

Auburn
Alumni
Association
Membership
Unity
Policies:
A “How To”
Guide For
Clubs





MEMBERSHIP UNITY POLICIES

Auburn Alumni Association will:

- ◆ Provide pre-coded applications for all events
- ◆ Provide commission for all Membership Unity coded applications from direct mail, phone or online
- ◆ Provide an online joining Web site with mandatory drop-down promotion box with Membership Unity codes
- ◆ Actively advertise the Membership Unity codes with all club meeting postcards and club meeting e-mails
- ◆ Share vendor information and opportunities
- ◆ Provide lists of association membership status and renewal dates as requested
- ◆ Offer solicitation training for clubs that want to do specific membership drives
- ◆ Transfer commission to the designated club scholarship fund no later than October 30 of each year and provide a report regarding the transfer
- ◆ Continue to provide the ongoing services currently available to all Auburn Clubs **see list of services* and expand those services
- ◆ Honor the Membership Unity code when returned with any new membership

Auburn Alumni Association will not:

- ◆ Grant automatic credit to clubs for association memberships. Commission will only be honored with a MU code.
- ◆ Discontinue soliciting membership nationwide
- ◆ Exclude club areas from any solicitation

Auburn Clubs will:

- ◆ Actively educate the club area in using the Membership Unity code through e-mails, club Web site, events, etc. to ensure the club receives its proper commission
- ◆ Actively solicit alumni association membership in the club area
- ◆ Promote the opportunity for club participants to join online
- ◆ Generate operational funds as needed
- ◆ Generate scholarship dollars for the club scholarship fund(s) through membership commissions and other efforts
- ◆ Actively promote that membership in the association includes free membership in the local club
- ◆ Honor the 10 commitments expected from all Auburn Clubs

Auburn Clubs will not:

- ◆ Charge dues or membership fees or any fee that could cause confusion between membership in the association and local club membership
- ◆ Receive commission automatically from any association solicitation. Commission will be honored only when a Membership Unity code is used.

SERVICES

Membership Unity creates an opportunity for the Auburn Alumni Association to add more services as outlined in the Auburn Alumni Association strategic plan.

What services does the Auburn Alumni Association provide to clubs now?

- Publicity and recognition as an affiliated club of the Auburn Alumni Association.
 - Processing of financial contributions to the AU Foundation that support club scholarships
 - Provides a mentor from the board for each club
 - Data from the alumni database pertaining to alumni in the club area
 - Leadership direction training for club officers
 - Organization support for one official club meeting each year, arranging for an AU speaker
 - Funds one mailing each year to be sent to all association members
 - Door prizes and give-away items for club events
 - E-broadcasts for other club-sponsored events to all alumni
 - Social media outreach, such as Ning.com
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- Creation of club logos using official association mark
 - Arranges visits with Aubie and/or cheerleaders when possible
 - Posts photos on the club Web sites and social media
 - Game-watching packages for such events
 - Host a Club Leadership Conference each year to provide training, information and networking opportunities for club officers
 - Scholarship agreement guidance and ongoing support
 - Support for all fundraising activities
 - Tiger2Tiger network
 - Recognition of clubs and leadership
 - Ongoing office support

“HOW TO” INCREASE OPERATIONAL REVENUE

\$ Increase the attendance fee for club meetings or events; simply adding a few dollars per person will increase operational funds available. Advertise the increased fee supports your local club.

\$ If you have a large club meeting, set aside a certain number of seats for members and fewer seats for non-members. Or provide premium seating for members. Or consider reserved tables/patron tables in a premium space for a premium price.

\$ Ask alumni in your area who are already life members to support your local club.



Tip: Leverage your local Auburn Club as a business opportunity in your community. Businesses partnering with a local Auburn Club provides them an opportunity to reach a certain demographic. This is valuable and should not be underestimated as a club business tool.

\$ Sell premium items at club meetings and events, such as footballs, t-shirts, golf towels, etc. The association will share vendor information and assist clubs at getting these items at a better price. Contact the association marketing office for more information.

\$ Solicit local sponsorship for your club by partnering with a local restaurant (to provide food) or a local venue (to provide event space) in exchange for publicity.

\$ Review the list of alumni in your area (under employer) to determine ways to partner with alumni in the area, such as business owners who might have a special opportunity for alumni to gather for game-watchings or a “behind the scenes” tour.

\$ Talk to some local chain restaurant managers who often allow organizations to have a designated night for sending people to the restaurant and the organization gets a percentage of the proceeds. Promote heavily among your club.

\$ Invite Tiger Rags to attend your club meeting. The club receives 20% commission from the sales. Contact Jerry Rigby at jrigby@tigerrags.com

\$ Ask local businesses if they want to advertise in your club newsletter or charge a fee for the business to have a vendor table during an event.