



Alumni Affinity Groups Guidelines

Updated August 20, 2018

There are numerous ways to connect with the University of San Diego! Affinity groups are loosely defined as alumni groups with a common interest, identity, or groups with established ties to student organizations or athletic teams. Affinity groups provide a tangible way for us to identify and engage individuals in the life of the university. USD is committed to providing affinity groups more programs and communications, and more opportunities to interact with the university and each other. And you are a vital resource as our future alumni volunteer leaders.

Affinity groups have the following characteristics:

- Self-identified (you must fill out and submit the following form then go through approval process)
- Identified in the USD alumni database (minimum of 200 alumni required in order to be eligible)
- Alumni volunteers, at least 2, willing to lead group for 2 years
- Have a statement of clearly identified goals

What can the Office of Alumni Relations do for your group:

- Data management in master Alumni Association database including keeping of lists, coding, updating contact information, etc.
- Consultation on best practices for volunteer recruitment and management as well as event planning
- Marketing assistance
 - Official webpage under Alumni Communities section of the Alumni Association's website
 - Email blasts (2 emails annually outside of event invitation emails)
- Event support
 - Conceptualization and strategy (no free events)
 - Online registration build, RSVP tracking, revenue collection
 - Two (2) email invitations per event
 - Staff support at events (2 events annually)
 - Liability insurance for approved group activities
- Fundraising support

It is requested that all USD Alumni Affinity Groups follow the USD Alumni Association's standards in the following ways:

- Align with the Alumni Association's mission: To engage and enrich the Torero community for life.
- Provide programming for diverse interests and age groups.
- Groups are not eligible if they charge membership dues or fundraise for outside organizations
- Communication with group members and potential members should revolve around group business, not personal or professional business solicitations. Do not utilize contacts/ network for personal gain.

- Per USD's confidentiality policy, distribution lists are to be used only for USD-related business and are not to be distributed without permission from the USD Alumni Relations staff. Email distribution lists will not be provided.
- Events
 - Must be approved by the Office of Alumni Relations
 - Must be confirmed 2+ months in advance (60 day minimum requirement)
 - Must have a charge (free events are not permitted – reference Alumni Association policy if needed)
 - Up to \$300 one time use per year funding available for approved affinity group functions. Other than those resources, events must be fully funded through sponsorships and/or ticket sales
 - Event sponsorships - Partner with the Office of Alumni Relations on solicitation strategy, prospect list, payment processing, recognition, and follow up
- Fundraising
 - Any fundraising efforts must support currently established USD restricted accounts
 - Groups may only open a new restricted account should it meet the following criteria
 - Must be a scholarship fund
 - Must have \$5,000 seed money to open account
 - Additional resources available
 - Change-Funding (USD's crowdfunding platform) through Annual Giving
 - Branded solicitations through Annual Giving

Proposed group name: _____
 Your name: _____
 Your USD class year: _____

 Signature

 Date

By signing this document you are stating that you have read, understand, and are agreeing to these guidelines and affinity group characteristics. This document will be kept on file with the Alumni Association if your group application is approved.

For office use only:

Date received: _____ *Staff member:* _____