



Membership Benefits

The Council for Advancement and Support of Education (CASE) provides professionals in alumni relations, fundraising, communications, and marketing with essential tools to advance educational institutions.

<p>General Membership</p> <p>When your institution or organization becomes a CASE member, all staff are eligible for CASE General Membership. All general members:</p>	<p>Will receive access to:</p> <p>Vast knowledge resources and information for advancement professionals</p> <p>Electronic discussion groups and communities of practice</p> <p>Networking and volunteer opportunities, especially through District programs</p> <p>Reports and updates on advancement standards and policies, U.S. government relations, and education news</p> <p>Advance notice of CASE programs, products, and services</p> <p>More than 200 Educational Partners who provide advancement products and services to educational institutions</p>	<p>Are able to participate in:</p> <p>Recognition awards and scholarships programs</p> <p>Membership in the Association of Student Advancement Programs (ASAP)</p> <p>CASE research programs designed to track industry trends and benchmark advancement practices</p> <p>The National Center for Institutionally Related Foundations</p>	<p>Receive discounts on:</p> <p>CASE conferences (up to 40 percent off)</p> <p>CASE books</p> <p>CASE's Advancement Compensation Survey for members who participate</p> <p>Online job postings and résumé search capabilities in the CASE Career Center</p> <p>Special affinity (vendor) programs, including:</p> <ul style="list-style-type: none"> LexisNexis™ U.S. Newswire eWatch™: A service of PR Newswire PEG Alumni Attitude Survey® Enetrix, Qualtrics Survey Software PRWeek Magazine Heldref Publications Informz
<p>Professional Membership</p> <p>You can upgrade individual staff members to Professional Membership entitling them to premium-level benefits, including:</p>	<p>CASE's award-winning magazine, CURRENTS, published nine times a year</p> <p>Premium access to thousands of online resources at www.case.org</p> <p>BriefCASE, a monthly e-newsletter on relevant issues</p> <p>Online search of capital campaigns at institutions like yours from the annual CASE Survey of Cumulative Campaign Activity</p>	<p>Personal service from CASE InfoCenter professionals</p> <p>A personal membership card with your CASE Individual I.D. number</p> <p>A listing in and access to the annual CASE Membership Directory—both in print and online</p>	<p>Car rental discounts from Alamo and National</p>

CASE Membership Benefits

For more than 30 years, CASE has offered top-notch resources to help you reach your goals. Take advantage of the full range of products and services to achieve success.

To find the information you need, go to www.case.org. Enter the CASE Code "**benefits**" for an overview of your CASE membership benefits. CASE Codes are listed in bold at the end of selected sections below.

www.case.org

The CASE Code is a shortcut to information about a specific service on the CASE Web site. Enter the code in the CASE Code box on the home page, www.case.org. **benefits**

(P) Professional Member benefit

PROFESSIONAL DEVELOPMENT OPPORTUNITIES

Professional Development Conferences. Learn all aspects of advancement at more than 80 conferences—with topics for newcomers to seasoned professionals—including the Summit for Advancement Leaders, the CASE-NAIS Independent Schools Conference, and Summer Institutes. Staff at CASE member institutions receive up to 40 percent off the nonmember rate. **events**

Online Speaker Series. CASE brings the classroom into your campus via an interactive Internet broadcast. Fees are per site not per person, so train your entire staff for one low fee. Go online for a schedule of upcoming events. **series**

CASE Districts. Each of CASE's eight districts in North America offers an annual conference where you can join colleagues, network, and learn. Many districts also offer local one- or two-day conferences. **districts**

GETTING CONNECTED AND STAYING INFORMED

CURRENTS. (P) Our award-winning magazine provides informative and thoughtful articles for all advancement professionals. It covers the issues and trends CASE members care about most. **CURRENTS**

Books. CASE Books provide information and insight that directly serve readers' needs and offer practical advice. All staff at CASE member institutions receive a discount on books published by CASE. **books**

BriefCASE. (P) This e-newsletter highlights educational research, member profiles, news, and updates from CASE. **briefcase**

Membership Directory. (P) All member institutions are included in the printed and online versions of the annual *CASE Membership Directory*. Professional Members receive a listing in, and copy of, the directory. **directory**

Electronic Discussion Groups. Connect with your advancement colleagues. Subscribe to an electronic discussion group. Each group focuses on a specific advancement area. Subscriptions are free to all staff at CASE member institutions. **listserv**

E-Headlines. Each weekday morning CASE posts the top education-related headlines from leading U.S. and international news sources on our Web site. E-Headlines is also available as an RSS feed. **Headlines**

Washington Alert. CASE monitors U.S. regulatory and legislative updates and shares these quick-read updates on our Web site and via an RSS feed. **alert**

Issues Watch. This section of our Web site offers members more complete coverage of evolving issues related to education and advancement, including U.S. government relations. **issues**

Education Association Directory. Access this online source for information about education associations. Searches will locate contacts, information, and links to association Web sites. **EAD**

Networking and Leadership Opportunities. Peers are potential mentors and friends who can help you solve challenges creatively. Get involved in your District, attend CASE conferences, search the *Membership Directory*, and participate in listservs to meet and network with your colleagues. Districts also offer great volunteer opportunities—an excellent way to connect with peers.



ADVANCEMENT RESOURCES AND SERVICES

www.case.org. Our Web site gives you access to information you need. Professional Members receive **premium access** to the Web site including a searchable database of more than ten years of CURRENTS magazine, award-winning best-practices, select conference presentations, sample documents from peers, and much more.

CASE InfoCenter. (P) Responsive and knowledgeable CASE staff provide prompt, personal answers to your questions on everything from phonathons and campaigns to job descriptions and organizational charts. Whatever your information needs, the CASE InfoCenter is your best resource. **infocenter**

National Center for Institutionally Related Foundations. The center provides information, support, and training for institutionally related foundations including an annual conference, awards, online directory of foundations, news, articles, sample documents and policies, and online discussion groups. **foundations**

Association of Student Advancement Programs. ASAP, a program of CASE, is available only to member institutions. Educational institutions can join this alliance of student organizations that provides resources and networking opportunities to promote leadership and student involvement in educational advancement. **ASAP**

BENCHMARKING, SURVEYS, AND RESEARCH

Advancement Compensation Survey. Staff at CASE member institutions can participate and receive discounts on access to this online database. Benchmark advancement salaries based on a variety of factors, including job type, supervisory level, and location, among others. **salaries**

Survey of Cumulative Campaign Activity. (P) The CASE Survey of Cumulative Campaign Activity of member institutions in North America is based on the CASE Management and Reporting Standards, a set of standards developed to provide uniformity in reporting campaign and annual fund results. Results of the survey are published in the *CASE Campaign Report*. Capital campaign survey data for 1995-2005 are available online to CASE Professional Members. **surveys**

Alumni Relations Benchmarking Tool. The ARBT enables institutions to compare their performance in specific areas of alumni relations with those of peer institutions. Use these benchmarks to strengthen specific aspects of your alumni operations. This is a free, members-only service. **surveys**

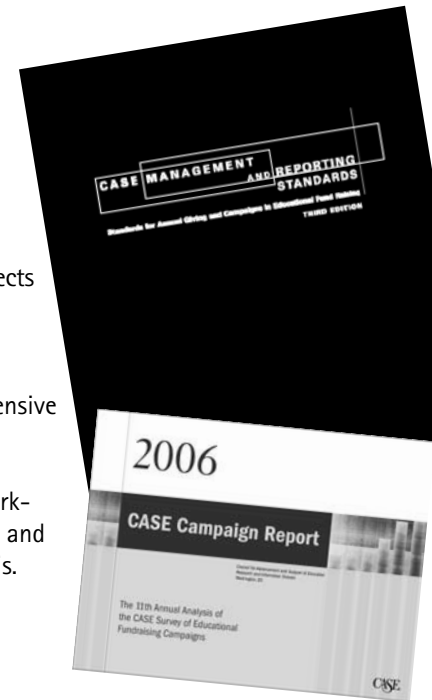
CASE Benchmarking Suite. This comprehensive online system designs and implements surveys, stores responses, and produces member-driven results. The CASE benchmarking suite can also be used for data mining, and eventually more complex statistical analysis.

RECOGNIZING ACHIEVEMENT AND DEVELOPING THE PROFESSION

Awards. CASE bestows well-deserved recognition in more than 70 categories. **awards**

- The **Circle of Excellence Awards** are models of excellence in the areas of alumni relations, communications, marketing, advancement services, and fundraising.
- The **Distinguished Service Awards** are CASE's most prestigious honors, recognizing extraordinary service and leadership in advancement and education.
- The **Research Writing Awards** recognize and encourage the important work from both established researchers as well as authors of recent dissertations.
- The **CASE Independent Schools Awards** honor those who have shown extraordinary dedication to primary and secondary school education.
- The **U.S. Professors of the Year Awards** celebrate extraordinary dedication to undergraduate teaching at higher education institutions in the U.S.
- The **Service Awards in State Government Relations** recognize those who have made exceptional contributions to the advancement, effectiveness, and quality of state relations in higher education.
- The **CASE Commonfund Institutionally Related Foundation Awards** recognize individuals who have made great strides in the development and quality of their organizations.

Scholarships. Through the **Virginia Carter Smith Scholarship Program**, CASE grants approximately 20 scholarships annually to cover registration fees at selected CASE conferences. **International Scholarships** offer enhanced international advancement training and networking experiences for members around the globe. **scholarship**





RECRUITING WITH CONFIDENCE

The CASE Career Center. More than 40,000 professionals visit every month. Go online to post a job vacancy, easily search for new career opportunities, or post your résumé. **jobs**

PARTNERSHIPS

Yellow Pages. Find companies and consultants that can provide products and services to help you with your advancement needs. Use the Yellow Pages to find contact information, then link to the company's Web site to learn more. Available online and in print. **Yellow Pages**

AFFINITY PROGRAMS

affinity

LexisNexis™ for Development Professionals. This targeted Web-based solution helps you identify, qualify, and track donors—both corporate and individual. CASE members are eligible for an initial 20 percent discount plus renewal discounts on the LexisNexis™ Universe for Development Professionals. Offer applies to both new and existing subscriptions.

eWatch™: A service of PR Newswire. eWatch™ provides daily media-coverage reporting. CASE members may purchase annual eWatch Web Pubs packages that accommodate multiple users at discounted prices.

PEG Alumni Attitude Study®. An annual nationwide study of alumni attitudes and perceptions. CASE members receive a 20 percent discount on published rates for the Alumni Attitude Study® Platinum, Gold, and Silver alumni feedback, and consultative service products (AAS).

Enetrix. Enetrix provides a survey application called PRI3ME for educational institutions. CASE members receive a 20 percent discount on a three-year subscription to PRI3ME, which includes a two-day remote training session.

Qualtrics. Qualtrics provides "do-it-yourself" online survey tools. CASE members receive a 40 percent discount on survey tools including SurveyPro and Surveyz.

PRWeek Magazine. A recognized leading magazine supplying authoritative and credible information for public relations and communications communities, CASE members receive a 33 percent discount on a subscription.

Heldref Publications. CASE members receive a 30 percent discount on a subscription for *Change: The Magazine of Higher Learning* and the publication, *Journal of Educational Research*.

Car Rental Discounts. (P) Professional Members are eligible to receive special discounts when renting a vehicle through Alamo and National Car Rental.

U.S. Newswire. CASE members receive a 20 percent discount on this news distribution and monitoring service for public interest and higher education news services.

Informz. Informz is an integrated e-mail marketing site that enables personalized and targeted communications, such as e-mail announcements and newsletters. CASE members receive a 20% discount on InformzPro for one year.

DIVERSITY INITIATIVE

CASE is committed to diversification of the educational advancement profession. A variety of programs and initiatives are being spearheaded by CASE and its member institutions. **diversity**

The Minority Advancement Institute. This conference is designed to help foster the development of diverse leaders in the profession. **MAI**

Clarence J. Jupiter Fellowship Program. One of CASE's premier programs to help diversify the profession, the Clarence J. Jupiter Fellowship Program is designed to attract professionals of diverse backgrounds who may not have previously considered a career in institutional advancement. **Jupiter**

GLOBAL PROGRAMS

CASE Europe. Based in London, this office offers programs, information, and resources for member institutions in mainland Europe, Ireland, the United Kingdom, and other parts of the world. CASE Europe members receive announcements about relevant programs and services, as well as access to the popular listserv EUROCASE-L. **CASE Europe**

CASE Asia-Pacific. Based in Singapore, this office serves the evolving needs of the growing advancement profession throughout Asia, Australia, and New Zealand including professional development programs throughout the region. **Asia-Pacific**

Experience CASE.

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