



THE OHIO STATE UNIVERSITY

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Donation Based Membership Model &  
Recruiting Members

September 6, 2019



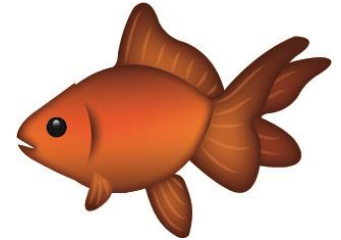
## Review of the basics

- Utilizing Employment Recruiting Tools to get new members
- Why have dues?
- Donation Based Dues
- Establishing benefits if you have dues
- Ways in which to Market & Promote
- Building your Membership page on your website
- Best Practices





# We are all recruiters!

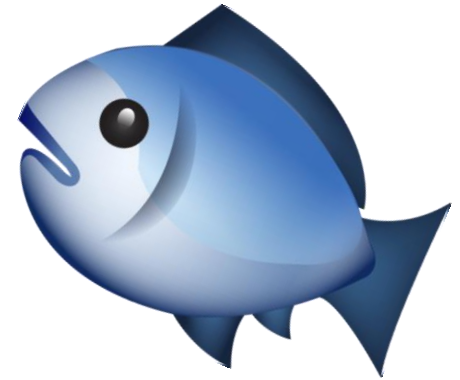


- Recruiting employees is just like recruiting members to alumni clubs
- Think like a recruiter, act like a marketer





## Think like a recruiter



- Start with your value proposition
- Why would someone want to work here/or join our club or society?
- What are the benefits of joining this employer/alumni club?
- What is in it for me?





## Act like a marketer

- Identify your target audience
- Build your messaging
- Choose your communication vehicles and tell your story





# Get the word out and source

- Identify target audience
- Build your messaging

Member benefits galore!

- Networking
- Supporting current students
- Funding scholarships for students to follow in your footsteps
- Members-only events and opportunities

- Choose how and where to tell your story





# LinkedIn

- 154 million users in America
- 57 percent of LinkedIn use is on mobile
- Images and video boost comments
- Tell your story, share your impact
- Proactively find members



# LinkedIn

- Quick sourcing demo





Why have dues?

- Need operating funds
- Point of Engagement
- Portion to go to Scholarship fund
- Used to enhance current events

*membership*  
**DUES**  
**INFORMATION**



- Membership runs – Fiscal, Calendar or other
- Annual/Sustaining
- Membership Categories
  - Basic (creating an all inclusive, similar to OSUAA)
  - Sustaining
  - Life
  - Associate/Honorary
- Branded Message
- Which Board member is responsible?



## Donation Based – Current Use Fund

- Established to support the programs and activities of the club/society
- No Interest earned on the fund
- Fund is housed with the University Foundation
- \$25 minimum for yearly “dues”
- Life is available, if paid within one year, by December 31
- Use the term of either Sustaining or Active Member
- Recognition is tracked in TAS from January 1 – December 31
- Gift is tax-deductible



## Donation Based Model

- The \$25 counts toward Sustaining Membership with OSUAA
- There is a 180 day hold on the funds
- Membership credit is based on household
- Exception if membership can be connected to an activity/special interest
- Reimbursement from fund will be sent to your checking account
- Does allow direct payment to internal OSU departments
- No minimum balance needed
- Join button on website with direct link to I-Give page



[Join](#)[Donate](#)[About](#)[Events](#)[Membership](#)[News](#)[Photos](#)[Resources](#)[OSUAA](#)[ATHLETICS](#)[TICKETS](#)[Facebook](#)

## Membership

Thank you for your interest in the Cheerleader Alumni Society at The Ohio State University. The Cheer Alumni Society has a rich membership history, supported by community faculty, staff, students, and community members, and provides alumni the opportunity to network and make friends in the area.

### APPLYING FOR ANNUAL MEMBERSHIP OR RENEWAL

Because we are committed to keeping all our cheer alumni connected, we encourage everyone to join: from newly graduated to professionals in their field(s). Memberships must be renewed on a yearly basis, and the society will provide you with a reminder each year to renew your participation and dues. If you need an alternative, non-digital format, please use this form to submit an application for membership or renewal.

**TO APPLY, please review the following categories.** Each will explain the various levels of membership, including annual dues, and a link to join:

### SOCIETY MEMBER WITH OSU ALUMNI ASSOCIATION SUSTAINING MEMBERSHIP

Dual (2) membership(s) for individuals who have earned associate, bachelor, graduate, professional or honorary degrees or Alumni who are medical resident graduates of The Ohio State University and support the society's mission are welcome to join the society.

**Donate and Join: \$75/year**

### Benefits

- Ohio State Alumni Magazine
- Eligibility for the OSU Alumni Football Lottery
- Ability to participate in the annual reunion dinner and game cheering
- Ability to purchase extra tickets for the cheer reunion game
- Added to Cheer Alumni mailing list

### ALUMNI MEMBERSHIP

All former students of The Ohio State University, who have earned associate, bachelor, graduate, professional or honorary degrees. Alumni also include medical resident graduates of the University.

**Donate and Join: \$35/year**



Black Alumni Society

Membership Form | Black Alumni Society

membership/membership-form/

Home | Advancement | NCAA College Football | Customer Log In | Black Alumni Society | Dashboard | Alumni Groups | Web | Big Ten Conference | Omni Hotels | College Football Play

OSU.EDU

Help | BuckeyeLink | Map | Find People | Webmail | Search Ohio State

Black Alumni Society

JoinDonate

AboutAlumni AwardsBoardEventsHale CenterHistoryMembershipNewsPhoto GalleryResourcesScholarshipsStudent RepresentativesHomepage

FACEBOOKTWITTER

## Membership Form

Thank you for your interest in the Black Alumni Society!

After clicking send, you will be redirected to the Black Alumni Society Support Fund to make your \$30 donation!

Full Name (required)

Street Address (required)

City (required)

State (required)

Zip Code (required)

Phone Number (required)

Example: 1235679009

Email (required)

Interested in serving on a committee?

Yes

Are you interested in volunteering?



## Make your gift

[Home](#) [Why give](#) [How to give](#) [Support your passion](#) [Support a college or campus](#) [Donor communities](#)



### The Ohio State University Cheerleaders Alumni Society Support Fund | Fund Number: 315655

[Home](#) / [Make a gift](#)

Supports the programs and activities of the Ohio State Cheerleaders Alumni Society and awarding of scholarships.

### My gift details

Select a gift amount:

\$75	\$100	\$250	\$500	\$1,000
------	-------	-------	-------	---------

Or enter a gift amount:

\$	35
----	----

Frequency:

One-Time Gift	Monthly
---------------	---------

If you have an existing pledge, this gift will be applied to an existing pledge to this fund. If you have questions, please call 614-292-2141.

My gift supports:

The Ohio State University Cheerleaders Alumni Society S... [Change Fund](#)



Add this gift to your giving list

Your gifts for this transaction:

Empty. Please make your gift above!

## My information

Gift type

**Personal**

Corporate

Title

Please select a title

Address

Street address\*

Name

First\*

Middle

Street address 2

Last\*

City\*

State/Territory\*

Spouse/  
partner

Spouse / partner name

Zip/Postal code\*

United States

Contact

Email address\*

Preferred phone

If you went to Ohio State,  
when was the last year you  
attended?

Year

If you have a Donor ID, please  
enter here.

Donor ID

\* Please enter your email address to receive a confirmation of  
your gift from [gifts@osu.edu](mailto:gifts@osu.edu).

## Additional information

This gift is

not in honor or memory of someone

Special instructions

Additional information or comments





Gift Memo Support CSV Report oct 2017 [Read-Only] - Excel

File Home Insert Page Layout Formulas Data Review View ACROBAT Tell me what you want to do...

Clipboard Font Alignment Number Styles

Normal Bad Good Neutral Calculation Check Cell Explanatory... Input Linked Cell Note

111 00943284

**Gift Memo Support Download**

Revenue included with a transaction type of 'Payment' Date: 9/1/2017 - 10/11/2017

Dept Org	Dept Org Name	Designation ID	Designation	Date	Amount	Lookup	First Name	Middle	Key Name	Deceased	City	State	Zip Code	TLC	Application	Revenue Type	Pmt Method	Transaction Code
31002	OSUAA Societies	315499	Ohio State University Retirees Association Support Fund	09/19/2017	\$25.00	10102462	Julius	Ernest	Adams		North Fort Myers	FL	33917-5478		Donation	Gift	Check	Payment
31002	OSUAA Societies	315499	Ohio State University Retirees Association Support Fund	09/21/2017	\$25.00	00810349	Mary	Ann	Anderson		Columbus	OH	43232-5234		Donation	Gift	Credit card	Payment
31002	OSUAA Societies	315499	Ohio State University Retirees Association Support Fund	10/05/2017	\$25.00	00396686	Gary	Glen	Berntson		Worthington	OH	43085-2241		Donation	Gift	Credit card	Payment
31002	OSUAA Societies	315499	Ohio State University Retirees Association Support Fund	09/14/2017	\$25.00	00578732	Michael	Kelly	Bruce		Columbus	OH	43235-3431		Donation	Gift	Credit card	Payment
31002	OSUAA Societies	315499	Ohio State University Retirees Association Support Fund	09/07/2017	\$25.00	00943284	Sharron	Lee	Bryan		Dublin	OH	43017-1793		Donation	Gift	Credit card	Payment
31002	OSUAA Societies	315499	Ohio State University Retirees Association Support Fund	10/08/2017	\$25.00	00424207	Donna	M.	Cavell		Columbus	OH	43221-2505		Donation	Gift	Credit card	Payment
31002	OSUAA Societies	315499	Ohio State University Retirees Association Support Fund	10/02/2017	\$50.00	00162865	Sandra	Jean	Cornett		Columbus	OH	43235-3321		Donation	Gift	Credit card	Payment
31002	OSUAA Societies	315499	Ohio State University Retirees Association Support Fund	10/06/2017	\$25.00	00306903	JoAnn	Somerville	Donohue		Dublin	OH	43017-1013		Donation	Gift	Credit card	Payment
31002	OSUAA Societies	315499	Ohio State University Retirees Association Support Fund	10/06/2017	\$25.00	00427286	Diane	Zlatec	Driessen		Columbus	OH	43220-4370		Donation	Gift	Credit card	Payment

Gift Memo Support CSV Report

Ready



Custom Unit Reports - Bl X Recognition and Membe X Cheerleading Alumni So X Membership | Cheerlead X Make your gift to The O X Buckeyes After Work at T X

Secure | https://tas-rpt.osu.edu/Reports/Pages/Report.aspx?ItemPath=%2fReports%2fReporting+and+Analytics%2fRecognition+and+Membership+Clubs

Apps OSUAA Homepage Workamajig Advancement Intranet Shut Up and Dance b Home | Advancement NCAA College Footb Customer Log In | Bo Dashboard < Demons Alumni Groups | Web

Home > Reports > Reporting and Analytics > Recognition and Membership Clubs

Select Membership Name "This Includes Legacy Memberships": OSURA Current Membership Only? Yes

Select Status of Constituents or ALL: Active Select Level of Constituents or ALL: Annual, Life, Member

Included Deceased Constituents? No Uncheck Groups to Hide: Spouse

1 of 2 ? Find | Next

## THE OHIO STATE UNIVERSITY

### Recognition and Membership Clubs Report

Run Date of Report: 10/11/2017 10:47:05 AM

Data as of 10/10/2017

Row Count:  
3279

Membership Type	Number of Members
OSURA	3,139
OSURA Sustaining Members	140

Parameters Used:

Recognition/Membership Program Name:  
OSURA


Current Membership Only:  
Yes

Membership Status:  
Active

Membership Level:  
Annual, Life, Member

Include Deceased Constituents:  
No

Columns Included:  
Spouse





Select Membership Name "This Includes Legacy Memberships":  Current Membership Only?

Select Status of Constituents or ALL:  Select Level of Constituents or ALL:

Included Deceased Constituents?  Uncheck Groups to Hide:

Constituent Lookup ID	Full Name	Birth Date	Age	Gender	Is Alumni	Is Deceased	Spouse Lookup ID	Spouse Full Name	Spouse Birth Date	Spouse Age	Spouse Gender	Spouse Is Alumni	Spouse Is Deceased	Education Class Year1	Education College1	Educational Class Year
00274426	Melinda Farry	08/27/1956	61	Female	Yes	No	00220942	Joseph W. Farry	08/13/1949	68	Male	Yes	No	1978	Education	1990
00592281	Tabitha W. Campbell	04/01/1970	47	Female	Yes	No						No	No	1992	Human Ecology	
00652536	Angela D. Lampkin	11/26/1971	45	Female	Yes	No	10159001	Wendell S. Lampkin	08/26/1969	48	Male	No	No	1995	Biological Sciences	
00684909	Dana L. Brown	01/07/1974	43	Female	Yes	No						No	No	1997	Medicine	
00748125	Rachel Troutman	01/26/1977	40	Female	Yes	No	00764631	Mark H. Troutman	05/19/1978	39	Male	Yes	No	1999	Social & Behavioral Sciences	2003
00786918	Erin B. Murray	08/02/1978	39	Female	Yes	No	10144591	Calvin Murray	04/19/1981	36	Male	No	No	2001	Human Ecology	
00789626	Stacey L. Cacchio	04/01/1979	38	Female	Yes	No	00787120	Chad N. Cacchio	08/10/1978	39	Male	Yes	No	2001	Biological Sciences	2010
00869469	Jisuka A. Hessler-Cohen	04/16/1981	36	Female	Yes	No	12603138	Jonathon Cohen	00/00/0000		Male	No	No	2004	Human Ecology	2006
00884619	Katherine M. Strete	07/28/1982	35	Female	Yes	No						No	No	2004	Social & Behavioral Sciences	
00899581	Stephanie A. Jarrett	09/03/1983	34	Female	Yes	No						No	No	2005	Social & Behavioral Sciences	
00900707	Riki L. Nehez	09/12/1983	34	Female	Yes	No						No	No	2005	Social & Behavioral Sciences	
00916935	Celia M. Schnupp	12/26/1983	33	Female	Yes	No	12402883	Michael Schnupp	00/00/0000		Male	No	No	2006	Human Ecology	
00926285	Corinne E. Griesdorn	08/22/1983	34	Female	Yes	No	00910486	Andrew R. Griesdorn	09/28/1982	35	Male	Yes	No	2006	Business	
00927048	Karen L. Stansfield	02/28/1984	33	Female	Yes	No						No	No	2006	Business	
00927634	Denielle E. Young	04/18/1983	34	Female	Yes	No	00774547	Jason D. Young	03/14/1977	40	Male	Yes	No	2006	Human Ecology	2011
00929446	Katherine M. Mayo	08/05/1983	34	Female	Yes	No	00927951	Dennis H. Mayo	01/05/1984	33	Male	Yes	No	2006	College of The Arts	
00935882	Emily M. Valandingham	03/07/1986	31	Female	Yes	No						No	No	2008	Social & Behavioral Sciences	



Select Membership Name "This Includes Legacy Memberships":  Current Membership Only?

Select Status of Constituents or ALL:  Select Level of Constituents or ALL:


Included Deceased Constituents?  Uncheck Groups to Hide:

[View Report](#)

Birth Date	Spouse Age	Spouse Gender	Spouse Is Alumni	Spouse Is Deceased	Education Class Year1	Education College1	Education Class Year2	Education College2	Education Class Year3	Education College3	Education Class Year4	Education College4	Education Class Year5	Education College5	Recognition/Memberships	Expiration Date	Status	Level
1/1/1949	68	Male	Yes	No	1978	Education	1990	Education							Dance Team Alumni Society	12/31/2017	Active	Sustaining
			No	No	1992	Human Ecology									Dance Team Alumni Society	12/31/2017	Active	Sustaining
1/1/1969	48	Male	No	No	1995	Biological Sciences									Dance Team Alumni Society	12/31/2017	Active	Sustaining
			No	No	1997	Medicine									Dance Team Alumni Society	12/31/2017	Active	Sustaining
1/1/1978	39	Male	Yes	No	1999	Social & Behavioral Sciences	2003	Law							Dance Team Alumni Society	12/31/2018	Active	Sustaining
1/1/1981	36	Male	No	No	2001	Human Ecology									Dance Team Alumni Society	12/31/2017	Active	Sustaining
1/1/1978	39	Male	Yes	No	2001	Biological Sciences	2010	Medicine							Dance Team Alumni Society	12/31/2017	Active	Sustaining
1/1/0000		Male	No	No	2004	Human Ecology	2006	Education							Dance Team Alumni Society	12/31/2017	Active	Sustaining
			No	No	2004	Social & Behavioral Sciences									Dance Team Alumni Society	12/31/2018	Active	Sustaining
			No	No	2005	Social & Behavioral Sciences									Dance Team Alumni Society	12/31/2017	Active	Sustaining
			No	No	2005	Social & Behavioral Sciences									Dance Team Alumni Society	12/31/2017	Active	Sustaining
1/1/0000		Male	No	No	2006	Human Ecology									Dance Team Alumni Society	12/31/2017	Active	Sustaining
1/1/1982	35	Male	Yes	No	2006	Business									Dance Team Alumni Society	12/31/2017	Active	Sustaining
			No	No	2006	Business									Dance Team Alumni Society	12/31/2017	Active	Sustaining
1/1/1977	40	Male	Yes	No	2006	Human Ecology	2011	Education and Human Ecology							Dance Team Alumni Society	12/31/2017	Active	Sustaining
1/1/1984	33	Male	Yes	No	2006	College of The Arts									Dance Team Alumni Society	12/31/2017	Active	Sustaining
			No	No	2008	Social & Behavioral Sciences									Dance Team Alumni Society	12/31/2017	Active	Sustaining





SHOW LESS TOP CUSTOMIZE VIEW



Summary Contact Personal Info Relationships **Revenue**  Memberships Volunteer Fundraiser Education Documentation and Interactions Communications History OnBase Documentation Attributes Events Smart Fields OSU Employee WCA Membership Detail



Revenue Summary Revenue History **Recognition** Recognition History Planned Gifts Matched Gifts Tributes President's club Ticket Points Revenue Benefits OSUAA Tickets

Expand all Collapse all



Recognition programs (2)  Filters  More

Program	Level	Member since	Status	Amount to next level	Site
<b>Craig D. Little</b>					
Scarlet and Gay Alumni Society	Annual	9/22/2016	Active		
OSUAA Sustaining Members	Member	8/26/2013	Active		


Named recognition history  Filters 

Recognition defaults from Mr. Craig David Little (1)  Add  More

Recipient constituent	Match percent	Recognition type	Start date	End date
Mr. Mark Edward Klopfer	100.00	Spouse		

Recognition defaults to Mr. Craig David Little (1)  Add  More

Source constituent	Match percent	Recognition type	Start date	End date
Mr. Mark Edward Klopfer	100.00	Spouse		





Recognition Club Members Report (20) - Excel																		Little, Craig D.		Share
File Home Insert Page Layout Formulas Data Review View ACROBAT Tell me what you want to do...																		Little, Craig D.		Share
Clipboard Font Alignment Number Styles Cells Editing																		Little, Craig D.		Share
K18																		Little, Craig D.		Share
D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T		Little, Craig D.		Share
First Name	Last Name	Primary Address1	Primary City	Primary State	Primary Zip	Primary Country	Spouse Lookup ID	Spouse First Name	Spouse Last Name	Primary Email Address	Primary Phone Number	Date Achieved	Expiration Date	Recognition Amount	Primary Degree Year	Solicit Code1		Little, Craig D.		Share
1	Melinda	Farry	269 Bertram Dr	Gahanna	OH	43230-3650	United States	00220942	Joseph	Farry	mindyfarry@gmail.com	(614) 531-7246	12/12/2016	12/31/2017	\$30.00	1978	UNIV - No Solicit - Phon	Little, Craig D.		Share
2	Tabitha	Campbell	5687 Moonpenny Ln	Hilliard	OH	43026-8837	United States			tabcam2003@yahoo.com	(614) 876-7343	11/18/2016	12/31/2017	\$30.00	1992		Little, Craig D.		Share	
3	Angela	Lampkin	7003 Glen Arbor Dr	Florence	KY	41042-7028	United States	10159001	Wendell	Lampkin	angela.lampkin@takeda.com	(859) 282-1109	11/16/2016	12/31/2017	\$30.00	1995		Little, Craig D.		Share
4	Dana	Brown	5481 Notched Beak Ct	Waldorf	MD	20601-4362	United States			rxpd7@yahoo.com	(301) 792-6004	11/22/2016	12/31/2017	\$30.00	1997		Little, Craig D.		Share	
5	Erin	Murray	14620 Horseshoe Bend Ct	Granger	IN	46530-8231	United States	10144591	Calvin	Murray	erinbinau@hotmail.com	(614) 764-0927	12/12/2016	12/31/2017	\$30.00	2001		Little, Craig D.		Share
6	Stacey	Cacchio	7132 Wilton Loop	Dublin	OH	43017-7090	United States	00787120	Chad	Cacchio	staceymd@live.com	(614) 288-1570	12/12/2016	12/31/2017	\$30.00	2001		Little, Craig D.		Share
7	Jisuka	Hessler-Cohen	343 Garden Rd	Columbus	OH	43214-2133	United States	12603138	Jonathon	Cohen	jisuka_hessler@yahoo.com	(614) 216-7178	12/12/2016	12/31/2017	\$75.00	2004		Little, Craig D.		Share
8	Katherine	Strete	1055 Arundel Ave	Westerville	OH	43081-1188	United States			kmkmcallister@gmail.com	(614) 264-3260	12/13/2016	12/31/2017	\$30.00	2004		Little, Craig D.		Share	
9	Stephanie	Jarrett								steph9383@hotmail.com	(614) 306-2651	12/11/2016	12/31/2017	\$75.00	2005		Little, Craig D.		Share	
10	Riki	Nehez	214 Portland Ave Apt 1	Huntington Beach	CA	92648-3558	United States			rnehez@hotmail.com	(330) 468-1918	12/14/2016	12/31/2017	\$30.00	2005		Little, Craig D.		Share	
11	Celia	Schnupp	65 E State St Ste 1000	Columbus	OH	43215-4216	United States	12402883	Michael	Schnupp	ckilgard@taftlaw.com	(614) 338-9624	12/11/2016	12/31/2017	\$30.00	2006		Little, Craig D.		Share
12	Corinne	Griesdorn	3553 Goldenrod St	Hilliard	OH	43026-2225	United States	00910486	Andrew	Griesdorn	corinne.evers@gmail.com	(419) 305-9189	12/9/2016	12/31/2017	\$30.00	2006		Little, Craig D.		Share
13	Karen	Stansfield	2729 N Wilton Ave Apt 3	Chicago	IL	60614-6900	United States			stansfield.karen@gmail.com	(630) 222-5499	12/13/2016	12/31/2017	\$30.00	2006		Little, Craig D.		Share	
14	Denielle	Young	4401 Stinson Dr W	Columbus	OH	43214-2953	United States	00774547	Jason	Young	denielle.young@hotmail.com	(614) 314-1139	12/30/2016	12/31/2017	\$30.00	2006		Little, Craig D.		Share
15	Katherine	Mayo	14 18th St SE	Washington	DC	20003-1605	United States	00927951	Dennis	Mayo	mayok@me.com	(443) 975-9655	12/12/2016	12/31/2017	\$30.00	2006		Little, Craig D.		Share
16	Emily	Valandingham	919 Greenwood Ct	Trenton	OH	45067-1079	United States			emilyvalandingham@gmail.com	(513) 571-5187	12/12/2016	12/31/2017	\$30.00	2008		Little, Craig D.		Share	
17	Arianna	Maschi	8457 Eldorado Dr	Powell	OH	43065-9567	United States			apofato@gmail.com	(330) 219-6339	12/13/2016	12/31/2017	\$30.00	2006	UNIV - No Solicit - Phon	Little, Craig D.		Share	
18	Amanda	Rice	324 S Ardmore Rd	Bexley	OH	43209-1703	United States			amanda.rice1@hotmail.com	(614) 325-1050	12/12/2016	12/31/2017	\$30.00	2007		Little, Craig D.		Share	
19	Brianne	Howell	4235 Dublin Rd	Hilliard	OH	43026-2725	United States			briannehowell@gmail.com	(614) 296-7466	12/13/2016	12/31/2017	\$30.00	2007		Little, Craig D.		Share	
20	Mannikka	Rosa	23368 Evening Primrose Sq	Ashburn	VA	20148-6873	United States	12601074	Luke	Rosa	mannikka.heard@gmail.com	(301) 461-2457	12/5/2016	12/31/2017	\$30.00	2007		Little, Craig D.		Share
21	Britney	Thompson	22 Carriage House Dr	Fort Thomas	KY	41075-4019	United States			b_tomsut@yahoo.com	(419) 339-0623	12/12/2016	12/31/2017	\$30.00	2007		Little, Craig D.		Share	
22	Brittany	Murphy	499 Pewter Dr	Newark	OH	43055-3163	United States	10159912	Kevin	Murphy	britt04russ@gmail.com	(740) 403-1623	12/12/2016	12/31/2017	\$30.00	2008		Little, Craig D.		Share
23	Lindsay	Molla	2775 N State Highway 360 Apt 835	Grand Prairie	TX	75050-7809	United States			molla.3@buckeyemail.osu.edu	(330) 418-8028	12/12/2016	12/31/2017	\$30.00	2009		Little, Craig D.		Share	
24	Kaitlin	Cutshaw	1209 Helford Ln	Carmel	IN	46032-8330	United States			cutshaw.6@gmail.com	(317) 694-9006	12/12/2016	12/31/2017	\$30.00	2013	UNIV - No Contact - Em	Little, Craig D.		Share	
25	Mary	Emey	609 Indian Mound Rd	Columbus	OH	43213-2636	United States			maryemey@gmail.com	(614) 940-8645	12/12/2016	12/31/2017	\$30.00	2010		Little, Craig D.		Share	
26	Nicole	Toland	2123 Old Plank Rd	Holland	OH	43528-9562	United States			toland.20@gmail.com	(419) 351-7040	12/7/2016	12/31/2017	\$30.00	2012		Little, Craig D.		Share	
27	Makaela	Banks	2332 Springside Oval	Brecksville	OH	44141-3345	United States			makaelabanks@gmail.com	(440) 526-3340	12/12/2016	12/31/2017	\$30.00	2011		Little, Craig D.		Share	
28	Leah	Wolosiansky	100 E Gay St Unit 508	Columbus	OH	43215-3249	United States	01085017	Cliff	Wolosiansky	leahwolo@gmail.com	(330) 807-9795	12/6/2016	12/31/2017	\$75.00	2011		Little, Craig D.		Share
29	Allison	Vedder	1700 Aschinger Blvd	Columbus	OH	43212-2694	United States			allisonvedder@gmail.com	(937) 898-8441	12/12/2016	12/31/2017	\$30.00	2012	UNIV - No Contact - Sur	Little, Craig D.		Share	
30	Jessica	Cassese	103 Withers Dr	Boardman	OH	44512-2935	United States			mansfieldjessica88@gmail.com	(330) 770-6590	12/13/2016	12/31/2017	\$30.00	2010		Little, Craig D.		Share	
31	Natalie	Donofrio	6110 Inverness Dr E	Dublin	OH	43017-0472	United States			natalie_donofrio@yahoo.com	(614) 440-0826	12/13/2016	12/31/2017	\$30.00	2012	UNIV - No Contact - Co	Little, Craig D.		Share	
Recognition Club Members Report																		Little, Craig D.		Share



## If you have “dues”...have to show value!

- Those with an economic value
- Football Tickets
- Loyalty to OSU – pull on their heart strings
- Support of your programs
- Area discounts – work with your Buckeye Game Day location
- Tangible vs. Intangible (voting on matters of your group)
- Tell them what they get!



## Benefits

- Tangible vs. Intangible
- Those with economic value
- Access to something others do not get
- What do they get for their money or donation?
- Access to tickets

**YOUR  
MEMBERSHIP  
MATTERS**





## Standard Membership Benefits

It's more than just Homecoming

Joining a club/society gives you a deeper connection to Ohio State and your time at the university. Whether it's a college society/county club or one that brings together alumni from your favorite extra-curricular activity, Ohio State Alumni Association societies make the Alumni Association a little smaller — just like your connections did during school.

Club/Society benefits include [use this template to add specifics related to your club/society]:

**Networking opportunities**

Find a connection for your next job or help mentor a current student

**Support current students**

**Help fund a scholarship for students following in your footsteps**

**Special members-only events**

See you at Homecoming!

**Alumni Association sustaining member benefits**

Your society dues count toward your \$75 annual sustaining membership

Join your club/society today and reconnect with what made Ohio State your one-of-a-kind experience.

Add contact information if there are questions



## Marketing Options

Email campaign

Postcard with directions to your website

Think about target groups

- Use the engagement score



## Miscellaneous

- Average cost of Club/Society Dues - \$29.69
  - Lowest is \$15 and highest is \$75
- Sending notices via Mail or Email
- Messaging: First Time, Renewal and Lapsed
- Target Mailings
- Payment methods
  - Take advantage of collecting dues during your Reunion/Homecoming Weekends. (OSUAA Registration)



## Access to Membership Data

- Anything collected via OSUAA, reports can be run to provide you with contact information.
- Donation based can run report by month or over a period of time
  - Clubs – request goes to your REO and Societies – Heidi Glanzman
- You can create your own listserv for your “dues-paying” members only via Constant Contact or MailChimp
- Move to all groups going donation-based is coming. 😊



# Questions and Answers

- **What compels you to join?**

**THANK YOU!**