



## AAI's Integrated Organization & Membership Initiative Frequently Asked Questions

**AAI's Integrated Organization initiative is crucial for waking the AIESEC Alumni "sleeping giant."**

### What is the *Integrated Organization* initiative?

This initiative combines our historically fragmented alumni efforts and brings them into global alignment.

- **Single membership** for alumni (if you join anywhere, you've joined everywhere);
- **Defined roles** at every alumni level to increase the efficiency and effectiveness of our operations;
- **Compelling global services** funded by a shared revenue model;
- **Representation** for AIESEC national alumni associations (NAAs) at the regional level and for AIESEC regional alumni associations (RAAs) at the global level;
- **Rapid growth** by channeling our energies to meet the alumni demand for unleashing one of the world's most powerful and impactful professional networks.

### What's in it for alumni?

Alumni have said that they want to connect and collaborate with each other in ways that have a real impact on their personal and professional lives, on AIESEC and on the world at large. For decades, our fragmented alumni organization has been an obstacle to making that happen. The *Integrated Organization* initiative breaks through national and regional barriers once and for all to enable us to make a truly global AIESEC alumni network a reality, providing lifelong value to alumni everywhere.

### What's in it for NAAs?

For NAAs, this initiative will help deliver *more value to more members, more efficiently* and at *lower cost*.

- It will deliver **more member value** by reaping the benefits of investments in programs that are offered to the global network at the local, national and international levels;
- It will deliver **more members** by offering a much stronger value proposition to alumni than the NAAs can deliver on their own, offering transformational impact to alumni (much as AIESEC offered transformational impact to students). It will also allow NAAs to benefit from the global marketing muscle of AAI, which will seek member growth in every geography;
- It will deliver **more efficiency** and **lower cost** by taking advantage of shared services provided through AAI's global platform. NAAs will be able to share a global contact database, events platform, discussion forums and valuable programs that would be too costly to develop nationally;
- The NAAs will also benefit from having RAAs **strengthen the alumni network across their region** and by leveraging their RAA's **representation on AAI's Executive Board**.

### What's in it for RAAs?

For RAAs, this initiative clarifies their role in expanding AAI programs in their region, developing new NAAs, and giving a global voice to NAAs and their region through RAA participation on AAI's Executive Board. It will also generate revenues that will help RAAs fund regional events to help achieve these goals.

### What's in it for AAI?

For AAI, this initiative enables faster scaling by funding crucial development initiatives, increasing global participation in programs delivered on a shared platform, and attracting *global sponsors* and *increased membership dues*, which will in turn fund AAI's growth and lead to its self-sustainability.



### **What are the requirements to participate?**

NAAAs and RAAAs that would like to participate must fulfill the following requirements:

1. Complete a National Alumni Association (NAA) Application & Profile (under development)
2. Submit a copy of their statutes and/or legal registration
3. Submit a letter from their AIESEC MC which recognizes them as the official alumni organization in their country
4. Sign The Charter Strategic Partnership Agreement ("The Charter")

### **We have an existing NAA. What changes will we have to make to become part of the integrated organization?**

If your registered NAA is interested in joining The Charter, you should immediately start discussing this issue with your members to build awareness and promote the benefits. Your NAA should work on plan for adapting your membership model, fee and services to align with this initiative. Legislative changes may need to be evaluated and adopted at your next Congress. In addition, you will need to 1) adopt the universal definitions of "alumnus" and "member" (agreed to in Mexico City); 2) agree to adopt the €25 annual paid membership fee and sharing in The Charter; and 3) fulfill the agreed national roles and responsibilities. Contact AAI and we will help you with a plan to guide you through the process.

### **Can alumni in countries which sign The Charter and who don't pay for membership still participate in local/national Alumni events and programs?**

Absolutely, and the decision on what to charge for local/national programs and events is completely in each NAA's hands. In most countries, we anticipate that 10-25 per cent of all alumni will decide to purchase paid membership over time, as AAI and NAAAs demonstrate justifiable value for membership.

### **What if our NAA does not want to participate yet?**

While we strongly encourage all NAAAs and RAAAs to sign The Charter now and support this key initiative, you are under no obligation to do so. **However, only participating NAAAs and RAAAs will be eligible to share paid membership fees that are collected by AAI.** Some NAAAs may decide to wait to sign The Charter until after AAI has launched AlumNet. This is certainly your decision, and you can sign The Charter any time.

### **What if individual alumni in our NAA or RAA do not want to participate?**

Under this new structure, paid membership in the alumni association at any level is completely voluntary. All alumni are eligible to participate in many alumni activities without being a paid member. However, once an NAA signs the Charter, all paid Members of the NAA will be subject to integrated membership dues of €25 per year and all membership fees will be split between the NAA, AAI and a recognized RAA (if applicable).

### **What will timing be for implementing integrated membership?**

The timing for implementation is completely up to each NAA, and is triggered by signing The Charter. We recommend implementation right away, and giving all alumni in your country advanced notice so they can decide if they want to sign up as a paid member. As a practical matter, we believe the catalyst for accelerating paid membership will be when AlumNet launches with premium programming and features that only paid members will be able to access. This is projected for the end of 2014. By signing The Charter now, you will be demonstrating your support for The AAI Transformation Project, and providing your members with advanced notice of the new membership fee structure so they can consider if/when they want to purchase membership.

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