



## **About ASUG Communities**

ASUG Communities represent groups of ASUG Members who come together around shared topics, industries, or roles/functions to connect, learn, and grow. These communities provide opportunities for members to engage through year-round programming, including in-person events, virtual Community Conversations, and digital content such as articles, resource guides, and more.

Each ASUG Community supports the broader ASUG mission of helping organizations maximize their SAP investments while aligning with the organization's 2026 strategic priorities. Through these Communities, ASUG delivers value by providing relevant content, meaningful connections, and practical insights that help members achieve success with SAP.

## **About ASUG Community Volunteers**

ASUG Community Volunteers are the voice of the member. As an extension of the ASUG team, they act as ambassadors of the organization—with a clear understanding of ASUG's mission, products, and brand promise. Those interested in serving as ASUG Community Volunteers should demonstrate a vested interest in the organization, its values, and its vision for building meaningful member experiences.

ASUG Community Volunteers support their dedicated topic-, industry-, or role/function-based communities, working closely with the ASUG team, fellow ASUG Volunteers, and SAP Points of Contact to deliver value through year-round community programming that aligns with ASUG's overall strategy and vision. Their efforts ensure that every engagement opportunity—whether in-person, virtual, or digital—supports the member experience and reflects ASUG's brand standards.

A successful ASUG Community Volunteer ensures alignment with ASUG's annual and long-term strategies while representing their community focus area with integrity and enthusiasm. Volunteers should be active ASUG Members in good standing and bring insights from their professional experiences to help inform relevant and engaging programming.

## **Collaboration with ASUG Staff**

Each ASUG Community is supported by dedicated ASUG staff who serve as the liaison between ASUG HQ and the volunteer team. ASUG staff and ASUG Community Volunteers work in partnership to ensure that every program, session, and piece of content reflects ASUG's standards, strategy, and focus on member value.

While ASUG Community Volunteers contribute ideas, connections, and thought leadership, ASUG staff hold the final decision-making authority to ensure all activities align with ASUG's mission, values, and evolving strategy toward 2026.

## **ASUG Community Volunteers Role and Expectations**

ASUG Community Volunteers contribute to delivering year-round programming across in-person, virtual, and digital experiences that provide value to ASUG Members. They help curate relevant content, identify speakers and thought leaders, and support discussions and engagement within ASUG's Community programs.

Volunteers also support ASUG staff by recommending community topics, promoting events through their professional networks, and participating in planning and execution of programs to ensure successful and



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consistent delivery of member value.

In addition, ASUG Community Volunteers follow ASUG best practices, policies, and procedures; participate in planning activities and ASUG Community calls; and contribute ideas and connections that strengthen engagement and event outcomes. They represent ASUG positively and professionally when engaging with Members, partners, and SAP stakeholders, and they communicate openly with ASUG staff regarding any challenges or bandwidth constraints.

ASUG Community Volunteers are expected to demonstrate respect, collaboration, and inclusivity when engaging with other Volunteers and ASUG staff, and to adhere to ASUG policies and best practices to ensure that all Community initiatives support the broader ASUG mission and deliver exceptional member experiences.

### **ASUG Community Volunteer Benefits**

ASUG Community Volunteers who have actively served for 90 days or more and are deemed in good standing by ASUG leadership may qualify for benefits, including:

- ASUG-branded merchandise
- ASUG Conference and Event passes or discounts on passes
- Leadership development opportunities
- And more

Benefits are based on availability and subject to change. ASUG Community Volunteers in good standing are active ASUG Members who adhere to all ASUG policies and procedures and maintain an active, collaborative presence within their Community.