

Club Management Module

Description and Instructions for Launch

Description and Benefits

An online application to manage club membership, post events, send emails to club members and download member information to create reports and labels. This module integrates your club directory with the MBS Alumni Directory in iMPact. Thus, when the alum, the club or Alumni Relations updates an alumni record, the change will appear in both the club database and the Alumni Directory in iMPact.

Launching the Module for Your Club

The club needs to provide Alumni Relations with the **names of the members of the club**. In order to do this, the club needs to **decide what constitutes membership for the club** (dues or no dues). If a membership drive is desired, Alumni Relations will assist the club in conducting a **direct mail or email membership solicitation** of MBS alumni in the club's city or region.

Please note that you **must have permission** (via dues, email, etc.) from each club member to have their name included in the directory.

Alumni Relations will assist in creating **pertinent communications for the membership solicitation and launch** of this module.

For more information about launching the club management module for your club, contact **Marla Mast** at mmast@umich.edu.