Alumni Update

Share updates about alumni achievements, grants or prizes awarded, major donations/gifts, newly published research, etc.

Subject Line:
Where they are now: Follow the Alumni Journey

Recommended Template:
Board Update

Call-to-Action:
• See full details
• Watch videos / see photos
• Share with friends

Business Result:
• Stay connected and increase alumni participation
• Increase alumni donations

Suggested mailing schedule:
Every other month or once a quarter depending on the amount of new alumni information you have available
Recruitment and Awareness Campaign

Highlight what makes you unique to prospects or recently accepted students (e.g., available majors, student associations, study abroad)

Subject Line:
We’re here to help you grow!

Recommended Template:
Call For Action

Call-to-Action:
• Apply Now
• See full details / learn more
• Share with friends and family

Business Result:
• Increase applications
• Engage with parents and family members

Suggested mailing schedule:
Week 1: Majors Offered
Week 2: Student Perks and Programs
Week 3: Student testimonials
Week 4: Highlight successful alum

Seasonal Tips for Students

Share articles and tips with students relevant to important seasonal events such as welcoming students back to school, preparing for exams, job fairs, etc.

Subject Line:
Read Now: Important details & handy tips

Recommended Template:
Announcement Layout

Call-to-Action:
• See all tips
• Share with friends and family

Business Result:
• Increase student engagement
• Improve student loyalty

Suggested mailing schedule:
Once a month