



UNIVERSITY of ROCHESTER ALUMNI

It's Never Too Early to **Get Connected!**

Working with you and your advisor, the Office of Alumni Relations can help you identify the best way to engage your organization's alumni to achieve your goals. Below, you'll find ideas to help you make the most of our support.

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!

GIVE

- Do you have a project that you want to make a reality, but need to ask for donations from alumni, friends, family, or businesses? University Advancement and Wilson Commons Student Activities have a partnership to support your initiatives.
 - To find out more, contact Associate Director of Wilson Commons Student Activities, **Brian Magee**, at bmagee@ur.rochester.edu.
- While all student organizations are regularly highlighted in alumni solicitations throughout the year, you can also add a section to your newsletter (learn more under Connect below) to encourage alumni to allocate their donation directly to your student organization.

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

- 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.
- Learn how to leverage the UR Community by joining The Meliora Collective.
- Alumni Relations can send out emails or newsletters on your behalf! If you're interested in creating a newsletter, fill out the request form at <http://cglink.me/s19249> to contact WCSA Graphic Designer Jennelle Hart as soon as possible. This will ensure you have enough time to gather and edit your newsletter content.
 - In order to make sure your communication is read by as many alumni as possible, Alumni Relations needs **at least 3 weeks advance notice** to schedule your email or newsletter. You can always submit your proposal form before your email or newsletter has been created.
 - **Note:** Communications cannot be sent during the following dates.
 - Fall: 3 weeks prior to and during Meliora Weekend; last 3 weeks of December
 - Spring: 2 weeks prior to Day of Giving in early May

GET STARTED

- Meet with your advisor to discuss your organization's ideas.
 - **Note:** Your advisor may have limited availability from June 1 to August 1.
- Send your signed **Get Connected Proposal Form** to Ashley Steeves Doherty at ashley.steeves@rochester.edu.
- **Questions?** You can reach out to Ashley Steeves Doherty via email or at 585.273.2863.