

U.S. NAVAL ACADEMY ALUMNI ASSOCIATION & FOUNDATION

CHAPTER HANDBOOK

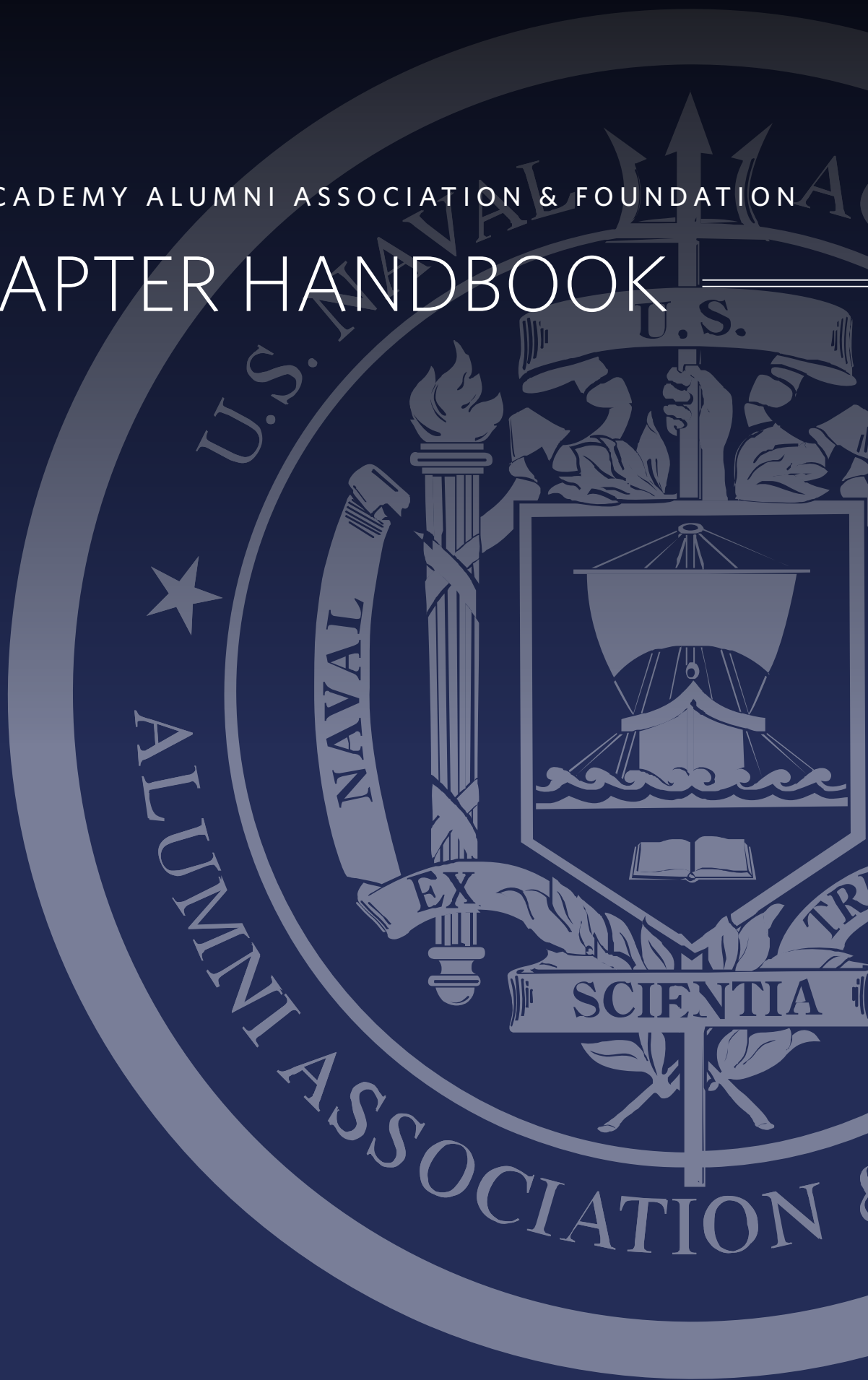


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INTRODUCTION

The U.S. Naval Academy Alumni Association's Chapter program is a program for alumni to connect with one another, engage with the USNA Alumni Association (USNA AA), and stay connected to the Naval Academy through leadership and volunteer opportunities, candidate outreach, local events, social and professional networking, and more. The Alumni Chapter program has the unique ability to engage a wide breadth of alumni—both geographically and demographically—while at the same time building a network that celebrates and supports the USNA AA and the Naval Academy. By volunteering time, energy, and talent in this program, you and your chapter's board members play an essential role in USNA AA's mission to support and serve our fellow alumni.

We are so grateful for your leadership, engagement, and support! We hope your experience with your chapter is both rewarding and fun.

Go Navy!

Purpose of This Handbook

This manual contains information about our chapter program including helpful ideas, processes, reporting, and resources to help you grow your chapter through connection, communication, and support of local alumni, the Naval Academy, and the larger Naval Academy community. This handbook guide is a dynamic document and will be updated periodically.

As a separate organization that does not fall under the direct supervision of the USNA AA, the recommendations included in this handbook are not required. They are simply "best practices" that may aid your chapter and its members. We recommend that you review the manual thoroughly and contact your staff liaison with any questions.

Primary Point of Contact

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ALUMNI ASSOCIATION & FOUNDATION

The U.S. Naval Academy Alumni Association and the U.S. Naval Academy Foundation are two independent, not-for-profit corporations sharing a single president and CEO. Using a Memorandum of Understanding, they operate as a fully integrated organization in support of the U.S. Naval Academy and its mission.

The organization's focus and core competencies are engagement and philanthropy in pursuit of complementary and closely aligned missions.

USNA Alumni Association

Established in 1886, the U.S. Naval Academy Alumni Association's purpose is to serve and support the United States, the U.S. Naval Service, the U.S. Naval Academy and its members led by its Board of Trustees, the Alumni Association is also advanced by its network of more than 70+ active classes, 100+ chapters, 70+ parent clubs, and six shared interest groups.

Alumni Association Mission

We strengthen our MEMBERS' BONDS to the Academy and to each other, to help them THRIVE AS LEADERS in and out of uniform, and reach their FULL POTENTIAL.

Strategic Plan 2030

With the inception of the new Strategic Plan 2030; we as an organization will CONNECT, COMMUNICATE, and SUPPORT our members as well as ANCHOR our activities and tactics in a sound and effective financial execution.



USNA Foundation

The original U.S. Naval Academy Foundation, formed in 1944 and now known as the Foundation's Athletic and Scholarship Programs (A&SP) division, set out to support athletic programs at the Naval Academy through scholarships, grants, and awards. In 1999, the Foundation and the Naval Academy Endowment Trust merged to form the sole fundraising entity for the Naval Academy, now known as the U.S. Naval Academy Foundation and led by its Board of Directors.

Foundation Mission

The complementary mission of the U.S. Naval Academy Foundation is to support, promote, and advance the mission of the Naval Academy by working in conjunction with Academy leadership to identify strategic and institutional priorities and by raising, managing, and disbursing private gift funds that provide a *margin of excellence* in support of the nation's premier leadership institution.

PURPOSE OF CHAPTER (THE “WHY”)

Alumni chapters serve as a geographically defined group of alumni and Naval Academy supporters who want to CONNECT with one another and SUPPORT the USNA AA mission, the Naval Academy, and the Brigade of Midshipmen. Chapters COMMUNICATE the value of the Naval Academy education, mission, and experience through outreach activities by serving as representatives of the USNA AA and Naval Academy. Chapter members are the local faces of the Naval Academy and members provide social, networking, and outreach activities focused on supporting fellow alumni and the greater Naval Academy community.

GOALS OF CHAPTERS

1. Provide Naval Academy alumni with a lifelong connection to both fellow alumni and to USNA. Provide programming for the various interests of our alumni that foster the spirit of camaraderie.
2. Encourage the culture of alumni helping alumni by upholding Naval Academy traditions and initiatives.
3. Support the Naval Academy community by volunteering in various opportunities such as chapter leadership, blue & gold officer, and providing outreach and education of the Naval Academy at local schools and clubs.

Goal Setting

Establishing annual goals for the chapter provides a focus for efforts, whether outreach or fundraising. For example, your chapter may aim to be named a Distinguished Chapter, so will set goals to be an exemplar chapter. Consider meeting with the chapter leadership to set goals at the beginning of the year (or term) and map out the path to achieving those goals.

Impact in and on the Community

The impact of alumni chapters has the ability to be far-reaching. The activities performed and provided by chapters not only provide opportunities for alumni to connect, but activities and events raise awareness of the Naval Academy and influence local teens who may consider applying to the Naval Academy.

Award Opportunities

The Alumni Association recognizes exemplary chapters with a Distinguished Chapter Award. Submissions for consideration for Distinguished Chapter are usually due mid-August each year. Interested chapters will follow the format for the ‘Other Chapter’ submission found in Appendix A (page 10) of the [Operating Manual](#) of the U.S. Naval Academy Alumni Association.

For information about package submissions, contact the chapter staff liaison.

The selection criteria focus on five main themes to which an engaged chapter should aspire:

1. Forms a representative leadership team
2. Communicates effectively
3. Promotes the USNA message
4. Coordinates with local area USNA-affiliated organizations
5. Grows membership

Number of Events

Chapters are encouraged to hold as many events as possible—from social and networking events, to outreach events to educate their local communities about the Naval Academy and encourage students to consider applying and seeking a nomination to the Naval Academy.

Chapters should have:

- One (1) annual meeting of the full chapter
- One (1) social event per quarter
- One (1) outreach event

Remote vs In-person Opportunities

The format for events and meetings is influenced by the radius of your chapters’ members. For those chapters with a concentrated area, in-person events and activities are encouraged. For those chapters with a wide geographic area, virtual or hybrid meetings should be considered. In addition, these chapters may consider holding smaller events in multiple areas to better encourage participation and engagement among all members.

Know Your Impact

Understanding the impact of your chapter activities, outreach, and events helps increase the opportunity for member and community engagement. Things to consider and celebrate are:

- Number of attendees at a meeting
- Number of attendees at an event
- Increase in membership
- Funds raised to support an event or initiative
- Number of leadership positions and opportunities and others

BYLAWS/CHARTER

All chapters must have bylaws in place to become a chapter, and should update the bylaws as needed and provide the updated bylaws to the USNA AA chapter staff liaison. The USNA AA should maintain a copy of current chapter bylaws at all times.

A sample of chapter bylaws may be found in the [Appendix](#).

REPORTING

Accurate reporting of activities, financials, and membership serve as a record of the chapter's impact and engagement. The USNA AA requires an annual report from the chapter that includes the following information:

- **Roster of members, including class year, email address, and mailing address. List should indicate category of membership:**
 - Active alumni members (required per USNA AA Bylaws)
 - Active associate members (required per USNA AA Bylaws)
 - Other members (not "active," but dues paying) (required per USNA AA Bylaws)
 - Inactive members (inactive, non-dues-paying)
- **Dues structure—annual dues, lifetime, etc.**
- **Number of events held (provide brief description and number of participants)**
 - Social/Networking
 - Outreach
 - Philanthropic
 - Other
- **Fundraising activities and results, if applicable**
- **501(c)(3) status**
- **Donations made and to what programs, if applicable**





CHAPTER LEADERSHIP

Model

Alumni chapters are encouraged to structure their boards and bylaws to best fit the needs of their constituents. The selection or election process should also reflect the needs and desires of the chapter. Term length and succession planning should also be determined at the chapter level.

Suggested Positions

To keep the members of your chapter interested and motivated, USNA AA suggests the following board positions. The position functions are more important than the titles. Your chapter might need more or fewer positions, depending on your level of activity.

Ensure tasks are delegated—it is likely that burnout will happen if only one board member attempts to fulfill all roles. USNA AA recommends defining term limits in your bylaws for leadership positions to allow for increased involvement of all chapter members.

Please notify your chapter staff liaison as soon as possible after any leadership transition, update the leadership information on your chapter's myUSNA page and any other platforms utilized by the chapter.

- **PRESIDENT** (or equivalent): Oversee chapter development and financial health, manage chapter officers, and serve as liaison to USNA AA.
- **VICE PRESIDENT** (or equivalent): Assist the president with chapter management. The member in this position has potential to become the next president.
- **TREASURER** (or equivalent): Maintain accounting records, which include expenditures, revenues, and reimbursements.

- **SECRETARY** (or equivalent): Maintain chapter records, including bylaws, event calendar, communication to members, and meeting minutes.
- **MEMBERSHIP** (or equivalent): Generate ideas to attract new members, retain current members, and maintain accurate record of membership to be submitted to USNA AA on an annual basis.
- **COMMUNICATION/WEB MASTER/myUSNA ADMINISTRATOR** (or equivalent): Update and maintain chapter myUSNA page, website, social media, printed materials, flyers, e-newsletters, etc.
- **SIG REP**: Communicate with SIG leaders and encourage chapter member participation in SIG events and ask local SIG members to participate in chapter events.
- **PARENT CLUB REP**: Communicate with local parent club leaders and encourage them to join events, as well as encourage chapter members to participate in parent club events and local parent club members to participate in chapter events.
- *Other positions to consider:*
 - **RECENT ALUMNI OUTREACH**: Develop programs and communications to engage recent alumni and encourage active participation in chapter activities.
 - **LCAP REP**: Receive "new requests" to get new alumni plugged into the chapter and provide mentorship. Serves as the first point of contact for that alum who is new to the area and chapter.
 - **BGO REP**: Collaborate with the local BGO or BGO area coordinator on events and activities to promote interest in attending the Naval Academy.

Elections and Terms

To keep the chapter engaged and successful, providing an opportunity for a variety of members to serve in leadership positions is important. New leadership oftentimes brings new ideas and encourages members to become more engaged and impactful as chapter members. For this reason, chapters may want to consider term limits and also the method in which officers are named. Options may include electing officers as individuals, as a slate, or with an ascension plan (e.g., vice president also serves as president-elect).

Succession Planning

The health of an alumni chapter often depends on a consistent flow of new volunteer alumni moving into leadership roles from year to year. Beyond the need to simply recruit new alumni, concerted effort must be paid to developing volunteer leaders in a pipeline so they have the recommended time and experience to take on larger leadership roles in service of the chapter.

While succession planning is a formal responsibility of the president and vice president, every chapter leader should have a hand in developing future chapter leaders. Here is an example of successful pipeline building:

- A new alum expresses interest in helping the chapter.
- The alum is asked to join a committee to make a measured, focused impact.
- After one or two years, that alum transitions into the committee chair of that area.

Establishing committees may also help the chapter meet its goals and support operations. Securing volunteers for sub-committee service (short-term and longer term projects) will build your pipeline for future volunteer leaders

Helpful Tips

- Hold elections at the same time every year. Do not allow one person to stay in a position year after year without a member vote.
- Plan for transitions:
 - An outgoing leader may wish to mentor an incoming leader through a portion of their term in a leadership role.
 - Elect a president-elect.
 - Set term limits. We recommend two-to three-year terms for all officers, however, officers may transition each year or on different cycles as needed.
- Delegate major event and program planning to chapter members (non-officers, new members) with the intent they will become leaders or officers. You may also consider delegating tasks to former officers. Form committees of chapter members to support.
- Define your officer structure, volunteer job descriptions, term limits, and succession in bylaws.
- Encourage members to be involved in organizing or volunteering for programs and events.
- Survey the interests, skills, and resources of your members. Identify whom to turn to for help.
- Host an event with members to discuss new ideas.
- Evaluate your events to gauge success.
- Focus efforts on programs that are sustainable through leadership transition.



GOVERNANCE

Membership and Alumni Services Committee

The Membership and Alumni Services Committee (MASC) shall assist the Alumni Association's Board of Trustees in fulfilling its oversight responsibilities with respect to the Alumni Association's membership and services to alumni. As part of this responsibility, MASC oversees classes, chapters, shared interest groups (SIGs), and parent clubs, in addition to membership, travel, and alumni support services. With regards to affiliate organizations, the MASC will:

- A. Monitor initiatives and provide oversight of execution for services and support to alumni for classes, chapters, SIGs, and parent clubs.
- B. Provide strategic oversight regarding resource management pertaining to class, chapter, SIG, and parent club support.
- C. Monitor alumni satisfaction as related to classes, chapters, SIGs, and parent clubs.

Board Representation

As of December 2023, there are 12 seats on the USNA AA Board of Trustees for chapters. The USNA AA Bylaws outlines these trustees:

LARGE CHAPTER TRUSTEES—The Association's nine (9) largest alumni chapters, measured by number of active members, shall each select one trustee from among its members.

OTHER CHAPTER TRUSTEES—Three (3) of the Association's alumni chapters not otherwise qualifying for representation on the Board under these bylaws shall each select a trustee from among its members. The three (3) chapters to be so represented shall be chosen by a committee established by the Board for that purpose.

MEMBERSHIP

Definition of "Member"

A chapter may have a variety of membership categories—from alumni to non-alumni. In addition, an active member is one who shows a certain level of engagement in the chapter.

Alumni member: A Naval Academy alumnus/alumna.

Associate member: The spouse of an alumni member; a parent of a midshipman or alumnus/alumna; a supporter of the Naval Academy and chapter.

To be considered an "active member," the alumni or associate member must meet the following criteria:

- Be current with due payments,
- Attend at least one (1) chapter meeting annually,
- Attend at least one (1) chapter event annually (excluding meetings), and
- Have current contact information on file (name, street address, email address, and phone number).

Dues

Dues allow a chapter to have funds to help offset the cost of chapter administrative activities and events. In addition, dues may be utilized to support the Naval Academy, whether through providing aid to local students interested in attending Summer Seminar and STEM or providing meals and lodging for midshipmen when in the local community, including athletes for competitions, glee club performances, or during summer trainings, such as PROTRAMID.

The dues fee structure is at the discretion of the chapter, and management of the funds is handled directly by the chapter.

Member Contact List

Keeping a current roster of members is important for chapter communications. Designate an officer or other member to manage the chapter roster and ensure information is current, including membership status and contact information. When collecting member information, it is important to obtain approval from the member to share their information with other chapter members to facilitate one-on-one communications.

The current chapter roster should be provided to the chapter staff liaison as part of the annual report. This information will be added to the USNA AA system (CRM) to aid in communications and to better understand alumni engagement.

The information provided in the chapter roster may be shared with chapter members as long as consent has been given. Chapter rosters should not, under any circumstance, be shared with outside entities and/or used for commercial or business purposes.

Shipmate Submissions

Chapters are encouraged to provide updates for inclusion in *Shipmate*. Updates should be sent to chapternews@usna.com.

FINANCES

Overview

As an independent and separate entity, chapters have several options for managing their finances and a number of resources provided by the USNA AA&F to help them do so.

- A. Chapters shall not raise funds on behalf of the Naval Academy, the Alumni Association, or Naval Academy Foundation unless part of a Naval Academy Foundation-directed fundraising campaign.
- B. Chapters may fundraise among members in support of its organization and may not fundraise for other unrelated charitable organizations. For example, chapters may collect membership dues to pay for chapter operating expenses but not to support another 501(c)(3).
- C. Chapters shall not portray themselves as fundraising entities acting on behalf of the Naval Academy, the Alumni Association, or the Foundation.
- D. Chapter names shall not include the word Trust or the word Fund.
- E. Chapters should have written approval from the U.S. Naval Academy Foundation (USNAF) to conduct fundraising of any kind in support of USNA. This would apply to fundraising in such areas as accepting corporate support, funding academic chairs, and gifts related to athletic support. Such written agreements with the Foundation would, as appropriate, enable SIGs to partner with and leverage the resources and information of the USNAF.
- F. Chapters may solicit sponsorship for events only in an amount that does not exceed the greater of (1) the expenses of a particular event or (2) the chapter's annual operating expenses. Requests for and acknowledgments of sponsorships must clearly state that the contribution is to the chapter, not the USNA AA&F.
- G. USNA AA&F cannot accept sponsorships or donations on behalf of a chapter.

Fundraising

Fundraising is not a requirement of a chapter, however it is something chapters may opt to do. Examples of fundraising may be to support the Naval Academy Summer Seminar (NASS) and Summer STEM programs, care packages for midshipmen, hosting a dinner for visiting midshipmen, or other activities. Your chapter may raise funds through a specific initiative or communication or may ask for a donation in conjunction with a paid event. The image to the right shows how the Greater Washington chapter asks for donations in the checkout process.

Chapters should not be raising funds for other nonprofits. The focus of chapter events and any fundraising efforts should be in support of the Naval Academy and the Brigade of Midshipmen.

Donating

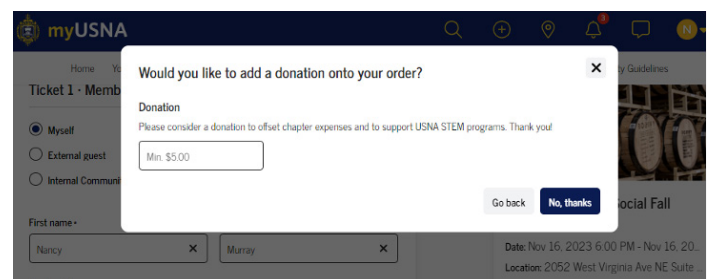
While not required, many chapters support the NASS and Summer STEM through donations to support students who have demonstrated need for financial assistance to participate in these valuable programs. The USNA Admissions Office vets the students and informs the USNA AA of those requesting assistance. For those chapters interested in providing financial support, instructions on how to make donations to the program may be found in the [Appendix](#).

Accepting Contributions and In-Kind Gifts

Contributions

The USNA AA&F gratefully acknowledges your generosity and thanks you for your individual and chapter contributions. The following are the details for making and accepting contributions:

- Contributions to your chapter can be accepted by your chapter and considered a contribution to your chapter. Unless your chapter is an independent nonprofit, contributions are not tax-deductible. To obtain nonprofit status, refer to the [501\(c\)\(3\) section](#) below.
- Your chapter may solicit and collect donations on behalf of USNA AA&F. As the gifts are made directly to the USNA AA&F and not intended for the chapter, these gifts are tax-deductible.
- Tax-deductible donation receipts are provided when contributions are made directly to and for the USNA AA&F.



If individuals want to receive a receipt, please mail a check payable to “U.S. Naval Academy Alumni Association & Foundation,” or make an online gift.

1. To make a gift by mail, please send the check to:

U.S. Naval Academy Alumni Foundation
301 King George Street
Annapolis, MD 21402

2. To make a credit card gift by phone, please call 410-295- 4100.
3. To make a gift online, visit usna.com/give

In-Kind Donations of Goods

Your chapter may accept in-kind gifts of goods to your chapter, but USNA AA&F cannot provide tax receipts. Individuals should consult their legal and tax advisors for professional advice regarding the tax and legal implications of in-kind gifts.

In-kind donations of services are not tax-deductible. For more information, visit <https://www.irs.gov/publications/p526>.
Note: The USNA AA&F cannot provide a tax-deductible receipt for any kind of donated service.

Examples of services include the following:

- A graphic designer donates design services to make a t-shirt design.
- A chapter member volunteers time to staff an event.
- A chef donates time to prepare hors d'oeuvres for a reception.

501(c)(3) (nonprofit) Status

Your chapter may be interested in soliciting sponsorships for various events. To qualify for sponsorship opportunities and to provide an acknowledgment for the sponsorship, chapters must have 501(c)(3) status. Since chapters are independent and distinct organizations from the Alumni Association, the USNA AA&F is unable to provide a donation acknowledgment on behalf of the chapter. Depending on the gross receipts of the chapter, the chapter may need to file Tax-Exempt Articles of Incorporation or other filings in their respective state of incorporation. To have articles that will qualify the chapter for federal 501(c)(3) tax-exempt status, the chapter should have a dissolution clause that meets the requirements of the IRS, indicating that if the organization is dissolved, “assets will be distributed for an exempt purpose described in section 501(c)(3), or to the federal government, or a state or local government for a public purpose.”

If necessary, the chapter may also obtain Federal Employer Identification Number (EIN) from the IRS. In addition, a chapter may complete and File IRS Form 1023 if seeking 501(c)(3) tax-exempt status. Filing this form will require the purpose, program descriptions, budget, and bylaws of the chapter. The chapter may also need a copy of the Articles of Incorporation and should include a copy of the minutes from the chapter’s meetings.

If the chapter is soliciting contributions for its activities, the chapter must comply with the requirements of any solicitations act or charitable organization registration of each respective state agency responsible for charitable registrations. In certain states, registration is required before soliciting charitable contributions in the state. Some states will provide an exemption for nonprofits such as a chapter with fundraising among members, less than a designated amount, and in support of its members. The chapter must ensure they comply with these laws before fundraising.

For information on establishing a 501(c)(3) for your chapter, please visit the IRS website at <https://www.irs.gov/charities-non-profits/how-to-apply-for-501c3-status>

If your chapter obtains 501(c)(3) status, please inform the chapter staff liaison.

Sponsorship

Local sponsorships are a good way for the chapter to defray costs of events.

If sponsorships are being pursued, please keep the USNA Engagement staff up to date on all proposed partnerships to ensure there is no conflict of interest with the midshipmen, USNA, or the USNA AA&F and the sponsorships currently in place or being pursued.

If sponsorship is confirmed/acquired, the arrangement must be made between the chapter and the sponsoring entity providing the funding. Any tax exemption or tax-free receipts must be provided by the chapter (*501(c)(3) status is required—refer to the 501(c)(3) section above for information*). The USNA AA&F cannot provide tax exemption information or a tax ID number for a chapter sponsorship as USNA AA is not receiving the sponsorship directly.

Liability Insurance

Because classes, chapters, shared interest groups, and parent clubs are independent from USNA AA&F, they are not protected by the AA&F's insurance policy. It is up to the chapter to have an insurance policy in place to protect the chapter and its members from legal action. The insurance secured by the chapter should include language that indicates independence from the USNA AA&F.

One source for event liability insurance is the Philadelphia Insurance Companies—<https://www.phly.com/products/SpecialEventsIns.aspx>. The information provided through this link includes the key benefits and other FAQ's that address items of interest. You may use this link to obtain a policy for your event.

Bank Account

For chapters that have independent bank accounts, it's important to have a record of the points of contact. In addition, when there is a change in leadership, the chapter should work with the bank to transfer access privileges to the chapter leadership in a timely manner.

The USNA AA&F does not endorse any banks, but rather leaves it up to the discretion of the chapter to determine the bank that best fits its needs.



STANDARDS OF CONDUCT

Volunteer Leader Privacy

We value the privacy of our volunteer leaders and their communities. To maintain trust and integrity within our network, we explicitly refrain from sharing contact information of our volunteer leaders and their communities with external organizations for any commercial or “for profit” purposes.

Privacy Policy Overview

In our commitment to transparency and responsible data management, we uphold a comprehensive [privacy policy](#). This policy is effective from 25 February 2021 and applies to all services offered by the Alumni Association and Foundation (AA&F), as well as affiliated third-party companies and partners who align with our privacy standards. Our policy does not extend to entities such as the Naval Academy Athletic Association or the U.S. Naval Academy, which maintain separate privacy guidelines.

Affiliate Conduct Requirement

Affiliate groups are advised to incorporate a dedicated section in their bylaws addressing membership eligibility and conduct. This section should explicitly state that any violation of the established standards of conduct may result in the loss of membership. Such measures ensure the preservation of our community’s values and the integrity of our collective mission.

Digital Code of Conduct

The U.S. Naval Academy Alumni Association and Foundation (USNA AA&F) Digital Code of Conduct (“Code”) establishes standards for all users engaging with USNA AA&F on digital platforms, including social media, USNA.com, and myUSNA. This Code outlines the principles and standards that foster a respectful and inclusive environment for all users. By participating on any digital platform associated with USNA AA&F, users acknowledge and agree to adhere to this Code. Please refer to the Appendix for the complete [Digital Code of Conduct](#).

Alumni Directory

The information contained in the alumni directory listing is the property of the AA&F. The information is provided to facilitate alumni with contacting one another on a personal basis. Use of this listing for any other purpose, including, but not limited to, reproducing and storing in a retrieval system by any means, electronic or mechanical, photocopying or using the addresses (electronic or otherwise) or other information contained in this listing for any private, commercial, political,

or religious mailing, or other form of communication, is strictly prohibited and is in direct violation of copyright and constitutes misappropriation of corporate property. Such unauthorized use may also violate the rights of privacy and/or publicity of individuals listed herein and result in significant legal action.

MEETINGS

Holding routine meetings is an important component of an organized group and factor into the chapter engagement metric.

Purpose

Chapter meetings provide the opportunity to share information, engage area alumni and supporters, network for social and professional purposes, mentor fellow alumni, and more. Meetings also provide structure for members and leaders, and provide leadership opportunities.

Frequency

Chapters should determine the meeting frequency that works best for their constituency. Location may be the same, which is easier in a concentrated chapter area. For those chapters with a broad geographic area, holding meetings in various areas allows for greater participation of current and future chapter members.

At a minimum, chapters should hold two (2) meetings per year:

1. ANNUAL MEETING to include business items such as elections, report on chapter finances, recap of the previous year, and goals for the upcoming year.
2. REGULAR MEETINGS are held to provide updates on activities and events, status of annual goals, sharing ideas for future outreach, and social and networking events, including guest speakers.

Some chapters may meet monthly on a standard day and time (e.g., third Tuesday of the month at 6 p.m.), while others may meet monthly, bi-monthly, or quarterly based on the availability of a venue and the leaders’ schedules. Again, the frequency and location of meetings should be based on the needs and desires of the full membership. The goal is to have as many people attend meetings as possible, so making them accessible is key.

COMMUNICATIONS & MARKETING

Online

Website/myUSNA

myUSNA serves as the cornerstone of our digital engagement strategy, offering a versatile and user-friendly platform for our alumni community. It is a comprehensive tool designed to facilitate communication, event organization, news dissemination, and interactive forums, all in one accessible online space.

- **EVENT MANAGEMENT**—Organize and publicize community events with ease. myUSNA allows you to create event listings, manage registrations, and communicate with attendees, ensuring a seamless event experience.
- **NEWS SHARING**—Keep your community informed with the latest updates and stories. The platform enables you to post news articles, announcements, and other relevant content, fostering an informed and connected alumni network.
- **COMMUNITY FORUM**—Engage in meaningful discussions and exchange ideas. The forum feature of myUSNA is an ideal space for alumni to connect, discuss various topics, and share insights, strengthening the bonds within our community.
- **INTEGRATED COMMUNICATION TOOLS**—With built-in messaging and notification systems, myUSNA ensures that staying in touch with your community members is straightforward and effective.

Encouraging myUSNA Usage

While each alumni group is free to choose their preferred means of communication, we highly recommend utilizing myUSNA for its all-encompassing features and cost-effectiveness. As a free resource provided by the Alumni Association, myUSNA not only simplifies the management of group activities but also aligns with our broader goals of fostering a vibrant and engaged alumni community.

Support and Accessibility

To ensure that all our members can make the most of myUSNA, we provide ongoing support and resources. This includes user guides, technical support, and best practice tips for maximizing the platform's potential.

Social Media

Social media is a great way to connect with the Naval Academy community, both locally and beyond. While all chapters are encouraged to use myUSNA as the primary social media platform, especially as the USNA AA places more emphasis

on the platform, we recognize that Facebook, Instagram, and LinkedIn are also valuable communication tools to augment myUSNA. Full details on the benefits of myUSNA and instructions on how to use it are found in the [myUSNA section](#) of this handbook.

It is important to remember that your chapter's social media accounts are reflective of the chapter, your members, the USNA AA&F and the Naval Academy. Posts should be professional, respectful, and avoid politics as the chapter and its members maybe viewed as representatives of the USNA AA&F and the Naval Academy. As such, the [Code of Conduct](#) covered earlier in this handbook should be followed.

USNA AA&F Social Media

Chapters and individuals are encouraged to follow each USNA AA&F social media account, then like, comment on, and share posts. These posts provide timely information of what the AA&F is doing for the alumni community, including events, alumni and supporter stories, important happenings on the Yard, and much more. The official accounts include:

INSTAGRAM—www.instagram.com/usnaalumni/

FACEBOOK—www.facebook.com/USNAAlumni

LINKEDIN—www.linkedin.com/company/u.-s.-naval-academy-alumni-association

YOUTUBE—www.youtube.com/user/USNAAAF

USNA AA&F events open to the public are promoted on social media, oftentimes with a link to register. Registration requires log-in on USNA.com. There may also be events that require registration via myUSNA.com.

General Guidelines

In addition to using **myUSNA as the primary communication platform** for chapter events, announcements, and communications, chapters may also opt to create a Facebook, Instagram, and/or LinkedIn page to promote their activities to a broader community than the USNA community. Regardless of the account type, the chapter's social media account (content and tone) should reflect a positive association with the Naval Academy and USNA AA&F. To that end, the chapter is asked, when posting under the chapter's persona, that these guidelines are followed:

- Use your best judgment at all times when posting.
- Don't use inappropriate or offensive language or images.

- Don't pick fights or engage with commenters in ways that are aggressive or unprofessional. Likewise, you are welcome to block commenters who use aggressive language or who share inappropriate material.
- Refrain from posting content critical of the Naval Academy, USNA AA&F, its leadership, academics, or other alumni.
- Keep personal posts separate from chapter's social media posts.
- When using images and materials found on the internet, be aware of any copyrights and restrictions on free use and attribute as required (or don't use at all).

myUSNA

myUSNA is the preferred online engagement platform of the USNA AA&F. We have a dedicated team running myUSNA, meaning volunteers can have direct access to tech support, best practices, and the development of the site. myUSNA is run via several global admins (AA&F staff) while the group pages on myUSNA are independently run by the affiliate group's president and web admin. Reach out to myusnafeedback@usna.com to become an admin for your group. For more information about myUSNA, refer to the [myUSNA](#) section of this handbook.

USNA.com

usna.com is the official website of the USNA AA&F. You will find information about the Alumni Association and Foundation, including pages dedicated to chapters (<https://www.usna.com/home-chapters>). In addition, there are links to donate, the latest communications (including *Shipmate* magazine), as well as Volunteer Tools.

How to Use "Volunteer Tools"

ACCESSING VOLUNTEER TOOLS

1. Website Navigation: Begin by visiting <https://www.usna.com/volunteer-tools>. This link directs you to the Volunteer Tools main page.
2. Account Login: Once on the Volunteer Tools page, log in using your usna.com account credentials. If you encounter any issues with logging in, please contact our support team for assistance.

KEY FEATURES AND USAGE

- Email Your Group: Upon logging in, one of the primary features you'll find is the ability to email your group. This tool allows for streamlined communication, ensuring you can effectively reach all members with important updates and information.
- Member Management: The platform provides capabilities to manage your group's members. This includes viewing current members, updating member details, and ensuring your roster is up-to-date.
- Roster Updates: We encourage each group to update their member and officer rosters annually. Keeping this information current is vital for the smooth operation of your group and for maintaining accurate records within the Alumni Association.

IMPORTANCE OF REGULAR COMMUNICATION

We recommend using myUSNA or Volunteer Tools as the primary means of communication with your group. These platforms are designed to support your efforts in leading and engaging your members, offering a centralized and efficient way to manage group activities and interactions.



Email

Email Etiquette & Privacy

When sending emails to a group, be sure to use the blind copy (BCC) line in order to prevent people's inboxes from being flooded with "reply all" responses. This is especially important when using an email list provided by the USNA AA&F. If you have been provided an email list for a specific purpose, BCC'ing recipients prevents the list from being visible to others.

Sending via myUSNA

OVERVIEW

myUSNA provides an intuitive platform for chapters, shared interest groups, and parent clubs to communicate effectively with their members through targeted email campaigns. Here's a step-by-step guide on how to utilize this feature:

GETTING STARTED

- 1. Admin Access:** If you are not already an administrator for your respective group, reach out to myUSNAfeedback@usna.com to gain the necessary access. This is a prerequisite for managing email campaigns for your group.
- 2. Navigating to the Admin Panel:** Once you are an admin, access your Group Page on myUSNA. From here, locate and enter the Admin Panel, which is your gateway to managing various aspects of your group's presence on the platform.
- 3. Creating a Campaign:** Within the Admin Panel, you will find the "Campaign" tab (note: the term "campaign" means "email" in Hivebrite/myUSNA). Click on this tab to start the process of building your email communication.
 - To initiate a new campaign, select "Create a new Campaign."
 - Follow the prompts to input all required information for your email. This step includes specifying your target audience, crafting your message, and setting up any necessary attachments or links.

ANALYTICS AND REPORTING

- After sending out your campaign, you can track its performance. Navigate to the "Report" tab within the Campaign section to view analytics. This data provides insights into the reach and engagement of your email, helping you refine future communications.

FURTHER GUIDANCE

- For a more comprehensive understanding of this feature, refer to our [detailed walkthrough](#).

Volunteer Tools on usna.com

Volunteer Tools, accessible via the USNA website, is an essential resource for our volunteer leaders. It facilitates efficient management and communication within your groups. This section provides a straightforward guide on how to access and use these tools effectively.

USNA AA&F Communications Support

OVERVIEW OF SUPPORT

The U.S. Naval Academy Alumni Association (USNA AA) is committed to providing robust support to our affiliate groups, including classes, chapters, shared interest groups, and parent clubs. This support is designed to enhance group operations, member engagement, and overall effectiveness.

KEY AREAS OF SUPPORT

- 1. Online Presence:** Each affiliate group will be prominently featured on the Alumni Association's website. This includes direct links to the group's dedicated websites and social media platforms, ensuring visibility via the [Find-a-Chapter/PC map](#).
- 2. Collaboration with Communications Team:** Groups will work closely with the Alumni Association communications team to establish a secure and efficient communication infrastructure. This collaboration extends to using preferred templates and tools for consistent and effective messaging.
- 3. News Sharing:** Noteworthy activities and news of the affiliate groups will be shared on *Wavetops* and in *Shipmate* magazine, offering a platform to highlight achievements and events.

BRANDING TOOLKIT

This section includes information about the USNA AA&F, Naval Academy, and Naval Academy Athletic Association (NAAA) branding. Following these guidelines will limit the chance your chapter would be sued for misuse of trademarked or copyrighted logos, imagery, taglines, etc.

Logo Usage

Maintaining brand consistency is crucial. You serve as a representative of the U.S. Naval Academy Alumni Association and Foundation through classes, chapters, shared interest groups, and parent clubs. Adhering to the provided guidelines for the usage of our logo, colors, fonts, etc., not only preserves our professional image but also cultivates trust in our communications.

Visit our Branding Center at usna.canto.com/g/branding to access and download digital branding assets.

Only approved logos should be used for collateral, swag, digital and printed communications, website, social media, etc. A list of vendors approved to use Navy logos is available in the [Appendix](#).

If your chapter decides to use a vendor that is not listed in the Appendix the chapter is required to have their vendor contact <https://clc.com/home/get-licensed/> to receive information on how to obtain a license to use the desired logo.

Be aware that chapters (and other non-NAAA entities) may use the N* logo for nonprofit purposes. With approval, the N* logo may be used for fundraising purposes for the chapter.

The USNA AA&F graphics team provides **chapter-specific logos**. If you do not have a logo for your chapter, reach out to the chapter staff liaison to request a logo.

The following use of USNA indicia or class crests is strictly prohibited: use that promotes or suggests discrimination based on race, color, national origin, gender, age, or disability; promotes, supports, or endorses political activity, ideological movements, religious beliefs, or specific interpretations of morality; or that is contrary to community relations objectives.

Image and Content Library

Explore our curated library of approved images, a collection that captures the essence and values of the U.S. Naval Academy available on our image library at www.usna.canto.com/s/J4H64. Aligned with our brand identity, these images ensure a consistent and impactful representation across all communications. Click the link to explore a range of ready-to-use images.

Use of these approved images will protect the chapter from copyright infringements and possible legal action by the photographer.

Use of Copyright Images and Content

United States Naval Academy (USNA) Trademark Licensing Program

Protected Marks

All Naval Academy and Naval Academy Athletic Association crests, logos, and insignias are protected marks. Use of any of these seals on products being sold must be produced by a licensed vendor. For a list of licensed vendors, or to become a licensed vendor, visit www.learfieldlicensing.com. Protected marks may be used on official websites of classes, chapters, shared interest groups, and parent clubs; they may not be used on letterhead.

For items such as cakes, banners, or invitations, a letter of permission can be provided from the USNA Alumni Association.

Websites using any of the protected marks must have the following disclaimer:

DISCLAIMER: *This private organization is a non-federal entity and not an official activity of the United States Naval Academy, United States Naval Academy Alumni Association and Foundation, or the United States Naval Academy Athletic Association. It is not endorsed, recommended, or favored by the United States government. The views and opinions expressed by this organization do not necessarily state or reflect those of the United States Naval Academy, United States Naval Academy Alumni Association and Foundation, United States Naval Academy Athletic Association, Department of the Navy, or Department of Defense.*

Class Crest Usage

Graduated class crests: Use requires permission from class officers as crests are the sole property of the class.

Midshipmen class crests: Request USNA Alumni Association permission for use at licensing@usna.com.

- a. For items such as cakes, banners, invitations, a form letter of permission can be provided from the USNA Alumni Association
- b. For commercial usage:
 - i. Permission must be obtained
 - ii. Drawings of product must be sent to the USNA Alumni Association

- iii. A licensed vendor must be used whether the sale is for profit or not
- iv. Midshipmen crests are not permitted on alcohol or firearms

The following use of USNA indicia or class crests is strictly prohibited: use that promotes or suggests discrimination based on race, color, national origin, gender, age, or disability; promotes, supports, or endorses political activity, ideological movements, religious beliefs, or specific interpretations of morality; or that is contrary to community relations objectives. (source: [USNA-Licensing-07252019-nf.pdf](#))

Talking Points

When speaking about the Naval Academy and the USNA AA&F, it is important to have accurate and current information. Below are talking points provided by the USNA AA&F communications team.

- Established in 1886, the U.S. Naval Academy Alumni Association continues to adhere to its mission to serve and support the United States, the U.S. Naval Service, the U.S. Naval Academy, and its alumni.
- Guided by its Board of Trustees, the Alumni Association is also advanced by its network of more than 104 chapters, 77 parent clubs, 77 active classes, and six shared interest groups.
- The Naval Academy Alumni Association and the Naval Academy Foundation together serve as an enterprise. In that capacity, we connect and support our alumni and the U.S. Naval Academy community so the Brigade and alumni serve at their full potential for the good of the nation.
- The enterprise's focus and core competencies are engagement and philanthropy in pursuit of complementary and closely aligned missions.
- The Alumni Association focuses on engaging and connecting alumni through various support programs, events, and networking connections. The Foundation primarily focuses on fundraising efforts to provide financial support for the Academy's programs, scholarships, and facilities.
- Together, the Alumni Association and Foundation work hand in hand to strengthen the Naval Academy community, enhance the educational experience, and contribute to the development of future leaders in the Navy and Marine Corps.
- The Alumni Association plays a crucial role in supporting midshipmen and ensuring their success. Through connecting and communicating with alumni, midshipmen can benefit from their insights and experiences. Additionally, the Alumni Association supports midshipmen through scholarships, mentoring, and alumni support services.
- The Athletic and Scholarship Programs (A&SP) at the USNA Alumni Association and Foundation support midshipmen in their pursuit of excellence both on and off the field. These programs provide critical resources to midshipmen, including academic support, leadership development, and athletic training. By investing in these programs, the Alumni Association and Foundation help ensure that midshipmen have the resources they need to succeed in all areas of their lives.
- Membership in the U.S. Naval Alumni Association and Foundation has many benefits and helps us fulfill our mission of support to the Navy, the Naval Academy, and the Brigade of Midshipmen today and tomorrow.
- The Alumni Association and Foundation will meet you where you are and provide impactful connection and relevant communication about what we are doing to support YOU, the alumni, the Brigade of Midshipmen, and the U.S. Naval Academy.



What Is myUSNA?

myUSNA is a dynamic social media platform designed specifically for the U.S. Naval Academy Alumni Association. It serves as a centralized digital hub for alumni, providing a unique space for connection, communication, and community building. Unlike general social media platforms, myUSNA is tailored to meet the specific needs and interests of our alumni community. It offers features that enable alumni to stay connected with the Academy, engage with fellow alumni, and keep abreast of the latest news, events, and initiatives. The platform is intuitive, user-friendly, and dedicated to fostering a strong sense of belonging and engagement among all its users.

Why Should I Use myUSNA?

For our volunteer leaders, myUSNA presents an invaluable opportunity to enhance group dynamics and outreach. As leaders, leveraging this platform allows you to create a more cohesive and engaged community. It facilitates efficient communication, event promotion, and member interaction, all within a context that resonates with the shared experiences and values of USNA alumni. By using myUSNA, leaders can effectively disseminate information, gather feedback, organize events, and foster a sense of unity among group members. The platform's targeted nature ensures that your messages reach the right audience, enhancing engagement and participation. Embracing myUSNA as a primary communication and engagement tool can significantly augment the impact and reach of your group's activities and initiatives.

Functionality

myUSNA offers a diverse range of functionalities tailored to meet the needs of our volunteer leaders. This comprehensive platform enables the efficient organization of events, the sharing of news and updates, and the facilitation of vibrant community forums. Leaders can easily email their groups, manage member details, and view current member lists, streamlining communication and engagement. With myUSNA, leaders can craft targeted email campaigns, track their performance through analytics, and utilize a shared calendar for event coordination. Moreover, the platform's user-friendly interface ensures a smooth experience, fostering enhanced interaction and connectivity within the alumni community.

Communication

myUSNA's campaign feature simplifies mass email communication. Leaders can filter audiences by location, demographics, or membership, ensuring targeted outreach. After sending, immediate analytics reveal the email's performance, aiding strategy refinement. Additionally, the news feature enables leaders to share updates and announcements, keeping the community informed and engaged. These tools together enhance the efficacy of group communication.

Event Registration

myUSNA streamlines event management, allowing leaders to effortlessly create and publicize events. The platform supports online registration and attendee management. A standout feature is the check-in process at events, which is made efficient through QR code scanning. This technology simplifies attendee tracking, enhancing the overall management and experience of the event. These integrated tools on myUSNA ensure that organizing and executing alumni events is both effective and user-friendly.

How To's

As you explore the diverse functionalities of myUSNA, we encourage you to utilize the wealth of resources available for any questions or further learning. For quick queries, our comprehensive [FAQ section](#) offers immediate answers. For more in-depth guidance, the [Admin Media Center](#) is a treasure trove of training materials. Additionally, our Super Admins on the [group admin page](#) are a go-to source for best practices and practical tips. These resources, combined with our team that is reachable at myUSNAfeedback@usna.com, should provide the necessary information to utilize myUSNA for all of your group needs.



EVENTS

Purpose of Events

Chapters are encouraged to hold a variety of events to build engagement and connections among alumni and the local community. While there is no minimum number of events a chapter must have, the more events and the more varied they are will yield greater participation and impact. Ideally, the events create a tie to the Alumni Association in terms of promoting or acknowledging the programs available to AA members—from class reunions to career services, from travel and Midshipmen Store benefits to *Shipmate* magazine, and more.

Chapter events may include one or more of the following components:

- **OUTREACH**—promotes the Naval Academy, Alumni Association, and/or chapter; encourages middle and high schoolers to apply to the Naval Academy.
- **EDUCATION**—local, USNA AA&F or Naval Academy speakers on topics of interest to the chapter.
- **SOCIAL**—encourages connection and camaraderie.
- **NETWORKING**—encouraging communication and mentorship for both naval and civilian careers.
- **PHILANTHROPIC**—volunteering in the local community.

Suggested Events

Be creative in the types of events that will attract chapter members, area alumni and supporters, people of all ages and all careers, and across the geographic area of your chapter. This inclusive and welcoming mindset will only benefit your chapter and the members. Some suggested events include:

- Outreach.
 - Middle school/high school college days (work with local BGO or BGO area coordinator to arrange).
- Education.
 - Chapter member or local dignitary speaking on current events.
 - USNA AA&F staff to speak about current strategies and programs that support alumni, the Naval Academy, and the Brigade of Midshipmen.
 - Naval Academy staff to speak about what is happening on the Yard.
- Social.
 - Happy Hour.
 - Meal (breakfast, lunch, or dinner).
 - Holiday party.

- Welcome Aboard for incoming plebes and families, holiday party for local midshipmen (in collaboration with local parent club, if applicable).
- Networking.
 - Career mentorship (Navy, Marine, civilian).
 - Supporting alumni businesses.
- Philanthropic.
 - Care packages for area plebes or for all area midshipmen during the Dark Ages.
 - Veterans Day and Memorial Day events.
 - Honor flight participation.

Another Link in the Chain (ALITC)

The bond that is formed between generations of alumni from the U.S. Naval Academy is indicative of a tradition of responsibility, respect, loyalty, and concern for fellow U.S. Naval Academy graduates. In 2000, a new tradition was initiated when the Class of 1950, in celebration of their 50th anniversary of graduation, personally presented gold ensign/second lieutenant bars inscribed '50-'00 to the newly commissioned officers of the Class of 2000. This participation has become known by the program title, "Another Link in the Chain" or ALITC. The interactions create a lasting mentoring and support system for midshipmen, and an opportunity for the 50-year class to impart wisdom, experience, and empathy for the midshipman experience.

Since its inception, the program has linked the incoming plebe class with the class which graduated 50 years before, starting well before Induction Day (I-Day), with Welcome Aboard celebrations across the country. ALITC events occur throughout the four years of a midshipman's time at USNA and include 15+ milestone moments, culminating in Commissioning. The program is supported by the Commandant's Office and administered by the Class Programs Office of the Alumni Association.

ALITC is run by the individual classes, in conjunction with Class Programs, who designate class members to attend the events at USNA, and around the country for Welcome Aboard events. Chapters or parents who wish to become involved in ALITC events should contact the class president (class information can be found on usna.com or contact the Class Programs office). The ALITC for the incoming plebe class will be given contact information for the chapters and parent clubs to coordinate Welcome Aboard events.

Another Link in the Chain events and interactions include:

- Incoming 4/C link provides class history for *Reef Points*

- Welcome Aboard events around the country
- Regimental Receptions
- Bonds of Gold Ceremony
- Sea Trials Ceremony
- Youngster Luau
- Ring Dance
- Herndon Climb
- Marine Corps Heritage Award
- Color Parade
- Graduation
- I-Day Parents Picnic and Oath of Office Ceremony
- Parade during Summer Training
- Honor Coin Ceremony
- Commitment Dinner
- Service Community Assignment Night

Service Academy Career Conference (SACC)

Since 1994, the Service Academy Career Conference has provided alumni with the opportunity to engage with industry-leading companies and premier academic institutions from across the globe as they navigate career transitions and pursue graduate degrees.

Whether you are searching for top talent for your organization or a new opportunity for yourself, SACC is an ideal opportunity to make meaningful connections.

Chapter participation at SACC is encouraged. Frequently the local chapter along with the Alumni Association will host a social event on the Wednesday evening prior to SACC—inviting all of your respective grads to attend—to network and to kick off the SACC.

Please feel free to email sacc@usna.com with any questions or visit <https://sacc-jobfair.com/index> for additional event details. The 2024 SACC events are:

Atlanta, GA	8-9 February	Hyatt Regency Atlanta
Chicago, IL	9-10 May	Sheraton Grand Riverwalk
San Diego, CA	22-23 August	Manchester Grand Hyatt
Washington, DC	17-18 October	Gaylord National Harbor

While dates have not yet been confirmed for the 2025 SACC events, the locations will be Atlanta, Chicago, San Diego, and Washington, DC.

Tailgates

Tailgates are a great opportunity to connect alumni, parents, and the larger Naval Academy community. While tailgates are typically planned for away football games, your chapter (and your local parent club) may choose to plan a tailgate for other athletic events when the navy midshipmen are in town. If your alumni chapter and/or parent club chooses to host a tailgate, you are willing and financially able to partner and host the football events in your community through chapter and parent club support. Your purpose is to tell the USNA story and create positive USNA events along with a positive presence in your community. Your volunteer efforts are critical to the overall USNA mission and are greatly appreciated.

If you choose to host one of the events please refer to the [Appendix](#) for guidelines on hosting a tailgate in your area.

The standard away football game “package” has evolved into an event or series of events, planned by the local alumni chapters and parent clubs, with assistance from the Alumni Association engagement staff in support of the U.S. Naval Academy.

THANK YOU for hosting these events in support of Navy football and the Naval Academy. The USNA AA looks forward to partnering with your alumni chapter and parent club throughout the entire process.

myUSNA Event Set-up

myUSNA is capable of setting up ticketed, RSVP, and online events. By becoming an admin for your group, you can create registrations for events that are accessible not only to our alumni community, but to anyone with the link. Event creation comes with attendee information, reminder emails, privacy if you wish to restrict sign ups to only members, and QR code check ins. Refer to the [Admin Media Center](#) for more in-depth instructions to create an event.

Process to Request AA&F and USNA Senior Leadership Team Attendance

BIG 5 SPEAKER REQUEST PROCESS

1. Chapters will submit requests for the Superintendent, Commandant/Deputy Commandant, Academic Dean and Provost, Athletic Director, or Dean of Admissions, herein referred to as the Big 5, to be a speaker for an event via their staff liaison.
2. Requests should be submitted a minimum of 90 days prior to the event date. Exceptions to this deadline may occur.
3. The staff liaison will need to review the event date with the USNA Master Calendar, CEO’s schedule, and the

enterprise long range calendar to avoid conflicts with major events associated with the Naval Academy.

4. The staff liaison will submit the Big 5 speaker request to the appropriate Naval Academy scheduler or aide and will communicate the speaker availability and any other special requests on behalf of the guest speaker.

ALL OTHER USNA STAFF AND FACULTY—SPEAKERS BUREAU REQUEST PROCESS

The U.S. Naval Academy Public Affairs Office manages the Speakers Bureau. Its mission is to support speaker requests for a member of the faculty or staff assigned to the Naval Academy. With the exception of the Big 5, a speaker request for a Naval Academy faculty and staff member should be submitted to the community relations director at www.usna.edu/SpeakersBureau and will inform the parent club staff liaison of that request.

REQUEST PROCESS FOR USNA AA&F SPEAKERS

- Chapters will submit speaker requests for AA&F staff, directors, and trustees to their staff liaison.
- It is recommended that requests should be submitted a minimum of 30 days prior to the event date.
- The staff liaison will need to review the event date with the USNA Master Calendar, CEO's schedule, and the enterprise long-range calendar to avoid conflicts with major events associated with the Naval Academy.
- The staff liaison will submit the request to the appropriate Alumni Association staff member and/or scheduler and will communicate the speaker's availability and any other special requests on behalf of the guest speaker.

Use of Fluegel Alumni Center (FAC)

The Fluegel Alumni Center is YOUR home. You are encouraged to visit the center when you are in Annapolis, whether for a tour, to enjoy a beverage in the Blue & Gold Bar, or to relax and do some work in the Alumni Lounge.

In addition to serving as the headquarters for the USNA AA&F, the FAC also serves as an event center for chapters, other affiliates, alumni, the local community, and any third party. Pricing is available for each type of rental.

- Affiliate event (class, chapter, SIG, parent club)—70% off rack rate.
- Alumni (non-affiliate event)—30% off rack rate.
- Non-alumni/non-affiliate event—full rack rate

For affiliate meetings of 12 people or fewer that do not require A/V, food and/or beverage meeting room space is available free of charge.

Visit fluegelalumni.com for more information and to book space.

ALUMNI ASSOCIATION SUPPORT

Role of Staff Liaison

A USNA AA staff member is your main point of contact and will serve as a resource for information and assistance.

The staff liaison plays a role in the following areas:

- Resource for USNA AA&F information, including policies and procedures.
- Member recruitment and support.
- Communication with USNA AA&F leadership and Naval Academy personnel and midshipmen.
- myUSNA and tools (usna.com) assistance.
- Assistance with annual reporting.
- Facilitate donations to NASS and STEM.

Volunteer Leader Summit

The Volunteer Leader Summit is the annual meeting of our alumni chapter, shared interest group, and parent club volunteer leaders/presidents. Hosted by the USNA AA&F at the Fluegel Alumni Center, the summit's purpose is to convene as one team, to become well informed of current events and programs, to collaborate and share best practices, and to network. By connecting, communicating, and supporting one another, we are able to grow the impact and success of alumni chapters, SIGs, and parent clubs while also becoming stronger ambassadors of the USNA AA&F and the Naval Academy.

Access to Individual Information/Data

Policy to come.



OTHER ALUMNI ASSOCIATION GROUPS

The USNA AA currently supports three different affiliate constituencies. Descriptions are below:

Chapters

As of December 2023, there are 104 official active USNA alumni chapters around the world, serving as a support system and resource for local alumni, friends, and midshipmen. Chapters bring together alumni and friends in their local communities for exciting programs, networking events, community service—and, of course, to cheer on Navy! While chapters are primarily comprised of alumni, members may also include alumni spouses, parents and family members, or community members who support the mission of the Naval Academy.

Parent Clubs

There are 77 active Naval Academy parent clubs throughout the United States. A parent club is a wonderful community to keep parents informed about what is going on in Annapolis and offer ways for you to support their midshipman. Parent clubs enable midshipmen parents to make local connections and hear from other parents who have been through the four-year experience; get good tips, support, and encouragement as well as attend great events and make lifelong friends.

These clubs are standing by with current parents of midshipmen ready to support you. All are willing to share fellowship and personal experiences, answer questions, and assure you that their sons and daughters are safe and strong in the Naval Academy family.

MISSION

Naval Academy parent clubs are a nonprofit organization supporting parents and families of midshipmen in successfully navigating unique experiences, education, and training during their commitment at the Naval Academy, their opportunities in the Navy, or the Marine Corps. The organization seeks to bring the Naval Academy experience to their state/region by providing a platform to learn and share information and advice and provide related programs that promote friendship and fellowship between parents, families, their midshipmen, and supporting volunteers. The organization is open to those affiliated with U.S. Naval Academy midshipmen, parents, and families.

Shared Interest Groups

The U.S. Naval Academy Alumni Association (USNA AA) Shared Interest Groups (SIGs) are communities of alumni that actively communicate or gather around a central unifying purpose and a common shared affinity or bond based on similar experiences, background, academic affiliation, profession or other USNA-related interest beyond class, chapter, or parent club affiliation. Shared interests could relate to many factors that tie alumni together, such as, but not limited to, Naval Academy clubs or varsity sports teams, academic affiliation, service careers or specialties in the fleet, or civilian careers such as business executives or real estate agents.

Collaboration

The three aforementioned affiliates are highly encouraged to work together to further the mission of the Naval Academy and the USNA AA&F, while also supporting and engaging one another. The impact of collaboration yields a greater influence on the Naval Academy community and the local community. Consider partnering with the local parent club or SIG members in your community.

Events

When planning an event, reach out to the local parent club (if there is one in your area) to determine if the club would be interested in partnering with you to plan and/or attend the event. Examples include tailgates, watch parties, care package assembly for midshipmen, speakers from the AA&F and the Naval Academy, hosting midshipmen when in town for sporting events, summer trainings, performances, and more. Cross promoting events with one another may also result in greater attendance and engagement.

Outreach

Working with parent clubs and SIGs on outreach events such as admissions events and visiting local schools to promote the Naval Academy will provide greater visibility and overall engagement. Outreach events are a great way to share your pride as Naval Academy alumni and supporters.

How to Contact Other Affiliate Leaders

Reach out to the chapter staff liaison or refer to the Volunteer Tools on usna.com or reach out via [myUSNA](https://myUSNA.com).

COLLABORATION WITH NAVAL ACADEMY

Admissions/BGO

If your chapter and/or individual members are interested in becoming more involved in the admissions process, you are encouraged to reach out to your local BGO or BGO area coordinator. The USNA Admissions Office is always looking for new BGOs. For more information about the BGO program, visit www.usna.edu/Admissions/BGO.php.

Use of USNA Facilities

If your chapter is interested in using a venue for a chapter function, please coordinate with the USNA AA engagement team. Upon submitting your request, USNA AA staff will contact the applicable Yard contact to facilitate the use.

If you require catering for your event within the Naval Academy facilities, regardless of the sponsoring activity, it will be exclusively catered by the Naval Academy Business Services Division (NABSD) also known as Naval Academy Catering. You may contact Naval Academy Catering at 410-293-2897. For smaller gatherings, The Alley is an option. It is open to the public for lunch, but is member-only in the evening.

Accessing the Yard

Only drivers with military, DoD ID cards may drive in through Gates 1 and 8. Cars with handicapped placards may also drive onto the Yard. Anyone may walk through Gates 1 or 8, and Gate 3 if open, but must show a government issued photo identification. Please note that security will require two photo identifications from people using driver licenses from specific states. Please check the USNA visitor center website for current security restrictions <https://www.usna.edu/Visit/> prior to your visit.



HOW TO START A CHAPTER

Establishing a chapter/SIG/parent club within the USNA Alumni Association embodies our commitment to fostering strong alumni connections. The process ensures we meet our alumni's needs by emphasizing community, alignment with our mission, and adherence to organizational principles.

Steps for Affiliate Group Formation

1. Drafting a Charter: Prospective affiliate groups must draft a charter or set of bylaws, incorporating a mission statement that resonates with the USNA's values.

This document should include:

- Acknowledgment of general operating principles and fundraising limitations.
- Standard language for adherence to USNA policies regarding the use of the Academy's name and logos.
- A statement emphasizing the independent, volunteer-driven nature of the chapter, distinct from the Alumni Association's management.

2. Member Support: A minimum of 25 alumni, who are regular members of the Alumni Association, must express their support for the group's formation, with their signatures collected either electronically or in person.

3. Submission of Application Package: Compile and submit an application package to the Alumni Association, including:

- Application for Chapter Status.
- Proposed charter and bylaws.
- A list of at least 25 regular alumni members supporting the chapter, along with their contact information and signatures.

Approval Process

Upon receipt of the application package, the charter will be reviewed by both the Alumni Association staff and the Board of Trustees MASC to ensure all requirements are met. Where applicable, the Governance Committee will also review the charter to ensure it complies with existing governance. SIG charters will be reviewed to ensure they serve the Alumni Association and Foundation's best interests and mission. Once approved by the Board of Trustees' Executive Committee and an affirmative vote is received from the entire Board of Trustees, a letter of notification will be issued to the group as soon as possible. If the charter is not accepted, a letter will be sent with an explanation and recommendations for future action.

Mentoring

In the spirit of collaboration and mutual support, the USNA Alumni Association encourages established affiliate groups to mentor emerging ones. This collaborative practice allows new chapters to benefit from the experiences and insights of their established counterparts, fostering a supportive environment. While more seasoned chapters can provide best practices to new chapters, the Alumni Association assists in guiding new chapters throughout their formation process, ensuring a smooth and well-informed journey. We highly recommend that new chapters actively seek and lean on the support and advice of existing chapters, creating a strong network of shared knowledge and resources that benefits their USNA Alumni community.

CHAPTER DECERTIFICATION PROCESS

Alumni wishing to disestablish an existing chapter shall submit their notice by letter to the chairman of the Board stating the reason for the request (e.g. no longer having sufficient, willing, and able alumni to continue; multiple chapters in a geographic area where demographic shifts or other reasons make consolidation practical, etc.).

The notice should state the status of the chapter's finances, nonprofit registration, and any other pending business items the successor organization should take care of.

The notice should provide the following:

1. Name and contact information of the most recent chapter president, or alternatively, the current custodian of the chapter funds.
2. Any funds should be forwarded to the treasurer of the Association for safekeeping against any future obligations. The Association will credit the funds remaining at the prevailing savings investment interest rate. The Association may make the funds available to any future qualifying chapter established in that area upon authorization by the chairman of the Board.

APPENDIX

Operating Manual

The USNA AA Operating Manual is the official source of many of the policies and procedures for the smooth operations of the AA. The Operating Manual can be found in the “Operating Manual” tab at <https://www.usna.com/BOT-Governance>.

Sample Chapter Mission and Bylaws

U.S. Naval Academy Alumni Association _____ Chapter Mission and Bylaws

MISSION

To serve and support the United States, the Naval Service, the Naval Academy and the members:

By communicating the message of the Naval Academy to the area alumni. By seeking out, informing, encouraging, and assisting outstanding, qualified young men and women to pursue careers as officers in the Navy and Marine Corps through the Naval Academy.

[OR To interest and guide young men and women who desire a naval career and who give promised of being a credit to the Naval Service]

Initiating and sponsoring activities which will a) Perpetuate the history, traditions, and memories of the Naval Academy, b) Strengthen the Naval Academy, and c) Bind alumni together in support of the highest ideals of command, citizenship, and government.

Encourage and facilitate: a) Friendships and associations, b) Mentoring and advising relationships, and c) Aid to the members.

BYLAWS

Article I—Name and Location

1. The name of the organization, as recognized by the U.S. Naval Academy Alumni Association hereafter called the Alumni Association, shall be the chapter of the U.S. Naval Academy Alumni Association, hereafter called the chapter.
2. The location of this organization shall be in (City), (State).

Article II—Membership

3. Regular Member—Any person who has been sworn in as a midshipman at the Naval Academy and whose service has not been terminated under other than honorable conditions is eligible for membership in this chapter. He or she becomes a regular member of the chapter, entitled to one vote and to hold office, upon payment of the annual dues as set by the Board of Directors.
4. Associate Member—Persons who have demonstrated active support of the Naval Service, the Naval Academy, or the Alumni Association may be invited to join the chapter as associate members with non-voting privileges. The number of associate members shall not exceed ten percent of the regular members. Annual dues will be assessed except for widows or widowers of deceased alumni.
5. Any member may be suspended or expelled from membership in the chapter for due cause by a vote of the Board of Directors, or may resign upon submission of his/her resignation in writing to the secretary.

Article III—Officers

6. The officers of the chapter shall consist of a president, vice-president (president-elect), secretary, and treasurer. They shall be nominated and elected as herein provided. The president shall be elected only when there is no vice president to succeed or is otherwise unwilling.
7. The term of office shall normally begin on 1 June and end on 31 May the following year.

Article IV—Board of Directors

8. The Board of Directors, hereafter called the Board, shall consist of the chapter officers and three other regular members.
9. Three members of the Board shall constitute a quorum.

Article V—Duties

10. The president shall preside at all meetings of the chapter and of the Board and shall exercise the power and the duties usual to that office.
11. The vice president shall perform the duties of the president during his absence.
12. The secretary shall keep a record of the names and addresses of all the members and also record minutes of the meetings of the chapter and the Board.
13. The treasurer shall receive and disburse all funds of the chapter and keep them safe. He or she shall prepare and present for audit a statement of all receipts, expenditures, and fund balances as of 31 May or when requested by the Board.
14. Each officer may have other duties as assigned and authorized by the Board.
15. The Board shall have general charge and control of the activities and properties of the chapter otherwise provided for.
16. Other regular and associate members may be appointed as chairpersons and members of committees and directors of programs and projects as determined by the president with the approval of the Board.

Article VI—Nominations/Elections

17. Candidates for the officers and Board shall be nominated and elected by all regular members of the chapter. The nominations should normally be made in April followed by an election in May, to take office in June.
18. Voting may be by any reasonable means. When more than one person is nominated for any one office, the person receiving the greatest number of votes shall be elected. In case two or more persons receive the same number of votes, the tie shall be decided by lot.

Article VII—Amendments

19. Any regular member may propose an amendment to the Mission, or to these Bylaws, at any regular meeting. If approved by a majority vote of the regular members present and voting, the proposed amendment shall be submitted by the secretary in writing to all members at least ten days prior to the next regular meeting. If the amendment is then approved by a two-thirds vote of the members present and voting at that meeting, it shall become effective provided the amendment is in accord with the Mission and Bylaws of the national U.S. Naval Academy Alumni Association.



NASS/STEM Support Instructions

These instructions are intended for chapter officers to submit monetary donations on behalf of their chapters, either by check, or through the Naval Academy Foundation’s “Donate Now” online portal for support of Naval Academy admissions programs—Naval Academy Summer Seminar (NASS) and Summer STEM camp. The process outlined below will ensure donations made through the chapter are appropriately credited and acknowledged.

ONLINE CONTRIBUTIONS BY CREDIT CARD

- 1. Go to www.usna.com
- 2. Select “DONATE NOW” from the navigation menu.
- 3. Select an amount to give or enter the amount you’d like to give.
- 4. Choose “Admissions Excellence” from the drop-down menu.

FIND & CONNECT EVENTS & PROGRAMS SUPPORT THE ACADEMY TRIBUTES & STORIES DONATE NOW

STEP 1 OF 2: CHOOSE AN AMOUNT TO GIVE

OTHER AMOUNT

\$50 \$100 \$500 \$2500

I would like my gift to go to Admissions Excellence

I would like to make my gift • a One-Time gift

OTHER DONATION OPTIONS

- 5. Fill in donor information then click “NEXT”

DONOR INFORMATION

FIRST NAME LAST NAME ADDRESS

ZIP CITY COUNTRY

PHONE This is a new address

EMAIL

NEXT

- 6. Fill in billing information.
- 7. If you are supporting a specific student, please select “Yes. I would like to make this gift as a tribute to someone” under the section Select if Applicable.”

STEP 2 OF 2: BILLING INFORMATION

CARDHOLDER NAME CARD NUMBER CID

EXPIRATION MONTH EXPIRATION YEAR

Check if billing address is different from donor address.

Select if Applicable

Yes, I would like to make this gift as a tribute to someone.

Yes, my employer will match my gift: What is the corporate matching program?

MAKE MY GIFT

- 8. When the “tribute” box is checked the below fields are displayed.

Yes, I would like to make this gift as a tribute to someone. In honor of In memory of

HONOREE'S FIRST NAME HONOREE'S LAST NAME HONOREE'S CLASS YEAR (IF APPLICABLE)

John Beneficiary

ADDITIONAL INFORMATION

John Beneficiary for NASS tuition support - \$300 from Greece Chapter

Yes, my employer will match my gift: What is the corporate matching program?

MAKE MY GIFT

- 9. Select “In honor of” and fill in honoree’s first name and last name.
- 10. Under “ADDITIONAL INFORMATION,” please annotate in detail the dollar value of the donation (up to \$300 per student in 2024 for NASS, up to \$600 per student in 2024 supporting STEM) and the name of the chapter from which the donation is made. (Example: John Beneficiary for NASS tuition support—\$300 from Greece Chapter).
- 11. If supporting multiple NASS candidates put “Multiple” as HONOREE’S FIRST NAME and “Names” as HONOREE’S LAST NAME and use the ADDITIONAL INFORMATION box to list each individual beneficiary (First and Last Name) and the breakdown for tuition and travel for each beneficiary.

CONTRIBUTIONS BY CHECK

1. Please make check payable to USNA Foundation and mail to:
USNA Foundation
P.O. Box 79169
Baltimore, MD 21279-0169
2. Indicate in the note section of the check the first and last name of the beneficiary, whether the support is for STEM or NASS, and the tuition/travel breakdown of the support.
 - a. Example: John Beneficiary (NASS) \$300 Tuition and/or (STEM) \$600 Tuition—Greece Chapter
3. If your chapter plans to sponsor a student, please email summerprograms@usna.edu (cc: nancy.murray@usna.com) so the admissions program spreadsheet is updated to reflect the sponsorship.

ADDITIONAL ADMISSIONS PROGRAM NOTES:

- Student selections for both programs are need-blind. Scholarships are awarded to selectees who demonstrate need and who apply for the scholarship.
- Admissions determines financial need based on federal financial aid guidelines.
- Admissions will send an acknowledgment to each chapter that donates.
- Scholarship beneficiaries consent to have their information shared with the donating chapter, the Foundation, and affiliates.

Your philanthropic support of these critical Admissions programs through support of students in need is greatly appreciated, and ensures we make our Naval Academy experience available to all deserving students. For more information on the Admissions programs, visit <https://www.usna.edu/Admissions/Programs/index.php>

Digital Code of Conduct

United States Naval Academy Alumni Association and Foundation (USNA AA&F) Digital Code of Conduct
December 2023

The United States Naval Academy Alumni Association and Foundation (USNA AA&F) Digital Code of Conduct (“Code”) establishes standards for all users engaging with USNA AA&F on digital platforms, including social media, USNA.com, and myUSNA. This Code outlines the principles and standards that foster a respectful and inclusive environment for all users. By participating on any digital platform associated with USNA AA&F, users acknowledge and agree to adhere to this Code. This Code supplements other Standards of Conduct and employee policies established for staff and Board members.

PURPOSE AND IMPORTANCE:

- 1.1.** The Code establishes the expectations for user behavior and interactions within the USNA AA&F digital community.
- 1.2.** It ensures a safe, respectful, inclusive, and constructive environment for all participants, fostering positive engagement and meaningful discussions.
- 1.3.** The Code reflects the values and mission of USNA AA&F in strengthening members’ bonds, fostering leadership, and supporting their personal growth.

APPLICABILITY AND ENACTMENT:

- 2.1.** All digital users engaging with USNA AA&F on any digital platform must adhere to this Code of Conduct.
- 2.2.** The Code will be enforced at all times during interactions within USNA AA&F digital spaces.
- 2.3.** The Code will be located on the USNA.com website, accessible to all users.

IMPLEMENTATION:

- 3.1.** Users engaging with USNA AA&F on any digital platform should do so respectfully, demonstrating professionalism and courtesy towards others.
- 3.2.** Bullying, harassment, spam, profanity, hate speech, or any form of disrespectful behavior will not be tolerated.
- 3.3.** USNA AA&F reserves the right to moderate and remove any content or comments that violate the Code.
- 3.4.** Users who violate the Code will receive a warning, and their comments will be removed. Continued violations may result in a permanent ban from the digital platform.

3.5. USNA AA&F holds the authority to make decisions regarding the enforcement of the Code, including the deletion of comments, within the rules of the Code.

CONTENT SHARING WITH SIGs, CHAPTERS, GROUPS, AND OTHER USNA AA&F PROGRAMS:

- 4.1.** Shared Interest Groups (SIGs) chapters, groups, and other USNA AA&F programs interested in having content shared by USNA AA&F should have public social media pages that allow direct public sharing from those platforms. Alternatively, SIGs, chapters, groups, and other USNA AA&F programs may provide content specifically for USNA AA&F to share.
- 4.2.** Content shared by SIGs, chapters, groups, and other USNA AA&F programs should align with the mission and values of USNA AA&F, and not violate any laws or regulations.
- 4.3.** USNA AA&F does not allow the promotion of commercial materials from alumni, including books, services, or any other commercial or promotional content.

TYPES OF CONTENT TO SHARE:

- 5.1.** USNA AA&F aims to share various types of content, including:
 - a. Unique alumni stories and accomplishments in and out of the Fleet and Marine Forces
 - b. Events hosted by USNA AA&F
 - c. Travel opportunities for alumni
 - d. Other relevant and engaging content that cultivates connection, communication, and support among members
- 5.2.** The decision to share content rests with USNA AA&F, and not all submitted content may be shared. USNA AA&F reserves the right to curate and select the content that best aligns with its goals and objectives.

DIGITAL COMMUNICATIONS AND FINANCIAL EXECUTION:

- 6.1.** USNA AA&F utilizes digital communication tools, including social media, video, the USNA.com website, and MyUSNA, to connect, communicate, and support its members.
- 6.2.** These tools are used to CONNECT, COMMUNICATE, and SUPPORT members while ANCHORing activities and tactics in a sound and effective financial execution.

PRIVACY AND DATA PROTECTION:

- 7.1.** USNA AA&F is committed to protecting personal information and complying with relevant data protection laws.
- 7.2.** Users should respect privacy and refrain from sharing personal information of themselves or others without consent.

INTELLECTUAL PROPERTY:

8.1. Respect intellectual property rights. Do not use, reproduce, or distribute copyrighted materials without proper authorization or attribution.

USER-GENERATED CONTENT:

9.1. Users contributing content should comply with applicable laws and regulations.

9.2. By submitting content, users grant USNA AA&F a non-exclusive, royalty-free license to use, modify, and distribute the content.

9.3. USNA AA&F does not allow the promotion of political campaigns or partisan positions from alumni, including intervention in political campaigns, the endorsement/anti-endorsement of candidates for public office, or the endorsement of lobbying efforts or other legislative initiatives.

REPORTING MECHANISMS:

10.1. If a user witnesses or experiences behavior that violates the Code, they should report it through the following designated contacts:

- a. Social media, video, USNA.com: digitalcomms@usna.com
- b. MyUSNA: Using the “report” option next to most posts, or email myusnafeedback@usna.com

10.2. All reports will be treated confidentially and seriously, and appropriate action will be taken.

UPDATES AND MODIFICATIONS:

11.1. The Code is subject to periodic review and may be updated or modified as needed.

11.2. Users will be notified of any changes through appropriate communication channels.

By engaging with USNA AA&F on any digital platform, users acknowledge and agree to adhere to this Code. The Code establishes the standards for respectful engagement, content sharing, and appropriate behavior within the USNA AA&F digital community. Together, we strive to create a positive and supportive environment that reflects our shared values and mission.

USNA Approved Vendors (for approved logo use)

'47 Brand, LLC	Evergreen Enterprises of Virginia LLC
2Thumbs Entertainment	Fabrique Innovations Inc. dba Sykel
4imprint Inc.	Fanatic Group LLC - The
19nine LLC	Fanatics Apparel, LLC
Academy Mom Quilts	Fanatics Mounted Memories Inc.
Acushnet Company	FanPrint Inc. (TX)
Adrenaline World Jerseys LLC	FatHead LLC
Ahead LLC	Flickboards LLC
Ajj Enterprises	Flying Colors (Global Fashion Works brand)
Akuma Sports Limited	Four Point Products/Vulcan Information Packaging
All Star Dogs	Full Turn Direct
Allure Pet Products, Inc	Payne Publishers
American Books & Carpets, LLC	Pegasus Sports LLC
Antigua Group Inc.	Pennington Bear Company
API	Peter Millar LLC
Camp David	Ping
Campus Wall Decals LLC dba Nudge Printing	Pinnacle Promotions/GA
Captivating Headwear	PlanetArt, LLC dba CafePress
catstudio Inc.	Premium Bag Mfg. Company Corporation
CDI Corp	Pro Specialties Group
Champion by Knights Apparel	Public Identity, a division of BAMKO, LLC
Charles River Apparel	R & D Specialty Company Inc.
Chesapeake Bay Dog LLC	R.F.S.J. Inc.
chicka-d	Rowdy Products
Church Hill Classics	Royce Apparel Inc.
Churchill Container Corp.	Ruffneck Wear Inc.
Cink Art, LLC	Russell Athletic by Boxercraft Inc.
Cobalt Design & Mfg. DBA Hex Head Art	School Datebooks
CollectBobbles LLC	Scotty Gear Retail Corp dba Desert Cactus
College Concepts LLC	SDS Design Associates Inc.
Collegiate Pacific Co.	Sea Bags LLC

Service First Inc.	Vineyard Vines LLC
Sewing Concepts	Vive La Fete Inc.
Shady Peeps LLC DBA Society43, LLC	W Republic
Shenandoah Framing Inc.	Wahconah Group Inc. - The
Swedish Treasures dba Wet-it!	Wendell August Forge Inc.
Team Beans LLC	Wes and Willy LLC
Team Golf	Wildcat Retro Brands LLC
Tervis Tumbler Company	Wincraft Inc.
Third Street Sportswear	YETI Coolers LLC
Timex Group USA, Inc.	Youth Monument Clothing Inc. dba Venley
To The Game LLC	Zancan
Tommy Bahama Group, Inc.	Zazzle Inc.
Varsity Brands Inc.	Zephyr Graf-X
Verbero Inc.	ZJH Holdings LLC dba Mission Belt
Victory Tailgate	Zumer Sport, Inc.
Vigo Importing Company	

Away Navy Football Planning

FOR LOCAL USNA ALUMNI CHAPTER AND PARENT CLUB ORGANIZATIONS

This document is provided as a guide, if your alumni chapter or parent club chooses to host the listed events below. By welcoming U.S. Naval Academy football along with the USNA AA&F staff to your area, you are willing and financially able to partner and host the football events in your community through chapter and parent club support. The AA&F purpose and now yours, as our local representatives, is to tell the USNA story and create positive USNA events along with a positive presence in your community. Your volunteer efforts are critical to the overall USNA mission and are greatly appreciated.

If you choose to host one of the events listed below, thank you in advance for your partnership and we are looking forward to working with you.

The standard away football game “package” has evolved into a series of events, planned by the local alumni chapters and parents clubs, with assistance from the Alumni Association engagement staff in support of the U.S. Naval Academy.

Proposed Away Football Events:

1. WELCOME RECEPTION is held the day before the game. The Alumni Association will help to secure either the USNA Superintendent or Commandant as the keynote speaker for either the reception or the meet and greet. The chapter and/or parent club may take the lead on hosting one of these events, however an active partnership between the alumni chapter and the parent club will typically lead to larger alumni, parent, and community attendance. Your club/chapter need only host one of the events recommended below.

The Alumni Association will cover registration cost of the keynote speaker’s attendance to welcome reception.

- Additional USNA official party guests such as the Commandant, Provost, Admissions Director, etc. may also attend the reception, and their attendance cost will be covered.
- USNA AA&F will make arrangements to register all official guests attending the away events.
- The welcome reception is typically a seated dinner with presentation/speaker following the meal, but it can also be stand up cocktails and appetizers. This is your call, based on your knowledge of your community.

1b. or SOCIAL MEET AND GREET:

- The Alumni Association will work to secure the Superintendent or Commandant to attend this event along with members of the official party.
- A more relaxed event, typically hosted as a cocktail reception.
- Superintendent or Commandant will do an abbreviated presentation and answer questions.
- Official party including leadership will mix and mingle with guests.

2. THE GAME DAY PRE-GAME TAILGATE, hosted by the parent club and/or chapter, is held at the opposing teams’ stadium. The tailgate is open to all USNA alumni and parents, along with USNA official party members, USNA families, and Navy fans.

- The USNA AA will cover the cost of the Superintendent/Commandant and the official party to attend and speak to tailgate guests.
- All USNA official party and USNA AA&F traveling staff attending tailgate will be registered by NAAA or the USNA AA.
- If USNA midshipmen attend the tailgate, USNA MWF will pay at a set rate of \$10 per midshipman to attend the tailgate.
- The USNA AA will let the club/chapter know the estimated number of midshipmen to attend at the beginning of the football season and the final number will be given the week of the game.
- The pre-game tailgate will be used by the USNA task force to check in all midshipmen attending away events.
- The USNA Drum and Bugle Corp and USNA Cheerleaders will attend and perform at the pre-game tailgate.
- A check to cover the \$10 per midshipmen will be delivered by USNA AA engagement staff on game day.

OTHER EVENTS THAT MAY TAKE PLACE PRIOR TO GAME DAY:

USNA Admissions may host an Admissions Outreach Forum for high school students in your area.

- Generally this is conducted the morning of the game and is run by the USNA admissions staff with support from local blue and gold officers.
- The local Naval Academy parent club can set up a table to support the Admission Forum, answering questions and aiding the USNA admissions staff.

The **USNA Foundation** may host a donor event in your area. This could be a reception, breakfast, or lunch meeting.

- An invitation to these donor events is extended to both the alumni chapter and parent club leadership.
- Normally the chapter and parent club have no responsibility in setting up this event.

Planning Steps

1. Once the Navy Football schedule has been confirmed, it will be sent to all host chapters/parent clubs.

2. Designate points of contact (POC) for the alumni chapter and/or the parent club leading the planned events to provide information and updates to the USNA AA and direction to event committees and volunteers. It cannot be stressed enough the importance of a working partnership between the alumni chapter and parent club to support the USNA away football events.

You will work closely with one of two USNA AA&F staff members—the director, Parent Programs and/or the senior director, Engagement & Outreach. Both will be available to support all planning of the away Navy football events.

3. Welcome Reception or Social Meet and Greet location

Once the type of welcome event is determined a location will need to be secured. If the chapter or parent club has a large coverage area it is recommended to pick a centrally located venue for the reception.

The Navy football team will have an official hotel and the welcome reception or social meet and greet can be hosted there, but the Navy football team members will not be allowed to attend any official events hosted at the official hotel or elsewhere due to NCAA regulations.

4. Welcome Event Agenda

The keynote speaker typically begins the presentation, immediately after food is eaten. Once the speaker has completed their presentation, they can be available for questions following the presentation.

The event agenda needs to be organized with the engagement staff before the reception for the speaker's approval.

A podium, microphone, projector and/or large screen/monitor may be needed for the speaker's presentation. USNA AA&F staff will bring a copy of the presentation, if applicable.

5. Tailgate Location

USNA AA&F and NAAA will have additional contact information for the football sites hosting Navy.

Securing a tailgate location and catering services should be accomplished as soon as possible. The costs for location and food services will determine ticket prices per person.

The time of year and local interest for Navy football and the number of midshipmen attending will factor in the tailgate location. Other things to consider:

- Attendance: Tailgate attendance can range from 150-900 depending on location and if midshipmen will attend on Movement Order
- Weather: If outside, tents will need to be set-up for rain/shade.
- If indoor venue: Facility should be able to host a minimum of 500 people with tables and chairs for seating. Is there room to expand?
- Price: The cost of the registration per attendee is typically based on the catering fees, tent rentals, and any third-party organization fees that the school requires. Oftentimes schools will require the use of a third-party event planning vendor (ie. Revel XL) to set up the event for the chapter/parent club.

6. Catering

Once a tailgate location is secured, a caterer or food service needs to be contacted and these services are dependent on the host university recommendations and requirements.

Remember that you will only receive \$10 for every midshipmen who attends the tailgate.

7. Timing

A majority of kick-off times are not determined until 7 to 10 days before the game due to national or local TV requirements. This can make some logistics and menu planning challenging.

Kick-off times can change at any time in the week preceding the game. In 2015, two away games had their kick-off time changed due to TV coverage. The final game for Houston, TX, was not determined until the Sunday before.

When securing a caterer please stress the need for two meal plans, a) the typical tailgate menu and b) an early morning alternative/brunch meal. This allows flexibility if the game shifts to a morning kick-off.

8. Advertising Football Events and Setting up Registration

We recommend that parent clubs and chapters use myUSNA for event information and registration. The event page should include the details of the upcoming away events and all event registration information and links to online registrations.

To view past football registration pages on myUSNA, click on the links below:

[NAVY @ UNC Charlotte](#)

[NAVY @ SMU](#)

SPONSORSHIP

Local sponsorships are a good way for the chapter/parent club to defray costs of the events.

USAA will provide a sponsorship in the amount of \$500 for any chapter/parent club hosting a tailgate. The money will be sent from USNA AA&F following the event. If sponsorships are being pursued, please keep the USNA engagement staff up-to-date on these partnerships, to ensure there is no conflict of interest with the midshipmen, USNA, or the USNA AA&F.

If sponsorship is confirmed/acquired, the arrangement must be made between the chapter/club and the corporation providing the funding. Any tax exemption or tax-free receipts must be provided by the event chapter or club (501(c)(3) status is required—refer to the 501(c)(3) section of this handbook for information). The USNA AA&F cannot provide tax exemption information or a tax ID number for a chapter/club event sponsorship as USNA AA&F is not receiving the sponsorship for the event.

USNA AA&F will add sponsor name and logo to the away football event webpages and all email communications.

All tailgate sponsorship companies can provide banners to hang at the event and chapter/parent clubs should have signage at events to thank sponsors.

WHO TO INVITE

As stated the USNA AA staff will work to secure the Superintendent/Commandant and a large “official party” of USNA leadership to attend the away football events. Their presence provides a tremendous opportunity to “share the USNA story” with influential community leaders, and local organizations and leaders in your geographic area. To maximize this opportunity to inform and advocate USNA, it is recommended that all of the following individuals are included in your event’s invitation list.

- All USNA alumni, parents, and friends in the geographic area (covered in the net-community email).
- Blue and gold coordinators and officers (included in the net community email).

- Potential USNA candidates and their parents—should be facilitated by BGO’s.
- Opposing host university leadership—President, Athletic Director, Alumni Association Director.
- Navy league representatives.
- Local leaders, i.e., the mayor and members of congressional staffs.
- Local educators, guidance counselors, principals, and athletic coaches.

THANK YOU for hosting these events in support of Navy football and the Naval Academy and we look forward to partnering with your alumni chapter and parent club throughout the entire process.

USNA ALUMNI ASSOCIATION ENGAGEMENT STAFF FOR AWAY FOOTBALL

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Templates

Forms

In development.

Letters/emails

In development.

Solicitations

In development.

SPECIAL THANKS



Giving back to midshipmen, alumni and the community through their more than 130 locations.

www.mission-bbq.com

