

Membership Renewal

Have you renewed your membership? In August, NAADD membership renewal notices were sent via email. As fundraisers, I know we all appreciate the concept of donor renewals, annual appeals and membership year; our association is no different. This year in an effort to honor the integrity of our membership, a deadline for renewals has been established. If you don't renew your NAADD membership by the Dec. 1 deadline, you will no longer receive the wonderful benefits associated with your membership including this magazine, *NACDA Daily Review*, NAADD Resource Center and access to the member's only section of our website. Please take a moment today to renew your membership.



Julie Hall



Resource Center

As a member of the executive committee, I want to share one of our guiding principles "seek and provide opportunities to 'give back,' grow our profession and grow our membership." Keeping this in mind, in June, NAADD launched its new online Resource Center to provide another valuable tool to its membership. The Resource Center can be accessed at naaddresourcecenter.com. We are both pleased and excited to offer this new library of sample solicitation letters, thank you notes and other resources to our members. However, essential to this principal is that we must give back to each other to help grow our profession and membership. Our Resource Center has tons of potential to be a fantastic tool, but we need our entire membership to "own" the success of this membership perk by submitting materials. The strength of our membership comes from collaboration and through the sharing of information whether it is in educational sessions, open forums, discussions in the lobby at Convention or by sharing your experiences with your colleagues in the industry. The NAADD leadership team is constantly approached by members asking how they can get further involved in our organization. We need you to be involved in this new membership asset. It starts here with your personal commitment to upload a sample. It also is a way to get your institution recognized as every sample uploaded will be connected to your school logo. The process is self reliant and you can upload directly to the resource center once you receive your password. Members who need a password should go directly to the website and request a password to get started.

Documents are segmented into the following 15 categories:

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| Acknowledgement Letters | Boards/Volunteers |
| Campaigns | Direct Mail |
| Email Solicitations/Promotions | Facility Naming Opportunities |
| Gift Agreements | Job Descriptions |
| Multimedia | Organization Charts |
| Planned Giving | Premium/Priority Seating and Suites |
| Proposals | Student Giving |
| Varsity Club | |

Visit and upload content to the NAADD Resource Center:
www.naaddresourcecenter.com

Executive Committee Nominations

It is a privilege to serve our profession, with each year building upon past successes in order to help facilitate a first-class Convention. Through consistent NAADD membership and involvement within the association by means of the conference representative and volunteer programs,

individuals can become eligible to serve on the Executive Committee. Having the opportunity to serve on the Executive Committee is an excellent way to give back to the industry and aide in the growth of athletics development professionals, both young and veteran alike, by helping find ways to add to the value of NAADD membership. However, please keep in mind that in an industry that often feels 24/7, carving out additional time to serve requires an added level of commitment to both your campus and the NAADD office.

If you are interested in serving on the Executive Committee or you know someone whose leadership would benefit our profession, nominations will be accepted beginning in January 2012.

NAADD Awards

Once again, NAADD will be accepting nominations for the NAADD Fundraiser of the Year and Lifetime Achievement award. Aside from providing an adequate platform for recognizing deserving individuals within our industry, the NAADD Awards program seeks to accomplish three primary goals:

- To further develop and grow the NAADD brand.
- To positively impact the evolution of the athletics development profession and the NAADD membership.
- To create a national program that is synonymous with honor and prestige, much like collegiate Hall of Fames that we each are familiar with nationally.

NAADD awards recipients are honored annually in front of the membership at the NAADD Convention. More information on the application process for these awards will be announced in October.

Member Benefits

When renewing your membership for 2011-12, be sure to take advantage of all of the benefits that accompany your NAADD membership:

- Members are able to receive a reduced registration fee to attend the NAADD Convention in June.
- Receive feedback to your questions from the entire membership through access to the NAADD listserv.
- Subscription to the *NACDA Daily Review*, a daily news clip service for NACDA and its affiliates.
- Access to the NAADD Resource Center and member's only section of the website.
- Receive the monthly NAADD E-Newsletter.
- Ability to nominate individuals for the NAADD Awards and NAADD Diversity Initiative programs.
- Further your professional development through the conference representative and volunteer programs.

Questions regarding these membership benefits can be directed to the NAADD office at 440-788-7478.

We are privileged to work in a great industry, please get further involved with NAADD and help us grow. We will all benefit from your involvement.

Julie Hall is the associate athletics director/ development at UC Riverside and NAADD's 3rd Vice President/Treasurer.

