



UNIVERSITY *of* ROCHESTER ALUMNI

# GET CONNECTED!

Discover the many ways the Office of Alumni Relations and Constituent Engagement can assist your organization in connecting with your alumni!

## Alumni want to...

### Go

to events and  
reunion  
celebrations

### Give

by supporting  
new projects  
and initiatives

### Help

by offering  
guidance and  
advice

### Connect

through  
e-newsletters  
and social media

Working with you and your advisor in Wilson Commons Student Activities (WCSA), the Office of Alumni Relations and Constituent Engagement can help you find the most effective ways to connect with your organization's alumni to reach your goals!

## How to get started:

1

Meet with your WCSA advisor to discuss your ideas.

2

Submit the Alumni Involvement, Crowdfunding, & Donation Receipts Request form through CCC.

### Questions?

Contact Kelsey Michener, Associate Director of Student Experience Affinity Programs,  
at [kelsey.michener@rochester.edu](mailto:kelsey.michener@rochester.edu).

# HOW TO GET CONNECTED

## Go

- Plan and host an event to celebrate your organization's milestone anniversary.
- Invite your alumni to an existing event and receive funding for each alumnus who attends.

Milestone Anniversary Celebrations (5, 10, 15, ... years)	Support from Alumni Relations	What we need from you
<b>Tier 1 Support</b>	Online registration, email marketing, event materials, and budgetary support (starting at \$500)	All event details a minimum of 8-12 weeks prior to the event date and submission of final attendance information
<b>Tier 2 Support</b>	Email marketing, event materials, and reimbursement of up to \$15 per alum attendee	All event details a minimum of 6-8 weeks prior to the event date and <a href="#">CCC form</a> completed with alumni attendee list within 2 weeks after the event
<b>Tier 3 Support</b>	Reimbursement of up to \$15 per alum who attends	<a href="#">CCC form</a> completed with alumni attendee list within 2 weeks after the event
Existing Events (Receptions, End of Year Performances, etc.)	Support from Alumni Relations	What we need from you
<b>Event Invitations Support</b>	Reimbursement of up to \$10 per alum who attends	<a href="#">CCC form</a> completed with alumni attendee list within 2 weeks after the event

## Give

- Does your organization have a project idea or initiative you'd like to bring to life but need help with funding? **Set up a crowdfunding campaign using the University-owned platform that has no fees.** Your organization receives 100% of the money raised!
- Reach out to Wilson Commons Student Activities, at [wcsa@rochester.edu](mailto:wcsa@rochester.edu) to learn more.

**Fall Semester  
Fundraising Period:**  
August-November

**Spring Semester  
Fundraising Period:**  
January-April

# Help

- Organize a virtual or in-person panel discussion, and we can assist in identifying alumni participants.
- Reach out to alumni from your organization for valuable insights.
- Enhance your profile on The Meliora Collective by adding your student organizations, making it easier to connect with alumni who share your interests.

# Connect

- Create and send a newsletter to update your alumni on recent events and activities. We provide the template - you just add your content and we'll handle the distribution!
  - Alumni Relations maintains a comprehensive alumni contact list for most student organizations.
- Utilize your organization's social media accounts to engage with alumni! You can showcase successful alumni in a spotlight series, invite them to share memories and photos, and much more.

Newsletter vs. Event Invite	CCC form Submission Period	What to Include	Timeline (after CCC form is submitted)
Newsletter	<b>Fall:</b> August 1 - October 15 <b>Spring:</b> January 1 - March 20	Event recaps, message from the president, member spotlight, donation link, and much more!	8+ Weeks
Event Invitation	<b>Fall:</b> August 1 - November 15 <b>Spring:</b> January 1 - April 15	Event details and registration information	4+ Weeks

**Please note:** Communications CANNOT be sent during the following times of year:

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