

Item 5.ii: Association fundraising proposal

Background

At the 2017 AGM, the Association committed to producing a strategy for using its spendable financial reserves in the most effective way¹.

The reserves that we have available for these initiatives are legacy funds from when the Association used to charge membership (we abolished membership fees in 2007 and are the only independent alumni association to not charge a membership fee). Now that we no longer charge membership fees and the Association has no ongoing income, we know that our reserves will not last forever. We need to find ways in which we can fundraise for the above initiatives in the future.

The committee has spent the past year evaluating proposals for how it can raise money to help support current students and alumni.

Subscription packages proposal

The committee has developed a proposition where alumni can make an annual contribution to support our work, in the form of a SCAA subscription package which gives tangible benefit.

We believe this is preferable to reintroducing a paid membership as i. there is no appetite to reintroduce paid membership for students on their battels, ii. all alumni since 2007 are members, and iii. we now treat all alumni as members because in practice there are no reliable records of pre-2007 alumni having paid membership.

It was agreed that to be successful, our alumni subscription package needs to:

1. Clearly articulate why a donation is needed from alumni (see below)
2. What it will go towards²
3. What alumni will get in return (see below)

The packages

Subscription package name	Annual cost	Benefits
Silver subscriber*	£25	<ul style="list-style-type: none"> - A postal subscription to the bi-annual Cuth's Chronicle magazine - A discount on SCAA event tickets - A small piece of stash - Updates on what initiatives your contributions have helped to fund
Gold subscriber*	£50	<ul style="list-style-type: none"> - A postal subscription to the bi-annual Cuth's Chronicle magazine - A discount on SCAA event tickets - A large/premium piece of stash - Updates on what initiatives your contributions have helped to fund

*Names to be worked on – suggestions welcome!

¹ This is detailed in item 5.i Proposal for prioritising initiatives to be funded by the Association

² Also in item 5.i

St. Cuthbert's Alumni Association

The alumni association of St. Cuthbert's Society, Durham University

All alumni, whether they subscribe or not, will continue to get the Cuth's Chronicle by email for free, and are welcome to attend all SCAA events at the regular price. We currently offer the discounted event price to all alumni that have graduated in the past five year, and will continue to do so.

These benefits have been informed by student's responses to a survey in 2014-15 – see below.



Results of survey 2014-15

Next steps

For discussion at the AGM:

- What are your suggestions as to what we can call the subscription packages?
- Do we offer a lower tier for graduates of the past 5 years? (Keeping in mind this may lose us money in the first year or so)
- Should we invite final year graduates to sign up?

Next steps:

- Find a volunteer to take on developing and implementing the subscription
- Complete financial modelling to ensure subscription costs are viable and we are confident we can meet the number of subscribers required to cover our costs.
- Work out logistics of setting it up e.g. getting stash and Chronicle sent out, accepting direct debits etc, GDPR implications etc.
- Implement scheme