



UNIVERSITY of ROCHESTER  
**ALUMNI**

# GET CONNECTED

Explore the many ways that the Office of Alumni Relations and Constituent Engagement can help your organization connect with your alumni!

## Alumni want to...

### Go

to events and milestone anniversary celebrations

### Give

by supporting new projects and initiatives

### Help

by offering guidance and advice

### Connect

through e-newsletters and social media

## with your organization!

Working with you and your advisor, the Office of Alumni Relations and Constituent Engagement can help you identify the best way to engage your organization's alumni to achieve your goals!

How can **GET CONNECTED** help you? 

Want to get started?

1

Meet with your advisor to discuss your ideas

2

Submit the [Crowdfunding, Donation Receipts, and Newsletter Request form](#) through CCC

Questions? Contact Ahren Henby at [ahren.henby@rochester.edu](mailto:ahren.henby@rochester.edu)

# Ways to GET CONNECTED!

## Go

- Host an event celebrating your organization's milestone anniversaries.
- Invite your alumni to an existing event, especially those during Community Weekends (Yellowjacket, Meliora, Winterfest, and Springfest).
- Create a new event for your alumni. They can help with the planning!



### Filipino American Students' Association (FASA): Celebrating 15 years!

**Start Date:** Saturday, October 5, 2019 | **Start Time:** 9:00 AM | **End Time:** 10:30 AM | **Location:** River Campus, Frederick Douglass Commons, Community Room

#### Hide Description

Please join us as we celebrate FASA's 15th anniversary! This is a great time for former members to meet current students and hear the latest news and information within the organization.

### Medical Emergency Response Team (MERT) Alumni Gathering

**Start Date:** Saturday, October 5, 2019 | **Start Time:** 9:00 AM | **End Time:** 10:30 AM | **Location:** River Campus, Frederick Douglass Commons, 401

#### Hide Description

Please join us as we celebrate MERT! This is a great time for former members to meet current students and hear about the latest news and information within the organization.

## Give

- Do you have a project that you want to make a reality but need to ask for donations? University Advancement and Wilson Commons Student Activities have a partnership to support your initiatives.
  - Contact Brian Magee, Senior Associate Director of Wilson Commons Student Activities, at [bmagee@ur.rochester.edu](mailto:bmagee@ur.rochester.edu) to find out more.

Set up a crowdfunding campaign using the University-owned platform that has no fees. **Your organization gets 100% of the money raised!**



Identify your funding need

**Fall Fundraising Period:**  
August–November



Contact your advisor and submit the CCC form

**Spring Fundraising Period:**  
January– April



Work with Advancement staff on developing your solicitation or crowdfunding campaign!

*\*December & May by special request*

# Help

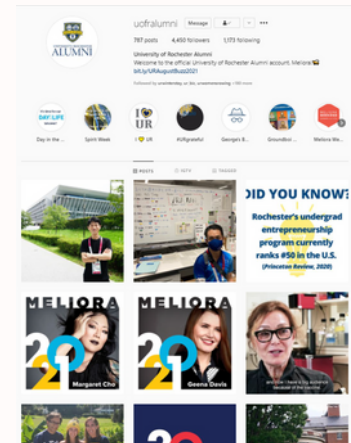
- Are you looking for an alumni advisor or event assistant? Alumni love to volunteer!
- Ask alumni to share your organization's events and accomplishments with their personal networks.



# Connect

- Create and send out a newsletter or email
  - Alumni Relations maintains a complete alumni contact list of most student organizations!
- Create and push out social media content

Use your organization's social media accounts to engage alumni! You can highlight successful alumni in a spotlight series, invite alumni to share memories and photos, and more.



Send an e-newsletter! Use a provided template to create an engaging email to keep your alumni up to date with your group! You can also include a crowdfunding or donation link.

To ensure that your newsletter is read by as many alumni as possible, Alumni Relations needs **at least 3 weeks advance notice** to schedule your newsletter.

**Note:** Communications CANNOT be sent during the following dates:

- Fall Semester: 3 weeks prior to and during Meliora Weekend in October; last 3 weeks of December
- Spring Semester: 2 weeks prior to Day of Giving in late April/early May

## Ready to get started?!

1

Meet with your advisor to discuss your ideas

2

Submit the Crowdfunding, Donation Receipts, and Newsletter Request form through CCC