Chapter Guidebook
Your Guide to Starting and Continuing a College Chapter

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Introduction to Celiac Disease Foundation U

What is Celiac Disease Foundation U?
Celiac Disease Foundation U is a nationwide college chapter program dedicated to fostering a supportive community for students, faculty and alumni affected by celiac disease and other gluten-related sensitivities. Our goal is to provide an opportunity for colleagues to connect and share not only their favorite restaurants and products, but also their story. We believe that no student should have to stand alone, which is why Celiac Disease Foundation created its program with the individual in mind, just for U.

The team at Celiac Disease Foundation U guides students through the process of starting chapters and planning events, while connecting them with other college students across the country. In addition, team members at Celiac Disease Foundation U maintain regular contact with college chapters to address all possible questions and concerns. We work closely with student leaders in order to help each club grow and reach its full potential.

Why Get Involved?
There are many incredible reasons to become an official Celiac Disease Foundation U chapter! Besides the opportunity to create your own network of like-minded individuals and raise awareness for a disorder that affects 1 in 100 people nationwide, you will also:

- Serve as a leader and gluten-free advocate on campus and in the local community
- Gain professional experience for your resume and earn volunteer hours
- Acquire skills in marketing, fundraising, event planning, volunteer development, community outreach, etc.
- Collaborate with other Celiac Disease Foundation U students from schools nationwide
- Connect with leaders and experts on celiac disease and gluten sensitivity for advice, ideas and future opportunities
- Work closely with sponsor groups to host product demos and explore new gluten-free options
- Help Celiac Disease Foundation change the future for all who struggle with celiac disease and other gluten-related disorders

Who We Are
Through organized meetings and events, chapters are committed to raising awareness and funds for Celiac Disease Foundation, while serving as voices of hope, inspiration, and support for the celiac disease and gluten-sensitive community.
Connecting With Celiac Disease Foundation U

Let Us Know You’re Interested!
Once you’ve decided to get involved with Celiac Disease Foundation U, let us know. There are numerous tools and resources that Celiac Disease Foundation U can provide. Visit www.celiac.org/GetInvolved/CDFU and explore the resources available for Celiac Disease Foundation U chapters.

Below are ways to connect with the Celiac Disease Foundation U national office and a network of students nationwide.

Register On the Website!
1. Go to cdf.thankyou4caring.org
2. Click on “Register Now for Email Updates, Clinical Trials and More” and complete the form
3. Click on Volunteer, then CDF U Chapter Leader.
4. Click “I’m Interested”, enter your birthdate and click “Sign Me Up!”

Become a Fan!
Are you on Facebook? We are! Visit the national Celiac Disease Foundation U page at Facebook.com/CeliacDiseaseFoundationU and “like” it. Once you’re a fan, write on the wall and let us know that students on your campus would like to start a chapter. You’ll also be able to stay up to date on the latest celiac disease news, as well as Celiac Disease Foundation and Celiac Disease Foundation U information.

Email Us!
If you have any questions, email us! Contact us at maya.blackburn@celiac.org and include your name, school and how you’re looking to get involved. You can also find answers to your questions in the Celiac Disease Foundation U Chapter Guidebook.
Starting a Chapter

The 8 Steps
Below are 8 steps that students are required to complete before submitting any chapter paperwork to the Celiac Disease Foundation U national office.

After completing all of the steps below, the future chapter will have a call with the Celiac Disease Foundation U national office and be granted “provisional status” for one quarter/semester. After that quarter/semester, the chapter’s efforts will be evaluated to determine if “official status” will be granted. (See page 7 for details on “provisional status.”)

1. After registering as a potential Chapter Leader at cdf.thankyouforcaring.org, Community Coordinator Maya Blackburn will contact you to discuss your potential chapter in detail.

2. Contact your Student Activities Office.
   - Their office will tell you what paperwork to submit in order to become a registered student organization.

3. Submit chapter name as Celiac Disease Foundation U [Your Full School Name].
   - Note: The entire name “Celiac Disease Foundation U” needs to be in the chapter name.

4. If required by the Student Activities Office, secure a faculty advisor.
   - Ask a faculty or staff member on campus to be the chapter’s advisor.

5. Set chapter membership & fundraising goals for the semester and school year.
   - Membership Goal: The number of students the chapter will recruit to become “active members” who attend regular meetings and events. Aim to secure 5-10 “active members” in the first semester/quarter.
   - Fundraising Goal: The amount the chapter will raise each semester/quarter and during the school year. Chapters are required to hold one large fundraising event per school year. A minimum fundraising amount of $250 is encouraged to cover the cost of travel expenses to the CDF National Conference.

6. Complete & submit four items to the Celiac Disease Foundation U national office (find documents in the Chapter Guidebook)
   a. Chapter Agreement (pg. 26-28)
   b. Chapter Constitution (pg. 29-32)
   c. Chapter Year Plan (pg. 33-34)
   d. Executive Board Contact Form at https://www.surveymonkey.com/s/CDF-U-eboard (once all positions are filled)
7. Secure a general meeting space with the Student Activities Office and host a general interest meeting on campus.

- Set a date, time and location and let the entire student body know that you’re starting a chapter and recruiting general and executive board members. Have sign-up sheets to stay in contact with interested students.

8. Establish an Executive Board.

- Fill at least the first 4 positions, referred to as the executive board (Refer to Chapter Guidebook for descriptions of the positions listed below)
  o President, Vice President, Secretary, Treasurer, Fundraising, Sponsorship, Marketing, and Recruitment.
- Have the Executive Board register at cdf.thankyou4caring.org
  o Go to cdf.thankyou4caring.org
  o Click on “Register Now for Email Updates, Clinical Trials and More” and complete the form
  o Click on Volunteer, then CDF U Chapter Leader.
  o Click “I’m Interested”, enter your birthdate and click “Sign Me Up!”
  o Note: The chapter will not be eligible for “provisional status” until all members of the Executive Board register.

Timeline
Starting a chapter takes dedication and perseverance. The time it takes to get a chapter approved varies depending on the campus’ approval process for new student organizations, as well as the time it takes from the Celiac Disease Foundation U national office. The average timeframe for gaining “provisional status” is 1-3 months.

Getting Started
As the potential chapter president, you’re establishing a new group that will be on campus for many years to come. Starting and maintaining the chapter does take time, so make sure you are able and willing to put in the effort. See page 10 for 7 key qualities that make up a successful chapter president.

- Note: if you’re a senior graduating in a few weeks or months, starting a chapter wouldn’t be the best fit; however, you can help find underclassmen interested in starting the chapter.

Paperwork
Once the documents have been submitted to the school, be sure to follow up with them immediately to guarantee that the paperwork was properly entered and processed. If you don’t hear back within a few days, follow up and stop by their office for an in-person meeting. Keep in mind that your school may have additional requirements besides those the Celiac Disease Foundation U national office asks chapters to complete.
Executive Board
Appointing a strong executive board is critical to starting a chapter. You cannot do everything yourself and will need dedicated individuals to help start and maintain the chapter. When filling each position, select candidates you feel will be able to successfully complete all the tasks and responsibilities associated with the role. See pages 11-13 for executive board positions and descriptions, and page 40 for an executive board application.

Provisional Status

The Facts
After the 8 required steps outlined on page 5-6 have been completed, the paperwork will be reviewed by the Celiac Disease Foundation U national office. Once all of the paperwork has been submitted correctly, the future-chapter president will have a call with Community Coordinator Maya Blackburn. After this call, the group will be granted the title of “provisional chapter” for a full semester or quarter.

Required
All students who would like to start a chapter must undergo this process. This is to ensure the chapter is successful and can continue to grow its efforts. As student leadership changes every year, it’s essential that the group has a strong foundation in place in order for it to be successful year after year.

Evaluation
After one semester as a “provisional chapter,” the chapter’s efforts will be reviewed and its accomplishments will be assessed to determine if “official status” will be granted. Once granted “official status,” the chapter will receive the benefits outlined on page 9.

Setting Goals

Chapters will set membership and fundraising goals every school year (broken down by semester or quarter). Setting attainable fundraising and attendance goals for each semester/quarter helps chapters to plan accordingly to meet and exceed them.

Membership Goal
This is the number of students the chapter would like to recruit to become “active members” who attend regular meetings and events. The number of “active members” also includes the students on the executive board.

New chapters should aim to secure 5-10 “active members” in the first semester/quarter and a total of 10-20 members for the first school year. See pages 18-19 for tips to promote the chapter and boost membership.

Fundraising Goal
This is the amount the chapter plans to raise each semester/quarter and throughout the school year by fundraising (at events and online) and from their participation in CDF Team Gluten-Free™.

- New chapters are encouraged to raise a minimum of $250 to cover the cost of travel expenses to the CDF National Conference.
Evaluation
Each year, chapter presidents will attend a group “office hours” call with the Celiac Disease Foundation U national office. The chapter’s past efforts and plans for the upcoming school year will be reviewed and assessed. There will be time to discuss the chapter’s successes and ways to continue to build and develop the group’s efforts.

Fundraising Breakdown
When planning fundraisers every semester/quarter, make a list of all events and attach a fundraising goal to each one. If the chapter plans on raising $500, for example, events can be broken down as follows:

Bake sale
- **Goal:** $100 | **Breakdown:** Sell 50 gluten-free cookies and 50 gluten-free cupcakes for $1 each.

Restaurant Night
- **Goal:** $200 | **Breakdown:** Have 2 restaurants donate 20% of sales from one night. Sell at least $500 of food at each location, so $100 is donated from each place.

Zumba-thon
- **Goal:** $200 | **Breakdown:** Sell 40 tickets for $5 each.

Celiac Disease Foundation wristband sale
- **Goal:** $100 | **Breakdown:** Sell 100 bands for $1 each.

Online Fundraising Challenge
- **Goal:** $100 | **Breakdown:** Have chapter members join online fundraising programs that donate money to student organizations for participation in online surveys, games, etc.

Celiac Disease Foundation Team Gluten-Free™ Fundraiser
- **Goal:** $400 | **Breakdown:** Get students to participate in a yearly “thon” and fundraise/volunteer, such as a walk, race, fun-run, contest, virtual marathon, etc.

Benefits
Provisional Chapters Receive:
- Chapter package that contains marketing/recruitment materials and disposable banners

Official Chapters Receive:
- Official chapter letter signed by Celiac Disease Foundation Community Coordinator.
- Listing as “official chapter” on Celiac Disease Foundation U web page and national materials.
- Custom Celiac Disease Foundation U vinyl chapter banner (to be used year round).
- Celiac Disease Foundation U t-shirts, wristbands and lanyards.
- Approval to create chapter Facebook and Twitter accounts.
- Custom chapter logos to be used on marketing materials and social media sites.
- Featured articles about the chapter on Celiac Disease Foundation U website.
• Additional marketing/recruitment materials and disposable banners.

• Complimentary admission for up to four executive board members to the annual CDF National Education Conference.

Chapter Requirements

Provisional Chapters
To be granted “provisional status,” complete the steps below (also noted on pg.7).

• Become a registered student organization through the school’s Student Activities Office.

• Secure a faculty advisor.

• Set membership and fundraising goals for the year.

• Appoint an executive board with a minimum of 4 positions (President, Vice President, Treasurer, and Secretary), and have each person register at cdf.thankyouforcaring.org (see instructions on pg. 7)

• Host one awareness or fundraising event every two months and one large fundraising event per year.

• Submit the Chapter Constitution, Chapter Agreement, Chapter Year Plan and Executive Board Contact Form.

Official Chapters
After one semester as a “provisional chapter,” the group’s efforts will be evaluated by the Celiac Disease Foundation U national office. Groups that have met their goals, engaged the campus and established a strong presence will be granted the title of “official Celiac Disease Foundation U chapter.” To maintain “official status,” chapters are required to:

• Submit the Chapter Year Plan every July.

• Complete the Year in Review at the end of each school year.

• Set and meet annual membership and fundraising goals.

• Host one awareness or fundraising event every two months and one large fundraising event per year.

• Maintain monthly contact with the Celiac Disease Foundation U Community Coordinator.

• Send at least two executive board members to the annual CDF National Education Conference.

7 Key Qualities That Make Up a Chapter President
Celiac Disease Foundation U believes these skills and qualities are a recipe for success in any given chapter president. Review the checklist below to see if you would be a great candidate!
1. **Dedicated**
   Starting a chapter is a process, as it takes time, passion and perseverance. Before taking this on, decide whether or not you have the time to see it through. Taking on this leadership role generally requires a time commitment of **at least 7-10 hours** a week. Remember the stronger the chapter’s executive board is, the easier the president’s job will be!

2. **Organized**
   As president, you will need to keep your priorities in order and the chapter running smoothly. Presidents are responsible for monitoring and adhering to deadlines, communicating with the Celiac Disease Foundation U national office and faculty advisor, submitting documents and updates on time and delegating roles and responsibilities to the chapter executive board and general members.

3. **Outgoing**
   Chapter presidents have excellent communication skills and the ability to approach individuals he/she may not know and engage in conversation. This is how the chapter will recruit founding members and eventually secure donors and sponsors from the community. The president serves as “the face of the chapter.”

4. **Confident**
   As the leader of this group, the president should exude a level of confidence and have a “CAN DO” attitude. If you’re asking students to give up their free time to support the chapter, you need to believe in the group’s efforts and the goals set. You set the bar for everyone else to follow.

5. **Compassionate**
   Celiac Disease Foundation U strives for chapters to be inclusive, especially to those not diagnosed with celiac disease. One of the things that can be challenging about celiac disease and gluten sensitivity is that no two experiences are the same. There are a wide range of perspectives, and Celiac Disease Foundation U mission is to help all of those affected by celiac disease and other gluten-related disorders.

6. **Reliable**
   By taking on the role of president, you’re essentially saying “I accept all of the duties and you can count on me!” If you disappear for weeks or don't enjoy speaking on the phone or responding to emails, perhaps this is not the position to take on. Chapter presidents are asked to be in constant communication with their faculty advisor, the Celiac Disease Foundation contact and the Celiac Disease Foundation U national office.

7. **Ambitious**
   What the chapter can and will achieve is ultimately up to the students running it and the amount of support and time put into it. YOU have the ability to make this chapter a complete success! Be selective when appointing an executive board and get creative when recruiting members and planning events. Remember to tailor events that best fit your campus community and think outside the box (i.e. what will draw students in?).
Setting up an Executive Board

Executive Board Positions

Chapters are asked to fill a minimum of 4 executive board positions before applying for “provisional status.” Below is a list of positions with accompanying roles and responsibilities. Use these descriptions as a guideline, but go through and add specific action items to each position (ex. Recruitment Chair is responsible for reaching out to 5 campus clubs, 3 Greek life organizations and present at 2 organizations’ meetings each semester). Have interested students complete the executive board application on page 40 to apply for a position.

**President**

**Roles/Responsibilities:**

Oversees chapter logistics and all executive board positions; organizes, plans and runs meetings; acts as point of contact for the Celiac Disease Foundation U national office as well as for the chapter, school and faculty advisor; in charge of submitting all paperwork to the school and the Celiac Disease Foundation U national office.

**Time Commitment:** 7-10 hours/week for 2 semesters or 3 quarters

**Vice President**

**Roles/Responsibilities:**

Supports the chapter president; runs meetings if the president is unable to attend; can step in as point of contact for the Celiac Disease Foundation U national office and the school if the president is unable to; manages chapter’s email distribution list; assists the treasurer in securing rooms and venues for chapter meetings/events.

**Time Commitment:** 3-5 hours/week for 2 semesters or 3 quarters

**Secretary**

**Roles/Responsibilities**

Keeps detailed minutes from each meeting and records member attendance; emails chapter minutes 24-48 hours after all meetings and posts them on chapter’s Facebook page; distributes chapter announcements and reminders; reserves rooms and venues for general, executive board and committee meetings and events.

**Time Commitment**

2-3 hours/week for 2 semesters or 3 quarters

**Treasurer**

**Roles/Responsibilities:**

Establishes and maintains chapter’s bank account with the school’s Student Activities Office; keeps records of all expenses and deposits; prepares annual/large event budgets; processes reimbursements when necessary; deposits all funds raised and sends a check to the Celiac Disease Foundation U national office at the end of each semester or quarter; submits chapter’s semester or quarter accounting spreadsheet to the Celiac Disease Foundation U national office.

**Note:** For chapters required to establish a bank account with the school’s Student Activities Office, the treasurer is to ensure that all funds raised are submitted to the school by the deadline. The treasurer ensures that a check is sent from the school to the Celiac Disease Foundation U national office before school closes for winter/summer break.

**Time Commitment:** 1-2 hours/week for 2 semesters or 3 quarters
Additional Positions

After filling the 4 positions outlined above, expand the executive board and add the positions below or any additional ones.

**Fundraising Chair**  
**Roles/Responsibilities:**  
Plans and executes all of the chapter’s fundraising events; contacts clubs and organizations to partner on events; selects chapter members to serve on fundraising committee for large events and conducts committee meetings; delegates responsibilities and tasks to committee members.  
**Time Commitment:** 3-5 hours/week for 2 semesters or 3 quarters

**Sponsorship Chair**  
**Roles/Responsibilities:**  
Establishes relationships with local businesses to secure supplies, food, venues and monetary donations for events and meetings; establishes relationship with local printer to get discounts on printing various advertising/promotional materials (ex. banners, quarter cards, posters, flyers, etc.).  
**Time Commitment:** 2-3 hours/week for 2 semesters or 3 quarters

**Marketing Chair**  
**Roles/Responsibilities:**  
Creates annual plan that details how the chapter will get promoted on campus and in the community; posts 2-3 times a week on the chapter’s official Facebook and Twitter; designs advertising materials (ex. t-shirts, handouts, banners, posters, etc.), and submits all design proofs to the Celiac Disease Foundation U national office for approval; contacts local and campus media outlets (newspaper, TV, radio) to secure coverage for the chapter’s events.  
**Time Commitment:** 2-3 hours/week for 2 semesters or 3 quarters

**Recruitment Chair**  
**Roles/Responsibilities:**  
Engages students who express interest in joining; informs students of upcoming meetings and events; works with marketing chair to promote the chapter at freshman/transfer orientation and the club/activity fairs; reaches out to clubs and organizations to inform them about meetings, events and open executive board positions.  
**Time Commitment:** 3-5 hours/week for 2 semesters or 3 quarters

**Awareness Chair**  
**Roles/Responsibilities**  
Plans and executes the chapter’s awareness events; works with fundraising chair to ensure awareness is incorporated into all fundraisers; tables on campus to distribute materials on celiac disease and the chapter; secures monthly speakers for meetings to discuss their connection to the cause.  
**Time Commitment:** 2-3 hours/week for 2 semesters or 3 quarters
Volunteer Chair

Roles/Responsibilities
Secures partnership(s) with local organizations for members to volunteer with and coordinates details; contacts clubs and organizations to participate in volunteer opportunities; ensures chapter has at least one hands-on activity each semester or quarter.

Time Commitment: 2-3 hours/week for 2 semesters or 3 quarters

Greek Liaison Chair

Roles/Responsibilities
Works with recruitment chair to attend fraternity and sorority chapter meetings to discuss celiac disease and ways to partner with the chapter; establishes relationships with fraternities and sororities to co-sponsor chapter events; attends Pan Hellenic and Interfraternity Council meetings to see how the chapter can include all of Greek Life into events.

Time Commitment: 3-5 hours/week for 2 semesters or 3 quarters
Chapter Meetings

Chapters are required to host general meetings at least once a month and executive board meetings twice a month. Pick a recurring date and time to host both meetings so it is easy for everyone to remember.

Always think ahead! Have the agenda ready and next week/month's activities planned before going into the meeting. This way members always know what’s coming up next. Engaging members and giving them something to participate in is key to ensuring they continue to stay active members.

Executive Board Meetings

Delegating
The president is responsible for assigning each executive board member specific tasks, so they know what they’re responsible for completing. This helps split the workload between all executive board members.

Planning
The executive board needs to meet at least twice a month to ensure that everyone is on track with completing their assigned tasks. Executive board members should meet before the general meeting to devise a plan of action to engage the general members. The executive board is always thinking ahead so the chapter stays on track and has a full calendar of events.

General Member Meetings

Chapters will hold general meetings at least once a month. Engaging meetings with a different activity incorporated into each one is key to having a successful chapter!

Before:
- Ask members what their availability is and choose an appropriate day and time. Stick to it every month!
- Secure the location for meeting. Check with the Student Activities Office about rules for reserving venues.
- Meet with the executive board to review what will be discussed, what activities will be held (ex. poster/banner making, screening a movie, having a guest speaker, etc.) and set up an agenda for the meeting.

During:
- Have the secretary there to record minutes. If he/she cannot attend, have the vice president take minutes.
- Stick to the confirmed agenda so all intended topics and items can be discussed and accomplished.
- Encourage all members to participate in the meeting and ask for their opinions and input.
- Break up into committees so all members (not just the executive board) have a role and feel included.
- Discuss all upcoming events and assign tasks that need to be completed before the next meeting.

After:
- Have the secretary email meeting minutes to all of the chapter members and upload them as a Google Doc.
- Post the link to the Google Doc on the chapter’s Facebook page, so everyone can view it.
- Host committee meetings as needed. The head of each committee is responsible for maintaining communication with their committee and ensuring all tasks are completed.
- Meet with the executive board to plan for the next general meeting. Remember to always be one step ahead!
Planning Ahead

To ensure the chapter becomes and continues as a well established student organization, it’s important to always think ahead. No executive board member will be able to stay forever. The chapter needs to have a succession plan in place and hold elections well in advance so that the best-equipped students are appointed to the executive board.

Executive Board Elections

When
Chapters are asked to host elections at least one month prior to the last meeting of the school year. This allows at least 4 weeks for the new officers to “shadow” the past officers.

Each school is different regarding semester/quarter length, holiday breaks and exam schedules, but elections cannot be held in December, April or May as these are extremely busy months for students and do not allow enough time for the new officers to “shadow” the past officers before school closes for winter/summer break.

Promote
Campaign for new general and executive board members continuously throughout the year. It’s never too late for students to join the chapter! When recruiting executive board members, start by asking the general members to apply and then open it up to the whole campus).

Apply
Have members submit an executive board application (see page 40) for the position they wish to fill. This will help the current executive board members select the most qualified applicant. Have a mix of lower and upperclassmen apply to ensure the chapter has executive board members that can continue on when others graduate.

Transitions

Shadow
Once the new executive board is appointed, have each officer “shadow” the former officer to see firsthand what their new role entails (paperwork, responsibilities, etc.). Shadowing will take place in either November and December or February and March.

Training
The chapter president will need to inform new executive board members about their job requirements and responsibilities. After elections, sit down with each new officer and review in detail what their job entails. Ensure that executive board members know what paperwork they are responsible for submitting to the school and the Celiac Disease Foundation U national office each school term.

Succession Plan

New Members
While losing chapter leaders may seem like a challenge, it’s also a wonderful opportunity to recruit new executive board members and bring in a fresh set of ideas!
Identifying Leaders
As the school year progresses, have the executive board identify which general members have demonstrated the ability to take on a larger role in the chapter. Invite these members to attend an executive board meeting, so they have a better understanding of how the chapter operates and the duties and responsibilities associated with the role in which they are interested.
Chapter Finances

The financial aspect of the chapter is very important. Make sure whoever is elected treasurer is aware of the duties that come along with the position. This includes:

- Creating and monitoring the chapter bank account. In addition, a chapter may wish to receive school funding, which will result in the creation and monitoring of an on-campus account as well.
- Creating a budget for chapter events and keeping event expenses below 8-10% of what is raised for Celiac Disease Foundation.
- Submitting all funds raised and the chapter’s accounting spreadsheet to the Celiac Disease Foundation U national office at the end of fall and spring semester or quarter. Send funds in the form of a check or bank transfer. DO NOT SEND CASH.
- **Note:** Funds and accounting spreadsheets **must** be submitted before leaving for winter and summer break.

Chapter Bank Account

School’s Student Activities Offices generally have requirements for all clubs/organizations’ financial records and accounts. Find out the rules for your school by visiting the Student Activities Office or website.

Once the chapter’s bank account has been created, ensure that the treasurer does the following:

- Monitors and records all expenses and deposits.
- Issues checks to vendors/companies the chapter owes funds to in a prompt and timely manner.
- Issues a check from the chapter’s bank account or the school that reflects all of the funds the chapter raised in fall or spring semester or quarter. Have the check sent to the Celiac Disease Foundation U national office below:

  Celiac Disease Foundation  
  Attn: Celiac Disease Foundation U  
  20350 Ventura Blvd., Suite 240  
  Woodland Hills, CA 91364

- For bank transfer information contact the Celiac Disease Foundation U national office at 818.716.1513 ext 105.
- **Reminder:** Don’t send a check at the end of each event; rather send one check that includes all funds raised at the end of each semester or quarter.

School Funding

Schools often offer funding to on-campus clubs and organizations. Contact the Student Activities Office to see if this is offered at your school. If so, make sure to apply for whatever funding the chapter is eligible for well in advance (there are generally deadlines to apply). Receiving any amount of monetary support will help the chapter’s efforts.
Chapter Budget & Expenses

It is very important that the chapter has a plan for how it will fund activities and events throughout the year. The president and treasurer will need to work together on devising a budget plan before each school year begins.

REMEMBER:

- Event expenses need to be kept between **8-10%** of the total amount that the chapter is raising for Celiac Disease Foundation.
  - Ex: If an event raises $1,000, the event expenses should not exceed $80-$100.
- Chapters will donate all of the net proceeds raised in fall or spring semester or quarter to Celiac Disease Foundation.

Sphere – CDF Team Gluten-Free™ Fundraising Tool

All chapters (provisional and official) must register their organization as a “team fundraiser” on Sphere. The program will allow students to organize fundraising efforts on a user-friendly platform, while outreaching to various groups and individuals for donations. All donations made through Sphere go directly to Celiac Disease Foundation and are entitled to a federal tax income deduction. In order to register, please click on the link below and follow the instructions listed:

[http://cdfteamglutenfree.kintera.org/faf/home/waiver.asp?ievent=1063149&lis=1&kntae1063149=5CC1307A97EB4D5BA97906D19CB89FC8](http://cdfteamglutenfree.kintera.org/faf/home/waiver.asp?ievent=1063149&lis=1&kntae1063149=5CC1307A97EB4D5BA97906D19CB89FC8)
CDF National Conference Attendance

CDF values having its CDF U Chapter Leaders attend the annual CDF National Conference held in Los Angeles, California in May/June to receive leadership training. A minimum of two and maximum of four Leaders (executive board members) from a Chapter may utilize Chapter funds for transportation and lodging. The CDF national organization will provide complimentary conference registration for up to four Leaders from each Chapter.

The following policy establishes uniform standards for reimbursable costs.

**Transportation**

**Air & Rail:** All travel shall be done at the lowest available fare for nonstop or direct routes between the traveler’s originating city and the National Conference site. If the cost of the travel, including baggage charges, exceeds $600, the Chapter Leader must receive prior approval from the CDF Community Coordinator. Otherwise, the traveler will need to choose a route that falls within the $600 maximum. All tickets will be coach-class tickets. If a Chapter Leader wishes to upgrade, it will be at his/her own expense.

**Privately Owned Vehicle:** All travel by private automobile will be reimbursed at the prevailing U.S. General Services Administration (GSA) rate found at [www.gsa.gov](http://www.gsa.gov) (not to exceed the lowest available airfare for the same destination). Transportation to/from a Chapter Leader’s home will be reimbursed in full at the prevailing U.S. GSA rate.

**Parking:** Parking fees may be reimbursed in full.

**Airport/Hotel Transfers:** All travel shall be done at the lowest available fare. Shuttles are encouraged.

**Lodging:** Standard National Conference room rate may be reimbursed in full. Chapter Leaders are encouraged to share a room (2 leaders to a room where gender permits.)

**Meals:** $40 per day may be reimbursed.
To ensure chapters are in line with Celiac Disease Foundation U’s branding guidelines and avoid any issues regarding trademarks please follow the instructions listed below. Chapters are required to **submit proofs of all promotional materials** (ex: flyers, t-shirts, posters, etc.) to the Celiac Disease Foundation U national office for approval before the items are printed.

**Chapter Name**

Chapters are required to use the name **Celiac Disease Foundation U (Full School Name)** when referring to their chapter. Do not abbreviate Celiac Disease Foundation U to “CDFU” or refer to the chapter as Celiac Disease Foundation or Celiac Disease U (Full School Name).

- **Correct Chapter Name:**
  - Celiac Disease Foundation U Boston College

- **Incorrect Chapter Name:**
  - Celiac Disease Foundation Boston College
  - CDF U Boston College
  - Celiac Disease U Boston College

**Logos to Use**

**Chapter's Custom Logos**

When the chapter has attained official status it will be given custom chapter logos to use on materials. Only approved logos may be used on chapter materials. See below for examples:

Sample Horizontal Logo

Sample Social Media Square Logo
Promoting the Chapter

Promoting the chapter is key to raising awareness (both about celiac disease and gluten sensitivity, and the chapter itself), increasing membership and becoming an established on-campus organization. Advertise monthly meetings and events whenever and wherever possible, and utilize the school’s resources to promote the chapter’s efforts and to recruit volunteers.

Advertising On Campus

The chapter can always use more members and support from the campus community! Make sure everyone on campus knows that the school has a Celiac Disease Foundation U chapter that they can get involved with.

Club Fair/New Student Orientation. Recruit new members by attending the school’s club fair and new student orientation each year. Promote the chapter, wear Celiac Disease Foundation U swag and chapter t-shirts and pass out flyers advertising upcoming meetings and events. Remember to:

- Have a sign-up sheet so the chapter can stay in contact with interested students.
- Distribute Celiac Disease Foundation U marketing materials to encourage students to get involved with the chapter.
- Promote any open executive board positions that students can apply for.
- Inform students about the awareness and fundraising event, as well as volunteer opportunities.
- Have members sport their Celiac Disease Foundation U chapter t-shirts.

Where to Advertise. Every school has different policies on where the student group is able to advertise and promote its efforts. Visit your Student Activities Office for information specific to your campus. Below are a few suggestions:

- Hang posters, banners, and flyers all over campus that promote the chapter’s meetings and events.
- Don’t start from scratch! Use the materials and flyer templates Celiac Disease Foundation U created.
- Advertise on tables in the student center, dining halls or study tables at the library.
- Pass out flyers and fact cards in popular areas and in front of academic buildings when classes are getting out (ex: classes in Psychology, Special Education, Communication, etc.).
- Ask the campus paper to do a featured story on the chapter.
- For ideas, see the Media & Sponsorship Guide on pages 41-47.
- Contact the school TV station, campus paper and radio station to have them advertise the chapter.
- Run an ad for the chapter on TVs in academic buildings or the student center.
- Set up a table in the student center with information about the chapter and upcoming meetings, events and open executive board positions.

Advertising Off Campus

It’s important to also promote the chapter in the local community. Ask local businesses to hang posters and flyers promoting the chapter and its efforts on their community boards and in shop windows.
Media. Call local newspapers, radio and news stations and ask if they will cover the chapter’s fundraising and awareness efforts. Press coverage can help drum up attendees for events and visibility for the chapter. For ideas, see the Media & Sponsorship Guide on pages 41-47.

7 Ways to BOOST Chapter Membership

Use these tips to increase membership and keep students engaged throughout the school year. These ideas also show you how to educate members at meetings. The more students understand about celiac disease and gluten sensitivity, the more likely they are to stay on as dedicated members.

1. Be 5 Steps Ahead. The executive board is always working “behind the scenes” to map out the chapter’s plans in advance. Before the semester starts, have the events and meetings planned, so students can mark their calendars for everything.

2. Share the Goals. If the chapter is aiming to secure 10 new members in Fall and raise $500, let members know how they can contribute to the chapter’s success, so everyone is working together.
   - Ex: Current members are asked to bring one new person to the next meeting as he/she can become a potential member.
   - Ex: The chapter is aiming to raise $1,000 by selling 100 tickets for $10/each. Have each member bring 3 friends, so 25 members are bringing 75 additional people.

3. Offer Incentives. What do college students love? Free food, t-shirts and drinks. Offer gluten-free pizza, snacks or baked goods at your first chapter meeting to get students in the door. Contact the Celiac Disease Foundation U national office for help getting free gluten-free goodies!

4. Educate Members (this is so important there are 3 items!).
   - To get students to care, they need to understand celiac disease and the organization they are supporting. At the beginning of the meeting, pass out Celiac Disease Foundation U brochures.
   - Play this clip [http://www.youtube.com/watch?v=n5Li-H360Gs](http://www.youtube.com/watch?v=n5Li-H360Gs) as it shows a challenge that some individuals with celiac disease face every day. Then discuss how it made everyone feel, and brainstorm ways the chapter can raise more celiac disease awareness.
   - Reach out to your Celiac Disease Foundation U contact to host a speaker at a meeting to answer questions and put a “face” to the organization.

5. Connect! Start each meeting by asking members (new and returning) to share their personal connection to celiac disease (i.e. family member, friend, volunteer, etc.). This helps the chapter to bond and allows everyone to tell their story.
6. **Discuss Newsworthy Topics.** Before going over chapter logistics start each meeting with a topic and open it up for discussion. Examples of discussion ideas are:

- Local or campus news that impacts the gluten-free community
- Research, journal, or news articles related to celiac disease/gluten sensitivity
- Tips for dealing with social events: dining out, dating, holidays
- How to speak with a waiter/chef/restaurant about your gluten-free needs

For breaking news and current events in the celiac disease and gluten sensitivity community, visit [celiac.org/research](http://celiac.org/research) regularly and follow Celiac Disease Foundation U on Facebook and Twitter.

7. **Keep in Contact.** Take down everyone’s contact information, so the Secretary can send them meetings minutes and the Recruitment Chair can contact them about the next meeting. Get everyone’s cell number and email address, as some might prefer texts instead of emails.

- **Tip:** Use [http://GroupMe.com](http://GroupMe.com) to send mass texts to remind students before executive board and general meetings.
Collaboration

Work with other clubs, organizations and academic departments to recruit new members, fill executive board positions and host fundraising and awareness events. Clubs will want to co-sponsor events with the chapter, but they first need to know the group exists!

Center for Students with Disabilities

Reach out to the school’s Center for Students with Disabilities Office and ask if they can send an email announcing that the chapter is being established. Include chapter contact information, a list of open positions and the date, time and location of the next meeting. It’s important that the chapter reaches out to college students requiring a gluten-free diet and invites them to be actively involved by becoming general or executive board members or by attending/participating in events.

Student Clubs/Organizations

Visit your school’s Student Activities Office to see if these groups exist on your campus. If so, reach out to the group’s president and philanthropy chairs to see how you can collaborate and work together.

- Social, professional and service fraternities and sororities
- Clubs in education/special education, medicine, nursing, nutrition/dietetics, public health, neurology, psychology, marketing and communication
- Sports Teams

Academic Departments

Contact department heads in education, marketing, speech and hearing, linguistics, communication, public health, nutrition, etc. and ask them to send an email to their list-serve that promotes the chapter, its efforts and any open executive board positions.

Sample Email. Below is a short message the chapter can ask different department heads to send out.

*Celiac Disease Foundation U (school name) aims to further the mission of Celiac Disease Foundation by engaging the campus to support those affected by celiac disease and other gluten-related disorders, conditions which impact 1 in 100 people worldwide. We are a new chapter and are recruiting general and executive board members. Our goal is to educate our peers, increase awareness of celiac disease and gluten sensitivity, raise funds for Celiac Disease Foundation and serve our local community. Our next meeting will be held on (date) at (time). Please contact the chapter president (president’s name and email) for any questions about Celiac Disease Foundation U (school name).*
Programs & Events

All chapters are required to host one awareness or fundraising event every two months and one large fundraising event per year. When brainstorming, reference the Celiac Disease Foundation U web and Facebook pages for event ideas and to see what other chapters have planned. Below are suggestions to support the chapter in planning, promoting and executing events.

**Event Ideas**

When deciding what event to host, select one that can be successfully planned and executed given the amount of time allotted and the number of students willing to help.

**Time Frame.** If you have 4 weeks to plan an event, organize a restaurant night or a silent auction, instead of a walk/run which generally takes around 3-4 months to plan. Only having 4 weeks to organize a walk/run limits the chapter’s promotional abilities and reduces the event’s attendance and fundraising efforts.

**Event Levels.** Below are 3 levels that reflect the time, commitment and fundraising potential associated with various event ideas. See what “level” your events fall into and plan accordingly.

**Level 1 Events.** Require 1-2 weeks of planning and has the potential to raise around $100-$300.

**Ideas include:**
- Gluten-Free Bake sale
- Gluten-Free Restaurant night
- Wristband sale
- Loose change campaign

**Note:** A bake sale generally raises around $250. A restaurant night typically raises $150 when 10% of the proceeds are donated to Celiac Disease Foundation (see if the location will donate 20% of proceeds).

**Level 2 Events.** Require 3-6 weeks of planning and has the potential to raise around $250-$500.

**Ideas include:**
- CDF Team Gluten-Free™ virtual “thon”
- Gluten-Free food eating contest co-sponsored with another student club(s) and/or Greek organization(s)
- Silent auction
- Dodgeball tournament

**Level 3 Events.** Require 3-4 months of planning and has the potential to raise around $500-1000.

**Ideas include:**
- 3k walk/5k run
- Obstacle course challenge
- Scavenger/treasure hunt
- Dance marathon
Plan

Once the chapter has decided on its awareness or fundraising event, it’s time to begin the planning!

- Examine the needs of the campus and community and tailor the event accordingly (ex. if students will only pay to attend events if they receive a t-shirt, ensure that t-shirts are given).
- Reach out to local/national businesses to ask them to donate funds and supplies.
  - This helps keep event costs to a minimum. See pages 41-47 for the Media and Sponsorship Guide.
- Promote and advertise the event on Facebook, across campus and in the community.
- Order Celiac Disease Foundation U custom shirts and materials by contacting the Community Coordinator (818-716-1513 ext 105).
- Have the fundraising chair delegate specific jobs to the event planning committee members.
- Submit the event paperwork for the event to the school in a prompt and timely manner.

Execute

On the day of the event, ensure that the chapter members feel prepared and excited! Have the fundraising chair:

- Confirm that event logistics are complete and that committee members have completed all assigned tasks.
- Arrive early to the venue to set up and make sure everything is in place.
- If the event requires volunteers, make sure they are organized, know what their jobs are for the day and who to seek out if they have questions or concerns. It is recommended to appoint one executive board member to coordinate volunteers for an event.

Evaluate

After the event, have the fundraising chair and the president:

- Meet with the event committee to discuss what event elements worked and did not work so well. Decide what can be done differently in the future and what can stay the same in order to make the event as efficient and successful as possible.
- Send thank you notes to event sponsors, volunteers and donors (if applicable).
- Confirm that the chapter treasurer has received all of the funds raised and committed sponsorship funds, as well as noted the final amount raised.
- Collect donations and deposit funds into the chapter’s bank account. At the end of the semester or quarter, send a check reflecting all funds raised to:
  - Celiac Disease Foundation, Attn: Celiac Disease Foundation U, 20350 Ventura Blvd., Suite 240
  - Woodland Hills, CA 91364

  - For bank transfer information contact the Celiac Disease Foundation U national office at 818.716.1513 ext 105.
  - Post event pictures to the chapter’s Facebook page and student activities website (if applicable).

Signature Chapter Event

It is recommended that chapters create a custom, annual event that they can host every year. Get creative, and consider what students would be most receptive to, and what hasn’t been done yet.

Customize. The chapter can take an event such as a walk/run, karaoke competition, dodge ball game or field day and add a twist to it that will make the event appealing to the campus and local community.

Example. Plan a walk/run on campus and make it a costumed event that awards the top 3 most creatively dressed.
Getting the Chapter Online

Once the group has received “official chapter status,” promote your efforts online and on social media sites. See below for rules and guidelines associated with setting up the chapter’s online presence.

DO NOT create any social media accounts for the chapter. Once the chapter is official, Celiac Disease Foundation U National Office will create a Facebook page for the chapter and Twitter account if needed.

Facebook

Almost every college student is on Facebook, so it’s no surprise that maintaining the chapter’s Facebook page is a great way to promote its events and meetings, recruit new members and keep current members up to date.

Connect. To see all of the Celiac Disease Foundation U Chapter Facebook pages, visit the official Celiac Disease Foundation U chapter page at celiac.org/getinvolved/cdfu/officialchapters. Click on the school name to view each chapter’s Facebook page.

Maintaining the Facebook page.

- Only use the chapter’s custom Facebook timeline and thumbnail as the images for the page.
  - Note: Celiac Disease Foundation U creates these images.
- Have the marketing chair update the chapter’s Facebook page at least 2-3 times a week and maintain the page daily to make sure there are no offensive posts or spam.
- Create Facebook events for all awareness and fundraising events and invite as many people as possible.
- Upload pictures after all chapter events and tag members in them.

Sample Posts.

Be sure to “like” the official Celiac Disease Foundation U Facebook page at Facebook.com/CeliacDiseaseFoundationU. This page is updated daily and offers news and ideas that can be shared on the chapter’s Facebook page.

Facebook postings can include:

- CDF articles on celiac disease and gluten-related disorders.
- Pictures from fundraising, awareness and volunteering events the chapter hosted or participated in.
- Reminders about meetings, events and open executive board positions.
- Questions to get feedback from chapter members and fellow students.
- Articles featuring the efforts of different chapter members.
- Information about upcoming local Celiac Disease Foundation events and volunteer opportunities.
- Updates on fundraising challenges, membership recruitment and any other successes the chapter may have.
Twitter
A chapter Twitter account is a great way to keep students up-to-date. Follow Celiac Disease Foundation (@celiacdotorg)
Once official, Celiac Disease Foundation U Nationals will create a Twitter account for the chapter if the group is already updating its Facebook page 2-3 times a week.

Maintaining the Twitter Page
- Maintain the Twitter account name or handle that Celiac Disease Foundation U national office has created for your chapter.
- **Twitter Account Name (aka “Real Name”, max 20 characters):** CDFU at (School Name or Abbreviation, whichever fits the character limit and is most recognizable).
  - **Sample Account Name:** CDFU at Berkeley
- **Twitter Handle (aka “Username”, max 15 characters):** @CDFUat (School Name or Abbreviation, whichever fits the character limit and is most recognizable).
  - **Sample Handle:** @CDFUatUCB
- For the page’s image, only use the chapter’s custom Twitter thumbnail image (it’s the same as the Facebook thumbnail).
- Update the page at least 3-5 times per week.
- Do not create a Twitter page if it will not be updated and kept active.

Promoting the Chapter
- Most schools have Twitter pages. Tweet info about the chapter’s events “@” them, so they can re-tweet the message to all the users who follow the school.
- Have chapter members follow the chapter and ask them to tag the chapter in their tweets.

Student Activities Website
Generally, school’s Student Activities Offices have a database where all clubs and organizations can register and create individual club pages. Students search this database to see the clubs on campus, so this is another recruitment tool for the chapter. The listing also shows that the group has been recognized by the school as an on campus organization.

Creating a Chapter Page
Check with the Student Activities Office to see if this is available. If so, have the chapter:
- Listed as the full chapter name Celiac Disease Foundation U (Full School Name).
- Only use custom chapter horizontal or vertical logo.
- Create and maintain a profile or page.
- Include links to the chapter’s Facebook/Twitter pages.
- Update the page’s contact information and events.
- Post all meeting dates, locations and times.
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Celiac Disease Foundation U Chapter Agreement

This Agreement is made on this ____ day of _______________ 2013 (“Effective Date”) by and between Celiac Disease Foundation Inc., a California public benefit corporation with its principal place of business located at 20350 Ventura Blvd., Suite 240, Woodland Hills, California 91364 (“Foundation”) and _____________________________ (chapter name), (“Chapter”) a student-led initiative at ______________________ (college/university name), which has its business office located at ____________________________________ (school address).

WHEREAS, Foundation is a national organization whose mission is to drive diagnosis of celiac disease and other gluten-related disorders through advocacy, education and advancing research (the "Foundation’s Purpose");

WHEREAS, Foundation is the owner of the “Celiac Disease Foundation U” name and other trademarks, service marks, logos and copyrighted materials (collectively, the "Marks");

WHEREAS, chapter wishes to cooperate with Celiac Disease Foundation to raise celiac disease awareness and funds by using its logo on its ______________________________ (places where logo will appear), hold awareness and fundraising events to benefit Celiac Disease Foundation and provide additional information on the Celiac Disease Foundation U web pages; and

WHEREAS, Celiac Disease Foundation wishes to authorize chapter’s display of the Celiac Disease Foundation U Trademark under the terms and conditions of this Agreement;

Now therefore, for good and valuable consideration, the sufficiency of which is acknowledged by both parties, Celiac Disease Foundation and chapter agree as follows:

1. **Chapter Name:** Chapter agrees that its official name will be Celiac Disease Foundation U ______________________ (name of college/university, no acronyms) and will submit this name to its school.

2. **Celiac Disease Foundation U Trademark Logo Use.** Chapter agrees that it will display its custom Celiac Disease Foundation U chapter logo, as permitted by Celiac Disease Foundation under the terms of this Agreement, only at events or in instances that directly benefit Celiac Disease Foundation and that are posted on its website. Chapter further agrees not to display the Celiac Disease Foundation U Trademark any places other than those as specified herein.

3. **Chapter** agrees that all officers and directors of chapter will register with Foundation upon execution of chapter agreement;

4. **Chapter** agrees to post all awareness and fundraising events related to Celiac Disease Foundation on the Celiac Disease Foundation U web pages;

5. **Chapter** agrees to use Celiac Disease Foundation’ signage, marketing materials, website, tools or other material bearing the Celiac Disease Foundation Trademarks;

Now therefore, for good and valuable consideration, the sufficiency of which is acknowledged by both parties, Celiac Disease Foundation and chapter agree as follows:

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5. **Chapter** agrees to use Celiac Disease Foundation’ signage, marketing materials, website, tools or other material bearing the Celiac Disease Foundation Trademarks;
6. Chapter will provide Celiac Disease Foundation all materials or merchandise created by chapter that uses the Celiac Disease Foundation U Trademark to Celiac Disease Foundation for approval signature by Celiac Disease Foundation prior to production;

7. Chapter agrees not to:
   
   i. Advertise or imply that it is a medical or professional counseling organization;
   
   ii. Endorse any one treatment plan for celiac disease or gluten-sensitivity other than strict adherence to the gluten-free diet;
   
   iii. Provide information on treatments that are not generally accepted by the Foundation Medical Advisory Board;
   
   iv. Give medical referrals to specific physicians; or
   
   v. Espouse any religious or political ideology.

8. Foundation will provide chapter with high resolution Celiac Disease Foundation U Trademark for use in fundraising and awareness events; and

9. Celiac Disease Foundation U will provide chapter with one (1) vinyl banner for use as signage free of charge. Celiac Disease Foundation U will also provide banners-on-a-roll to chapter.

10. Ownership and Proprietary Rights. Chapter acknowledges that Celiac Disease Foundation owns the trademarks and acknowledges Celiac Disease Foundation’ unlimited right to use and/or exploit the trademarks. Chapter further acknowledges that all use of the trademarks and all fundraising developed therefrom shall inure to the benefit of and be on behalf of Celiac Disease Foundation. Chapter agrees that nothing in this agreement shall give chapter any right, title, or interest in the Trademarks other than the right to use the Trademarks in accordance with this agreement. Chapter further agrees that it will not challenge Celiac Disease Foundation’ title to the Trademarks, the validity of this Agreement, or take any action inconsistent with Celiac Disease Foundation’ ownership of the trademarks.

11. No Liability. Celiac Disease Foundation shall have no responsibility for any debts, liabilities or obligations of chapter regardless of how arising.

12. Fundraising Activity and Accounting. Chapter agrees that all net proceeds from fundraising events benefiting Celiac Disease Foundation, using Celiac Disease Foundation U Trademark, name and tools, will be remitted to Celiac Disease Foundation, either via check or donated online by using the Celiac Disease Foundation U online fundraising tools. At the close of each semester or term, Chapter agrees to remit any outstanding funds raised to Celiac Disease Foundation. Celiac Disease Foundation will provide Chapter with event accounting spreadsheets for this purpose.

13. Presentation/Constitution. Chapter shall supply to Celiac Disease Foundation its chapter presentation or constitution submitted to its college/university for approval to assemble as an official student-led entity.

14. Authority. Neither chapter nor its representatives shall have the authority to speak for or bind Celiac Disease Foundation or hold themselves out as having such authority.

15. Faculty Advisor. For schools with a Faculty Advisor requirement, Chapter must have designated one active, recognized faculty member who will serve as authorized, official school contact for Celiac Disease Foundation to represent the college/university on behalf of chapter. Each party represents and warrants that it is authorized to
enter into this agreement and that the person executing this agreement on its behalf has the capacity, full power and authority to bind it to each and every provision of this agreement.

16. Term and Termination. This Agreement will have a term of one scholastic year (the “Term”). Celiac Disease Foundation will automatically renew this Agreement for successive scholastic year periods as long as Chapter remains in good standing. Notwithstanding the foregoing, Celiac Disease Foundation has the right to terminate this agreement immediately upon notice if chapter breaches this agreement or if Celiac Disease Foundation determines in its sole discretion that the quality or content of the chapter activity is not consistent with the quality or content standards of Celiac Disease Foundation. Without limiting any other remedy of Celiac Disease Foundation, chapter consents to the entry of an injunction against it to enforce its obligations hereunder. Upon any termination or expiration of this agreement, chapter will immediately cease all use of the Celiac Disease Foundation U trademark and all reference to Celiac Disease Foundation.

In witness whereof, Celiac Disease Foundation and chapter have each caused this agreement to be duly executed and delivered as of the effective date.

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Celiac Disease Foundation U National Office

Print Name: __________________________ Signature: __________________________ Date: ______________

Email all three pages of the signed agreement to maya.blakeburn@celiac.org or fax to (818)-267-5577
Celiac Disease Foundation U (School Name) Constitution

I. NAME
The name of this student organization shall be Celiac Disease Foundation U (School Name).

II. PURPOSE
The purpose of Celiac Disease Foundation U (School Name) is to further the mission of Celiac Disease Foundation by engaging the campus community and the local community through awareness, education and fundraising and in so doing, positively affect the lives of those struggling with celiac disease or other gluten-related disorders and their families.

A. The Celiac Disease Foundation U (School Name) chapter is affiliated with Celiac Disease Foundation U's national chapter program.

III. MEMBERSHIP QUALIFICATIONS

A. Requirements for Membership
100% of active membership must be (School Name) students. Associate membership may be granted to non (School Name) students under special circumstances; these associate members shall not be given the rights and privileges of active (School Name) students including, but not limited to voting rights, use of facilities or equipment, and/or benefits from student funded resources. Minimum of 4 active students (may include executive board officers) to remain an active organization with the Center for Student Involvement. Active members must complete a current application for membership and indicate committee(s) of interest.

B. Length of Membership
Active membership continues until either the individual graduates, expresses intent to withdraw from the club, or has been removed by the organization.

C. Requirements for Continued Membership
It is required to uphold the objectives and mission of the organization as is demonstrated by active participation in events and/or committee duties. Members are required to attend chapter meetings under the conditions set by the current semester’s executive board.

D. Removal of Active Members
If any member fails to uphold the purpose and objectives of the organization, does not meet membership requirements, or does not comply with the school’s policies, he/she may be held accountable and in jeopardy of losing their membership. Reason for removal of member must be presented to the executive board. Written notification shall
then be presented with reason for removal to the member in question. After the member in question has had his/her right to speak to the board/membership on their own behalf and a vote is taken and he/she may be removed by a 2/3’s vote of the active, voting members.

E. Voting Rights
Voting rights are granted to only active students in the organization. Non (School Name) students are ineligible for voting rights.

IV. DUES/FEES
No national dues, fees, donations, or other charges shall be required for membership into chapter. **Charging local chapter dues is up to the discretion of the chapter’s executive board members.**

V. QUORUM (Minimum number of members needed to approve a topic that has been voted on).
A quorum shall be composed of 50% + 1 of current, active voting members.

VI. OFFICER DESCRIPTIONS
All Officers and Chairs are required to register with Celiac Disease Foundation. There are 4 required officer positions which make up the chapter’s executive board. Required officer positions will be elected at least 1 month prior to the last meeting of the school year. All executive board members must be enrolled students and attend all events and meetings hosted by the chapter.

A. Positions: All required officer positions are elected positions.

1. President
**Requirements:** Must have been an active member for one semester. Time commitment of 7-10 hours per week for 2 semesters or 3 quarters.
**Duties:** Oversees chapter logistics and all executive board positions; organizes, plans and runs meetings; acts as point of contact for the Celiac Disease Foundation U national office and Celiac Disease Foundation contact, as well as for the chapter, school and faculty advisor; in charge of submitting all paperwork to the school and the Celiac Disease Foundation U national office.

2. Vice President
**Requirements:** Time commitment of 3-5 hours per week for 2 semesters or 3 quarters.
**Duties:** Supports the chapter president; runs meetings if the president is unable to attend; can step in as point of contact for Celiac Disease Foundation, the Celiac Disease Foundation U national office and the school if the president is unable to; manages chapter’s email distribution list; assists the treasurer in securing rooms and venues for chapter meetings/events.

3. Secretary
**Requirements:** Time commitment of 2-3 hours per week for 2 semesters or 3 quarters.
**Duties:** Keeps detailed minutes from each meeting and records member attendance; emails chapter minutes 24-48 hours after all meetings and posts them on chapter’s Facebook page; distributes chapter announcements and reminders; reserves rooms and venues for general, executive board and committee meetings and events.

4. Treasurer
**Requirements:** Time commitment of 1-2 hours per week for 2 semesters or 3 quarters.
**Duties:** Establishes and maintains chapter’s bank account; keeps records of all expenses and deposits; prepares annual/large event budgets; processes reimbursements when necessary; deposits all funds raised and sends a check to the Celiac Disease Foundation U national office at the end of each semester/quarter; submits chapter’s semester/quarter accounting spreadsheet to the Celiac Disease Foundation U national office.

List additional executive board positions, requirements and duties here

5. **Fundraising Chair**
   **Requirements:** Time commitment of 3-5 hours per week for 2 semesters or 3 quarters.
   **Duties:** Plans and executes all of the chapter’s fundraising events; contacts clubs and organizations to partner on events; selects chapter members to serve on fundraising committee for large events and conducts committee meetings; delegates responsibilities and tasks to committee members.

6. **Sponsorship Chair**
   **Requirements:** Time commitment of 2-3 hours per week for 2 semesters or 3 quarters.
   **Duties:** Establishes relationships with local businesses to secure supplies, food, venues and monetary donations for events and meetings; establishes relationship with local printer to get discounts on printing various advertising/promotional materials (ex. banners, quarter cards, posters, flyers, etc.).

7. **Marketing Chair**
   **Requirements:** Time commitment of 2-3 hours per week for 2 semesters or 3 quarters.
   **Duties:** Creates annual plan that details how the chapter will get promoted on campus and in the community; posts weekly on the chapter’s official Facebook and Twitter; designs advertising materials (ex. t-shirts, handouts, banners, posters, etc.), and submits all design proofs to the Celiac Disease Foundation U national office for approval; contacts local and campus media outlets (newspaper, TV, radio) to secure coverage for the chapter’s events.

8. **Recruitment Chair**
   **Requirements:** Time commitment of 3-5 hours per week for 2 semesters or 3 quarters.
   **Duties:** Engages students who express interest in joining; informs students on upcoming meetings and events; works with marketing chair to promote the chapter at freshman/transfer orientation and the club/activity fairs; reaches out to clubs and organizations to inform them about meetings, events and open executive board positions.

**VII. ELECTION OF OFFICERS**
Chapters are asked to host elections either in **November** (for a January to December term) or **February** (for a March to February term). This allows at least 4-6 weeks for the new officers to “shadow” the past officers.

Applications and descriptions for available positions will be distributed to all members of the organization one month before the election meeting. If a member is interested in an executive board position, they must fill out an executive board application. The executive board will decide on possible candidates for each position. Qualified candidates will be notified and information regarding the candidates will be sent to the rest of the chapter.

At the election meeting, candidates will give a short speech, and the rest of the organization will make the final vote. Whoever receives the majority of votes, wins and will be appointed to the position.

In the event that a required officer position becomes vacant during the school year, the President must motion for an appointment. The motion must be seconded. The motion carries with a majority vote of the executive board.
IIIX. REMOVAL OF OFFICERS
If any officer fails to uphold the purpose and objectives of the organization, fulfill their duties, or does not comply with university policies, a vote of “no confidence” must be presented to the executive board by a chapter member. Written notification shall then be presented with reason for removal to the officer in question. After the officer in question has had his/her right to speak to the board on their own behalf, a vote is taken from the executive board. The officer in question does not have a vote. The officer may be removed by a majority vote of the executive board.

IX. ADVISOR (Section IX applies only to Schools with a Faculty Advisor requirement)
The Faculty advisor must be a current full-time faculty or staff member at (School Name).

A. Selecting an Advisor
Members of the executive board will review and meet with potential candidates for the faculty advisor position and will choose one qualified individual to serve.

B. Duties of the Advisor
1. Attend at least one chapter and one executive board meeting per month.
2. Attend as many organizational events and fundraisers as possible.
3. Provide continuity as student leadership changes from year to year.
4. Signing or cosigning appropriate university forms as necessary.
5. Monitor chapter finances and provide appropriate advice.
6. Serve as liaison between chapter and university administration.
7. Determine advisor expectations with executive board each year.
8. Generally be available to the executive board.

X. MEETINGS
Chapters will host general chapter meetings at least once a month and executive board meetings twice a month at a recurring date and time.

XI. ADMENDMENTS
Celiac Disease Foundation U (School Name) shall operate in accordance with all university provisions. Any amendment changes shall be passed by a simple majority vote (i.e.: 50% of current, active voting members and an additional 1 current, active member). Amendments to this constitution must be reviewed by the school once adopted by the chapter.

XII. ORGANIZATION AGREEMENT
Chapter agrees to abide by (Your state) laws regarding hazing. Furthermore, the chapter agrees to abide by all school policies as outlined by (School Name), including, but not limited to:

- Checking the organization’s mailbox regularly.
- Communicating via email upon request.
- Updating the organization’s records whenever there is a change.
Celiac Disease Foundation U Chapter Year Plan

**Official Chapters:** Complete and submit to maya.blackburn@celiac.org by July 15 each year.

**Future Chapters:** Complete and submit to maya.blackburn@celiac.org to become a provisional chapter.

**Chapter Information**

School name:

President’s name:

President’s email address:

Number of current active members who regularly attend meetings & events:

Month/year chapter was approved:

**Chapter Goals**

Set chapter membership and fundraising goals each school year and break the goals down by spring and fall.

**Membership Goal:** Number of students the chapter will recruit to become “active members” who attend regular meetings and events. *New chapters, aim to secure 5-10 “active members” in the first semester or quarter.*

**Fundraising Goal:** Amount the chapter will raise each semester and during the school year. *New chapters are asked to commit to a minimum fundraising amount of $250 for the first year.*

**Fall Fundraising Goal:**

**Spring Fundraising Goal:**

**Fundraising Goal for Year:**

*Amount Equals Fall + Spring Goal*

**Fall Membership Goal:**

**Spring Membership Goal:**

**Membership Goal for Year:**

*Amount Equals Fall + Spring Goal*
**Events**

To keep the group active, chapters will host one small fundraising/awareness event every two months. Ideas can include: bake sales, puzzle piece campaigns, movie screenings, restaurant nights, celiac disease information sessions/panels, etc.

Chapters are asked to host one large fundraising event per school year. Ideas can include: walk/run, benefit concert, relay race, dodge ball tournament, dance marathon, scavenger/treasure hunt, etc.

**Fundraiser Format**

What event will the chapter host?

Date and Location:

How will the chapter promote the event?

What clubs and/or Greek organizations will the chapter collaborate with on this event?

What is the event’s fundraising goal & how will the chapter reach it?

(Ex.: $2,000 goal, sell $10 tickets, recruit 200 attendees).

What is the event’s attendance goal?
Event Calendar Template

Complete the event calendar below. Dates don’t have to be exact; rather this is a plan to map out the chapter’s efforts for the school year. Remember to attach a monetary goal to each fundraiser. **Red text represents items that must be included in the event calendar.**

**Official chapters:** Complete Event Calendar on page 37 and submit each year.

**Future chapters:** Complete Event Calendar on page 37 and submit to the Celiac Disease Foundation U national office to gain “provisional status.”

<table>
<thead>
<tr>
<th>Month</th>
<th>Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fundraising Goals</strong></td>
<td><strong>Fundraising Goal for the Year</strong> <em>(amount equals fall + Spring Goal):</em></td>
</tr>
<tr>
<td></td>
<td>Fall Fundraising Goal:</td>
</tr>
<tr>
<td></td>
<td>Spring Fundraising Goal:</td>
</tr>
<tr>
<td>August</td>
<td>Explain how the chapter will participate in freshmen orientation:</td>
</tr>
<tr>
<td></td>
<td>Contact school about participating in club/organization fair.</td>
</tr>
<tr>
<td>September</td>
<td>Explain how the chapter will participate in club/organization fair:</td>
</tr>
<tr>
<td></td>
<td>September Fundraising/Awareness Event:</td>
</tr>
<tr>
<td></td>
<td>Event fundraising goal *(if applicable):</td>
</tr>
<tr>
<td>October</td>
<td>October Fundraising/Awareness Event:</td>
</tr>
<tr>
<td></td>
<td>Event fundraising goal *(if applicable):</td>
</tr>
<tr>
<td>November</td>
<td>November Fundraising/Awareness Event:</td>
</tr>
<tr>
<td></td>
<td>Event fundraising goal *(if applicable):</td>
</tr>
<tr>
<td>December</td>
<td>December Fundraising/Awareness Event:</td>
</tr>
<tr>
<td></td>
<td>Event fundraising goal *(if applicable):</td>
</tr>
<tr>
<td>January</td>
<td>January Fundraising/Awareness Event:</td>
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<tr>
<td></td>
<td>Event fundraising goal *(if applicable):</td>
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<tr>
<td>February</td>
<td>February Fundraising/Awareness Event:</td>
</tr>
<tr>
<td></td>
<td>Event fundraising goal *(if applicable):</td>
</tr>
<tr>
<td>March</td>
<td>March Fundraising/Awareness Event:</td>
</tr>
<tr>
<td></td>
<td>Event fundraising goal *(if applicable):</td>
</tr>
<tr>
<td>April</td>
<td>April Fundraising/Awareness Event:</td>
</tr>
<tr>
<td></td>
<td>Event fundraising goal *(if applicable):</td>
</tr>
<tr>
<td></td>
<td>Host officer elections and submit Executive board Contact Form to the Celiac Disease Foundation U national office.</td>
</tr>
<tr>
<td>May</td>
<td>May Fundraising/Awareness Event:</td>
</tr>
<tr>
<td></td>
<td>Event fundraising goal *(if applicable):</td>
</tr>
<tr>
<td>June &amp; July</td>
<td>Participate in local Celiac Disease Foundation Team Gluten-Free™ event <em>(if applicable).</em></td>
</tr>
<tr>
<td></td>
<td>Work with executive board members to create new Chapter Year Plan for upcoming school year.</td>
</tr>
<tr>
<td></td>
<td>Send in Chapter Year Plan by July 15 to <a href="mailto:maya.blackburn@celiac.org">maya.blackburn@celiac.org</a>.</td>
</tr>
</tbody>
</table>
Sample Event Calendar

Red text represents items that must be included in the event calendar. Events ideas listed are suggestions.

<table>
<thead>
<tr>
<th>Month</th>
<th>Plan</th>
</tr>
</thead>
</table>
| **Fundraising Goals** | **Fundraising Goal for the Year** *(amount equals fall + Spring Goal): $1500*  
Fall Fundraising Goal: $350  
Spring Fundraising Goal: $1150 |
| August    | Attend freshmen orientation and pass out chapter information.         
Email members reminding them about available executive board positions. 
Contact school about participating in club/organization fair. |
| September | Participate in club/organization fair.                                
Attend freshmen move-in day and pass out handouts about first chapter meeting. 
9/23 Host gluten-free bake sale in student center. Hand out quarter cards with date/time/place of next meeting. 
**Event fundraising goal: $100** *(Sell 50 cookies for $1 each and 25 cupcakes for $2 each)*. |
| October   | 10/13, 10/19 and 10/24 Table and pass out flyers for karaoke on 11/18. 
10/29 Work with local school to host a Halloween arts and crafts table during their event. |
| November  | 11/14-11/17 Table on campus to promote karaoke fundraiser.            
11/18 Host karaoke fundraiser (large fundraiser).  
**Event fundraising goal: $250** *(charge $2.50/song, recruit 100 people and 20% of food proceeds benefit Celiac Disease Foundation)*. |
| December  | 12/9-12/13 Pass out gluten-free candy attached to fact cards to students studying for finals. 
Include information on how to get involved with the chapter. |
| January   | 1/5 Email chapter members and post on chapter Facebook when the first meeting will be. 
1/17-1/31 Host spare change campaign, co-sponsored with another club.  
**Event fundraising goal: $50.** |
| February  | 2/24 Hold celiac disease panel discussion on campus. Advertise for Celiac Disease Foundation U Walk/Run. |
| March     | 3/26-4/1 Organize restaurant week (4 restaurants with gluten-free offerings each donate percentage of proceeds to Celiac Disease Foundation).  
**Event fundraising goal: $200** *(each restaurant raises around $50)*. |
| April     | 4/15-4/19 Promote Walk/Run on campus and in community.                
4/28 Hold Celiac Disease Foundation U Walk/Run (large fundraiser).  
**Event fundraising goal: $900** *(each restaurant raises around $50)*.  
*Host officer elections and submit executive board contact information form to Celiac Disease Foundation U. |
| May       | 5/11 Host gluten-free pizza and movie night.                          |
| June      | Attend nearby event as **CDF Team Gluten-Free™**.                    |
| July      | 7/14 Skype with all executive board members to create new Chapter Year Plan for upcoming school year. Attend freshmen orientation to promote chapter and to recruit new members.  
**Send in Chapter Year Plan by 7/15 to maya.blackburn@celiac.org.** |
Celiac Disease Foundation U Year-In-Review

This review is an evaluation of the chapter’s awareness, fundraising and volunteer efforts from August through May/June. Please complete the review and submit it to maya.blackburn@celiac.org.

Submission Deadlines
- If your school is on the semester system, submit the form by May 1.
- If your school is on the quarter system, submit the form by June 1.

Chapter Information
President’s Name:

School name:

President’s email & phone number:

Month/year chapter was approved by Celiac Disease Foundation U:

Chapter Goals
Answer the items below regarding Fall semester/quarter.
Fall fundraising goal: _____________________
Amount of funds raised for Celiac Disease Foundation in fall: _____________________
Fall membership goal: _____________________
Number of active members secured at end of fall: _____________________

Answer the items below regarding Spring semester/quarter.
Spring Fundraising Goal: _____________________
Amount of funds raised for Celiac Disease Foundation in spring: _____________________
Fall membership goal: _____________________
Number of active members Secured at end of fall: _____________________
Total amount raised for Celiac Disease Foundation during the school year:___________________
(Amount equals what fall & spring raised).

Total number of active chapter members who regularly attend meetings and events at the end of the school year: _____________________
(Amount equals number of members secured in fall & spring).

What fundraising events were held during the school year for Celiac Disease Foundation? Note how much each raised.
Awareness

What awareness events did the chapter host to promote celiac disease, Celiac Disease Foundation and Celiac Disease Foundation U?

If so, what activities were planned and what buildings did the chapter light up blue (include building names)?

What other events/activities did the chapter host in April for Celiac disease Awareness Month?

Volunteering

Did the chapter volunteer in the local celiac disease community? Yes/No

If yes, please explain the chapter's volunteer efforts.

Were these efforts tied in with Celiac Disease Foundation? Yes/No

If yes, please explain how.

Communication

Was the chapter in contact with the Celiac Disease Foundation U national office once a month during the school year? Yes/No

Collaboration

Did the chapter collaborate with other students clubs or organizations this semester? Yes/No

Did the chapter participate in or volunteer at any events sponsored by other clubs/Greek life organizations? Yes/No

If yes, how did your groups work together and/or plan to work together next year?
Celiac Disease Foundation U Executive Board Application

Name:

Graduation Year:

Email:

Phone Number:

Position Applying for:

Are you aware of the time commitment for this position? Yes / No

How long have you been a member of the Celiac Disease Foundation U chapter?

What past experience do you have that you would consider beneficial to the chapter?

Why do you want to be a part of the Executive board?

What events would you like to see the chapter host next spring and fall semester/quarter?

What other organizations are you a member of?

Do you hold a position in any other organizations? If so, please list.

Would you be willing to serve in a different position than the one for which you are applying? Yes / No

If so, which one(s)?
Celiac Disease Foundation U Media & Sponsorship Guide

Section I: Media Introduction

**Generate Buzz.** Ask campus and local media to do a write-up about the event beforehand, have someone cover the event or do an event re-cap (*preferably get coverage before the event to drive awareness and attendance*).

7 Tips For Sending a Press Release

1. **Make the story appealing.** Decide what makes your story newsworthy. Is it a new event? Does someone have a personal connection to celiac disease? Will you be partnering with Greek life and clubs for the first time?

2. **Build a media list.** Compile a list of newspapers, magazines, radio, TV and news outlets in the area. Find the contact person for each outlet and create a list (name, address, contact phone and email).

3. **It’s all about timing.** Avoid sending a press release over the holidays and on weekends. Send it mid week (Tuesday-Thursday) during business hours and at least a month before the event.

4. **Don’t send attachments.** Send the release as part of the actual email. Attachments are often ignored.

5. **Be reachable.** Include your contact information (phone and email) and event details in the release.

6. **Follow-up!** Send the release at least a month in advance and follow up after it has been sent. If you don’t hear back within a few days, call. It’s up to you to be persistent.

7. **Get in event calendars.** Contact newspapers and radio stations to be included in their event listings.

5 Things to Consider When Contacting the Media

1. **Be polite & respectful.** When calling you may get sent to voicemail. Leave a message. If you don’t hear back, call again and send a follow up email. If you don’t receive a reply, contact another outlet.

2. **Make it personal.** Research the best contacts and let them know why you’ve sent them information.

3. **Know The Facts.** You don’t have to be a celiac disease expert, but know that it 1 in 133 people. Refer to celiac disease as an autoimmune disorder and NOT an allergy.

4. **Know the Organization.** Inform people that the event is benefiting Celiac Disease Foundation and that it is run through their college program, Celiac Disease Foundation U. Don’t abbreviate Celiac Disease Foundation U to “CDFU.”

5. **Keep a record.** Note the media outlets you contacted, who you spoke to/left a message for and when. This information will be useful to reference when following up.
Section IIa: Sponsorship Introduction

Finding Sponsors
Think about what local companies, stores, restaurants, gyms, etc. would benefit from getting their name out in support of a local philanthropic effort. If you are planning an event, think about the supplies you need and approach a vendor for in-kind donations to use at your event. You can often request support from companies in exchange for advertising on your flyers, brochures, letters, t-shirts and other event materials. Note that because in-kind donations to your event do not directly benefit Celiac Disease Foundation, tax receipts cannot be provided for these contributions.

IMPORTANT: In order to avoid inadvertently jeopardizing existing relationships between Celiac Disease Foundation and its Sponsors and other relationships, Chapters must receive written approval from the CDF National Office before soliciting corporations, businesses, celebrities, and sports teams.

Tips to Approaching Sponsors:

- **Plan Ahead.** Businesses need time to consider your request, so start early and follow up often. Remember that you need their help, so it is up to you to follow up with them and be proactive.

- **Know your Market.** Start small, and don’t expect or only ask for $3,000 donations. Every bit helps when it comes to reaching your goal (ex. four $200 sponsorships total $800).

- **Build a Contact List.** Before contacting everyone, create a list of people/alumni/businesses that could be potential sponsors. Look to the members of the co-sponsoring organizations to see if any of their friends/family members have any contacts that could lead to sponsorship opportunities.

Why Sponsorship is Key
Holding successful awareness/fundraising events require funding. There are several benefits your event can acquire by having sponsors. These include:

- **Boost Credibility.** By showing the campus community you have the financial support of one or more local businesses, the event gains credibility and appears to be more professionally run.

- **Increase Participation.** Having sponsors allows you to host a successful event that attracts a large turnout. Funding from sponsors helps to purchase refreshments, event decorations, prizes for event participants, etc.

- **Reach your goal.** Recruiting sponsors will help the chapter reach and exceed the event’s fundraising goal.

Sponsorship Packet
On page 43-45, fill out the fields in red and print off the pages to give to businesses. Remember to change the red fields to black before printing. If you need the Word files of this document, email maya.blackburn@celiac.org.

Sponsorship Packet Includes:

- **Introduction Letter:** Page 43
- **Promotional Opportunities & Sponsorship Levels/Benefits:** Page 44-45
- **Corporate Sponsorship Form:** Page 46
- **Thank You Letter:** Page 47
Modify pages 43-45 with event information and send to potential sponsors.

Fill Out Fields in Red & Then Change to Black.

(Date)
Greetings (Sponsor name),
My name is (name) and I am the (position in organization) for the Celiac Disease Foundation U chapter at (school name). The members of our organization are hosting (event name) to raise celiac disease awareness and funds for Celiac Disease Foundation, the nation’s leading voluntary health organization dedicated to driving diagnosis for celiac disease and other gluten-related disorders through advocacy, education and advancing research. This event is geared towards engaging all members of the (school name) campus community. We would like to invite you to become a sponsor of (event name) and to help increase celiac disease awareness throughout the campus and local community.

(Event name) will be held at (venue name and address) from (start time) – (end time). Over (number) students from (number) Greek organizations and student clubs will be participating in the event.

As celiac disease affects 1 in 133 people in the United States but only 1 in 6 are currently diagnosed, it is our hopes that with your help we will be able to raise awareness about this important cause. Celiac disease is an autoimmune disorder in which people cannot eat gluten, a protein found in wheat, rye and barley, because it damages their small intestine. The number of people diagnosed with celiac disease has increased in recent years and as many as 83% of people remain undiagnosed. Your sponsorship will help Celiac Disease Foundation fund critical research, programs and services for people affected by celiac disease nationwide.

Enclosed are details that explain the marketing value associated with sponsoring this event. Please do not hesitate to contact me with any questions. I look forward to speaking with you about our potential partnership and your support of (event name) at (school name).

Thank you for your time and consideration.

Sincerely,

(First and Last Name)
(Position in Chapter)
(Email Address)
(Phone Number)
Celiac Disease Foundation U at (School Name)
Promotional Opportunities

(Event Name)’s promotional campaign is aimed to reach more than (number of students at school) students on (school name) campus, as well as other nearby colleges and universities to recruit individuals to participate in the event.

Target Audiences

- (Number of) academic/student clubs/organizations/societies within Student Association.
- (Number of) Greek life organizations.
- (Number of residences on campus) residence hall communities.

Promotional Tactics

- Flyers, banners and posters displayed around campus and local community.
- Appearances at student organizations’ weekly meetings.
- Local area and campus newspaper advertising.
- School website, Facebook and Twitter advertising, as well as chapter’s social media pages.
- Press release distributed to all local media.
- In-person media interviews and prominent story placement.
## Sponsorship Levels & Benefits

<table>
<thead>
<tr>
<th>Sponsorship Benefits</th>
<th>Bronze ($150-$249)</th>
<th>Silver ($250-$499)</th>
<th>Gold ($500-$999)</th>
<th>Platinum ($1000+)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo/Name in pre-event communication to registered participants.</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Logo on &quot;Thank You&quot; board at event.</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Logo on event t-shirt.</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Logo in event advertising.</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Logo placement on event collateral (i.e. posters, flyers, Facebook event, etc.).</td>
<td></td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Acknowledgement in press releases.</td>
<td></td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Sponsor name incorporated into event name (i.e. Celiac Disease Foundation U [Event Name] Sponsored by...).</td>
<td></td>
<td></td>
<td>X</td>
<td></td>
</tr>
</tbody>
</table>
Corporate Sponsorship Form

Thank you for joining our efforts to support the millions of individuals whose lives are touched by celiac disease and other gluten-related disorders every day.

Please fill out the form below and return to:

Event Organizer’s Name:
___________________________________________

Email: ___________________________ Phone: ______________________

Address: ___________________________________________________________________

Business Name:
Contact Name & Title:
Address:
Phone Number:
Email Address:

Sponsorship Level: (Circle level of choice)
BRONZE  SILVER  GOLD  PLATINUM

Donation Amount: $____________________

Delivery/Pickup: ______ I will mail my payment.
______ I would like to arrange for pickup.

Please make checks payable to “Celiac Disease Foundation” and return to event organizer.
Thank you Letter

Fill Out Fields in Red & Then Change to Black Text.

Date

Dear (Sponsor Name):

On behalf of Celiac Disease Foundation U at (school name) and Celiac Disease Foundation, I would like to thank you for partnering with our organization on (event name). Your commitment to increasing celiac disease and gluten sensitivity awareness, advocating for the gluten free community and raising funds for Celiac Disease Foundation has given us a powerful voice in the community and allowed us to make a contribution to the 1 in 100 nationwide.

(Event Name) was able to raise (amount raised at event) for Celiac Disease Foundation, and our collegiate chapter will continue to help change the lives of those affected by celiac disease and gluten-related disorders through our philanthropic efforts at (school name).

With your contribution, you haven't just helped us further celiac disease research, increase awareness about gluten-related disorders, and advocate on behalf of people with celiac disease and their families. You've assisted us in the ability to offer invaluable help and hope to millions of people whose lives are touched by celiac disease every day.

We thank you again for your generous support of our efforts and hope to work with you on our future endeavors.

Sincerely,

(First and Last Name)
(Position in Chapter)
(Email Address)
(Phone Number)

Celiac Disease Foundation U at (School Name)
Introduction to Celiac Disease and Gluten Sensitivity

What is Celiac Disease?

Celiac disease (CD) is a genetic autoimmune disorder affecting nearly 1% of the population worldwide. When people with celiac disease eat gluten (a protein found in wheat, barley and rye), their body’s immune system creates antibodies that attack the small intestine and cause damage which prevents nutrients from being absorbed. Once thought to occur mainly in childhood, celiac disease can affect people at any age. If left untreated, CD can lead to serious health problems such as infertility, stunted growth, anemia, osteoporosis, neurological disorders, intestinal cancer, and additional autoimmune disorders. The only treatment currently is the lifelong gluten-free diet, which eliminates all forms of wheat, barley and rye and their derivatives.

How is it Diagnosed?

Celiac disease can be first detected through blood testing for specific antibodies, most commonly anti-tissue transglutaminase (tTg IgA or IgG), as long as gluten is still in the diet. A diagnosis is then made by undergoing a small bowel biopsy and examining several tissue samples for characteristic damage and inflammation.

What is Dermatitis Herpetiformis?

Dermatitis herpetiformis (DH) is a skin manifestation of celiac disease that causes a blistery, itchy and symmetrical rash most commonly on the elbows, knees, and buttocks. DH affects 15-20% of people with celiac disease, most of whom have NO digestive symptoms whatsoever. DH can be diagnosed from a biopsy of the skin adjacent to the blister which contains deposits of the IgA antibody. A gluten-free diet is required to treat dermatitis Herpetiformis.

What is Gluten Sensitivity?

Gluten sensitivity (non-celiac gluten sensitivity) is a less-understood condition with many of the same symptoms as celiac disease which resolve on a gluten-free diet. Unlike in celiac disease, those with gluten sensitivity do not experience the autoimmune reaction that results in celiac-specific blood antibodies or damage to the small intestine. The only way to differentiate between the two conditions is to undergo testing and exclude the possibility of celiac disease as well as wheat allergy while still on a gluten-containing diet. The exact cause of non-celiac gluten sensitivity is still unknown, and the only treatment is the gluten-free diet.

The Gluten-Free Diet

Individuals with gluten-related disorders are fortunate that they can experience resolution of most of their symptoms through adhering to a strict gluten-free diet. The gluten-free diet becomes a lifestyle that affects every aspect of a person’s life and is best managed with the guidance of experienced specialized health professionals and the support of family, friends, and others living with the disorder.