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 Karen Osborn at Karen.Osborn@rochester.edu
Ways to GET CONNECTED!

- 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!

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 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**

**Contact your advisor and submit the CCC form**

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

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**Fall Fundraising Period:**
August-November

**Spring Fundraising Period:**
January- April

*December & May by special request*
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?!

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