

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