



BABE RUTH LEAGUE, INC.

Alumni Association

Committees



The Alumni Association provides opportunities for alumni and friends to volunteer on one of its committees. Please note the following committees and descriptions.

FUND DEVELOPMENT COMMITTEE

Objective: Provide oversight and guidance to and participation in raising funds to support the work of the Babe Ruth League Alumni Association.

- Work to ensure funding for Alumni Association activities and projects.
- Plan and engage in the execution of all aspects of fundraising venues and campaigns, including marketing efforts, personal solicitation and the acknowledgement process.
- Evaluate existing programs and new program proposals that will stabilize funding for the Association.
- Maintain excellent relationship with generous donors. Their contributions allow the Alumni Association to provide the diverse opportunities that define Babe Ruth League as a leader in youth sports.

(Charitable contributions and funding advance the welfare and support the needs of BRL. In addition, they support special programs/projects established by the Alumni and BRL, sponsor leagues/teams/players who would otherwise be unable to participate, assist leagues/teams/players who suffer catastrophic loss, provide scholarships to BRL graduates, support Alumni campaigns, and provide other miscellaneous donor designations, such as endowments and honorary/memorial recognition.)

Alumni Committees

Public Relations/Communications Committee

Objective: Responsible for initiatives, programs, and resources for overall promotion of the Alumni Association.

- Plan and engage in initiatives, programs and resources to (1) enhance public understanding and appreciation of the Alumni Association, (2) improve Alumni and Babe Ruth League's reputation for the quality and distinctiveness of its athletic, service, and cultural programs, and (3) communicate the Association's perspective and position concerning the positive development of youth.
- Help build positive relationships between the Alumni and Babe Ruth League with the media, as well as with youth and professional sports.
- Review and offer advice to Executive Committee on public relations, advertising and marketing activities and initiatives. Once approved, assist with implementation of such initiatives.
- Review all alumni publications and recommend changes/improvements when necessary.



- Review all alumni communications, including newsletter, press releases and email campaigns. Contribute and assist with content for such communications.
- Assist and enhance presence with social media and website to best promote the Alumni Association and Babe Ruth League. The Alumni Association has a working website, as well as Facebook and Twitter Accounts. Contribute content for website, as well as assist with Facebook posts and Tweets.
- Act as liaison between the Alumni Association and the public.

ALUMNI COMMITTEES

Development/Membership Committee

Objective: Responsible for the overall maintenance and development of the Alumni Association.

- Maintain and increase membership.
- Responsible for membership marketing efforts and participation.
- Create new and innovative approaches and solutions to bolster membership that appeal to a diverse group of people.
- Coordinate membership efforts with various regions, states, districts and leagues.
- Attend Babe Ruth League major events to promote membership in the Alumni.
- Research notable Alumni to join and/or become involved with the Association:
 - ◆ Current or retired professional athletes
 - ◆ Current or former college athletics recruits
 - ◆ Business/Industry Leaders and Professionals
- Develop a diverse array of activities and programs to engage Alumni.

