

## **Franklin & Marshall College Affinity Group Program Guidelines**

### **1) Affinity Association Board Committee Mission**

The Affinity Committee of the Alumni Association Board in partnership with the College will serve as volunteer connectors to self-motivated groups of alumni who wish to coalesce and engage like-minded alumni and students around shared experiences or interests of meaning as undergraduates and in the alumni community. The committee strives to encourage service, engagement, and philanthropy with volunteers, in order to further the mission of the Alumni Association Board goal to engage alumni in the life of their alma mater; foster and strengthen connections between and among alumni, students, and the rest of the college community; and inspire alumni and students with a lifelong sense of loyalty toward, pride in, and support of the College.

### **2) Affinity Group (AG) Expectations**

- A. Engage in regular communication with affinity members to offer the opportunities to stay connected with one another and the college.
- B. Provide contact information for group leadership on an annual basis..
- C. Provide lists of attendees at all on-campus, off-campus events with updated contact information (Full name, preferred phone number, preferred email address).
- D. Have an annual on-campus event.
- E. Have an annual off-campus/ regional event.
- F. Encourage group members to make a gift to support F&M each fiscal year
- G. Engage undergraduate students within their affinity annually and continually.
- H. Share updates about milestone events, student-networking initiatives, other relevant news and notes.
- I. Adhere to any F&M intellectual property guidelines.

### **3) Affinity Group Resources**

- A. Direct 1:1 contact with AAB Affinity Committee liaison to navigate broader college structure.
- B. Access to college website to highlight affinity group and members.
- C. Access to Alumni Office and Alumni Association guidance in event execution and group operation.
- D. Assistance in creating and maintaining member contact lists.
- E. Access to conference call lines, etc.
- F. Access to current college developments and information where relevant to groups.
- G. Available financial resources via application through the Affinity Committee.