

Your Affinity Connection Service Retainer includes ...

1 *Comprehensive account management* — A dedicated account manager who consults and provides professional recommendations on the best “friend raising” plan for your organization. This includes:

- Ensuring continuity in your program through regular communication with your members.
- Regularly assessing the progress of your program.
- Dedication to making sure undergraduates and alumni meet established deadlines.
- Sharing ideas that have proven to increase participation.
- Responsibility for growing and advancing your alumni relations program.

2 *Educational materials and insights* on important topics such as planning successful alumni events, chapter retreats, additional ways to enhance your friend-raising efforts, pre-capital campaign advice, chapter improvement, etc.

3 *Recording of donations and regular transmittal report* showing most recent donations (name, address, amount of donation, check or credit card transaction, year-to-date cumulative totals).

4 *Address updates* to your database, keeping your data clean and up to date.

5 *Regular forwarding of contributions* to your bank or treasurer with a transmittal report (by e-mail, if you prefer).

6 *Two special requests* per month for reports/lists — hard copy or electronic. (Additional reports/lists available on a fee basis.)

7 *Database hosting, upkeep and cleansing* through our customized software, which is continually enhanced to meet your growing needs. An annual cross-check with your alma mater and/or headquarters is included. Searching for lost members is available on a fee basis. Contact your Account Manager for a quote.

8 *Forwarding of all address updates* to your national headquarters twice a year, if desired.

CONTINUITY

The monthly Service Retainer is designed to facilitate continuity in your program. The key to any program is to keep it “going and growing.” This is the most difficult part for alumni organizations with constantly changing leaders and widely scattered members. Affinity Connection builds strength in your organization by using four key building blocks — Records, Planning, Communication and Continuity!