



AUBURN
ALUMNI ASSOCIATION

MEMBERSHIP UNITY QUESTIONS AND ANSWERS

Q: Who decided on membership unity? Why is membership unity important?

A: Membership unity was approved by the Auburn Alumni Association board of directors in June 2009. The program will allow the association to continue to provide services to all Auburn clubs.

Q: When will Membership Unity start?

A: October 1, 2009 for clubs that do not currently have a local dues structure
October 1, 2010 for most clubs
October 1, 2011 for the largest clubs

Q: Can my local club still have membership dues?

A: No. Membership will be unified. All members of the alumni association will automatically be eligible for local club participation. This will eliminate confusion between club memberships and association memberships.

Q: Who can provide my club with membership applications?

A: Contact Corey Kate Lambert (334-844-1145) or Cindy Diffie (334-844-1148) for your special promo- coded membership applications. You can contact them at coreykatelambert@auburn.edu (Corey Kate) or cindydiffie@auburn.edu (Cindy)

Q: How much scholarship money will my club make by selling association memberships?

A: \$10 from a NEW Annual Membership (\$45)
\$12 from a NEW Annual Joint Membership (\$60)
\$1 from an Annual Renewal (\$45)
\$50 from a NEW Life Membership (\$650)
\$75 from a NEW Life Joint Membership (\$975)

Q: Can my club use the money for operational funds instead?

A: No. All incentive monies will be transferred to your local club scholarship fund by the end of September each year.

Q: Can you tell me how many memberships my club has acquired this month/year?

A: Yes, the MU Promo code allows us to track your memberships. We get a promo code report once a month that can be shared upon your request.

Q: What is a promo code?

A: The promo code is a code used to track memberships for your club so you can raise money for your club. Make sure your membership cards/forms are coded so your club gets credit. The promo code starts with MU _ _ _ (4-5 digits).

Q: How do people join the alumni association?

A: There are 3 easy ways for people to join:

- **Online** at www.aualum.org/membership/ and use the club promo code in the “Why I Joined” box
- **Mail/Fax** completed applications forms provided in your toolkit specially marked with your club promo code
- **Telephone call** to the membership office at (334) 844-2560 and mention your club

Q: My club does not have a local scholarship. How do I start a scholarship?

A: Call (334)-844-7420. Toni Littleton-Rich can help your club start a scholarship program. Look in your toolkit for the “How to Start a Scholarship” tip sheet.





	<u>FEE</u>	<u>COMMISSION</u>
NEW Annual Membership	\$45	\$10
NEW Annual Joint Membership	\$60	\$12
Annual Renewal	\$45	\$1
NEW Life Membership	\$650	\$50
NEW Life Joint Membership	\$975	\$75



HOW TO ESTABLISH A CLUB SCHOLARSHIP

- A. Contact Toni Littleton-Rich, Scholarships Coordinator, at 317 South College Street, Auburn University, AL 36849 by phone (334) 844-7420 or email tonilittletonrich@auburn.edu
- B. All monies will be placed in the Auburn University Foundation, whether an endowed or annual gift.
 1. **Endowed Scholarship** – minimum of \$25,000 placed in an account of the Auburn University Foundation. In compliance with the university's endowment spending plan, interest earned from the endowment will be used to fund the scholarship in the name of the club or an individual. The \$25,000 can be given over a five-year period or in one lump sum.
 2. **Annual Scholarship** – money given annually to the Auburn University Foundation designated for a scholarship. This is an annual contribution, which represents the amount of the scholarship.
- C. In all cases, the selection of the individual receiving the scholarship will be made by the **University Scholarship Office**.
- D. The following preferences by the club can be placed on the Scholarship:
 1. Geographical area, defined by county or city of residence.
 2. Class year (freshman, sophomore, junior, or senior)
 3. Enrollment Status (incoming, currently enrolled or transfer student).
 4. Renewable for a previous recipient.
 5. Academic merit with no regard to financial need.
 6. Demonstrated financial need.
- E. Based on the club's preferences, a scholarship agreement is drafted by the Office of Alumni Affairs. Subsequent to approval of the draft agreement by the officers of the club, the offices of Alumni Affairs and Development and the University Scholarship Office will review the agreement. Once all parties have approved the draft, the final agreement is written in duplicate and signed by the club's president, the Executive Director of Alumni Affairs, and the Vice President for Development. An original signature document is filed with the club.
- F. A file copy of the agreement will be maintained in the Office of Alumni Affairs, Donor Relations and in the University Scholarship Office.
- G. It is the responsibility of the local club to:
 1. Promote the scholarship and notify high school guidance counselors and prospects as to the existence of the awards and the university's procedure for selection. Club scholarship applications are not required for consideration. To be considered, the student must have submitted application for admission and supporting documentation by the scholarship deadline. Financial aid applications are necessary only if the scholarship is based on financial need. Applications for financial aid are available from the AU Office of Financial Aid.
 2. Send scholarship contributions to the Auburn University Foundation no later than the date prescribed in the scholarship agreement, February 1. The scholarship will not be awarded until the amount needed is deposited. The University Scholarship Office will notify students in March and April of awards. Students must make their final decisions by May. Generally, clubs shall be notified by May 7 of scholarship recipients.

Attn: Out-of-State Clubs -- Out-of-state tuition is three times the rate of in-state tuition. The club scholarship is generally awarded at 1/3 out-of-state tuition, AU will in turn waive another 1/3 out-of-state tuition, leaving a balance of 1/3 out-of-state tuition for the student to cover.

For more information, please go to the University Scholarship Office web site: <http://www.auburn.edu/scholarship/>

FUNDRAISING IDEAS FOR CLUB SCHOLARSHIPS

- 1) **Matching Program** – Certain corporations provide matching funds for scholarship support. Example: West Georgia Auburn Club set an agreement with the Callaway Foundation to match their club contribution for up to \$ 100,000 per year for five years.
- 2) **Restaurant Partner** – Restaurants or other local businesses may offer a percentage of sales to support the club scholarship during a special promotional time. Example: Carpet Capital Auburn Club is working with local Chick-Fil-A restaurant to share proceeds on away game weekends. As local fans head to Nashville or Knoxville, they will encounter the restaurant just off the I-75 interstate.
- 3) **“Aubie” plush toy** - A special item available through an Auburn alum who is a member of the Greater Birmingham Club. The bookstores around Auburn sell the item for around \$15 or more each. They are offering them to clubs for \$7 per unit. Example: Greater Birmingham Auburn Club, “During a fund drive it is not unreasonable to expect each member of the club to buy one Aubie for themselves and then sell 2-3 more to their friends and family. The amount of money raised can get BIG in a hurry.
- 4) **Limited Edition Item** – A unique, “exclusive” item, such as an ornament commissioned especially for the local club. Example: The Atlanta Auburn Club has commissioned a special hand painted ornament depicting the rolling of Toomer’s Corner. The ornament is only available through the club and club members can purchase at a discount.
- 5) **Golf Tournament** - An event that several clubs have used successfully. These tournaments have gotten more expensive to run in some locations, but offer a special way to involve a large number of people in an event to raise scholarship money.
- 6) **Hunting Trip** – A hunting plantation that can host a number of hunters for a specialized hunting event. Example: The SW Georgia Auburn Club has an alumnus that manages a local quail hunting plantation. They are offering their facility for a fund-raising event. There will be some expenses, similar to use of a golf course, but a significant amount of the fee for participation will go to the club’s scholarship fund. Coaches and former AU athletes will “captain” teams of hunters during the event.
- 7) **Recognize Recipients and Families** – When possible inviting the recipient to the annual meeting can be a great encouragement to club fund raising efforts. In the event that the recipient is not known at the time of the meeting, including the students in another club event is a great help.
- 8) **Club Scholarship Chair** – Where possible, assigning a specific club volunteer to serve as “Scholarship Chair” who is really interested in scholarship fund raising can be a tremendous help in keeping the communication going among members and the Alumni Affairs Office.
- 9) **Seats with the Coach** – Sell seats at the coach’s table during annual meeting. Example: Palmetto sold seats for \$100 to sit at table with Coach Pat Dye.
- 10) **Pictures with Aubie** – Request Aubie to attend the meeting. Prepare for a picture spot with Aubie. Photos could sell for \$ 20.

- 11) **Honorary/Memorial Scholarship** – Name the scholarship in honor or memory of an AU alum from the club that is well known or a great citizen. This will make the scholarship personal for many in the club that are familiar with the honoree.
- 12) **Auburn Authors** – Invite an Auburn author to attend the club meeting to sell their books with a percentage of the proceeds going to the scholarship fund.
- 13) **Autograph items** – Create a special item with club logo that might be suitable for autographing.
Example: The Shoals Club created small plastic footballs that were sold for small children and those wanting coach autograph.
- 14) **Club t-shirts** – Create a club t-shirt to sell with proceeds going to scholarship fund.
- 15) **Just ask!!!** - Your members for contributions at your club meetings or in your communications.
- 16) **Raffle off a “theme night”** – Valentines- get contributions/donations from local vendors (restaurant, movies, theatre, and candy or flower store) make a basket and sell tickets.
- 17) **Football Tickets** - Have a member donate football tickets to raffle off.
- 18) **Garage Sale** - Have a garage/rummage sale with donated items from club members and the community (old clothes, books, toys etc.)- gather in a parking lot, sell all day, and donate remaining items to local charity or children’s home. Because there are usually no overhead costs, it’s hard to lose money on a rummage sale.
- 19) **Cookbook** - Make a cookbook with the best recipes from club members (tailgate, holidays, and special occasions) and sell in community.
- 20) **“Happy Birthday AU” party** - Ask everyone to bring a dime for each year of Auburn University’s existence (in 2006 we celebrate our 150th).
- 21) **Alum “Challenge”** – Have a challenge with a club near you to match \$1 for each \$1 raised for scholarships.
- 22) **“Draw Down” party** - Tickets are sold in advance for \$25 each. Every ten minutes draw a ticket. The holder of the last ticket wins a portion of the pot with the remainder of the money donated to club scholarship. (Example: Sell 50 tickets at \$25 each. The winner gets \$250 and the scholarship fund gets \$1000).
- 23) **Concession Stand** - Run a concession stand at a local sporting event.
- 24) **Community Events** -Volunteer club members to work in community events which then may donate money to the club scholarship for your contribution.
- 25) **Membership Dues** - Designate a portion of your membership dues toward scholarships...
(membership=\$15/yr and \$2 of that for scholarship= \$13 membership)
- 26) **“Freshmen Send-Off/Tiger Walk” party** - Invite all freshmen in your area to attend a meeting in the summer before they start Auburn, to welcome them, have a Tiger Walk where they get that Auburn spirit, maybe incorporate a dinner with speaker and donate any proceeds to the scholarship (your scholarship recipient should be there).

- 27) **Childcare** - For big events, where childcare may be needed, ask the new freshmen in your community (also Young Alumni) to donate their time during the function and any donations made by the parents go towards the scholarship (or a portion of the whole event).
- 28) **“Match your grad year”** - At your annual event ask everyone to **donate an amount equal** to their year of graduation to the scholarship fund. (Example: Graduated 1985= \$19.85 or 2003=\$20.03)
- 29) **Walk/Bike-A-Thon** - This involves getting people to pledge a certain amount of money for each mile the participant in the event walks or bikes. People can also donate a set amount of money instead of making the per-mile pledge. There are many types of thons: dancing, swimming, bowling, etc...
- 30) **Sales and Services** - Selling merchandise or services is an easy way to raise money. Using donated services or items for sale: Bake sales, car washes, massages etc., can raise money. Selling items like: Bagels, t-shirts, buttons, or candy bars will probably have some overhead, so make sure not to over order of you might actually lose money.
- 31) **Selling flowers**- Consider selling flowers around holidays, such as lilies around Easter, wreathes around Christmas, Roses around Valentine’s Day, etc.
- 32) **Benefits** - performances by bands, theatre groups, singers, poets, and other artists can prove helpful in raising funds for your group. Getting the performers to donate their time is the key to this project.
- 33) **How to Raise \$100** – A simple strategy that can get big fast!
1. Put in your own \$10
 2. Ask your Mom for \$10
 3. Ask your boss for \$10
 4. Write a letter to 3 close friends and ask each for \$10
 5. Call your Aunt in Peoria and ask her for \$10
 6. Eat lunch at your desk for a week and save the \$20 you would have spent on fast food for this project
 7. Put a bowl in the lunch room at work and ask for co-worker's spare change; be sure to put up a sign on where the money is going to. Stop when you get to \$10.
- If everyone in your club hands this out to one person and tells them why they are raising \$100 each, you'd have a good deal of money with zero expense (except for fliers).



PROMOTING MEMBERSHIP

There are several ways to promote membership in the association and in your club. Here are some ideas:

- Always have applications sitting out at your events (make sure they are coded with your new Membership Unity Code). Need more? Contact Kate Hancock at 334-844-2960 or katehancock@auburn.edu and request some.
- Link from your web page to our membership web page at www.aualum.org/membership. Need help? Contact Jeff Hall at 334-844-2197 or jeffhall@auburn.edu.
- You can charge different admission prices for your events depending on membership status; for example if your dinner is normally \$20, then make the change to \$20 for members and \$25 for non-members. To do this successfully, you'll need an accurate membership list at your check in/payment area to verify status. You can also do what we do at the Alumni Hospitality Tent and state that to get the discount rate, you need to show your membership pin at the entrance. "Your Pin Gets You In" is what we say! To request an updated list, send an email specifying the central zip code and what radius you want us to pull for members in your area. For example, "pull a list of association members within a 60 mile radius of zip code 36830." Your list will come in Excel format and contain first name, last name and membership status only. It takes 7 days to pull a list, so plan accordingly.
- Get A Friend! Send an email to all active club participants and ask them to "get a friend" to be a member. Be sure to give them an incentive such as a free ice cream scoop at your local ice cream shop for every membership they turn in by a certain date. Or the first 10 people to "get a friend" will receive a 10% discount at your local pizza pub. Always give a deadline and make sure they have access to your coded applications so you can track them.
- We find the best way to get members is through old fashioned direct mail. Solicitation trends show that the piece need not be fancy or colorful. A simple letter, with an ask, and a good signature works very well. Include a coded application in your letter. We have a letter shell template on file at a mailhouse. If you'd like to discuss using the template and adding your own letter/signature, call Amanda at 334-844-2889 or amandahodge@auburn.edu. Expect a 2 percent return, which is industry standard.
- Your speakers and presentations should always mention "join." Add it to scripts, add it to power points, add a banner. Make your message loud and clear and people will get it.

We will be glad to answer any more questions you have and entertain any ideas on getting members. The best place to start in the Membership office is with Kate, she will be able to direct your membership inquiries.

Happy Selling and War Eagle!

Amanda Hodge, Marketing/Membership Manager

