OUTREACH TO REGIONAL ALUMNI

Successful outreach is crucial to a successful event. While word of mouth, personal emails, and social media posts are consistently the most effective ways to generate attendance at an event, the Alumni Association does offer options for sending email newsletters and physical mailing post cards to a regional alumni community.

Email newsletter can be sent via an alumni club’s UChicago Community Online (UCCO) site, and postcard mailings can be arranged with the help of a club’s staff liaison.

An often overlooked resource is the Alumni Directory. This directory gives event-planner volunteers a sense of who is in the region and how many alumni might benefit from hearing about an upcoming event. Most importantly, the directory also includes contact information for alumni. While only alumni who have opted in to be visible in the directory are listed, the resource remains one of the most valuable marketing tools available.

For more ideas on how to market your event on the Marketing and Communication page.