WHAT IS AN AUBURN CLUB?

• An Auburn Club is comprised of Auburn alumni and friends, whose bond is Auburn University.

• The goal of every club is to foster the Auburn spirit by engaging members of the Auburn family in their respective communities, supporting current and future students through the funding of scholarships and promoting the objectives of the Auburn Alumni Association.
WHAT IS THE DIFFERENCE BETWEEN AN AUBURN CLUB AND AN AUBURN ALUMNI AFFILIATE?

A CLUB:

• It usually takes about a year for a group to officially charter as a club.
• There is a more formal process as to what is expected and provided to our Auburn Clubs.
• If there are over 250 alumni in the service area, we encourage the leader to start the club process.
• It has only existed on a geographic based scale.

AN AFFILIATE:

• Less structured, engage alumni and friends through game watch parties.
• Main goal is to develop the group into a club depending on growth and involvement.
• If less than 250 alumni in the service area, we encourage the group to start the affiliate process.
• Interest, profession or geographic
CLUB LEADER COMMUNICATION

3 MECHANISMS TO COMMUNICATE WITH CLUB LEADERS TO SHARE INFO & ANNOUNCEMENTS

Email
- This is our primary form of communication. We will share important information, updates and inquire about club business through email.

Facebook Group: Auburn Clubs – Club Leaders
- Allows for the clubs program to share announcements and for club leaders to communicate with one another, post best practices and share event photos.

Online portal
- Accessed via the Auburn Alumni Association website
- Login capabilities
- Allows the clubs program to easily post information and documents
- Allows club leaders to submit forms electronically (e-blast request form, meeting request form, autographed item request form, event recaps, etc.)
CLUB TIER STRUCTURE

THREE TIERS OF AUBURN CLUBS, AS WELL AS THE AUBURN ALUMNI AFFILIATES PROGRAM

- **Tier 1**: All Auburn, All Orange
- **Tier 2**: True & Blue Tiger
- **Tier 3**: War Eagle

DIFFERENT LEVEL OF REQUIREMENTS FOR DIFFERENT TIERS PROGRAMMING

- **Membership** - All officers of their local club must be contributing members of the Auburn Alumni Association.*
- **Officers** - At a minimum, each local club should have a president and another active officer (vice-president, treasurer, or secretary). Depending on the club’s tier, additional officers may be required.
- **Scholarships** - At a minimum, each Auburn Club should have at least one annual scholarship through the association. Depending on the club’s tier, additional scholarships may be required.
- **Club Leadership Conference** - Each club is responsible for sending at least one representative every year or every other year depending on tier.
CLUB TIER STRUCTURE

REPORTING
All clubs are required to complete the necessary reports in order to remain in good standing with the Auburn Alumni Association. The estimated timeline for annual reports to be mailed is November 1 and are due back to our office by mid-December.

PROGRAMMING
Depending on the club’s tier, a certain number of priorities/services must be completed each year.

- Tier 1: 8+ priorities/services
- Tier 2: 6-7 priorities/services
- Tier 3: 4-5 priorities/services
CLUB TIER STRUCTURE

BENEFITS AND SERVICES

The level provided may also depend on the club’s tier (ex. club card mailings, travel expenses for speakers, and promotional items)

• Alumni List
• Autographed Items
• Club Logo
• Freshmen Lists
• Liability Insurance
• Mailing/Invitation
• Nametags and Promotional Items
• Speaker/Representative
CLUB TIER STRUCTURE

• Each January a club’s tier status will be evaluated. If the requirements are not being met, the club will be moved down to the next tier. After two years of non-compliance in Tier 3, the club’s charter will be considered for revocation and the club will be considered an affiliate.

• More information concerning club tiers and how they affect each club can be found in several documents on the online portal under the section titled “Auburn Club & Affiliate Structure Documents.”
ALUMNI LISTS

- An **alumni list**, which contains demographic information for alumni and friends in the established club area, can be sent to the club president at any time. Our clubs find success through email and social media in contacting our alumni and friends from the list provided.
- Anyone that will be accessing the alumni list must have a signed confidentiality agreement on file.
- Auburn Clubs are segmented by counties and lists are pulled accordingly. We do not have data for all alumni and friends, or complete information for each entity. For example, only 40% of our records have listed email addresses.
- Club leaders are encouraged to submit sign-in sheets following all club events so the association can ensure we have updated contact information for all attendees.
CLUB MEETINGS

MEETING REQUEST FORM

• Submitted for meetings where you are requesting the association secure a speaker and/or Aubie for your event.

• Annual meeting requests must be submitted by today (February 7th, 2020).
  • Requests for assistant football coaches and basketball coaches are typically submitted the week after CLC.

• Fair and balanced request process

• Requests for a university speaker must go through our office
  • Failure to do so may be reason for a clubs charter to be considered for revocation.
AUBIE REQUESTS

- Aubie requests should come through the clubs program office.
- Depending on the circumstances, the association may cover his travel expenses or the club may be responsible.
- Aubie will not be confirmed until 1 month out from the event at the earliest.
- Please do not advertise that Aubie is attending your event until there is firm confirmation of his attendance. Aubie’s attendance is never guaranteed.
- There are 4 Friends of Aubie each year and they are all students. Therefore, university and class schedules do come into play with scheduling.
EVENT INVITATION CARDS

• Mingo ordering instructions can be found in your folder and on the online portal
• Cards are sent to all current Auburn Alumni Association contributing members
• Cards are personalized with standard club logo
• Club leader will fill in template with event details
• Billing and mailing lists are handled by the Office of Alumni Affairs
• Mingo requests all orders be submitted 4-6 weeks prior to event to ensure adequate time for design, approval and mailing
• Club leader who submitted the order is responsible for ensuring all information is correct
EVENT INVITATION CARDS

_AU MEN'S BASKETBALL TEAM TO PLAY IN 2019 VETERANS CLASSIC AT US NAVAL ACADEMY_,

_Friday, November 8, 2019_

**Where:** US Naval Academy Arena
675 Decatur Road, Annapolis, MD

**Time:** 2-4 p.m. Pre-Game at Galway Bay
6 p.m. Tip-Off against Davidson

**Special Guest:**
Sponsored by Metro Washington Auburn Club & the Maryland Auburn Club

**Event Cost and Description:** $27.50/reserved seats

**RSVP Address:**
To purchase tickets to sit with AU family:
https://aubasketballnov8annapolis.eventbrite.com
*Ticket good for AU game and the one after it on Friday night.
**Pregame food/drink - on your own - make a reservation at the link.

**RSVP Deadline:** Friday, September 27, 2019

**For More Information:**
Let’s fill the arena with a sea of Orange & Blue and cheer on our AU Tigers Men's Basketball Team to Victory!

_Auburn Club Program - www.alumni.auburn.edu/clubs_
REPORTING

- Meeting recap forms
- Sign-in sheets
- Volunteer Code of Conduct form – required for all officers
- Volunteer Confidentiality form – required for club president
- Annual Reports
  - Due mid-December
  - Recaps all club activities, scholarship fundraising numbers and any officer updates for the coming year
  - Includes Meeting Request Form
  - Annual reports determine what tier each club will be in for the following year
  - Award nominations are included in the annual report
MEMBERSHIP COMMISSIONS PROGRAM

- Dollars earned each time someone joins or renews membership and notes club name on membership form
  - You can find the club commissions description on the AU Forever app and Online Portal.
- Provides extra incentive for clubs to promote Auburn Alumni Association membership
- Clubs that receive over $150 in commissions can choose for their commissions to be disbursed to them for operating expenses or deposited into their scholarship fund
- Clubs that receive less than $150 in commissions will have their commissions automatically deposited into their scholarship fund
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QUESTIONS?