

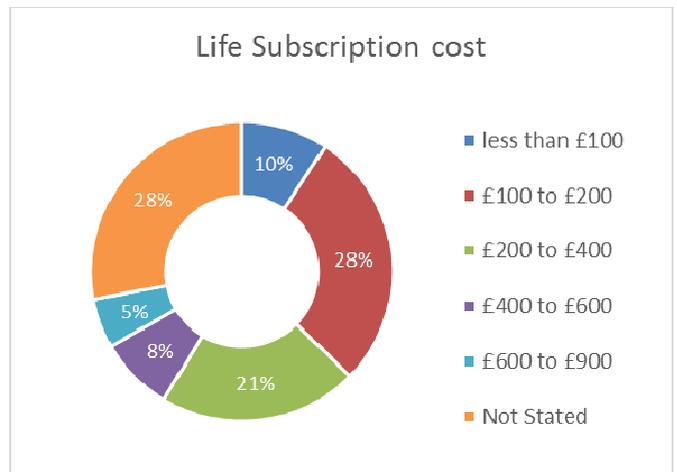
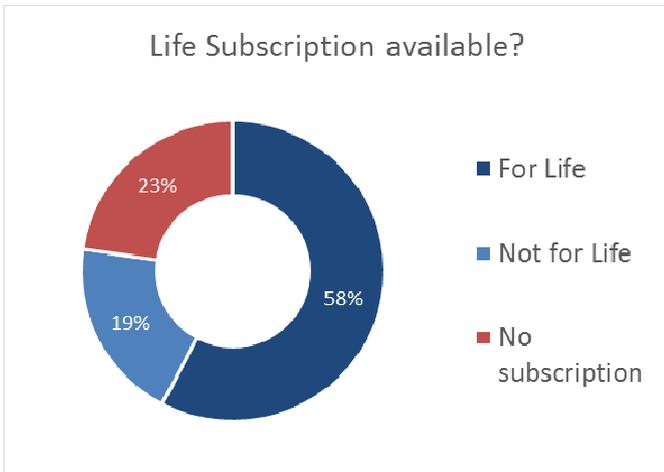
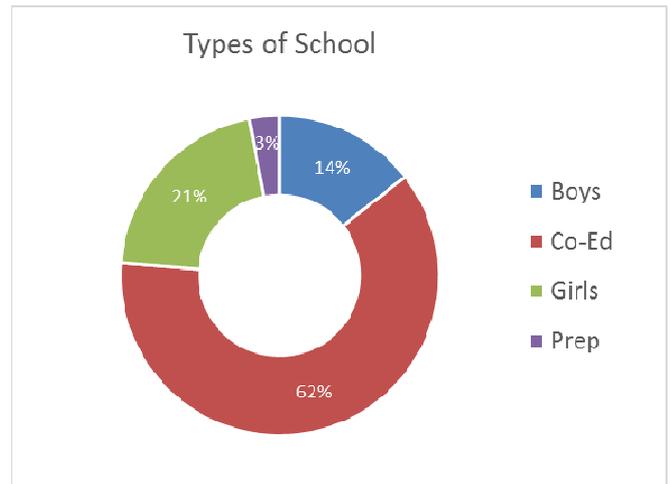


Subscriptions Survey 2013

The following survey was conducted over the winter of 2012/13 and attracted 97 respondents from the AROPS membership representing a wide cross-section of alumni societies from small and just starting to the long-established large associations

The results reveal that the majority of societies are still supported by their own subscriptions and reserves and that there is a growing trend towards life subscriptions collected while the pupils are still at school. Comments from some respondents are included for interest.

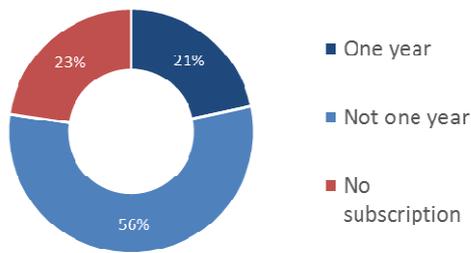
Author: Tim Neale Compiler: Dina Stovell



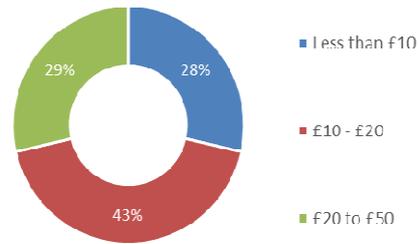
Of those schools which have a subscription, which payment methods are accepted?



One year subscription available?

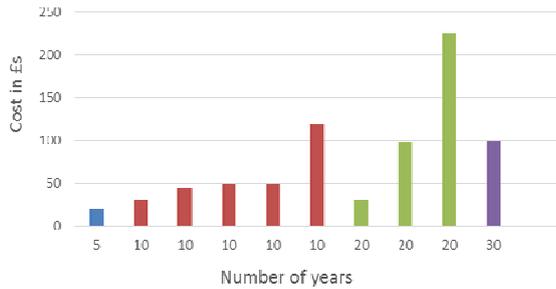


One year subscription cost

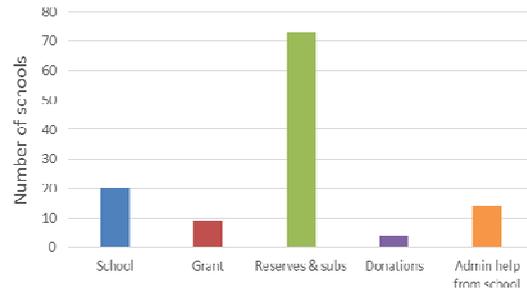


A few societies offer a choice of subscription period; others have moved to life subscriptions for new members but older members are still paying annually.

Other subscription periods



Running costs paid by ...



Admin help is generally practical help from school staff in producing newsletters, handling mailings etc, or the free use of school facilities

Comments:

“We used to have a subscription of 0.5% of school fees that was billed to parents along with the fees, with an opt-out possibility. This was changed three years ago when the school established a development office to whom we ‘outsourced’ our administration with the school meeting the annual costs. We still have our own committee (the Head is president) and our own reserves from when we received subscriptions. The income from these reserves is passed to the school each year to contribute to its bursary fund. Since the development office did our maintenance work for us they have tracked down an additional 500+ ‘lost’ alumni and the fund-raising from old boys has raised several £million, so the change to this ‘all inclusive’ free alumni membership has been hugely successful.”

“Our life membership scheme ran for 10 years with termly payments held by the school until the pupil left then a lump sum was paid to the association. The school ended the scheme and diverted payments to the development office for a community project.”

“As a result of school internal re-organisation and for various reasons, including development office accessing the society’s database and drawing on the society’s staff’s years of knowledge, the society will soon have access to some school support staff at no direct cost.”

“The life subscription can be paid at any time - I think this is very rare”

“The society is wholly independent from the school. Historically members have paid an annual sub ranging from £3 to £25. Some 20/30 years ago the opportunity was given to purchase life membership and many did so - and the society used this to fund the school during a difficult time. Sadly, poor record keeping by previous treasurers has left the mixture of amounts, direct debit and/or standing orders quite messy and so this year a new system of funding is being implemented. The society will now be funded by a levy on fees paid by current pupils at £30 per term per senior school pupil. This will purchase life membership of the society. This is amalgamated within fees and is not billed as an extra. The society will only ask for what it requires. In addition, the historical subs will be allowed to ‘die out’ leaving way for the development office to fund-raise, free from confusion. Finally, the school provides office facilities free of charge to the society.”

“We are increasing our membership fees to £120 for life membership and £25 for annual membership. At the same time there is to be a gradual introduction of optional Associate Membership for pupils as from this year’s intake at 11 years old. It is hoped this will yield £15 per year per pupil, and the policy is to increase, wherever possible, the contact between old girls and pupils - by a variety of means including careers’ days, involvement with the school prom, increased attendance by old girls at school events etc. We have financial assistance from the school with production of our newsletter and postage as well as catering at some alumni events, but not a defined grant.”