

It's Never Too Early to Get Connected!

The Office of Alumni Relations

Alumni are resources for your group!

Alumni have been where you are now and have acquired knowledge and experience since graduating that may be helpful to you and your organization.

Topics they might address include:

- Descriptions of various career fields
- 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

Tap into this knowledge!

- Communicate with your alumni by email or newsletter
- Invite alumni to campus events
- Involve alumni as speakers or panelists—in-person or virtually (i.e. via Skype)
- Host a student organization-alumni event

Four ways Alumni Relations can help:

1) Communicate with your alumni

You may want to connect with your organization's alumni for any number of reasons—invite them to a campus event (see “Invite Alumni to Campus Events” for additional details) or to simply share your group's current accomplishments. Regardless of the reason, the engagement team in Alumni Relations can help you!

How we can help:

- Using our available data and your organizations, Alumni Relations will compile the most complete and up-to-date list and contact information for your alumni
 - *To protect the privacy of our alumni, we CANNOT share contact information with your organization*
 - *Our office is currently updating our student activity records. Unfortunately, at this time we DO NOT have information for all student groups. **Upon receiving your proposal form, we will confirm whether or not we have information for your group.***
- We can send email messages on your organization's behalf and manage the bounce backs. (Please note: submissions for organization newsletters should include a cover note indicating your purpose along with a link to the newsletter. Our system cannot send attachments.)
- We can help coordinate print mailings with Mail Services
- We can provide access to multiple phones with free long distance service and phone numbers for phonathons

The process and timeline for mailings:

- Submit your signed Get Connected Proposal form at least six weeks in advance so we can fit your project into our office schedule.
- Provide mail-ready text/documents that comply with the University's design and logo usage standards (your advisor can help you with this) at least four weeks in advance.
- We will upload your text and mailing list into our broadcast email system and send you a preview for your approval. Once approved, we will send out your message on your organization's behalf and manage the bounce backs

The process and timeline for calling:

- Alumni Relations can provide printed lists of alumni names and phone numbers—callers are asked to note “bad” numbers, record any new contact information, and return the lists at the end of the session
- Calling typically occurs weekdays during regular business hours (8 a.m.-5 p.m.)

Expectations and the fine print:

- Your advisor must see and sign off on all text
- Constraints posed by our broadcast email system prevent us from sending newsletters as attachments—we do have a process to work around this
- Email projects are FREE; any costs associated with hard-copy mailing (including postage and copying) are the responsibility of the organization
- Alumni Relations retains final editorial control over materials we help distribute
- Any text that includes fundraising language must be pre-approved by Alumni Relations and Advancement

2) Invite alumni to campus events

One way to connect with alumni is to invite local alumni to your special events. Alumni Relations can help you find and communicate with your alumni. If you plan ahead, we might even help support your efforts with supplemental funds!

What we can do:

- Help you identify possible alumni speakers, panelists, and guests
- Compile, with your assistance, an alumni mailing list/email list for your invitations and manage the mailing/bounce backs (See “Communicate with Your Alumni” for additional details)
- Provide reimbursement—up to \$15.00 per verified participating alumnus, up to a total of \$500.00 per event

The process and timeline:

- Submit your signed *Get Connected Proposal* form at least six weeks prior to the event
- See “Communicate with Your Alumni” for details regarding the invitation process
- Immediately following the event (no later than one week), submit to us a copy of the event attendance sheet showing alumni participants and copies of all receipts to be considered for reimbursement. Complete documentation is essential for reimbursement if approved.

Expectations and the fine print:

- Confirmed and publicly announced (via invitations or web presence) events must be held—cancellations will jeopardize the organization’s chances to work with us in the future
- Events, activities, and publications created, executed, or funded (even partially) by Alumni Relations must follow official University of Rochester branding guidelines (e.g. logo on print materials) and include co-sponsorship statements
- Alumni Relations retains final editorial control over materials we help distribute
- Supplemental funding is only available for SA recognized student organizations for pre-approved programs and events

3) Involve alumni as speakers or panelists

You may want to ask alumni to participate on a panel or Skype discussion. The Alumni Relations engagement team can help you identify and connect with your alumni.

How we can help:

- Help you identify and connect with potential alumni speakers and panelists

The process and timeline:

- Submit your signed *Get Connected Proposal* form at least six weeks prior to presentation or panel discussion

Expectations and the fine print:

- Your organization is responsible for securing ALL program needs—work with your advisor to put together a plan for a successful program
- Those staffing the event are expected to be at the program at least 20 minutes prior to its scheduled start time and to stay until the conclusion of the program
- Confirmed and publicly announced (via invitations or web presence) events must be held—cancellations will jeopardize the organization’s chances to work with us in the future

4) Host a student organization-alumni event

SA recognized student organizations can propose events and potentially receive financial support from Alumni Relations. You want to connect with alumni and we want to help!

The process and timeline:

- Submit your signed *Get Connected Proposal* form to us at least six weeks prior to the anticipated event date
- If we are assisting with inviting alumni to your event, please see “Invite Alumni to Campus Events”

Expectations and the fine print:

- Your organization is responsible for securing ALL program needs—work with your advisor to put together a plan for a successful event. Program needs may include:
 - Room set-up and take down
 - Catering
 - AV
 - Rentals
 - Decorations
 - Entertainment
 - Volunteers to staff the event
- Confirmed and publicly announced (via invitations or web presence) events must be held—cancellations will jeopardize the organization’s chances to work with us in the future
- You can typically anticipate a high no-show rate for events that are free of charge—think about sending a reminder or confirmation notice to alumni participants
- Financial support for your event will be granted based on the strength of your proposal/plan and rationale for inviting alumni

Want to Get Connected? Questions?

Submit your signed Get Connected Proposal Form to Stacy Mohr at smohr@alumni.rochester.edu or call 585.276.5960 for more information