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!

1. **Communicate with Your Alumni**

   Connect with your alumni to share your group’s current accomplishments and invite them to campus events.

   **How we can help:**
   - Combine our alumni data with yours to create the most complete contact list
   - Send email messages on your organization’s behalf and manage bounce-backs
   - Coordinate print mailings with Mail Services or support a phonathon with phones, free long distance service, and phone numbers

2. **Involve Alumni as Speakers or Panelists**

   Call on alumni as presenters or trainers for your group or a larger UR audience in person or virtually. If you are interested in having alumni work with your group on career related topics, we can help you connect with the career advisor in the Gwen M. Greene Career and Internship Center who can also help you craft your program idea so your program/event is top notch!

   **Topics may include:**
   - Descriptions of career fields or technical presentations related to their industry or field
   - Leadership skills like managing volunteers, strategic planning or meeting organization
   - Translating your campus leadership to resume and interview content
   - Life skills like finding a mentor, moving to a new city, or personal financial planning

   **How we can help:**
   - Suggest alumni we know or help you identify and connect with alumni what match the background you are seeking

3. **Host a Student-Alumni Event**

   Student organizations can propose new student-alumni events including those being incorporated into existing programs (examples: adding an alumni reception to an existing lecture or performance event).

   **How we can help:**
   - Potentially provide supplemental funds to groups with limited resources or a limited history of alumni engagement to incentivize groups to involve their alumni.

**To Get Started**

1. Meet with your advisor to discuss your organization’s ideas.
2. Get your *Get Connected Proposal* form from Stacy at smoehr@alumni.rochester.edu

Still have questions? Contact Stacy (email above) or call her 585.276.5960
<table>
<thead>
<tr>
<th>Alumni Relations can help your organization:</th>
<th>6 Weeks Out</th>
<th>4 Weeks Out</th>
<th>3 Weeks Out</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Communicate With Your Alumni</strong>&lt;br&gt;(via email, e-newsletter, or phonathon)</td>
<td>Review and submit your Get Connected Proposal Form. Must be signed by your advisor. Coordinate mailing list with AR.</td>
<td>Begin collecting newsletter content. Contact WCSA Graphic Artist for template.</td>
<td>If sending email, submit text that has been approved by your advisor.</td>
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<tr>
<td><strong>Invite Alumni to an Existing Event</strong></td>
<td>Review Get Connected Proposal Form with your primary advisor, and discuss your ideas and plans.</td>
<td>Submit your Get Connected Proposal Form. Must be signed by your advisor. Coordinate mailing list with AR.</td>
<td>If sending email, submit text that has been approved by your advisor.</td>
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<tr>
<td><strong>Involve Alumni as Panelists or Speakers</strong></td>
<td>Review and submit your Get Connected Proposal Form. Must be signed by your advisor.</td>
<td>Finalize short list of panelists and extend invitation to them via Alumni Relations.</td>
<td>Confirm speaker plans; coordinate event logistics, travel, payment, etc.</td>
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<tr>
<td><strong>Host a Student-Alumni Event</strong>&lt;br&gt;<strong>to be planned with assistance from Primary Advisor</strong></td>
<td>Review and submit your Get Connected Proposal Form. Must be signed by your advisor.</td>
<td>If sending email, submit text that has been approved by your advisor. Coordinate mailing list with AR.</td>
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