



## Affinity Connection's Risk Free Alumni Relations Program

The benefits of belonging to a fraternity or sorority last a lifetime. As alumni grow older and recognize how their experiences contributed to their success in life, career and family, they become the greatest asset of any fraternity or sorority.

How can your fraternity or sorority nurture this valuable asset?

A robust alumni relations program can motivate your alumni to actively support your fraternity or sorority, serving as volunteers and mentors, helping with rush alumni nights, assisting with pledgship & initiation activities and numerous other means of championing your ongoing mission to maintain a thriving chapter.

Affinity Connection is an experienced, proven communications service provider to 200+ fraternities and sororities across the country, helping to engage alumni through effective direct marketing communications like letters and newsletters, websites, online communities, and social media.

**Our Risk Free Alumni Communications Relations Program is designed to provide undergraduate chapters and their alumni groups with tools to keep alumni informed and involved, while taking away the burden of upfront set-up, and maintenance fees. Our program does it for you, giving you more time to focus of the mission of the organization, requiring no money to get started, it's completely risk free. We create a consistent, high quality alumni communications relations program in an effort to help you facilitate fundraising at a later date.**

Want to start an Alumni Communications Relations program, but you don't know where to start?

### What are the benefits of the Risk Free Alumni Communications Relations Program?

- Frequent and meaningful communication to your alumni
- A cleaner database of addresses, emails, phone #'s, etc.
- More donors and dollars that build a culture of giving
- A no cost website that can be created and maintained to remain relevant to alumni (and parents, university officials and others)

### How does the program work?

It's easy. We do the work. Period. The Risk Free Alumni Communications Relations program is a "Do it for me" service: in addition to handling logistics like newsletter design, printing, and emailing/ mailing, we create content that inspires your alumni to stay connected.

How? To create content that is compelling, interesting, inspirational, informative, and relevant; we focus on the point of view of your alumni. Through surveys and interviews we learn what they want; with follow-up research, like in-depth profiles, historical content, and current news from alums, we deliver it.

What's your role? You decide how involved you want to be. If you choose, you can work with a managing editor on our team to provide your insights; you will be asked to give us details on important events; recommend interesting alums for feature stories; and share successes from the active chapter. You provide the details and we write the stories. We will want to know about your rush successes. Accomplishments of the brothers – achievements in the classroom, on the athletic field, in the community. Summaries of your philanthropic and service volunteerism. Information about your formals and other social events. Pictures and Information to allow the alumni to know what is going on at the chapter.

It's important to note that we manage your deadlines and they are set to maximize the timing of your communications; in other words, we'd love your involvement, and we will provide proofs of each project with an allotted window for approval, but if we don't receive a response we will proceed with the projects as scheduled.

### More details...

Affinity Connection executes a professional Alumni Communications Relations program, which may include newsletters, e-newsletters, e-letters, appeal letters, surveys, or other outreach, **at no upfront cost**. The money that these communications raise from voluntarily alumni contributions from your members recovers the communication expenses. **This program is not about raising money but about providing a communication program by asking for small payments (generally ranging from \$25 to \$250) to offset the cost involved with this Alumni Communications Relations program, potentially including newsletters, chapter updates and a website. If the program more than recovers communications expense, your chapter gets the overflow.** This contract is for the September through August school year. At the end of the school year, your chapter can decide to continue the program. If no decision is made the contract will end. We are convinced you will want to continue and we will arrive at a mutually agreeable fee that will allow you to continue the Alumni Communications Relations program at no cost.

Your responsibilities:

- Provide your alumni database for communications (this can be an existing list or one you source from headquarters). All data remains your property, and Affinity Connection never trades, sells or shares your list
- Provide a single point of contact to approve the agreement
- Answer our calls and emails, letting us know what is going on at the chapter.

Affinity Connection agrees to do the following:

- Provide an account representative to answer questions and provide ongoing support for your program
- Maintain your database and make updates as they come in from your members
- Provide a managing editor to collect data from your alumni and facilitate stories for your newsletter, your website and eletters
- Create an alumni focused, robust website for your membership with online giving, photo albums, events, news and other features if desired
- Mail a minimum of 2 appeal letters to support the Alumni Communications Relations Program (generally asking for \$25 to \$250 to offset communications cost)
- Distribute one eletter per month to drive website visits and online giving to support the Alumni Communications Relations Program (generally asking for \$25 to \$250 to offset communications cost)
- Connect with your alumni seeking news, photos and other information to use in your publications as needed
- Process donations and record gifts in your database
- Provide a donation processing phone line for credit card support the Alumni Communications Relations Program (generally asking for \$25 to \$250 to offset communications cost)
- Thank your alumni for their gifts
- Provide a 5 business day window for proof approval prior to print/mail date

### Can Any Chapter Join the Risk Free Program?

Typically, Affinity Connection looks for healthy chapters of nationally recognized fraternity or sorority organizations at universities and colleges with Greek communities. It is at the discretion of Affinity Connection to determine if a fraternity or sorority qualifies for the risk free alumni relations program. At the minimum, the chapter must:

- Be in good standing with their national organization
- Have 500 or more alumni members
- Demonstrate an interest in creating a great alumni relations program

*(Note: Fee for service option is available to chapters who do not qualify.)*

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## So, we really don't have to pay anything?

If your organization qualifies, we will set a plan illustrating the communication expense, based on the number of alumni in your chapter. If contributions exceed the communication expense, the overflow of funds is sent back to you at the end of the giving year. If contributions received do not reach the communication expense, neither the chapter, nor your alumni are responsible for the difference, there is no financial risk to you.