Tap Into Your Organization’s Alumni

The Office of Alumni Relations can work with you and your advisor to identify alumni engagement options to help your group achieve its goals. Below you’ll find ideas to help you make the most of our support!

There are four main points of alumni engagement – Go, Give, Help, Connect!

GO:
- Invite your alumni to an existing event.
- Create a new event for your alumni. They can help in the planning!
- Host an event celebrating your organization’s milestone anniversaries.
- Invite your alumni to events during Community Weekends (YellowJacket, Meliora, Winterfest, and Springfest).

GIVE:
- Encourage your alumni to give back to your organization by making a monetary donation.
  - All student organizations have gift accounts through which alumni can allocate their gifts directly to your group!
- Do you have a project that you want to make a reality but need to ask for donations from alumni, friends, or family members? University Advancement and the Office of the Dean of Students have a partnership with USEED, a digital fundraising platform used to crowdfund.
  - For more information on how you could qualify, contact Stacey Fisher, Assistant Director of Student Activities: stacey.fisher@rochester.edu.

HELP:
- Are you looking for an alumni advisor or someone willing to assist with events? Alumni love to volunteer! We can help!
- Ask alumni to use their network and help spread the word about new events or your organization’s accomplishments.

CONNECT:
- Your alumni want to hear from you! Let Alumni Relations help you develop an alumni engagement plan.
- Send quarterly emails/e-newsletters to your alumni.
  - Alumni Relations can send these out on your behalf.
  - Contact Jennelle Hart, WCSA Graphic Designer at jennelle.hart@rochester.edu for template ideas.
- Invite alumni to post old photos and stories on your social media pages.
- Highlight successful alumni in a spotlight blog or social media post.

To Get Started

- Meet with your advisor to discuss your organization’s ideas.
- Send your signed Get Connected Proposal form to AnneMarie Cucci at annemarie.cucci@rochester.edu.

Still have questions? Contact AnneMarie at annemarie.cucci@rochester.edu or 585.273.2863.