




UNIVERSITY PROGRAMS CHAPTER MANUAL

A guide to forming and managing a collegiate DU committee



This guide has been created by the Ducks Unlimited Youth and Education Committee for use and adaptation by DU state organizations.



DUCKS UNLIMITED
MISSION STATEMENT

Ducks Unlimited conserves, restores, and manages wetlands and associated habitats for North America's waterfowl. These habitats also benefit other wildlife and people.

SPECIAL THANKS TO TEXAS DUCKS UNLIMITED

This guide explains to DU volunteers and students alike how a college or university DU chapter can play a successful, indeed vital, role in the greatest wetlands conservation organization in the world. It is based on the pioneering efforts by Texas DU, especially the Aggieland Chapter at Texas A&M University.

Many thanks to those folks, notably David Koch, Lisa Harris, Cody Roberts, Jason McKey, Dave and Carol Dickson, and the Aggieland Chapter alumni and members.

*Bruce Deadman
Senior Vice President, Advisory Youth & Education,
on behalf of the Committee*

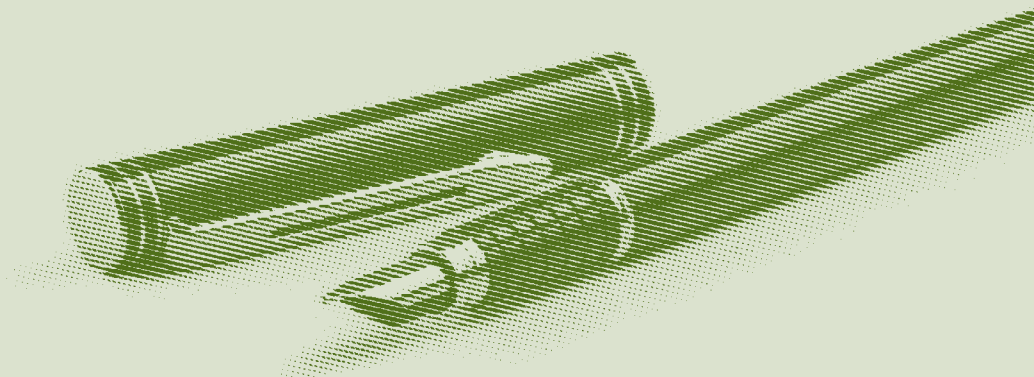
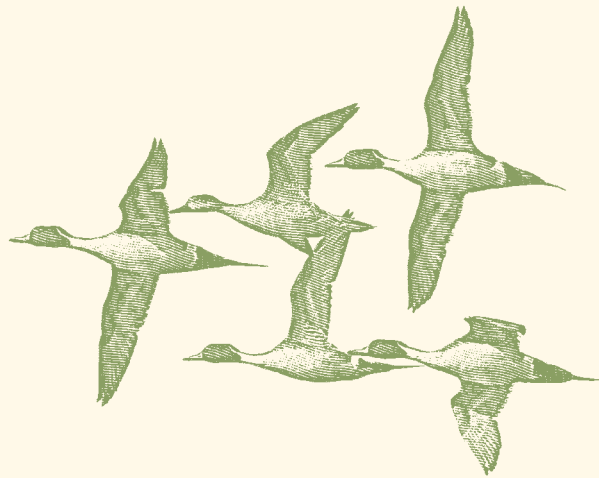


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I. INTRODUCTION

Thank you for supporting Ducks Unlimited! Without you and others like you, North America's wetlands and waterfowl would be in a dire state. You are a big part of the reason that America's conservation and hunting heritage continues. Your decision and determination to support Ducks Unlimited are appreciated.

Ducks Unlimited university chapters play an increasingly important part in Ducks Unlimited fundraising and membership efforts. Greenwing (through 17 years of age) and university programs are the keys to a healthy future for Ducks Unlimited. The potential for growth and cultivation of these chapters is truly "unlimited," and you are invited to join us to develop these chapters as much as possible.

While every university chapter is unique, there are many things (and a few rules) common to all. Please use your own creativity and initiative to develop your university chapter into one of the best organizations on your campus.

In this chapter guide, you will find basic operating procedures and many ideas that other university chapters have found useful. This guide will also provide a framework to develop a new chapter. Please use it to maximize the capabilities of your chapter and committee.

It is important to review the current Ducks Unlimited Policies and Procedures and operate your chapter by these rules.

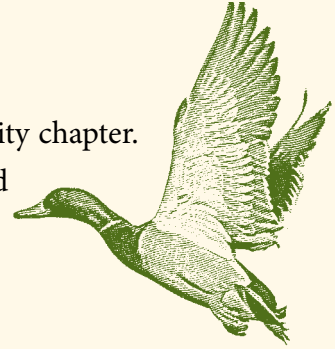
Here are some key points to keep in mind as you organize and work with your chapter:

1. Develop a strong leadership committee.
2. Begin to recruit and develop replacements when you are still in office (don't let the chapter die once you graduate).
3. Use your chapter e-mail, Facebook and/or ListServe to inform members of upcoming events.
4. Work with your regional director to create a committee book for each of your committee members, similar to this guide. This could include contact information, committee member phone numbers, all electronic contact information, a calendar, and other pertinent information. For those holding a leadership position, the book might include the duties required of that position.
5. Become a recognized student organization at your university. Your university advisor should be able to help you with this.
6. Use t-shirts, hats, and decals as fundraising tools and also to publicize and promote the chapter.
7. Try to plan social gatherings to keep committee members bonded (tailgate parties, committee meetings, cookouts, group hunts, sporting clay shoots, poker tournaments, etc.).
8. Host an efficient banquet and keep the FUN in fundraising.



II. REQUIREMENTS OF UNIVERSITY CHAPTERS

Ducks Unlimited has certain guidelines that are required of each university chapter. These minimum requirements must be followed in order to be recognized as a Ducks Unlimited chapter. DU encourages you to do much more than the basic requirements if possible.



1. Each chapter must become recognized by their college or university as an official student organization. This includes following all of the rules and regulations required by your college or university to become a recognized student organization. Exceptions can be made if your particular college or university will not allow a student DU chapter. In the unlikely event that this happens, contact your regional director for advice.
2. Your chapter's events committee should meet at least once a month while school is in session. Holding meetings off campus is recommended, but circumstances at your school will define the best locations.
3. Elections or appointments for new officers should be conducted after each banquet and/or at the beginning of the school year.
4. Each chapter should coordinate with their regional director, advisor, and district chair (or zone chair) before the first meeting for any major events.
5. Each chapter should have at least one fundraiser each school year. This could include a banquet and/or other event as approved by the regional director.
6. A chapter e-mail account and webpage (Facebook) should be set up for financial transactions and communications.

These guidelines were created to make your chapter as successful as possible. If you cannot fulfill every requirement, contact your regional director and he or she will help you.



III. CHAPTER IDEAS AND TIPS

1. Become a recognized student organization.

- Most colleges and universities will provide student organizations with many benefits including web page hosting, funding, access to rooms and facilities, advertising, and other benefits.

2. Develop electronic communications methods.

- Using appropriate mobile communications eliminates the hassle of missed messages.
- Most students check their mobile devices regularly, and this will help make sure that everyone gets DU messages.

3. Make stickers/decals.

- Coordinate a design for stickers and decals, but be certain not to infringe on copyrights. Your regional director can help you with this.
- Shop around to find the best deal.

4. Have many social events for your committee.

- Host tailgate parties, cookouts, annual hunts, BBQs, chapter meetings, etc.

5. Make your banquets as much fun and exciting as possible.

- Everyone loves to attend DU banquets—items with a university logo are always a hit—such as a signed football, etc.
- Make your banquet an event that everyone wants to come to year after year.

6. Develop a strong committee.

- Try to recruit students, possibly even university leaders, who appreciate DU or outdoor activities or are concerned about conserving the environment and want to make a difference. Introduce others to DU's mission and encourage them to attend a meeting or social activity with the group.



III. CHAPTER IDEAS AND TIPS CONTINUED...



7. Engage the Greek community.

- Try to engage your college or university's Greek community. Fraternities and sororities obviously have large social networks and can be a valuable resource, not only in terms of ticket sales but also for recruiting potential volunteers.

8. Replace yourself as a committee member.

- Create continuity for your chapter by recruiting new committee members and officers.
- Target freshmen to join your chapter and give them ownership and/or responsibility.
- Mentor and develop an individual to take your place upon your graduation.
- Recruit DU members on their own merit—we are an equal opportunity organization.

9. Develop a strong alumni relationship.

- Alumni from your university will want to support their school and former DU chapter.
- Alumni can be a huge help when banquet time rolls around.

10. Have fun!

- Try to make your chapter a known organization that everyone wants to join.



IV. BANQUET TIPS

1. Have a committee meeting a few months before the banquet and write down each committee member's responsibility for the banquet. Encourage one or two people to take charge of each aspect of your banquet. Your regional director will be vital to your success.

Responsibilities include: (manning the front door, selling raffle tickets, managing silent and live auctions, providing food and drinks, operating the credit card machine, merchandise sales, etc.

2. At the meeting, create and review a schedule of events for your banquet, so that each committee member will know the schedule of the banquet. This will help avoid confusion!

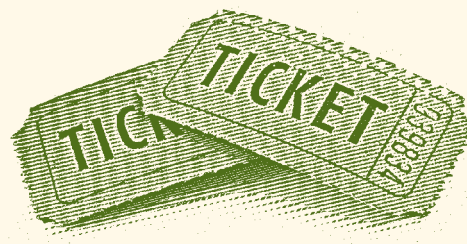
3. Document all donated items—give and get receipts for donors and the chapter. Be sure to properly recognize all donors and their contributors both during and after the event.

4. If professional raffle ladies are employed, make sure an agreement is reached and a contract is signed that establishes a dress code and compensation amounts prior to your banquet. Paying a flat rate is not always the best deal for your event. We suggest that you have a senior committee member or a female committee member assigned to issue raffle tickets to the ladies and collect their cash and tickets at the end of the evening. Remember that tickets are the same as cash. Chapters may wish to save money and use committee members to sell tickets.

5. Remind your committee members to be on their best behavior at the event, as they represent DU and their school. Plan a wrap-up party for committee members after the event. **ALWAYS FOLLOW SCHOOL, LOCAL, AND STATE RULES AND LAWS REGARDING ALCOHOL AND FIREARMS—NO EXCEPTIONS!**

Any underage committee member breaking this rule or local alcohol laws should be removed from the committee.

6. Ducks Unlimited's Minimum Event Ticket Pricing Policy requires minimum pricing that must be charged to all event attendees. These minimum levels are currently \$15 per single and \$25 per couple. Unless your catering service or meeting hall is underwritten, you should try to cover the cost of the meal in addition to the minimum ticket price. Regardless, the minimum should be charged. Be careful not to price yourself out of business.



BANQUET TIPS CONTINUED...

7. Award all door prizes within the first hour of the event. You don't want to waste time with door prizes at the end of the banquet when it's especially busy.
8. For large banquets of 300 or more attendees, place an index card inside each raffle ticket bucket with the name of the raffle item written on the card. When you decide it's time to draw raffle items, pull out the index card and one raffle ticket and staple or tape them together. Do this for every raffle item. Have a designated area where winners can come to claim their prize. Remember, people like to hear their number called, but it's time consuming.
9. If you're planning a large banquet, write down the silent auction winners' names and bids on poster boards and tape them to the wall. Again, remember that people also like to hear their name announced as winners of silent auction items. Your regional director can advise you on the best method for your event.
10. Invite vendors such as ATV dealers, truck dealers, boat dealers, sporting goods shops, and other corporate donors who purchase a full-page ad in your program guide or underwrite items in your auction to come to your banquet and set up a display. This will add excitement to your banquet and provide advertising for these businesses. In accordance with DU's Operating Manual, events may not be held in conjunction with or for the purpose of fundraising for any other organization or person. **No sales or forward sales at the event by vendors are allowed!** Be very careful with this arrangement.
11. Have a plan for keeping track of expenses and familiarize yourself with DU's Financial Statement well before the banquet. Committees must comply with DU's 10/30 initiative. Refer to your regional director or the Operating Manual for an explanation.
12. Using a DU credit card machine at the banquet is the most efficient way to collect funds. Your regional director will provide a machine and instruct the chapter treasurer on how to use it as well as how to complete financial accounting forms.



V. STEP-BY-STEP INSTRUCTIONS

These instructions are meant to assist a student who wishes to start a Ducks Unlimited university chapter. Each one of these steps is important, but they can be customized for each individual chapter. The following information will cover everything from start-up to administration of a large chapter. These instructions may be scaled down for smaller chapters.

Ducks Unlimited Chapter Start-Up

1. You must first get permission from Ducks Unlimited to start a chapter. A local DU committee member or district chair can get you started and help you through this process
2. Find five to 10 fellow students who would like to assist you in starting a university chapter.
3. Read as much material as you can to learn about Ducks Unlimited's mission, goals, structure, history, and future. *Ducks Unlimited* magazine and the DU website (www.ducks.org) are good information sources.
4. Contact the regional director—the DU staff person who manages committees—in your area. This is required before you proceed in developing a chapter. You can locate your regional director at www.ducks.org by clicking on your state.
5. There are certain requirements that each chapter must meet in order to remain active and recognized by DU. The regional director will help explain your responsibilities, as well as inform DU of your contact information and intentions.

I. Obtaining Permission from Your University

- 1.1 Contact university officials and explain your intention to start a Ducks Unlimited chapter.
- 1.2 Every university has some form of a student organization office. They will have certain requirements that must be met to become recognized as an official student organization. Familiarize yourself with the process and fulfill all of the requirements.
- 1.3 Most universities will require you to have a chapter constitution. An example is provided at the end of this manual in Appendix 3.

STEP-BY-STEP INSTRUCTIONS CONTINUED...

1.4 You will also be required to have a university chapter advisor who is a member of the faculty or staff at your university. Ask the main office for names of professors who may be interested (wildlife biology professors are especially good prospects). Sometimes the student grapevine is the best source of information for potential advisors.

1.5 Your university may also require you to attend workshops discussing issues such as financial responsibilities, recruitment, anti-hazing rules, and risk management.

2. Creating Your Committee

The next step is to determine how you should manage your chapter. Your chapter must decide what it is going to do, who is going to do it, and how it is going to be done.

2.1 Form a committee structure based on the chart shown in Appendix 1. At the beginning, either appoint or elect students to hold each position in the committee structure. Once you have selected your committee and everyone has a position, call a committee meeting and discuss the details of each position's responsibilities. Each person has his/her own job and should focus primarily on getting that job done. If each person does his/her part, the chapter will do very well.

2.2 Sit down with your committee to plan and schedule chapter activities and goals for the entire semester. You will want to involve your regional director. Ideas for chapter activities include committee meetings, parties, cookouts, and other activities. Activities on campus, such as a tailgate party prior to a sporting event, must comply with university directives. Knowledge of university policies is paramount to a successful student DU organization.

2.3 Make a chapter Facebook page that at a minimum includes contact information, a schedule of activities, pictures, your purpose/mission, and information about your banquet and other events (which are part of your requirements).

2.4 When selecting students for your committee, it's important to pick students from all walks of life. Recruit freshmen, seniors, men, women, fraternity members, serious hunters, guides, campus leaders, and student athletes. The more diversity the better!

2.5 Develop your chapter into a thriving student organization with maximum participation at all of your events. University DU chapters can be seen as an alternative to fraternities and other social or service organizations.

STEP-BY-STEP INSTRUCTIONS CONTINUED...

2.6 Committees are encouraged to request dues from their members each semester to help support the chapter as a student organization. Most current university chapters charge around \$10 per semester; however, this is best determined by the new committee. Consideration should be given to future costs of caps, t-shirts, etc. Your university advisor and regional director should be part of this process.

2.7 High membership numbers are the key to a successful chapter. At the beginning of each semester, you should have a large recruitment and promotion drive to sign up new members. Making hats, t-shirts, stickers, or koozies will help your membership recruitment efforts. Setting up a table or posting signs somewhere on campus can increase visibility. Remember no freebies—all DU items are for paying members. Sometimes the most effective approach is to advertise your meeting and give students who sign up a cap.

2.8 Financial record keeping is critical. Bank accounts are mandatory. Your chapter should find a local bank or credit union and open a checking account. Both the treasurer and chair should have access to the account with a double signature requirement. Money will start coming in once you start collecting dues and selling merchandise. Remember your fiscal responsibilities to DU and your student organization.

2.9 Fun activities are key to your chapter's success. Try to schedule regular committee meetings. The most important chapter activity is your annual banquet, which will be discussed in the next section.

3. Fundraising Banquet

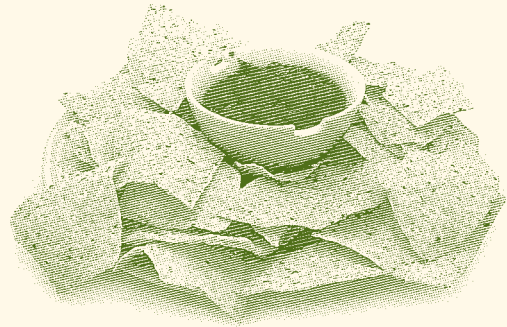
Ducks Unlimited banquets are some of the most exciting and rewarding events you'll ever attend. This event should be a top priority for your chapter each year. A DU banquet is a fundraiser that includes any combination of a dinner, silent auction, live auction, raffle, and door prizes. A complete list of ideas and tips for your banquet can be found in this manual.

3.1 Meet with your regional director several months before your banquet to set a date and to begin planning. It's a good idea to attend a few other DU banquets in your area to get an idea of how to hold one yourself.

3.2 Every committee should have a chairperson as a leader but every committee member should play a role.

V. STEP-BY-STEP INSTRUCTIONS CONTINUED...

3.3 DU will send you a catalog from which you can order merchandise for your banquet. These items include art prints, guns, sculptures, hunting gear, knives, collectible decoys, clothes, and much more. You may also want to solicit local outfitters to donate hunts to your banquet. All donations are tax deductible because Ducks Unlimited is a 503(c) non-profit organization. Your regional director can furnish the necessary paperwork for donors.



3.4 Merchandise is typically used in silent auctions, live auctions, and raffles, as well as for door prizes. Chapters are allowed to decide how best to use merchandise.

3.5 The committee must find and/or rent a banquet hall, hire a caterer for the dinner, schedule and promote the event, make programs, and many other duties. School facilities have both pros and cons. Holding an event on campus may be less expensive, but school rules concerning alcohol and firearms could be prohibitive. All universities will have policies concerning money handling, alcohol, guns, ammunition, knives, etc. It is the responsibility of the DU chair and the regional director to know all university-specific policies and be in compliance with them. As a general rule, it's best to have banquets off campus. Your university may not have any rules governing off-campus activities other than the usual accepted practices of good citizenship and compliance with all laws.

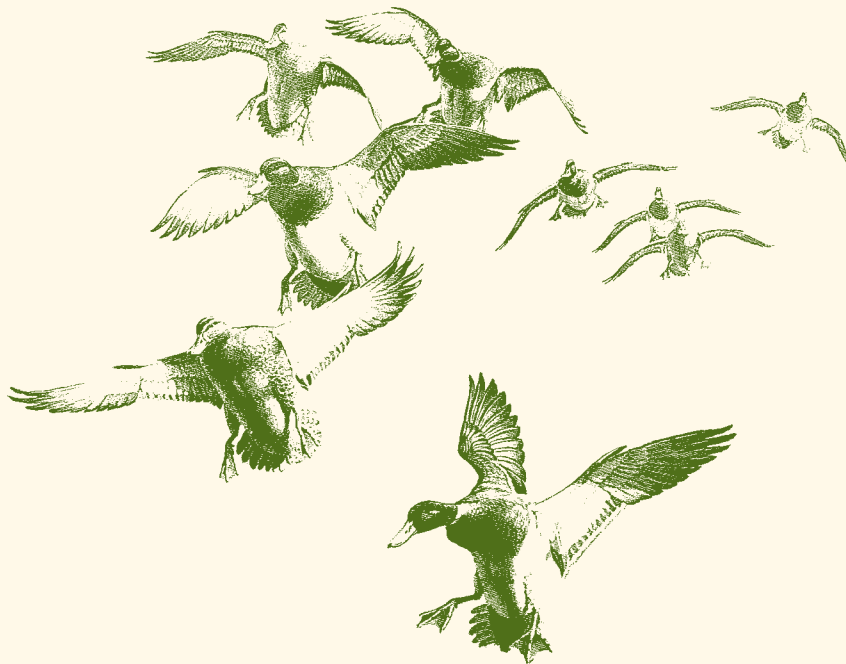
3.6 Your chapter should depend primarily on the experience of your regional director to successfully implement your banquet.

3.7 Holding a banquet is the main way that each chapter contributes to the mission of Ducks Unlimited and earns a ranking (bragging rights) on the Ducks Unlimited banquet report. For example, in 2010 there were 73 University Chapters across the nation, which held 106 fundraising events, raising in excess of \$500,000 for DU. Of these dollars, 88 percent went directly to wetlands conservation.

V. STEP-BY-STEP INSTRUCTIONS CONTINUED...

Conclusion

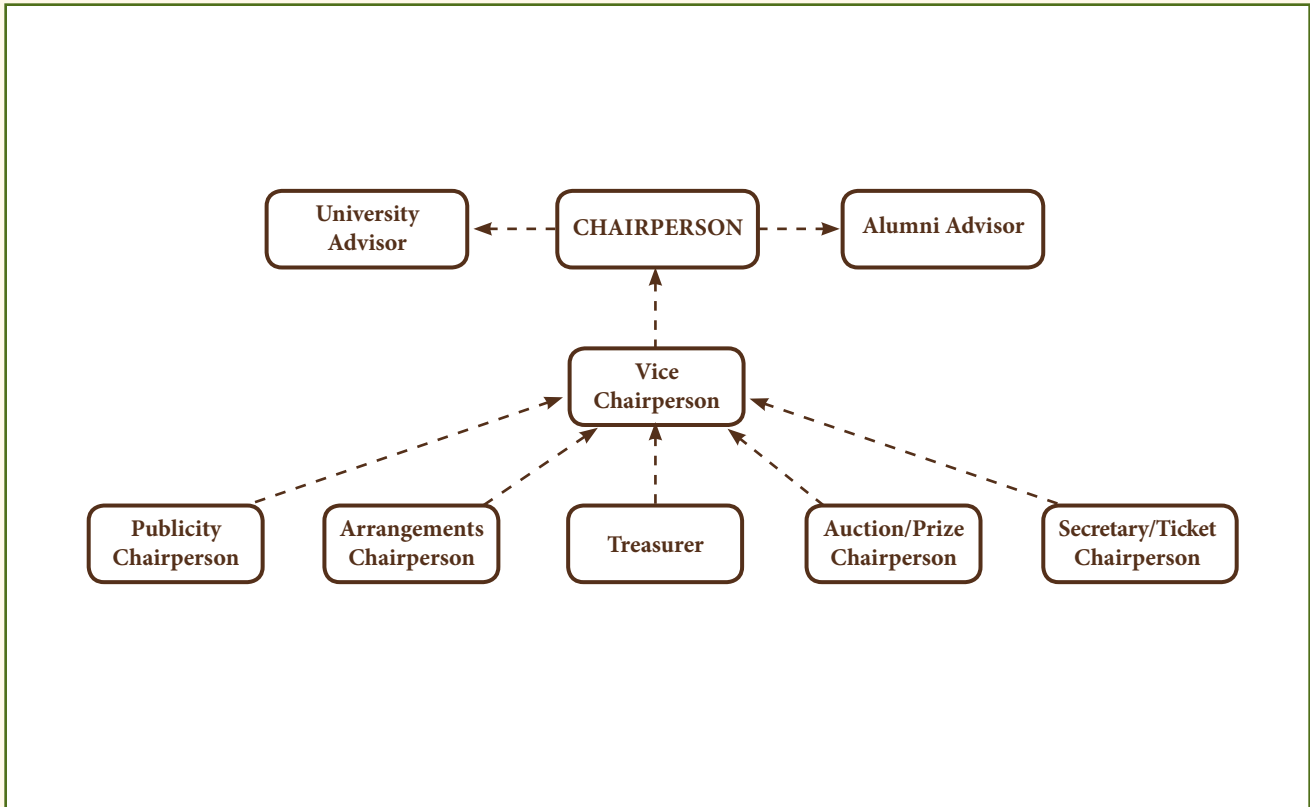
This general set of instructions is an outline for the management of a university chapter. Each chapter is different and will have its own personality. Consult your regional director and alumni advisor often to ensure that your chapter has its own identity, yet remains in compliance with all Ducks Unlimited and university policies.





APPENDIX 1.

DUCKS UNLIMITED UNIVERSITY CHAPTER ORGANIZATIONAL CHART





APPENDIX 2.

UNIVERSITY COMMITTEE MEMBER RESPONSIBILITIES

Chairperson

- Creates and manages the overall structure and leadership of the chapter.
- Is recognized as the leader of the university chapter student organization each year.
- Is responsible for working and communicating with the regional director, district chairperson, and university advisor.
- Understands and adheres to all Ducks Unlimited and university policies and standards.

Vice Chairperson

- Creates committee member folders and arranges chapter meetings/events.
- Is responsible for ensuring the committee stays on the proper event organization timeline.
- Arranges recruitment events/booths on campus throughout the school year.

Treasurer

- Assists with all financial duties.
- Responsible for oversight and management of chapter checking account, bill payment, bill collection, and financial reporting.
- Works with the regional director, district chairman, and university advisor to ensure financial transparency.

Secretary/Ticket Chairperson

- Responsible for creating and maintaining communication with all chapter members.
- Manages the committee roster, attendance, and keeps a minutes log for chapter meetings.
- Prints event tickets and manages their distribution and collection.

Publicity Chairperson

- Responsible for all advertising and promotions of the DU chapter, events, and social gatherings. These promotions include—but are not limited to—radio, newspapers, fliers, letters, banners, etc. The regional director can assist with these promotions.
- Also responsible for creating and maintaining the chapter Facebook page throughout the school year.



APPENDIX 2.

COMMITTEE MEMBER RESPONSIBILITIES CONTINUED...

Arrangements Chairperson

- Responsible for booking an event location, caterer, raffle ticket sellers (where applicable), bar service, etc.
- Is tasked with managing all details concerning the physical production of the event.

Auction/Prize Chairperson

- Responsible for selection of event merchandise package, allocation of the merchandise to live auction, silent auction, raffle, and the creation of the event program.
- Introduces, delegates, and maintains the event merchandise underwriting program as well as the event donor/sponsor campaign.
- Writes and mails thank you letters or notes to all event donors/sponsors.



APPENDIX 3.

CHARTER CONSTITUTION EXAMPLE

Sections may be added, deleted, or modified as necessary to fit a particular university's requirements.

CONSTITUTION OF COLLEGE / UNIVERSITY CHAPTER OF DUCKS UNLIMITED

Article I. Name

The name of this student organization shall be know as the _____ Chapter of Ducks Unlimited

Article II. Purpose and Goals

Section 1.

The purpose of _____ Chapter of Ducks Unlimited is to inform students about the need to conserve North America's wetlands and the many important ways each person can help in conservation, restoration, and protection.

Section II.

The major goals shall be 1) to increase student body membership in Ducks Unlimited Inc.
2) to raise funds for Ducks Unlimited Inc.

Article III. Membership

Section I.

Membership in the _____ Chapter of Ducks Unlimited is open to students, faculty, and alumni of _____ and their guests.

Section II.

Any officer having more than two unexcused absences per semester or failure to carry out duties of chair shall be removed from the organization with a 2/3 vote of committee.



APPENDIX 3. EXAMPLE CONSTITUTION CONTINUED...

Article IV. Officers

Section I.

The officers of _____ Chapter of Ducks Unlimited must be in good standing with the University and enrolled in at least six credit hours in a regular semester during the term of officers. They are subject to removal from office by the organization and/or the organization's official university advisor should they fail to maintain the requirements as prescribed.

Section II.

Elections shall be held at the last regular meeting after each banquet, a quorum must be present, and a simple majority vote will win; elected officers shall assume responsibility at the following meeting. The position of chairperson shall be elected from the committee. Terms will last for one year (until the next banquet). If a position becomes available, the chairperson shall appoint a new committee member to the open position.

Article V. Meetings

Section I.

Committee meetings shall take place on the _____ and _____ of each month. Chapter meetings shall take place _____ a semester and the time and location will be decided by the chairperson.

Section II.

A quorum shall consist of 50 percent plus one of the standing officers, and a quorum must be present to conduct official business.



APPENDIX 3. EXAMPLE CONSTITUTION CONTINUED...

Article VI. Amendments and Revisions

Section I.

This constitution may be amended at any time by a two-thirds vote of the standing committee, subject to the approval of the director of student activities and the DU regional director.

Section II

This constitution must be reviewed and resubmitted to the Student Activities Office every year.

Article VI. Finances

Section I.

Dues shall be determined per academic year and will be collected from all members of this chapter.

Section II.

All monies belonging to this organization shall be deposited and disbursed through a bank account established for this organization at the appropriate university-designated financial institution.

All funds must be deposited within the university-specified time period.

Date	Signature of Advisor	Date	Signature of President
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Approved	Date
Director of Student Activities	



APPENDIX 4.

EXAMPLE OF A DUCKS UNLIMITED HUNT, TRIP OR SERVICE DONATION FORM

NAME: _____

BUSINESS NAME _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ FAX: _____ EMAIL _____

I would like to donate the hunt, trip, service or item listed below to Ducks Unlimited Inc. for its fund-raising activities:

PLEASE CHECK: () 100% Donation () HUNT () TRIP () ITEM () SERVICE

Details: _____

Please note the maximum flexibility on dates allows a greater value to be realized from this donation.

LOCATION: _____

SPECIES: _____ TYPE OF HUNT/TRIP _____

() SHOTGUN () RIFLE () ARCHERY () FISHING () OTHER

GUIDED (check one) () YES () NO NUMBER OF DAYS _____

NUMBER OF HUNTERS/FISHERMEN: _____ DATES: _____ YEAR: _____

ADDITIONAL GUESTS @ \$ _____ per person NON PARTICIPANTS @ \$ _____ / person

UPGRADE AVAILABLE (if so specify species and price): _____

ACCOMMODATIONS: () YES () NO if yes specify: _____

TRANSPORTATION: () YES () NO MEALS: () YES () NO LICENSE: () YES () NO

NOT PROVIDED DURING HUNT/TRIP

Describe: _____

HUNT/FISH TRIP DESCRIPTION : _____

SIGNATURE: _____ DATE _____

Please send brochure or flyers advertising your services for promotional purposes. Note: The planning and actual taking of all trips are the sole responsibility of the purchaser and the donor. Ducks Unlimited Inc. or individuals acting on its behalf, are not responsible or to be held liable for any failure of the donor to provide items or services to the purchaser.



APPENDIX 5. DU CHAPTER COMMITTEE APPLICATION

NAME: _____

ADDRESS: _____

PHONE: _____

E-MAIL: _____

HOMETOWN: _____

Current Classification: _____ (freshmen, sophomore, etc.)

Date of Graduation: _____

Please list any other extra-curricular activities in which you are involved:

Why do you want to be on the _____ Ducks Unlimited Committee?

How much time to do have available per week to help DU?

Please give this application to any current Committee Member or please e-mail us at
_____ and let us know why you would like to apply.

THANK YOU!

RETURN TO: _____



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