



BRADLEY University

Bradley Alumni Affinity Group Guide

Affinity Groups are alumni communities that engage with one another based on shared interests that transcend geography and may include affiliation with organizations, clubs, activities or shared interest based upon their student experiences.

This document is intended to assist alumni in understanding how Affinity Groups can be created, function, and receive support from the University.

Formation criteria

To be recognized by the University, an Affinity Group should have:

1. A charter, which defines the group and its mission, should be drafted and submitted to the Alumni Relations office.
2. The group should be associated with an official student organization, college, or department of the University; it should have a faculty/staff sponsor from that department.
3. A leadership committee of at least 3 voting members (e.g., President, Vice President, Treasurer/Secretary) should be designated in a manner chosen by the group.
4. The group should be composed of at least 5 active members inclusive of leadership.
5. The group should be financially self-supporting, with the exception of specific University-sanctioned events that are provided with an allocated budget.

Support from Bradley University Alumni Relations includes:

- At least one Alumni Relations representative will serve as an active member of the group to act as the University's liaison to the Office of Alumni Relations and the Bradley University Alumni Association in support of the affinity group.
- The University will provide support such as a registration platform, communications/outreach, and access to Bradley facilities for at least two events per year.
- Opportunity for event budget management from Alumni Relations
- Promotion on the University's official social media accounts and event calendars
- Listing as an affinity group on the University's website to provide a connection to promote greater membership and to increase alumni involvement/support of the Affinity Group's objectives
- Access to dedicated fundraising page to generate gifts for your affinity group
- Greater student-alumni interaction and networking
- Access to university facilities for planned events
- Consultation with an event and volunteer professional

Affinity Group objectives

Each group should identify at least three objectives that are relevant to the needs of its members. Below is a illustrative list of objectives groups have previously identified as their priorities:

- Creating/hosting mentoring and networking programs
- Fundraising for scholarships aligned with your groups interests
- Communicating with alumni/students to stimulate interest in their college/department
- Fostering public/community support of their group's interests at the University
- Honoring outstanding alumni, faculty, and/or students
- Providing educational and professional programs and services to alumni/students
- Helping to recruit prospective students and improve the student experience
- Assisting with general University fundraising and alumni outreach efforts

An example of a vibrant, active Affinity Group is the [Bradley University Black Alumni Alliance \(BUBAA\)](#), founded in 2006.

Affinity Group Communication Guide

Social Media: Creation and Contents

To offer credence, consistent support, and University-wide promotion, Alumni Relations will help each Affinity Group get an official LinkedIn page up and running. The page will be posted on the University's website and promoted on the University's social media accounts. Facebook and other social platforms are also available but optional. Groups should determine what is best for their members' needs. The University's official accounts will promote Affinity Groups' social media and relevant posts, and Affinity Groups are encouraged to do the same by reposting relevant University posts.

Social Media: Operations

Leadership of the Affinity Group (and any social media designee/committee formed by the group) will have full admin access and control of their pages. Alumni Relations will exist as a "silent partner" admin on the accounts to ensure Affinity Groups have uninterrupted access to sharing Affinity Group/University posts between pages, as well as continuity of access through the years and leadership changes of their groups.

Communication: Newsletters

Groups are encouraged to write and share a digital newsletter to inform members of accomplishments, announcements, and upcoming events. Newsletters should be composed by a member of the Affinity Group or a functional committee.

Communication: Email

With regard to noteworthy Affinity Group events, group leadership is encouraged to coordinate with AR several months in advance to identify how the event may be able to be promoted through University Marketing, University social media, and/or alumni email blasts from Alumni Relations.

Requesting Official Status

Interested in learning more about Affinity Groups and how the university can support your efforts? Please reach out to Alumni Relations at bualum@bradley.edu for more information!

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