Alumni Interest Groups (AIG) Frequently Asked Questions

1. What are AIGs?
   • Communities of alumni that have built a tie or bond to each other as part of the University experience
   • AIGs volunteer their time and resources to celebrate connections, provide enrichment, and aid in philanthropic efforts

2. What types of groups are supported by the AIG program?
   • The AIG team works with a variety of groups including, but not limited to:
     • Sports teams
     • Greek organizations
     • Special interest-groups
     • Ethnicity and demographic-based groups

3. What is the average size of the currently supported groups?
   • Many of the groups currently contracted with the AIG team have an average of ~1,000 alumni, though we do work with both larger and smaller populations

4. How many people are needed to help run and organize a group?
   • The AIG team suggest having between 5-7 volunteers to aid in the organization and operations of a group
   • Positions typically include a President/Chair, Vice-President/Vice-Chair, Secretary, Treasurer, and a handful of general members to kick things off
   • The AIG Team can provide governance and training for board members

5. What services are provided to AIGs?
   • Communications:
     • Assistance in preparing and maintaining a communications plan
     • Electronic and printed newsletters, postcards, and solicitations
     • HTML-based emails
     • Webinar set up and hosting
     • Website development and hosting
   • Event Planning and Support
     • Assistance with the execution of both large and small-scale events
   • Fundraising:
     • Assistance with annual giving campaigns and donor reports
     • Capital Campaign support (if applicable)
     • Development support and strategy

6. Is there a fee associated with becoming an AIG?
   • The AIG team works with groups on a contractual basis
   • To learn more about contracts and their rates, please contact aig@virginia.edu