Equipped to Lead

This PowerPoint will provide an overview of helpful resources available to student organization leaders:

1. Event Procedures
2. Fundraising
3. Finances & Budgets
4. Social Media & Advertising
5. Student Engagement Updates

Your Team: Student Engagement

Jennifer Gribble

Director, Student Engagement

Nicole Jackson

Assistant Director, Student Engagement

- Oversees student organization activities and policies
- Oversees orientation
- Oversees the charter renewal process
- Maintains a list of valid student organizations
- Provides approval for all student org events, guest speakers, and social media accounts

Your Team: Ryland Murphy

Logistics Manager of Administrative
Services

- Primary point of contact for all student org event planning

- Works directly with the central departments on students' behalf to secure and process event needs

- Instructs students on how to find/utilize resources as well as follow procedures and policies
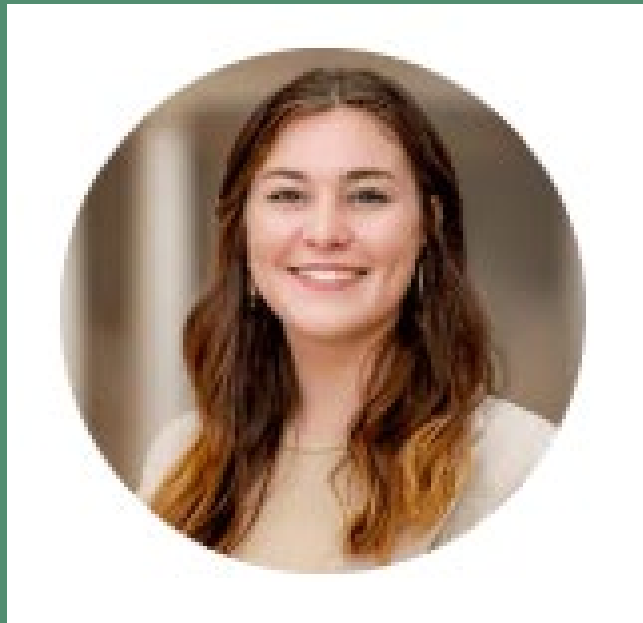
Additional Support: Erin Flynn

Office Manager & Gift Administrator, Office of Advancement

- Primary point of contact for organization fundraising
- Processes fundraising applications and donor gifts
- Instructs students on fundraising policies and procedures

Additional Support: Josie Ellis

Digital Media Producer for University
Marketing

- Leads monthly social media training for student organizations
- Provides oversight of student org social media posts
- Instructs students on branding guidelines/policies

Your Team: Faculty Advisor

Your Faculty Advisor provides general support and guidance to the organization.

- Budget Manager (Cost Code Approver) if you have an account with the Business Office
- Authority over your budget and cost center
- Their Approval is needed whenever you spend money from your Business Office account

If you do not know who your advisor is, please email Student Engagement (studentengagement@regent.edu)

Event Procedures

On and Off Campus

Step 1:

Submit the Event Request Form

Once you have your event idea, submit either the on or off campus event request form depending on the event.

BUT
WAIT...

If you are looking to fundraise, you must submit your fundraising application first!

This must be approved by Advancement before submitting your event request!

Fundraising

If your organization is looking to fundraise,   always   work with our Office of Advancement

- For any questions, contact Erin Flynn: eflynn@regent.edu   , (757) - 352 - 4831, ADM 126

Before submitting your on or off   - campus event request that involves fundraising, you must submit the fundraising application and receive approval from Advancement: https://www.regent.edu/royalraiser

- Application is due 90 days before you need funding
- Consider RoyalRaiser crowdfunding platform

Fundraising Policies

DO NOT use GoFundMe, Venmo, PayPal, Cashapp, or other forms of payment collection outside of Regent-approved resources.

•Checks must be payable to Regent University with the name of the student org written on the memo line.

•All cash donations must be counted and submitted to Advancement. All cash revenue (ticket sales) must be counted and submitted to the Business Office.

Fundraising using Square

For use of Square, submit a request to Ann Campbell in the Business Office (once fundraiser is approved).

Contact:

Ann Campbell (757) 352   - 4423

amcampbell@regent.edu

- Email Ann with requested dates for Square use at least 2 weeks prior to event. Include your cost center.
Training will be conducted in office.

Additional Fundraising Information

- Student dues are not considered fundraising. If you want to charge your member's dues, you must update your organization's constitution to reflect this. Payments must go through the Business Office.

- Due to rules and regulations surrounding student org donations, funds may not immediately appear in your account. See Erin for details.

- Note that student org donations do not go directly to the student account; they are placed in a holding account first, then at the beginning of each month, Erin sends a report to the Business Office. The funds are then disbursed from the holding account to the respective student org accounts.

- Cash donations should be given to Erin Flynn (ADM 126) for her to process and deposit into your account.

Other Fundraising Resources

NEW: Advancement now offers peer-to-peer fundraising available through GoFundMe Pro.

- Student Orgs must meet with Erin to discuss parameters and to set up a peer-to-peer fundraiser. This option is ideal for fundraisers where each student must pay a certain amount to participate (e.g., March for Life, competitions, etc.).

- One-off donations to your organization can be made electronically at www.regent.edu/supportstudentorgs.

- Select student org from drop-down list. If your student org is not listed, select "Student Organization Donations" and then write in the name of the student org in the comments box.

Fundraising by Bake Sale

Bake sale items cannot be homemade. They must be individually pre - packaged and purchased from the Ordinary, a grocery store, or another licensed food establishment.

Approved food fundraiser examples:
- Selling cupcakes, cookies or brownies purchased from Costco.
- Selling pre   - packaged items such as candy or drinks.

Behind the Scenes

Once you submit the event request, it is then reviewed by Student Engagement and Admin Services.

Our teams will follow up with you if we have any questions!

You will receive an official email with approval from Ryland confirming your event.

AFTER you receive the approval, you can then begin advertising!

Step 2: Marketing your Event

Marketing your event!
1. Instagram
2. Regent Run (university calendar)
3. Flyers on campus bulletins
4. Housing flyers (need approval)

Once your event is approved, you may begin advertising your event.
Do not advertise until you've received a final event approval via email from Admin Services.

Branding Guidelines

- [Branding Guidelines](#) document
- [Marketing website](#) with downloadable files

Social Media Advertising

If your organization has an approved Instagram platform, please post your flyers and tag Student Engagement so we can re - post!

All branding guidelines and policies for Instagram can be found on the Student Engagement webpage underneath [Social Media.](#)

When in doubt, ask before posting!

If your organization does not have an Instagram and you wish to start one, contact the Student Engagement Team. We will walk you through the process!

These social media platforms are NOT approved:

- TikTok

- Facebook

- Snapchat

- Twitter

- LinkedIn

- Non-Regent websites

- Gmail accounts

Your organization has an approved, Regent University gmail account.
Email studentengagement@regent.edu for your credentials if needed.

Flyers

On campus bulletin boards ⟶ Submit to Copy Services for them to print and post your posters around campus. It costs money to print!

Housing ⟶ Must receive signed approval from Student Engagement <u>before</u> bringing posters to housing for RD approval.

Final Notes about Events

If the university closes for weather, all events are ~~cancelled~~ both on and off campus.

Do not show movies or documentaries without purchasing the copy right from Swank Motion pictures (price ranges from $500 - $1,500).

Off Campus Event Requirements

Required whenever your org wants to have an official event off campus

- Traveling to competition
- Local off campus event
- Out of town conference
- Must be submitted 3 weeks in advance
- Must have a Faculty/ Staff Trip Advisor
- Approval granted by Student Engagement on a case-by- case basis

Finances, Budgeting, Cost Codes & More

Account Codes and Balance Checks

An account code or cost code is your organization's Regent approved bank account where your funds are deposited.

- For all student org account codes (cost code) and balance check information, please email Student Engagement
- If your org does not have a cost code set up and you have a plan to fundraise, please email Student Engagement.

Reimbursement

If you made purchases on behalf of your student organization using your personal money, you can be reimbursed from your organizations account.

Reimbursement Process

Step 1: Complete an Expense Report

- Ensure student org account has available funds
- Ask Faculty Advisor, Ryland, or Student Engagement Team for help as needed
- Must have Budget Manager signature
- Must have original receipts attached

Reimbursement Process

Step 2: Sign up for direct deposit

- The Business Office will not write you a paper check

- Routing number and Account number are not listed on your debit/credit card.. Check "Account Details" on your online banking app.

Student Engagement

Announcements

Charter Renewal

Charter Renewal is due Monday, September 15, 2025, by 5 PM

- Charter Renewal Documents :
  - Charter Renewal Form
  - Faculty Advisor Agreement Form
  - Communication Training (non-law organizations)
  - Social Media Training (if Instagram approved)

All documents must be submitted electronically

Campus Connection Fair

Date: Friday, September 5th, 2025

- Time: 1 PM-3 PM

- Location: Outside Mall Area by the Fountain

- Deadline to Register: Tuesday, September 2nd, 2025

- Email Student Engagement with questions

Recognition Program

The Student Engagement Recognition Program is an exciting way to honor students and organizations monthly and annually.

It involves two distinct monthly awards: Student Leader of the Month and Student Organization of the Month, and two annual awards: Student Leader of the Year and Student Organization of the Year.

Both awards are nominated by students' choices and selected by the Nomination and Selection Team.

Recognition Program

This program aims to encourage Regent University student leaders and organizations throughout the academic year. These awards are meant to empower and recognize distinguished leaders and organizations, who make a daily contribution to the Regent team and Student Engagement.

Questions
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