



THE OHIO STATE UNIVERSITY

Focusing on Impact

Alumni Group of the Year Winners 2018 and 2019

Tina Provost, Cheer and Brutus Alumni Society

Lauren Rummel, John Glenn College Alumni Society

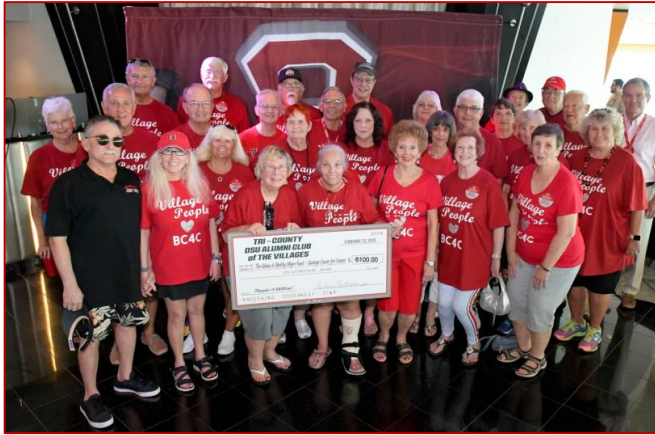
Heather Dean, Charlotte Buckeyes Alumni Club

Barbara Williams and Donna Smith, Tri County Alumni Club



Presentation Goal:

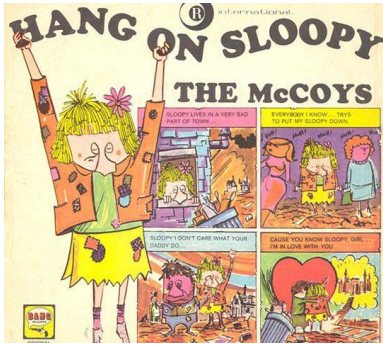
Provide audience with information on organizational strategies, events, and/or achievements which earned them the Group of the Year award in 2018 and 2019





Cheer and Brutus Alumni Society

Tina Provost, President



Tradition

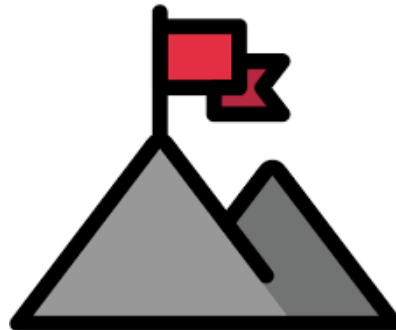


Integrity



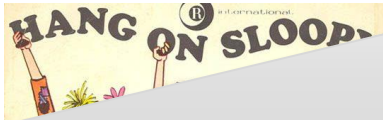
Service

Quality



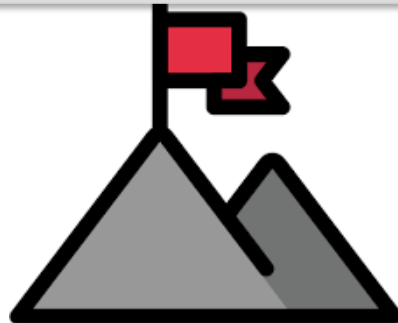
Diversity





The **mission** of THE Ohio State University Cheer and Brutus Alumni Society is to assist in raising scholarships for our current teams as well as enhancing alumni connections.

Our **vision** is to be able to provide full ride scholarships to our athletes and be the **BEST** damn society in the land.





John Glenn College Alumni Society

Lauren Rummel, President



The Glenn College Alumni Society looks for opportunities to collaborate with the OSU Alumni Association and local clubs on events that we could not do alone.

Collaboration Examples:

- Work with Regional Engagement Staff and local alumni clubs to co-host alumni engagement/student recruitment events
- Work with OSU Annual Giving on a dedicated fundraising appeal
- Work with OSU Buckeye Funder Project Team to host a crowdfunding campaign
- Partner with OSU DC Alumni Club on service events each year
- Actively promote and/or participate in OSUAA branded events including:
 - o All Societies Homecoming Tailgate and Football Game
 - o OSU Basketball Bash and Game
 - o Variety of family-friendly programming



The Glenn College Alumni Society is proud to open some of our lifelong learning programs to the broader OSU alumni family as well.

Examples:

- Glenn College Leadership Forum



Connecting and Mentoring Students is the #1 way alumni want to give back.

Examples:

- Glenn College Professional Mentorship Program
- Dinner for 12
- Career Talks: Dine and Dish and Career Conversations
- Write letters/Make phone calls to admitted students



Tri-County Alumni Club

Barbara Williams, President

Donna Smith, Membership Chair



Focus of Tri County Alumni Club:

- Community Service
- Fundraising

Initiatives to Accomplish Goals

- Hygiene product donation to local school where 1000+ homeless children of the Ocala Forest Attend
- Leveraging the local College Colors Day as a platform to donate thousands of pounds of food to local food pantry
- Feeding and entertaining current OSU students when they travel to our region where they work with Habitat for Humanity and the local animal preserve
- Fundraising for and donating to the Buckeye Cruise for Cancer
- Scholarship Raffles: almost \$200,000 has been raised for the club's scholarship endowment





Charlotte Buckeyes Alumni Club

Heather Dean, President



Diversity of Events:

- Attract as many event attendees, volunteers, and new members as possible
- Fulfill all category events required for Scarlet Club status.

Strategies

- Offer a mix of traditional/annual events, new events, and collaborations
- Offer different price levels for events: free, club-sponsored, fee-based
- Utilize OSUAA reimbursement and marketing resources.

Examples and Outcomes



Fundraising:

- Raise funds to support: our club expenses, scholarship, local community, and international soliders
- Increase Game Day revenue

Strategies:

- Invest the most money and efforts into our most successful events.
- Make it clear who benefits from each donation/purchase.
- Make donating/purchasing as convenient as possible

Examples and Outcomes



Social Media Impact:

- Increase the reach and communication of club events and announcements.
- Increase the engagement of alumni and fans.

Strategies:

- Consistency- posting regularly (as often as possible) year-round.
Responding quickly to all posts and messages.
- Relevance- sharing all of the relevant OSU news and timely posts about our club's news.
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Examples and Outcomes



Q & A



Thank you!

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