



Washburn Alumni Association Business Discount Program

1. There is no cost associated with being part of the Washburn Alumni Association Business Discount Program beyond the discount/benefit that you are offering. No additional obligation is required beyond checking a member's alumni card or digital card and providing the discount/benefit.
2. The discount/benefit offering can be almost anything of your choosing, with any stipulations that you see fit. If offering a percentage discount, please make it at least 10%.
3. The discount/benefit would apply only to dues-paid members of the Washburn Alumni Association. Each member has a card or digital card, available on our Washburn Alumni app, with their name and the expiration date of their membership or lifetime status.
4. Discounts typically are valid through the end of the calendar year.
 - a. A Washburn Alumni Association representative will contact you on an annual basis, usually prior to the expiration of the discount. This is the point when any type of change would need to be made for the next year. (See included Business Discount Agreement Form)
5. How do we help advertise your business?
 - a. Washburn Alumni Association and Foundation website
 - i. We include a link to your website
 - b. Other possibilities – but not guaranteed advertising
 - i. The Washburn Alumni Association and Foundation social media sites (Facebook, Twitter, Instagram)
 - ii. Direct mail and e-mail communications sent out to members and potential members throughout the year
6. In addition to being part of the business discount program, you also have an opportunity to provide coupons for the Alumni Association to distribute at events. If interested, indicate your preference on the business discount agreement form.
7. Washburn Alumni Association Member Specifics
 - a. Currently, there are approximately 5,360 members of the Washburn Alumni Association
 - b. Roughly 60% of members live in the Topeka/Shawnee County area

Contact Amanda Hughes, director of membership and outreach, at 785-670-1827 or ahughes@wualumni.org if you wish to offer a discount to Washburn Alumni Association members or have any questions about the discount program.