

Starting an ISUAA Club

Organizing an ISU Alumni Club in your area can be both fun and rewarding. It's the perfect way to stay connected to Iowa State University, develop a local network of fellow Cyclones, give back to your local community and support the ISUAA. Initiative and commitment are key for starting a new club.

1. **Join the ISU Alumni Association-** The ISU Alumni Association requires that club leaders be members of the Alumni Association for a variety of reasons. Along with the benefits of receiving the VISION magazine and News Flash e-newsletter to stay current on things happening at ISU, leaders serve to represent ISU and the Association in their community. Membership in the Iowa State Alumni Association also strengthens the university by funding alumni outreach initiatives, including clubs. Join today by calling 877.ISU.ALUM or visiting www.isualum.org
2. **Check for a club in your area-** Visit the groups and [clubs](#) page online to review a listing of all clubs or search for clubs by state to make sure there isn't a club already in your area.
3. **Determine how many ISU alumni live in your area-** Contact ISUAA staff member Tillie Good (tbgood@iastate.edu) to determine the number of alumni in your area (within a 50 mi radius), the population density and how many alumni have a current email address listed as that will be the primary mode of communication. As a best practice, an area looking to start a full club should have at least 600 alumni with 200 known email addresses and at least 300 alumni with 150 email addresses to be a gamewatch club (these are just recommendations and are always open to discussing opportunities).
4. **Plan your "kick-off" event-** Plan an event to gauge interest of area alumni. This event should be easy to plan and require minimum involvement from attendees. This event will set the tone for the support and participation that area alumni will give this new club. Work with the ISUAA staff to send out an electronic invitation to the event. Take some time during the event to find out what types of programs and how many programs people would be interested in attending. Also begin asking people if they would be interested in helping plan future events as we have found the greatest amount of success and enjoyment for volunteers come with the formation of a planning team to help share ideas and responsibilities. Your planning team should consist of at least three to five volunteers.
5. **Follow-up with ISUAA staff-** Once your event has happened, follow-up with the ISUAA staff contact. Be prepared to discuss event turnout, feedback received from the event and potential planning team volunteers. Through this follow-up, next steps can be determined.