weekend, hosted every spring in Boulder, which provides exclusive training and networking opportunities.
- 👤 Access to webinar and social media trainings for chapter/club leaders through the Alumni Association.
- 👤 Represent your organization at events that may take place in your respective city, hosted by schools and colleges. You may be invited to speak as part of the program to encourage alumni to participate in chapter/club activities.
- 👤 Athletics ticket giveaways (when available) during Homecoming, Leadership Weekend and other sporting events on campus and on the road through the year.
- 👤 Eligibility to apply for the Chapter/Club of the Year Award through the Alumni Association.

## Marketing Benefits

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- 👤 Access to send emails to your constituents using the university database.
- 👤 Access to post to CU Boulder-branded social media accounts specific to your club/chapter and local audience.
- 👤 Input on content on a branded chapter/club web page on the Alumni Association website.
- 👤 Use of Forever Buffs branding.
- 👤 Use of the Ralphie logo for spirit-related marketing.
- 👤 Use of the interlocking CU logo for spirit-related marketing.
- 👤 Access to a @colorado.edu forwarding email address.
- 👤 Approval from the university to name the group an “official” chapter/club.
- 👤 Access to post on the university event calendar for events.

## Event Planning Benefits

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- 👤 Event support from the Alumni Association, including event planning, financial assistance and professional staffing (when available).
- 👤 An annual swag/giveaway delivery for watch parties and other chapter/club events, with items ordered exclusively for alumni chapters and clubs.
- 👤 A Forever Buffs branded CU flag.
- 👤 Assistance collaborating with other departments.
- 👤 Assistance booking event spaces.
- 👤 Access to event planning guides and resources.

