



OPERATION CLUB

Committing to Lead Uniting Behind

*A 5 year plan to strengthen
FSU's Seminole Clubs®*

What is Operation Club?

Operation Club is a five year plan to restructure the relationship between the Seminole Clubs® and Florida State University's direct support organizations (FSU Alumni Association, Seminole Boosters and FSU Foundation) to focus on the University's fundraising needs. The primary changes include more direct support for the Seminole Clubs® from the university, a clearer framework for support and vision as it relates to the university mission, and the elimination of local Seminole Club® memberships and dues.

Why are these changes needed?

The University is embarking on a large scale capital campaign to meet its financial needs and needs to be sure that the Seminole Clubs® and the university work in concert with one another. By streamlining university advancement, empowering the clubs to better advocate for FSU, and eliminating membership dues at the local club level all parties will work together more seamlessly and efficiently and eliminate some of the confusion that currently exists among members of the local Seminole Clubs®, Alumni Association, Seminole Boosters and Foundation.

By eliminating local club membership dues, and collaborating on promoting membership at the national level, we will send a clear, unified message to our friends and alumni to give their money to whatever area of the university represents their passion. By promoting national membership, rather than local, it will help eliminate some of the confusion that exists among local club members who think they are a national member when they are not and eliminate the surprise and confusion Seminole Boosters and Alumni Association members feel when asked to pay local club dues too. Additionally, these changes will create fewer solicitations and a more unified message from us all.

Is this new club model unique?

While this model will be new to the FSU club community, it is by no means unique among universities and alumni organizations. There are numerous schools that charge dues only at the national level, among them the University of Michigan, the University of Texas, the University of Kentucky, the University of North Carolina, and the University of Florida.

When will my Seminole Club® be involved?

We are currently in year four of a five year transition period. Clubs will transition during the Fiscal Year, which starts on July 1. The roll out plan for the transition is critical to overall success. Research indicates that most universities that have gone through a similar transition experienced a 3-5 year period of various challenges and tweaks in the process. Here is the rollout schedule:

Phase One: Atlanta, DC, North Texas, Orlando, Palm Beach, Sarasota

Phase Two: Broward, Jacksonville, Manatee, Marion, Miami, Naples, Panama City, Pensacola, Pinellas, Polk, Southwest Florida, Tampa Bay

(All clubs that are involved in the Jimbo Fisher's Coaches Tour and Legends Golf Tournament)

Phase Three: Brevard, Gainesville, Highlands, Key West, Lake City, Madison, Martin, Panhandle, Tallahassee, Volusia/Flager

Phase Four: Baltimore, Boston, Charlotte, Kentucky, Midlands, New York City, Philadelphia, Richmond, South Carolina-Upstate, Triangle, Windy City

Phase Five (7/1/15-7/1/16): Austin, Birmingham, Chattanooga, Circle City, Greater New Orleans, Houston, Las Vegas, Los Angeles, Middle Tennessee, Rockies San Diego, San Francisco, Southwest Ohio

How will my club generate revenue without charging dues? This

is a common question from clubs. FSU will provide base funding to each Seminole Club® determined by the number of alumni in that club's area. In some cases, the base funding will exceed the revenue a club is generating via dues. In other instances, the base funding will be less than a club's membership revenue. Either way, clubs are encouraged to continue to generate revenue through various other sources and mechanisms such as sponsorships, per-event charges, silent auctions, raffles, etc.

How much base funding will my club receive?

As mentioned previously, base funding is determined by the number of friends and alumni in a club's area. There are 4 funding tiers for our Seminole Clubs®:

250-1,000	\$500 per year
1,001-5,000	\$1,500 per year
5,001-10,000	\$2,500 per year
>10,000	\$5,000 per year

*Numbers based on total alumni + non-alumni members of Seminole Boosters

Funds will be disbursed at the start of each fiscal year (July) so long as the club is in good standing. The Alumni Association will need each Seminole Club's Federal Tax Identification Number (EIN) to disburse funds and include each club on its annual tax return.

How does my club remain in good standing?

Seminole Clubs® will be required to complete a checklist of general, annual, and financial statements to remain in good standing. The checklist includes a handful of items that clubs generally already do—such as host a game-watching party, send in a list of the club’s annual Board of Directors and Officer slate, share constituent contact information, etc.

Additionally, clubs will be required to host one event annually this is Academic in nature (i.e. host a Seminole Send-off, staff a local college fair, etc.) and participate in the annual Seminole Service Day (March 21, 2015 is this year's date). In addition, there are a minimal other requirements—such as providing annual financial data—that will ensure a more cohesive relationship between the university and the Seminole Clubs®.

What's the benefit to my club?

An obvious benefit is the aforementioned base funding from the university. Another huge advantage for Seminole Clubs® is that the FSU Alumni Association 501c3 (non-profit) status will extend to each club. From a tax standpoint this will mean that clubs will no longer file their own taxes—instead they will be included on the FSU Alumni Association tax return each year. Additionally, there will be more staff assistance from the university to better support Seminole Clubs® and all their efforts, through marketing, event-planning, scholarship administration, and various other areas where clubs welcome assistance. Another benefit is that your club

“membership” will grow to include all friends and alumni of the university in your region (i.e. instead of a club membership of 400 in some areas, you might have 4,000.)

How will the university ensure more support to my club?

As part of Operation Club, additional Alumni Association staff members have been added to work directly with Seminole Clubs®. One position was added in 2011, with another position created and filled in 2012. In addition, there is more direct support of the clubs coming from the FSU Foundation, whose accountants are working with clubs and their financial reporting, and from Seminole Boosters, whose staff organizes the Spring Tour and various events during the course of every year.

How committed is FSU to Operation Club?

Engagement with alumni and friends and outreach are top priorities for the administration and Florida State, and the Seminole Club® network is a primary resource for FSU in these endeavors. Counting the annual base funding allocated to the clubs, the cost of additional staff now working with Seminole Clubs®, and other associated expenses, the FSU Alumni Association had made a recurring annual commitment of nearly \$400,000 to Seminole Clubs®.

How can my club learn more about this initiative?

Alumni Association staff members will meet with the Board of Directors of each Seminole Club® prior to and during the club's transition year. From a communications standpoint, the Seminole Club® portion of the FSU Alumni Association website is being overhauled to make all club information more easily accessible, and a new resource for Seminole Clubs® exists in a blog site that's been created at www.seminoleclubs.com. While the Alumni Association is the primary contact for Operation Club, the Seminole Booster and FSU Foundation staffs fully support the project and will be happy to discuss relevant aspects of the project with you.

What if my club still has reservations about Operation Club and the restructuring process?

The important thing to remember is that we are restructuring for the betterment of the university we all love, Florida State University. Extensive peer research was conducted prior to embarking on the restructuring process, and the process itself is being phased in over five years to ensure that the transition goes as smoothly as possible. While the new way of doing business for clubs will be different from the current one, in the long run it will represent a better model for the clubs and the university. There will be bumps along the way, but in the end this will be a better arrangement for all involved.

Have further questions?

Don't hesitate to contact FSU Alumni Association staff at any point:

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