

# Association training

7.12.2017



# AYY'S ASSOCIATION REGISTER

- First list
  - Approx. 180 associations (including special status associations)
  - Associations on the first list of the register have more obligations and benefits than those in the second list
  - Most notably the opportunity to apply for the organizational grant
- Second list
  - Approx. 30 associations
- Special status
  - 25 associations
- AYY's association regulation:  
<https://inside.ayy.fi/pages/viewpage.action?pageId=12615842>

# AYY: BENEFITS

- An association in AYY's association register receives the same rights as an individual student union member, as well as services particularly aimed at associations.
- [rental of AYY's van and facilities](#) rented on a one-time basis
- opportunity to rent club or storage facilities
- [operating grants](#) for associations in the first list
- advance booking of facilities rented on a one-time basis for associations in the first list
- advice on association matters ([updating](#) and interpretation of rules, for example, please get in touch with the [organisation sector](#))
- [IT and office services](#) (mailing lists and Otax server, for example)
- [association newsletter](#)
- association guide (outdated for some parts, but will go into updating process in 2017)
- [association profile](#) on AYY's website and the opportunity to add events to the calendar on the website
- association [training sessions and other possible courses](#)
- opportunity to apply for project founding from [TTE-Fund](#)

# AYY: OBLIGATIONS

- **Yearly notice:** Each association in the register must annually submit the association notice in order to review that the association is still active and meets the requirements set by the Association Regulation.
- **Rule amendments:** If the association amends its rules, it must notify the organisation specialist immediately, who checks that the conditions set for the register membership are also met after the amendments.
- If the association no longer complies with the requirements of the Association Regulation, the board may remove the association from the entire register or transfer it to a lower list. The board may also remove the association from the register if the association fails to deliver the association notice in two consecutive years.

# AYY: OBLIGATIONS IN THE FIRST LIST

- The association must have at least seven members
- At least 60% and at least seven (7) of the association members entitled to vote must be members of AYY (does not apply to choirs or orchestras)
- Association rules must not limit the opportunity of the student union members to become association members entitled to vote: AYY's members may not be discriminated against.
- When the association is discontinued or suspended, its funds must be transferred to the student union or other organisation within the student union.
- A profile at: <http://ayy.fi/en/associations/associationslist/>

# Event marketing and Communications in practice

# ASSOCIATIONS NEWSLETTER

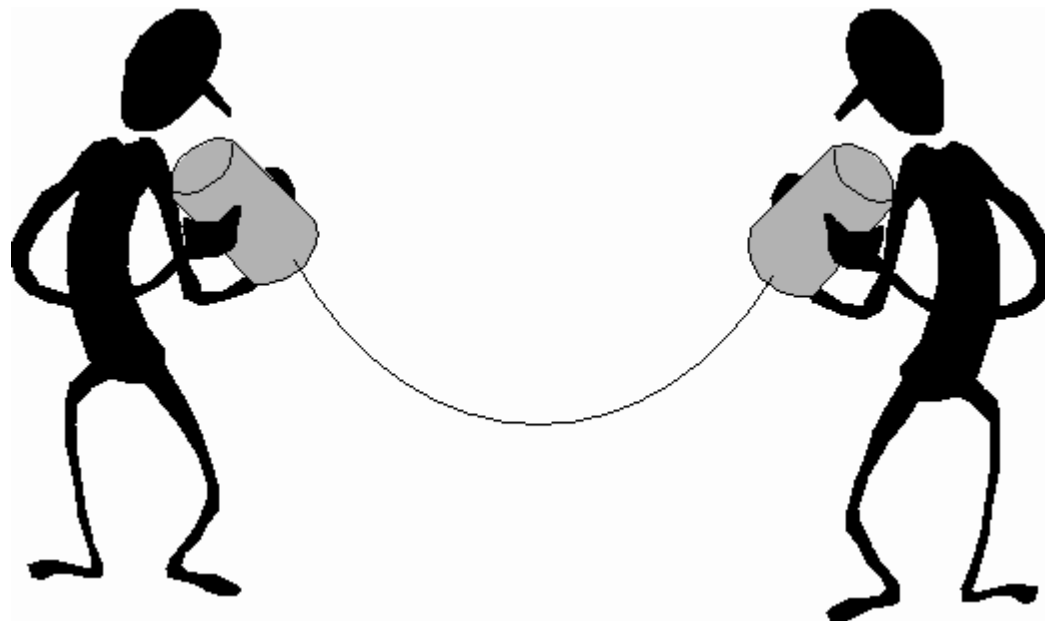
- Weekly newsletter for associations
- Edited by the Communications Specialist
- Published in three languages on Friday
- Texts should be sent to [tiedotteet@ayy.fi](mailto:tiedotteet@ayy.fi) on Wed at 10 a.m. at the latest.

# WEEKLY NEWSLETTER

- Weekly newsletter for individual members of AYY
- Edited by the Information Officer
- Published in three languages on Mondays
- Texts for the next week's newsletter should be sent to [tiedotteet@ayy.fi](mailto:tiedotteet@ayy.fi) on Thu at 10 a.m. at the latest.



# COMMUNICATION CHANNELS FOR EVENT MARKETING



# AYY'S CHANNELS

- Event calendar of ayy.fi
  - How? ayy.fi/wp-admin
  - What? All your open events
  - Events will be added automatically to the weekly newsletter's event listing.
  - *AYY's website will be renewed during 2018, changes may occur soon!*
- Newsletters
  - Use translations elsewhere as well.
- AYY Events, AYY Study Events and AYY Sports & Wellbeing groups on Facebook

The image shows a screenshot of the Facebook page for 'AYY Events'. The page header features a vibrant image of a crowd at an event with the text 'ayy EVENTS' in white and green. Below the header, there are navigation tabs for 'Keskustelu', 'Jäsenet', 'Tapahtumat', 'Kuvat', and 'Tiedostot'. The main content area shows a post by Siiri Kihlström dated 3. kesäkuuta, with text in Swedish and English. The right sidebar contains sections for 'JÄSENET' (1 323 jäsentä), 'Luo uusia ryhmiä', and 'Ryhmiin viimeaikaiset kuvat'.

# AYY'S CHANNELS

- FB-group Aalto International
- FB-page Aalto yliopiston ylioppilaskunta – AYY

**Aalto International**  
Julkinen ryhmä

Liity ryhmään

Keskustelu Jäsenet Tapahtumat Kuvat Tiedostot

Hae tästä ryhmästä

Liity ryhmään, jotta voit julkaista ja kommentoida. [+ Liity ryhmään](#)

VIIMEIKAINEN TOIMINTA

**Oona Suo**  
6 min

**OFFER Helsinki**

Offering a room 450€/month (price includes electricity, water & wifi) in a shared flat in Munkkiniemi from February to May (flexible dates). The room will be rented furnished and has a nice double bed. The location is super nice, near the sea with easy access to city centre and Otaniemi/Espoo. The nearest buss stations are only a 2 min walk away.

You will be living with a Dutch woman, a Finnish man and a golden retriever. Thus, you will have to be comfortable ... [Näytä lisää](#)

**JÄSENET** 3 718 jäsentä

**KUVAUS**

This group is made for publicity and discussion of international activities and events among Aalto University student community. This also includes the international oriented promotion of the important traditional Finnish student activities (such as traditional Wappu events).

The priority is to better reach all the international students at Aalto as well as all the Finnish students who are interested in internationalization. The group is open for everybody who wants to keep updated what is going on at the international site of Aalto University student community.

The language of this group is English. Welcome!

AYY also has an e-mail list for international students, where a newsletter of interesting and important events will be posted twice a month. Join the e-mail list here: <https://list.ayy.fi/mailman/listinfo/international>

# ANNUAL CALENDAR



VIIKKO 38 / VECKA 38 / WEEK 38			SYYSKUU / SEPTEMBER / SEPTEMBER		
<b>19</b> AYY International week	<b>20</b>	<b>21</b>	<b>22</b> Syyspäiväntaus / Hösttidsjämningen / Autumnal Equinox	<b>23</b>	<b>24</b>
8	8	8	8	8	10 TF Xtreme ft Adventure
9	9	9	9	9	12 Ora Olut! @ Urban Mill
10	10	10 Kampuskarkelot	10	10	14
11	11	11	11	11	16
12	12	12	12	12	18 KY: Masters' Night
13	13	13	13	13	20
14	14	14	14	14	10
15	15	15	15	15	12
16 Dominanten koelaulut	16	16	16	16	14
17	17	17 PK:n koelaulut	17	17	16
18	18	18	18 Mosaic's World Dinner@DF TeTy: Uusien Itä	18 PT: Lämmönsirto IV	18
19	19	19 Teekkarimestäjien fuksisauna @ JMTGB	19	19	20
Tempausgala@Apollo					
m t w t f s s					
1 2 3 4					
5 6 7 8 9 10 11					
12 13 14 15 16 17 18					
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26 27 28 29 30					

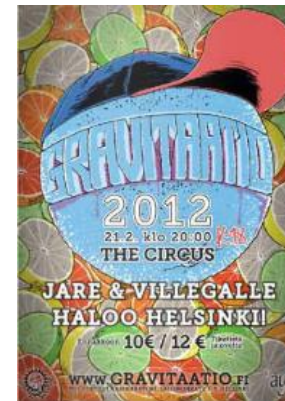
# SOCIAL MEDIA



Kuva: [blogtrepreneur.com/social-media-images](https://blogtrepreneur.com/social-media-images)

# PRINTED MATERIAL AND OTHER MATERIAL

- Posters
  - Price-efficiency – rate not so good
  - Cheap printing online (e.g. <http://print24.com/fi-fi/>)
- Flyers
- Table toppers
  - Expensive, but may be very effective
- Badges for overalls
  - NOTE! Order well in advance. At least 3-5 weeks.



# REMEMBER ALSO

- Seasonal webpages and applications for instance during Wappu
- Magazines of associations and guilds
- Mailing list of special status associations: [erityiset@list.ayy.fi](mailto:erityiset@list.ayy.fi)

# Acts and regulations



# ASSOCIATION ACT

- <https://www.prh.fi/en/yhdistysrekisteri/act.html>
- Translation of Yhdistyslaki (in Finnish):  
<http://www.finlex.fi/fi/laki/ajantasa/1989/19890503>

# AYY'S ASSOCIATION REGULATION

- <https://inside.ayy.fi/pages/viewpage.action?pageId=12615842>
- Last updated in November 2017

# Rules and rule amendments

# RULES

- Read your association's rules
- Be sure that everyone else in the board also does the above
- Read AYY's regulation (AYYE 7/2017, 2.11.2017):  
<https://inside.ayy.fi/pages/viewpage.action?pageId=12615842>
- Get to know the basics of the Association Act:  
<https://www.prh.fi/en/yhdistysrekisteri/act.html>
- If you need help, please ask from [jarjestoasiat@ayy.fi](mailto:jarjestoasiat@ayy.fi)

# RULE AMENDMENTS

1. Draft new rules (use for example AYY's Sample rules)
2. Contact [jarjestoasiat@ayy.fi](mailto:jarjestoasiat@ayy.fi), and we'll check that the rules are fit according to AYY's association regulation. This check does not replace PRH's check.
3. Accepting of the rules at the meeting(s) of the association
4. Submitting the new rules to PRH
5. If PRH wants changes to the rules, you'll need to submit the corrected rules afterwards also to AYY
6. An amendment of rules enters into force once it is entered in the PRH's register.

# Rights and responsibilities

# REGISTERED ASSOCIATIONS

- A registered association
  - Is a legal person
  - Can acquire assets, apply for grants or get permission for fundraising
  - Can be a party in an agreement
    - e.g. bank account, rental agreement
  - Single board members are not held responsible for association activities
    - Does not include criminal liability

# OBLIGATIONS AND REQUIREMENTS

- A registered association is obliged to inform PRH about
  - Changes of persons entitled to sign for the association
  - Rule Amendments
  - Dissolution
- According to the Association Act every association has to have
  - A board and operations inspectors elected at a meeting of the association
  - Accounting
  - Meetings according to the rules
  - The right of members participate in and inspect activities



# EQUALITY OF MEMBERS

- Associations can take members according to their rules, but never without the consent of the person in question. This applies also the other way around: the association doesn't have to accept all applicants
- All members have to be treated equally in every case unless the rules have different member categories. No member can be treated indifferently within a member category

# ACCOUNTING

- One of the most important responsibilities of the board
  - Usually delegated to the treasurer, but the whole board is responsible of the finances
- Has to be done according to the accounting period mentioned in the rules
- Financial statements must be done and approved by the association's meeting during the four months after accounting period has ended

# OPERATIONS INSPECTION

- Operations inspection is mandatory
  - For the inspector the board has to submit all meeting minutes, bank balance and transactions, receipts, accounting, financial statements and action report
  - The operations inspector can be a layman, but cannot be disqualified. ”The operations inspector shall possess financial and legal knowledge to a degree to be deemed necessary in view of the association’s operations in order to carry out the operations inspection task.” (Assoc. Act 38)

# FUNDRAISING

- An association
  - can collect a membership fee according to its rules
  - can conduct small item lotteries
  - can sell products as long as it's not taken as a source of livelihood
    - There are differences between products and also cash inflow
    - If the action is considered as something that someone other lives from, it is usually almost immediately considered as income taxable revenue

# Summary

# AYY'S SERVICES

- Complete list for associations:  
<http://ayy.fi/en/associations/services/>
- Top picks:
  - IT Services for Associations: <https://otax.fi/>
  - Facilities: <http://ayy.fi/en/students/services/rental-of-facilities/>
  - Association newsletter: <http://ayy.fi/en/associations/association-newsletter/>
  - Operating grants:  
<http://ayy.fi/en/associations/services/operating-grants/>
  - TTE-Fund: <http://tter.ayy.fi/hae-avustusta/briefly-in-english/>

# RESPONSIBILITIES

- **AYY**

- Association notice in March: detailed info and exact dates will be published in the association newsletter during February. Association grant application at the same time.
- Updated profile on ayy.fi:  
<http://ayy.fi/en/associations/associationslist/>
- If the association amends its rules, it must notify the organizational affairs specialist immediately, who checks that the conditions set for the register membership are still met after the amendments.

# RESPONSIBILITIES

- **PRH notices (for registered associations)**
  - Changes of persons entitled to sign for the association
  - Rule Amendments
  - Dissolution
  - <https://www.prh.fi/en/yhdistysrekisteri.html>
- **According to law**
  - A board and operations inspectors elected at a meeting of the association
  - Accounting
  - Meetings according to the rules
  - The right of members participate in and inspect activities



# NEED HELP?

- At your service:
  - Organisational affairs: [jarjestoasiat@ayy.fi](mailto:jarjestoasiat@ayy.fi)
  - Communications: [viestinta@ayy.fi](mailto:viestinta@ayy.fi)
  - Facilities: [tilat@ayy.fi](mailto:tilat@ayy.fi)
  - IT: [tietotekniikka@ayy.fi](mailto:tietotekniikka@ayy.fi) and otax.fi (FAQ)
  - Archive: [arkisto@ayy.fi](mailto:arkisto@ayy.fi)
  - Museum: [museo@ayy.fi](mailto:museo@ayy.fi)