To Dues or not to Dues

Club & Society Membership Best Practices
Review of the basics

• Why have dues?
• Donation Based Dues vs. Regular Membership Dues
• Establishing benefits if you have dues
• Ways in which to Market & Promote
• Building your Membership page on your website
• Best Practices
Donation Based – Current Use Fund

- Established to support the programs and events of the club/society
- Fund is housed with the University Foundation
- $25 minimum for yearly “dues”
- Use the term of either Sustaining or Active Member
- Recognition is tracked in TAS from January 1 – December 31
- Gift is tax-deductible
- The $25 counts toward Sustaining Membership with OSUAA
- There is a 180 day hold on the funds
- 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
Dues based program

- You collect the money the old fashioned way or via your PayPal account
- Forms can be created on your website
- Plug in for PayPal is available on your website
- Money goes directly to your checking account
- Membership is not tax-deductible
- No 180 day hold 😊
- Probably a good format to use if you have less than 50 dues paying members a year
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!
Email campaign

Postcard with directions to your website

Think about target groups
• Use the engagement score
Membership

The Ohio State University Black Alumni Society (OSUBAS) is an officially chartered affiliate of The Ohio State University Alumni Association. Since 1982, Alumni volunteers have worked diligently to reconnect Ohio State with our Black Alumni across the country and throughout the world.

Our goals are to be an effective link for the university and the Black community, in addition to promoting fellowship and professional relationships among Black alumni, students, faculty, staff and friends of the Society.

Join us in these efforts! Become an active member of the Black Alumni Society today by donating $30 to our Support Fund (#315446)!

Benefits include:
- Networking with Ohio State alumni, faculty, students and supporters.
- Exclusive ticket opportunities for Ohio State sporting events through the society.
- Ability to serve on various committees
- Special society event notifications.
- Access to member discounts.
- Ability to connect and build relationships with other society members through our member directory.
- Volunteering at events like Student Speed Networking, African American Graduation Ceremony, Welcome Back to Campus Program, Ohio State Community Day of Service and more!
- Access to continuous learning webinars like How to Navigate LinkedIn
- Ohio State Graduates receive benefits through Huntington Bank and Nationwide Insurance

Did you know your $30 donation to the Black Alumni Society Support Fund will count towards a $75 sustaining membership in the Ohio State University Alumni Association? Learn more about
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: 1234567890
Email (required)

Interested in serving on a committee?
Yes

Are you interested in volunteering?
Yes

Graduation year and degree

Please check the box to have a self-identified attribute added to your alumni record to ensure you receive Black
Membership

Membership in the Alumni Club is open to everyone, graduates as well as other supporters and fans of Ohio State.

Membership cost is $20 for your immediate family. Our membership year is June 1 to May 31.

WHY YOU SHOULD JOIN THE ST. LOUIS ALUMNI CLUB

- Demonstrate your Pride and Support for The Ohio State University and the St. Louis Alumni Club and Scholarship Fund
- Stay connected with other Buckeyes in St. Louis
- Opportunity to purchase football tickets
- Discounts for the Spring Buckeye Dinner and the Summer Picnic & Student Sendoff
- Free 50-50 Raffle Ticket at all Gamewatches
- Participation in other club events throughout the year

BECOME A MEMBER TODAY!

or

UPDATE YOUR PROFILE.

Thank you for supporting the Alumni Club of St. Louis!

UPCOMING EVENTS

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Event</th>
</tr>
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<tbody>
<tr>
<td>SEP 10</td>
<td>2:00pm - 5:30pm</td>
<td>Ohio State Buckeyes</td>
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<tr>
<td>SEP 17</td>
<td>6:30pm - 9:30pm</td>
<td>Ohio State Buckeyes</td>
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<tr>
<td>OCT 01</td>
<td>11:00am - 11:00pm</td>
<td>Ohio State Buckeyes</td>
</tr>
<tr>
<td>OCT 08</td>
<td>12:00am - 11:59pm</td>
<td>Ohio State Buckeyes</td>
</tr>
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PAY BY MAIL

By check payable to: The Ohio State Alumni Club of St. Louis

The Ohio State Alumni Club of St. Louis
Lori Wishne, Treasurer
15430 Country Ridge
Chesterfield, Missouri 63017

OR

PAY ONLINE WITH PAYPAL

THANK YOU FOR SUPPORTING THE ALUMNI CLUB OF ST. LOUIS!
Thank you for supporting Ohio State.

Air Force ROTC Scholarship Fund | Fund Number: 313314
To provide tuition and room & board to undergraduates in the Air Force ROTC program

My gift details

Select a gift amount:
- $75
- $100
- $250
- $500
- $1,000

Or enter a gift amount:
- $100

Frequency:
- One-Time Gift
- Make an existing pledge

Add this gift to your giving list
• 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 Leslie Smith and Societies – Heidi Glanzma
• You can create your own listserv for your dues-paying members only
• Only way regular dues can be collected via OSUAA is when connected with an event

• What additional questions do you have?

• Thank you!!