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Kent State University Alumni Association
www.ksualumni.org/100days

Dear Chapter volunteer,

Welcome to the Kent State University Alumni Association “Centennial Challenge: 100 Days, 100 Ways, 100 Members”!

Background

This membership challenge was created as a call to action around which the Kent State University Alumni Association (KSUAA) and its valued chapters can acquire new members, retain those that are currently members and reinstate those that have lapsed. As the university celebrates its 100th year, we hope this competition will help raise awareness of the value of membership and the important role the KSUAA plays in engaging Kent State alumni throughout the world.

Goal

The immediate goal of the competition is to increase overall membership within the KSUAA by 100 members per chapter in approximately 100 days. The idea is to approach membership acquisition collaboratively from a grass roots level. The KSUAA will give each chapter the tools to recruit new members (and renew current members) and your chapter takes it from there.

How it works

The KSUAA will provide each chapter:

1. A list of prospective members with emails and mailing addresses. (Please regard this information as sensitive and do not forward it along to other entities.)
2. The tools each chapter will need to market membership and increase awareness of the KSUAA. This information will be posted on the Centennial Challenge Web site at www.ksualumni.org/100days.
3. Weekly updates to track your Chapter’s progress in the competition. These updates will be posted at www.ksualumni.org/100days and in the KSUAA electronic member newsletter *e-Flash*.

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4. Various ways for alumni to join the KSUAA, including online at www.ksualumni.org/100ways, through membership applications available in the Centennial Challenge toolbox at www.ksualumni.org/100days, and by calling 1-888-320-KENT.
5. Marketing support to raise awareness of the competition. The KSUAA will promote the Centennial Challenge in the April, May and June issue of **e-Flash**, our electronic newsletter sent to KSUAA members. In addition, two separate emails will be sent to KSUAA alumni (members and non-members) promoting the challenge and posting the chapter standings. These emails will be sent in May and June. Additionally, information regarding the Centennial Challenge will be posted on the KSUAA Web site at www.ksualumni.org from April 1- June 30, 2010.

Chapter codes:

Each chapter will be assigned an affiliation code. This code must be included when alumni join online (at www.ksualumni.org/100ways), through the printed application, or by phone in order for your chapter to receive credit for the membership. Affiliation codes will be posted on the applications and can be found online at www.ksualumni.org/100days.

Competition timeline & prizes

The challenge will commence at 12 a.m. on April 1, 2010 and conclude at 12 a.m. on June 30, 2010. Each participating chapter's progress will be monitored and reported at www.ksualumni.org/100days on a weekly basis. At the conclusion of each month, the top-performing chapters will receive virtual trophies and bragging rights in our member newsletter, **e-Flash** and on our Web site at www.ksualumni.org.

A supply of Centennial Challenge t-shirts will be awarded to the first 100 alumni joining as a result of the competition. The alumni association will supply and mail these t-shirts.

Grand prize:

\$1,000 cash prize to be used by the chapter for programming (Spirit party!), scholarship development (award a scholarship to a local, graduating senior) or an open option of the chapter's choosing. Bragging rights are included as the grand prize!

2nd place:

\$300 cash prize to be used by the chapter for programming (Spirit party!), scholarship development (award a scholarship to a local, graduating senior) or an open option of the chapter's choice.

3rd place:

A supply of Centennial Challenge T-shirts

All participating chapters will receive Centennial Challenge certificates and will be recognized in the August 2010 issue of e-Flash and at www.ksualumni.org.

NOTE: *Although the goal of the Centennial Challenge is for all chapters to acquire 100 members, KSUAA chapters must achieve at least the baseline of 10-percent cumulative growth in members by specified deadline to be eligible for prizes. Growth must address both the acquisition and retention of members.*

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Centennial Challenge resources:

1. The Kent State University Alumni Association Web site at www.ksualumni.org
2. The Centennial Challenge Web site at www.ksualumni.org/100days
3. The KSUAA marketing department, contact Aimee Bell, Assistant Director, Marketing at 330-672-5368 or abell18@kent.edu.

Your role in this important endeavor for the Kent State University Alumni Association is greatly appreciated. Your support will not only raise awareness of the value of membership in the KSUAA but increases participation in your local chapter, helps current students and brings together Kent State alumni.

If you have any questions regarding the “Centennial Challenge: 100 Days, 100 Ways, 100 Members,” please feel free to contact me directly.

Sincerely,
Aimee Bell
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Kent State University Alumni Association
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