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 group?
- 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
Why have dues?

- Need operating funds
- Point of Engagement
- Portion to go to Scholarship fund
- Used to enhance current events
• Membership runs – Fiscal, Calendar or other
• Annual/Sustaining
• No dues, everyone is a member
• 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, scholarships, 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 Active Member
- Recognition is tracked in TAS from January 1 – December 31
- Gift is tax-deductible
- No longer need to submit membership roster, already in TAS
The $25 counts toward Alumni Donor Recognition with OSUAA
No 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
  Upon request from the Board (will review the process when appropriate
Does allow direct payment to internal OSU departments
No minimum balance needed
Join button on website with direct link to I-Give page
All processing fees covered by OSUAA/Advancement
Still an option to pay by check – mail to the Foundation
Within the next year or so, all may need to move to this
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 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
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?
The Ohio State University Cheerleaders Alumni Society Support Fund | Fund Number: 315655

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

My gift supports:

The Ohio State University Cheerleaders Alumni Society Support Fund

Change Fund

If you have an existing pledge, this gift will be applied to an existing pledge to this fund. If you have questions, please call 614-292-3141.
Your gifts for this transaction:
Empty. Please make your gift above!

My information

**Gift type**
- Personal
- Corporate

**Title**
Please select a title

**Name**
- First*
- Middle
- Last*

**Spouse/partner**
- Spouse / partner name

**Contact**
- Email address*
- Preferred phone
- Donor ID

**Address**
- Street address*
- Street address 2
- City*
- State/Territory*
- Zip/Postal code*
- United States
- Year

* Please enter your email address to receive a confirmation of your gift from gifts@osu.edu.

Additional information

**This gift is**
- not in honor or memory of someone

**Special instructions**
- Additional information or comments
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!
• 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
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
Email campaign

Postcard with directions to your website

Think about target groups
• Recent grad/Young Alumni
• Lapsed members
• **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)
• 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!