


The Catholic University of Eastern Africa

TITLE	AUTHOR
PROCEDURE FOR ALUMNI SUBSCRIPTION AND ANNUAL FUND CAMPAIGN (CUEA/DVC ADM/ALM/02)	HEAD OF ALUMNI RELATIONS DEPARTMENT
	NO. OF APPENDICES:
	4 (FOUR) (A-D)

AUTHORIZATION

This Standard Operating Procedure is issued under the authority of:

TITLE	DVC ADMINISTRATION
SIGNATURE	
DATE	23 February 2011
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NOTE:

1. Write amendments on the page provided (Clause 0.2)
2. Controlled copies of this document will be in the DVC Administration and Alumni Officer's office.

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0.2 RECORD OF CHANGES

No.	Date	Details of Changes		Authorization
	<i>(dd-mm-yy)</i>	<i>Page</i>	<i>Clause/subclause</i>	<i>Name & Signature</i>

0.3 Distribution / Circulation

This standard operating procedure is available at relevant functions for authorized users

1.0 PURPOSE

This procedure outlines recruitment to the CUEA Alumni Association.

2.0 SCOPE

This procedure applies to all final year CUEA students, former students, employees, and any other person interested in joining the Alumni Association.

3.0 REFERENCES

- 3.1 CUEA-AA Draft Constitution
- 3.2 CUEA Quality Management Manual

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4.0 TERMS AND DEFINITIONS

- 4.1 CUEA: Catholic University of Eastern Africa.
- 4.2 HOD: Head of Department.
- 4.3 DVC: Deputy Vice Chancellor.
- 4.4 AEC: Alumni Executive Committee.
- 4.5 Admin: Administration.
- 4.6 OP: Operating Procedure.
- 4.7 Alumni: Former CUEA students.
Current or former staff of CUEA who has sought membership to the Association
Members of the society who have been found fit to be recruited and seek membership
- 4.8 CUEA-AA: The Catholic University of Eastern Africa Alumni Association
- 4.9 Prospect: Individual targeted for recruitment
- 4.10 AAC: Alumni Advisory Committee
- 4.11 CAF: CUEA Annual Fund
- 4.12 MSF: Membership Subscription Form
- 4.13 ADC: Alumni Data Clerk

5.0 PRINCIPAL RESPONSIBILITY

HOD and AEC has the overall responsibility of ensuring that this procedure remains adequate for recruiting members to the association and ensure it is effectively applied.

6.0 PROCEDURE DETAILS

Recruiting Alumni members

- 6.1 The HOD shall prepare Alumni membership and Annual Fund forms at the end of every year (see Appendix A) and avail them to the prospects.
- 6.2 The HOD/AEC shall invite prospects to join the CUEA Alumni Association via one on one conversation, emails, and posters on notice boards throughout the year.
- 6.3 The HOD/AEC shall avail the membership and Annual Fund recruitment forms upon request for the prospect to fill in and join.
- 6.4 The HOD/AEC shall receive the filled in forms and membership and Annual Fund dues and issue official CUEA receipt immediately.
- 6.5 Get the Membership registration form after the invitation of the prospect to the Association.
- 6.6 The ADC shall clean up the data by verifying details immediately they are handed in.
- 6.7 The ADC shall input the data at the earliest opportunity into a computer system.

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6.8 The ADC shall present the Data to the HOD for verification immediately he is done with inputting.

6.9 HOD shall verify the data against the graduates list and forward any correction to the ADC immediately he goes through it.

6.10 In case there are corrections, the ADC shall make corrections on the data soonest.

6.11 The ADC shall file the hard copies immediately after corrections.

6.12 The HOD/AEC shall remind, motivate and update the prospects duly seasonally or annually.

7.0 APPENDICES

7.1 Appendix A: Process Map

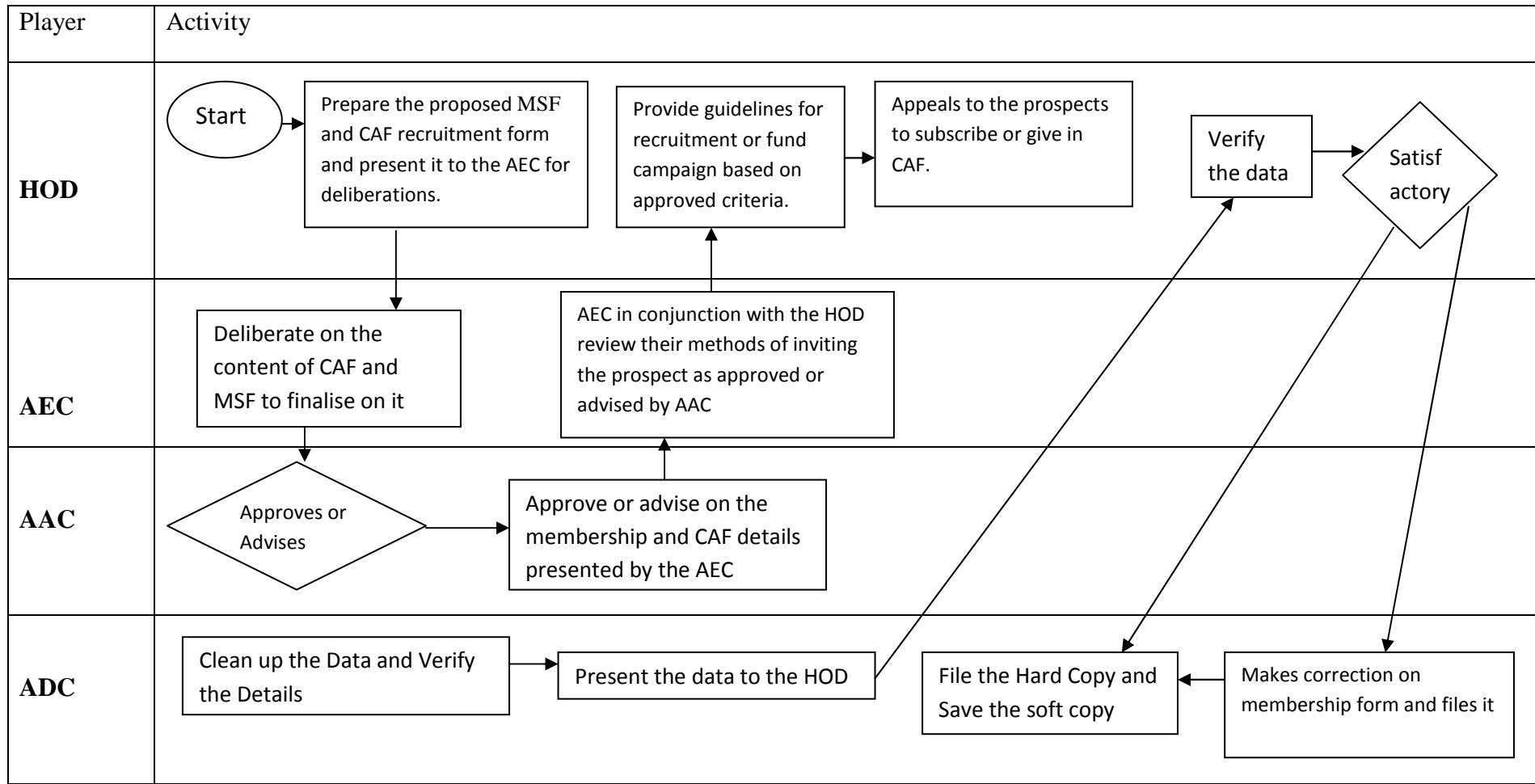
7.2 Appendix B: Membership Recruitment Form

7.3 Appendix C: CUEA Annual Fund

7.4 Appendix D: CAF Appeal General

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Appendix A: Process Map and Procedure of Membership Subscription



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Appendix B: Membership Recruitment Form

**The Catholic University of Eastern Africa Alumni Association (CUEA-AA)
Alumni Membership Request Form**

Personal Information

Prefix* _____
First Name * _____
Middle Initial * _____
Last Name * _____
Birth Date * _____
Country _____ City/Town _____ Province _____
Postal Address (Home/Private Address) * _____
Postal Code _____
Physical Address (location)* _____
Telephone (landline)* _____
Mobile/Cell Phone _____
Email (private/personal) _____

Graduation Information

Graduation Year * _____
Degree* _____
Major* _____

Employment Information

Employer/ Place of Employment _____
Title _____
Employer Address _____
Postal Address (Job address) _____
Physical Address _____
Email (official/job) _____

Additional Information (Optional)

• Are you married? YesNo
Spouse Name _____
Is your spouse a CUEA alumni? YesNo
Spouse Graduation Year _____
Spouse Degree _____
Any important Occasion that you would like Alumni Relations to remember with
you _____

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How to make Membership Subscription

Simply complete this pledge form and return it to CUEA ALUMNI RELATIONS DEPARTMENT. To discuss other donating opportunities, please contact us phone: +254-721383533 or +254733734691 or email: alumnioffice@cuea.edu or alumniceua@gmail.com

MEMBERSHIP SUBSCRIPTION PLEDGE FORM

Kindly choose (by ticking appropriately) your preferred membership category from the membership categories table below

I would like to be a:

Annual Membership		
Ordinary	2,000 p.a. (25USD)	<input type="checkbox"/>
Bronze	5,000 p.a. (70USD)	<input type="checkbox"/>
Life Membership (Once in a life time with option to upgrade from silver to diamond)		
Silver	25,000 (310USD)	<input type="checkbox"/>
Golden	50,000 (620USD)	<input type="checkbox"/>
Life	100,000 (1240USD)	<input type="checkbox"/>

Pledge for(KES/USD)

I will make my contribution by:

- Cheque (payable to the Catholic University of Eastern Africa)
- Cash
- MPESA (No: 0721383533)
- Payroll Deduction (for CUEA Faculty/Staff)

Note:

- i. For all payments you will be given an official receipt
- ii. Electronic signature is acceptable.
- iii. You can email this form after filling it or post it – see contacts below.

Please sign and date this form to complete your contribution commitment:

Signature _____

Date _____

CONTACTS

ALUMNI RELATIONS DEPARTMENT (ARD)
The Catholic University of Eastern Africa (CUEA)
P.O. Box 62157, 00200 Nairobi-Kenya
E-Mail: alumnioffice@cuea.edu or alumniceua@gmail.com

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Appendix C

CUEA Annual Fund

Statement of Need for CUEA Annual Fund

The scenario at CUEA and many universities in developing world rely heavily on tuition. However, the tuition base at CUEA has drastically decreased as a result of competition from new cheap universities with less expensive current expenditure, public government aided universities offering regular degree to the would be privately sponsored students at low costs and public universities who enjoy direct finance support from the government or development partners establishing campuses all over the country. The young private universities enjoy the benefit of limited courses on offer and cheap labour of young lecturers as well as part time staff. Older private universities like CUEA find themselves unable to lower their fees against the background of growing demand for higher education. Thus students from financially unstable backgrounds who desire to have a CUEA degree miss the opportunity especially when the university is not able to offer scholarship or subsidize fees. In addition, the inflation rates in the country and global economic crunch has made it hard to the would be students to join university. Thus the income base for your university is threatened and for CUEA to continue providing education in such financially hostile environment must therefore raise additional funds each year to bridge this shortfall. The Annual Fund is critical to the CUEA and its ability to provide students and faculty with the resources necessary for success in the pursuit of academic excellence.

Tuition paid by our 4,000 student's covers less than what the university needs to service the loan borrowed to put up the state of art learning resource centre and current expenditure cost of education. The gap is meant to be closed by gifts to the Annual Fund. The Annual Fund is even more critical when international donors – are less than in recent years.

Annual Fund gifts to CUEA are the most flexible money we raise, because they can be used where the University's needs are greatest. The greatest needs right now are for scholarship, learning resource centre and faculty support, and support for ensuring that the CUEA community accurately reflects its regional nature.

Appendix II: CUEA Annual Fund (CAF)

CUEA Annual Fund (CAF) is an exciting giving program at the Catholic University of Eastern Africa (CUEA) exclusively for alumni who want to play a continuing role in the advancement of the education offered at CUEA. The amount donated is unimportant; the *participation rate* is the focus.

CUEA invites you to make a difference by making a gift to the university annual fund appeal. Your gift to the CUEA Annual Fund goes directly where it is needed most – to current students.

Why Support the CAF? / Why is the Program Important?

The CAF initiative seeks to raise the university's profile by increasing the participation rate of alumni, and strengthening the CUEA Alumni network. With you giving in the CAF initiative CUEA will go on to bigger and better things in addition to providing a steady flow of income for scholarship, programs, up to date technologies, services, activities it provides for the community and other areas of great need in the university.

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Why alumni donating is even more important

Support from alumni in fundraising is a critical part of the future success of the university.

By making a gift of any amount, it demonstrates the value you place on education offered, as well as interest in supporting and staying connected with CUEA. Giving CUEA is also fundamental for accreditation and ranking agencies that view stakeholders giving rates as a proxy for appreciation played by the institution. Organizations that rank colleges and universities look at alumni participation as an indicator of the quality of an institution. In addition, many foundations and corporations look at alumni participation as a basis to determine wherever the College is a good investment. Above all the program helps bridge the gap between alumni and students and strengthens the CUEA network. Alumni play a significant role in shaping and nurturing the direction of our students' academic lives and professional careers.

- **Current students** will benefit from the program as they meet and network with alumni
- **CUEA** will benefit by building its reputation through the increased support from its stakeholders, and by being able to leverage their tremendous resources and contacts.
- **Alumni** will benefit by reconnecting with CUEA and fellow alumni in a truly positive and engaging way, while working as a team to support the university, and rekindling fond memories of their days at CUEA. Alumni will also benefit by meeting some of the brightest or talented students in CUEA, who are well equipped to become staff at their companies or institutions/organisations.

Does my participation really matter? How much should I give to CAF?

Your gift, when combined with the other gifts from alumni and friends, add up to big support for CUEA students. Your gift makes a statement that CUEA is worth investing in. Any monetary gift made to CAF, Any gift, regardless of the size, is important. This includes pledge payments, matching gifts, and direct gifts to the Annual Fund. It is much better to give KES 1000 (USD 13) than to not give at all.

I just graduated, the economy has taken a down turn and I'm struggling to make ends meet. How am I supposed to give?

Most Annual Fund donors are not making big salaries. Even those of us without large incomes can spare KES 1000 (USD 13) a year. Again, this is about participation and expressing support for CUEA, not about giving large gifts.

How can gifts be made?

Gifts can be made in the following ways:

Please pay in Cash to the Alumni Relations Office, adjacent Multipurpose Hall

- Please address cheque(s) to the Catholic University of Eastern Africa (CUEA)
- M-pesa 0721383533

NB: please ensure you get an official receipt for all your contributions.

Thank you for giving CUEA, your University.

For more details and contributions contact:

Kinyanjui Nicholas Mwaura
Head Alumni Relations
CUEA Alumni Office, P.O. Box 62157, 00200, Nairobi-Kenya
E-Mail: alumnioffice@cuea.edu or alumniculture@gmail.com
Telephone: +254-20-891601-6 extension.2244
Cell phone: + 254-721383533

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Appendix D: CAF Appeal General

CUEA ANNUAL FUND (CAF)

CUEA Annual Fund (CAF) is an exciting giving program at the Catholic University of Eastern Africa (CUEA) exclusively for alumni, friends, corporate or institutions (organizations) who want to play a continuing role in the advancement of the education offered at CUEA. The amount donated is unimportant; the *participation rate* is the focus.

CUEA invites you to make a difference by making a gift to the university.

Why Support the CAF?

The CAF initiative seeks to raise the university's profile by increasing the participation rate of the stakeholders, and strengthening the CUEA stakeholders' network. With you giving to the CAF initiative CUEA will go on to bigger and better things in addition to providing a steady flow of income for programs, services, and activities it provides for the community.

Why is the Program Important?

Support from stakeholders and fundraising is a critical part of the future success of the university. CAF is expected to provide CUEA with much needed funds to support scholarships, and other areas of great need in the university. By making a gift of any amount, it demonstrates the value you place on education offered, as well as interest in supporting and staying connected with CUEA.

The CAF will also do more than just support the university's fundraising efforts. Giving CUEA is also fundamental for accreditation and ranking agencies that view stakeholders giving rates as a proxy for appreciation played by the institution.

Above all the program helps bridge the gap between alumni-stakeholders and students and strengthens the CUEA network. Stakeholders play a significant role in shaping and nurturing the direction of our students' academic lives and professional careers.

- **Current students** will benefit from the program as they meet and network with alumni and other stakeholders.
- **CUEA** will benefit by building its reputation through the increased support from its stakeholders, and by being able to better leverage their tremendous resources and contacts.
- **Stakeholders** will benefit by reconnecting with CUEA and fellow stakeholders in a truly positive and engaging way, while working as a team to support the university. Another benefit is meeting some of the brightest or talented students in CUEA, who are well equipped to become staff at their companies or institutions/organisations.

What gifts count towards participation?

Any monetary gift made to CAF by a graduate, a student, friend, corporate or institution directed to CAF counts towards the current year's contribution. This includes pledge payments, matching gifts, and direct gifts to the Annual Fund.

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