

Affinity Group Leadership

Purpose: The Alumni Affinity Group program offers opportunities for alumni of shared interests and common bonds to connect on meaningful levels beyond the traditional class and regional structure. Much like Regional Networks, these groups actively support the University through student recruitment, career mentoring, scholarship & fundraising, community service, and social activities.

An Alumni Affinity Group allows alumni to stay connected to BGSU through shared interests or experiences, including student organizations, identity and/or careers. Specifically, an affinity group program:

- ❖ Increases opportunities for alumni to get involved and meet other BGSU alumni in their shared area of interest.
- ❖ Promotes leadership within the group and across campus.
- ❖ Encourages mentorship and support of current students.
- ❖ Supports a culture of philanthropy for the University.

Major Duties and Responsibilities:

- 1) Serve as an advocate for BGSU and the Point of Contact for Alumni in your area of interest – 20%
 - ❖ Name and email will be listed on the BGSU website, so alumni can reach out to learn how they can get involved.
 - ❖ Proudly wear your orange and brown
- 2) Plan 1-2 Events Annually – 50%
 - ❖ Notify the Alumni office at least 4-6 weeks prior to the event date or purchase deadline. The Alumni Office will help with the promotion of the event.
 - ❖ Serve as the “host” during the event: Answer questions, help attendees mingle, gather updated event information, promote initiatives for current students, etc.
- 3) Promote and Support Program Initiatives– 20%
 - ❖ Encourage event attendees and Facebook group members to make a gift to support BGSU students from your area.
 - ❖ Serve as an Ambassador on BGSU One Day, BGSU’s annual day of giving. Post on social media and share why you support BGSU and your area of interest.

Desired skills, attributes, and competencies:

- Passion for BGSU
- Must show respect to all BGSU alumni and friends at all times
- Desire to reminisce, network, and connect with fellow alumni and current students.
- Basic computer skills: Email and Facebook (strongly encouraged, but not mandatory)
- Basic organizational skills and the ability to coordinate details of events (with the assistance of the Alumni Office)

Reports to:

Assistant Director, Alumni Engagement

Training provided:

Quarterly check-ins from the Alumni Office. Support tools and access to social media assistance.

Estimated time commitment:

5 hours or less per month

Annual philanthropic obligation:

Affinity Group Leadership is encouraged to make a gift, of any size, to the Fund or Scholarship supporting their area.

- 4) Help maintain the Affinity Group Facebook page – 10%
 - ❖ Make event pages, recruit and add new members, and assist Alumni Office in responding and moderating.
 - ❖ Post BGSU or area-related content, poll the group for event ideas, encourage communication and engagement about once per week.

Affinity Groups Listings

A current listing of active Alumni Affinity Groups can be found online at:

www.bgsu.edu/alumni/get-involved/affinity-groups.html

Alumni Affinity Group Principles:

- ❖ Accurately promote the overall mission of Bowling Green State University and the Alumni Office in a positive manner
- ❖ Promote a spirit of service to the University and alumni community
- ❖ Strive to strengthen the relationship between alumni and the University
- ❖ Actively engage with the Alumni Office for planning communications, event planning guidance and support
- ❖ Accurately represent the interests of its members and other constituents
- ❖ Create opportunities for diverse alumni participation in organization activities
- ❖ Support the University by encouraging group members to make annual gifts

Benefits:

By serving in this role, Affinity Group Leaders will grow their personal and professional networks, enjoy fun social events, and be the first to know BGSU updates and happenings.

Fundraising Assistance

The Alumni Office will provide (upon request) the Alumni Affinity Group with a listing of the names and email addresses of donors who have designated their gift for the group's benefit.

Sending thank you notes adds a personal touch!

Advertising and Marketing

Alumni Affinity Groups are encouraged to take advantage of marketing opportunities available to them as recognized groups of the Alumni Office.

This can include access to online Alumni events calendar, email communication and social media promotion.

Filling out an "Event Request Form" for your event will help communicate which tools you would like to use from the Alumni Office.

Event Collaboration

The Alumni Office sponsors numerous events throughout the year, including Homecoming, campus events, and regional activities that are wonderful opportunities for collaboration.

The Alumni Office can assist with follow-up messages to Alumni Affinity Group event attendees.