



DEAR SU FOOTBALL ALUMNI -

Well, we had a tough game against a Louisville opponent who is very capable of winning the ACC Tournament this year. Our team faces challenges with such a tough schedule but I am confident under Coach Babers that the future looks bright for SU Football. We as a club are facing challenges also and I would like to present a two part proposal to our members outlining positive ideas that will also make us strong and well prepared for future growth.

PART 1 - CHALLENGES FOR THE SFC

Club assessment is crucial to keeping current and future members engaged and active. By taking an objective look at our SFC regularly, we will be able to assess our strengths and find areas that we need to improve on. I would like to give our members a true picture of the state of our club. In this review, we will look at patterns that are noticeable and identify areas to work on that will allow us to operate effectively, carry out and meet the goals of our model and projects, and attract and maintain club members.

DIVERSITY

We are an aging membership! We need to find ways to address and encourage younger former SU Athletes to become active members of the SFC. Having said this, attracting younger members has been difficult because a membership that is perceived as old is a problem with younger people who do not want to join a "gray" club. In fact, I have been approached by young, former SU Players to allow them to create a "young" club within the framework of the SFC to pursue and include activities that are more pertinent to their age group. I countered this thought by reviewing what our club has done to help former players, the SU Football Team and community, and much more. I mentioned that we embrace change and ideas that will come from a more diverse membership which will bring us a wider range of skills, increased volunteer resources for our planned events and community interaction, expand our potential leadership prospects and enhance fund raising opportunities needed to meet our normal annual club expenses. This direction will allow us to expand programs to help our Football Alum needs and new projects that may come up.

FUNDING

Right now, we have 530 active members and only 204 pay annual dues because there are 220 lifetime members and 106 former players who have graduated within a five year period that they are not required to pay dues. However, there are **695** inactive former players who have not joined the club for some reason. We need to find a way to reach out to these players and motivate them to join our club. Our present dues being paid barely cover our fixed and extra-ordinary expenses each year. We have been fortunate in the past that we have had former players who have donated generous sums of money to provide financial backing for the club. We cannot keep going to the same sources and must generate income through expanded fundraising ideas, increased monies by increasing our membership and encourage more entrepreneurship among our members to assist in reaching our goals.



HOW ARE WE PLANNING TO OVERCOME MEMBERSHIP AND FUNDING ISSUES?

1. We are looking at upgrading membership offers to give value to a dues paying member. We have to ask ourselves, what motivates a former SU Player in California to send dues to us when he may never come back to enjoy one of our great events? How can we include him so he looks forward to communication from the SFC?
 - A. We need to use social media such as Facebook, Emails, Twitter etc. to keep our members constantly updated on club activities. Encourage them to update SFC members on their lives with posts and pictures of them and their families, work, jobs etc. Keep new and existing members aware by sharing thoughts that will enhance their lives in some way. Stay in front of our members so they know that they are an important part of the SFC.
 - B. With the near completion of our new website, we can encourage members to visit regularly to view the history of SU Football and receive the content they may want to enjoy such as reviewing club golf outings, Zunic Award information, update on former players etc.
 - C. Create a blog to share thoughts for the membership on SU Football and engage in a dialogue with former teammates.
 - D. Continue to communicate with our members through the Orange Huddle including Bios on past Football Alumni, information on upcoming events, SU Football and much more.
 - E. We want to create an agenda to reward members with promotions, lotteries, and other fun ideas to encourage memberships.
 - F. Provide members with events during the year that promotes camaraderie and allows for a means of enjoying each other. Examples are our Annual Golf Weekend, Spring game reception and Zunic Award.

We welcome any thoughts you have on membership, diversity and funding and are open to any suggestions to help us meet our goals. Please email me at patkillorin@yahoo.com and I will respond to you.

Part 2 will be coming soon and will address the question, "Shall we allow Associate Members in the SFC?" I will try to inform you of the positive potential affects for the SFC for meeting the issues of membership, diversity and funding and I also will recognize the spirit of former players to just allow former football players.

Pat Killorin
President
Syracuse Football Club