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Glossary of Terms
We’re about to Launch- What now?

Understanding the power of you OLD

Events and Membership Drives: Target your events and collect directory info on the constituents who register.

Email Marketing: Focus your messages and market one-on-one. Segment and personalize your messages to keep your constituents connected.

Social Networking and Refer a Friend: The power is in your data. Give your constituents the power to connect old friends and classmates.

Emails and Bad Emails: Understand the accuracy of your data. It is one thing to collect emails; it is another to ensure the information is accurate. Report on bad email addresses and keep your data clean.

Photos: Keep them coming back. Ask your constituents to add personal touches such as a current photo.

The pre-populated, secure Online Directory will provide the key to enable your alumni to connect with you and with each other – and it will serve as the core of your Internet Services. The Harris Connect Online Directory will provide premier networking capabilities for your alumni, increase participation through its viral marketing features and enable you to capture additional data and report on activity and usage.

Viral marketing tools will encourage your constituents to log in and visit the Directory often to keep their listings up to date, view MyContacts (personal address book), see updated listings, new registrants, photos, ClassNotes (if applicable), resumes, Social Networking (if applicable) photo galleries, new mentors (if applicable) and more.

Brooklyn Law School used the announcement below to promote their site and collect registrants. The email resulted in nearly 9% of alumni registering within the first 48 hours that their site was up.

Dear Brooklyn Law School Graduate:
We are excited to announce the launch of our new Online Alumni Directory. The password-protected Directory is free and accessible only by Brooklyn Law School alumni, faculty, and staff.
The Directory is a wonderful tool for reconnecting with old friends, finding lost classmates, and networking.

Registering to use the Directory is easy.
Here’s how:
Your Registration Number is: [security-info]
1. Access the Online Directory at [www.brooklaw.edu/alumnidirectory],
2. Click on the Register link located under the New User category.
3. Enter your name in the registration boxes provided.
4. Select your name when it appears.
5. Enter your unique Registration Number provided above.
6. Click the validation button.
7. Create a User ID and password for all future use of the Directory.
Once you have registered, you can begin using the directory and update your profile, revealing only the information you choose to share. Remember to keep your profile up-to-date!
If you have any questions regarding the Directory, or do not wish to be included in the Directory, please email the Office of Alumni Relations at mailto:alumni@brooklaw.edu
Creating your marketing plan

Marketing plans are individual to the organization. You understand your constituents better than anyone. However, there are some universal key questions to keep in mind when creating your plan:

- What demographic am I trying to connect with?
- What is the best media to reach my demographic?
- What is my timeline?
- What resources do I have for marketing? (People, money, time, departments on campus, other parts of the organization)
- If I include other parts of campus/the organization what is the benefit for them?
- What features can I include in the marketing of the OLD? (Classnotes, RSS Feeds, Photo gallery)

Keep it Simple:

Affinity- org logo for easy recognition

Facts & Figures- show the benefit of membership

Brevity- step-by-step instructions

Include “security info” required for registration
How to get the word out:

**Print:** fliers, postcards, mailer inserts, signage, magazine ads, newspapers- student, alumni, athletic and local; business card sized instructions to hand out at events

**Internet:** main organization website, athletic website, individual college websites, campus event website, chapter websites, eNewsletters; invites for events;

**Word of Mouth:** make a ‘plug’ at all chapter, alumni and/or main organization functions; local radio and TV ‘plugs’ during athletic events; talking points to organization officials who make speeches to your demographic

**Graduation:** anything associated with graduation collateral can be displayed in the following areas: gradation office, financial aid, bursar office, registrar office, career services, the bookstore and the ring ceremony

**Events:** add info to signage on-campus or sponsored by your university/organization at: concerts, lectures, athletic events

**Promotional Ideas:** discounts offered on membership to those who are registered on the OLD; discounts on events to registered members

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Print Examples

Famous University of Pittsburgh Alum

Implied urgency

Promoting OLD along with posting a photo and a ClassNote

Magazine Advertisement
Internet Examples

Email Marketing Launch

Come join the Boston College virtual family by visiting the Alumni Online Community!

If you haven't visited the Alumni Online Community since before August 1st, you should log in to your Alumni Online profile to get your personalized page with profile photos, social networking, alumni career resources, and more!

Sign up for the Alumni Online Community for the first time? You'll need your Alumni ID number: [XXXXXX]

Email Marketing – Holiday Greeting

Remember when we were at WWU
And the snow had just passed through
We went to the cafeteria to get our trays
Not to go outside and play
Waiting you a year filled with warm Western memories—

Your WWU Alumni Association

Using Events to encourage OLD registration and updates
Promoting Features & Examples

- Career Services
- ClassNotes
- Community Connections/Facebook
- Discussion Groups
- On-line giving
- Permanent Email
- RSS Feeds
- Surveys and Polls
- Yellowpages/Business Center
Career Services- CAN- Resume Upload

Career Services - Job Databank
Your constituents will have access to the job databank, enabling them to post and search for jobs across the majority of Harris Connect client organizations. This databank is networked across the majority of Harris Connect clients only, but also support approved outside companies and executive search firms to have access to participate. This larger databank of opportunities will be a valuable asset for your constituents, as it will enable them to network for their careers, engaging other constituents from institutions and associations across the United States and Canada. Targeting also will permit your users to find those jobs posted by their fellow alumni. An added privacy filter is available to enable your constituents to post their job without displaying their contact information, thus supporting “blind” contacts from responses to jobs that are posted. An option to close the career center to be accessed by your constituents only is also available.

CAN- Career Advisor Network
(developed in coordination with the Association of Yale Alumni)
Your constituents are a valuable resource for each other and for students in relation to career advice and mentoring. This sophisticated module, developed by Harris Connect and the Association of Yale Alumni, creates a mentoring network that can facilitate the gathering of additional data not currently found in your existing database and enables you to pre-populate and exchange data online with existing mentoring information. Customized to each institution, there are several components that comprise this unique solution: Access and Authentication Controls, Mentor Activation Wizard, Mentor Controls, Mentor Locator, Mentor Profile View

Resume Upload
Users will be able to upload their resume as part of their online directory profile. The resumes can be any file type, typically word or pdf documents. One resume per person is supported. Users can view and manage their uploaded resume, and administrators will be able to manage the resumes on behalf of a user, or remove a resume if necessary. Users can easily find uploaded resumes by utilizing the Global Search utility.

Marketing/Talking Points:
- Give alumni an opportunity to network with each other
- Provide a arena for mentors to connect with students or recent grads
- Place to post job openings with fellow alum
ClassNotes

The ClassNotes component leverages one of the most successful and engaging offline activities – class notes – to attract and retain alumni. This will personalize the experience alumni have when viewing notes online, presenting them initially with the most recently posted notes for their affinity, but also allowing them to search and sort through all of the notes. You can customize the categories of notes – such as Job Promotions, Awards, Marriages & Commitments – and specific data elements within each category – such as baby’s name, birth date, and birth weight. Harris Connect captures all of the data elements gathered during the posting of a note – expanding and enriching the information you have about your alumni- including photo support.

Marketing/Talking Points:

- Allows alum to post personal news such as births, marriages and job promotions
- Can be used with RSS feeds to keep alum up-to-date on recently posted notes
- Encourages participation and connection

Example of the Classnotes Email Marketing

Stay Connected!
with Online Class Notes

You’ve enjoyed class notes in our print publications. Now you’ll be able to access this popular feature online! With a few clicks of the mouse, you can communicate with classmates by submitting your class notes and reading others’ notes via your computer.

- Secure, password-protected environment
- Available exclusively to RIT alumni
- Stay connected to your classmates
- Share professional accomplishments, personal news, and upload photos!

To submit notes, visit the Alumni Online Community at www.alumniconnections.com/rit and click on “Class Notes.” Submitted notes will be posted daily, so you can periodically check back to see updates. Class Notes received via the Online Community may also appear in The University Magazine.
Community Connections
An application built on Facebook® Platform

This application is designed to help increase the participation and engagement of alumni and students who are avid Facebook users, with their alma mater. The application resides on Facebook and its purpose is to build a secure bridge to and from your community with your users who use Facebook. Once a user successfully and securely authenticates to their community through the application, the application will provide a means for them to easily keep their profile up-to-date with you, add their resume and see other community activity news right from their Facebook profile.

Each application is branded to the institution, using logos and images to identify with your online community.

Facebook ® is a registered trademark of Facebook, Inc. Community Connections ™ trademark pending of Harris Connect, Inc.

Marketing/Talking Points:

- Facebook users can join networks organized by city, workplace, school, and region to connect and interact with other people
- Facebook has more than 80 million active users. Connecting with former classmates has never been easier

Example of the Facebook Application Home Page
Hi fellow alumni,

I invite you to add a new application to your FACEBOOK profile that is exclusive to <insert your school’s name> alumni. It will allow you to:

- Search for classmates and resumes
- Post your resume
- Update your profile info
- Keep up with news and events

It is simple to add the application and link into our <insert school name> Network. Follow the links below.

**Add the <insert your school name> Facebook App!**

Or cut and paste this link:

<insert link to applications>
Discussion Groups

Discussion Groups consist of a suite of communication tools to help you and your constituents create vibrant interest groups. Institutions can manage and create groups, or extend the option to their alumni to create groups on the fly.

Each Group has its own destination page, where Group leaders can set the Group parameters, including whether the Group is public or private, and includes group messaging, calendar, RSS feeds, photo, links and other networking features. Message digests and archives are included.

Marketing/Talking Points:

- Reconnect with a trusted and select group of fellow alums
- Conversations on topical subjects ranging from careers, current events, and networking opportunities
- The only groups that can guarantee secure alumni-only access

After the following email was sent, subscriptions to their career group jumped by almost 400 users.
On-line giving

Harris Connect ecommerce solutions allow you to securely collect donations online. Marketing an online giving form plays to the alum’s affinity for the campus, the need on campus that drives them to give, and targeting messages to alumni based on their propensity to give.

Marketing/Talking Points:

- Target emails to young alumni, reunion classes, and donors who work for matching gift companies
- Participation is Key! Craft messages to keep the ask within reach
- Be specific and focus your message on the high priority needs
- Say “Thank You”. Use your data to compose a targeted “thank you” message

Catholic University is about to have another record freshman class this fall!

Your Annual Fund gift to CUA matters more than ever before. You can help provide financial aid and support the student-centered environment that keeps our campus thriving.

You’ll be getting a phone call, a postcard, or an email in the next few weeks asking for your Annual Fund support, and we hope you’ll join us. We in turn promise to keep you posted on how your gift is used and how it benefits all our remarkable students.

This year is going to be huge!

Are you READY?

If you’d like to make a gift to the CUA Annual Fund right away, please click here or visit www.cua.edu and click on “Giving to CUA” for more information. Thank you!

Example of Thank You Email using personalized giving data
Thank you, Stefani E., for your generous gift of $10. Your support truly makes a difference for Providence students by providing a transformative education and enriching opportunities on campus and in the community.

We appreciate that you’ve chosen to make your gift online. By using a credit card online, you help save Providence mailing expenses, and your gift goes to work for students almost immediately.

Your generosity combined with the support of other alumni, parents, and friends provides our students with a bright future, while preserving Providence’s strong Catholic and Dominican tradition. Once again, thank you for your gift!

Sincerely,
David Wegrzyn
Vice President, Division of Institutional Advancement
Providence College

P.S. If you or your spouse works for an employer who matches charitable gifts, the impact of your support could double or even triple! Please check with your human resources department for more information.
Permanent Email

With a permanent email account, your alumni will have an email address that never changes and that is affiliated with your institution/organization. Even when your alumni change jobs or email providers, their permanent email addresses will remain the same. You will own the permanent email domain. That means, should you ever discontinue working with Harris Connect, you would be able to continue to provide the permanent email service to alumni. Harris Connect hosts this service and, therefore, it is supported – as with all other Harris Connect applications – with full redundancy. Harris Connect also provides multiple levels of SPAM protection.

Marketing/Talking Points:

- Over 350 million permanent email messages sent to users.
- Lifetime email account associated with your alma mater/organization
- Easy way to keep track of alum

"A Wellesley email address opens doors. It is a strong tool for new alumnae and a way for all Wellesley women to stay in touch. Combined with instructions for modifying outgoing email to reflect a Wellesley address, Email Forwarding is a flexible feature. No matter what our alumni prefer behind the scenes – whether it’s Hotmail, AOL, Yahoo!, Eudora, Outlook, or Entourage, they can still use their @alum.wellesley.edu address up front. It’s a great way to stay connected."

Michelle A. Gillett, Web Director, Wellesley College Alumnae Association
RSS Feeds

RSS are available for Event Registration, Classnotes and Discussion Groups 2.0 enabling your users to subscribe to a content feed that provides Event information to their RSS reader or browser. Institutions can determine whether the RSS feed for ClassNotes includes detail or summary content.

Marketing Tips/Talking Points:

- Signing up for your institutions RSS feeds consolidates recent updates in one place
- The RSS reader checks the user's subscribed feeds regularly for new content, downloads any updates that it finds
- Using RSS as a communication vehicle establishes ongoing communication with the alumni community.

Promote your RSS Feeds by adding a permanent link to the footer of your broadcasts
Surveys and Polls

Basic surveys
Online Research Surveys offer a cost-efficient, quick and easy way to obtain specific information from targeted groups of your constituents. Feedback on your travel programs, affinity marketing partners and other offers are critical to gauging their success. The Research Survey includes use of targeted Email Marketing and will provide higher response rates while enabling you to save on mailing costs. All responses are returned via a data file.

Voting/Polling
Administrators will be able to create Single Question Polls through easy-to-use forms in the administration tool without any technical expertise required. The poll will be time stamped to start and stop according to the dates that you enter into the tool. Users will immediately see the aggregate results of the poll online. All poll results will be archived for future reference by administrators.

Elections
Administrators can utilize the survey tools to facilitate Elections online. Through easy-to-use forms in the administration tool, administrators can enter candidate’s names to allow users to select their choice for the elected position. Elections will be time stamped to start and stop according to the dates that you enter into the tool and authenticated users can only enter their votes one time. The election results will be archived and available for historical reviews through the Reporting section in the Administrative Tools. Tallies during the election process can be hidden so voters cannot see the results in real-time. Administrators can post the results after the election is over.

***Survey Builder- release date set for fall 2008- watch for announcements

Marketing/Talking Points:

- Simple way to get opinions from your constituents
- Electronic way to conduct board elections
- Start early working with your CRM on ballots and extensive polls

![Alumni Trustee Ballot](image)
Yellowpages/ Business Exchange

The Business Exchange allows your constituents to promote their businesses, products or services by creating their own online community “yellow pages” type ad. The Business Exchange can contain links and contact information. Hundreds of categories will ensure that your users can easily list their ads and find other businesses of interest. The Business Exchange databank is networked across Harris Connect clients, providing your constituents with maximum exposure to their ad.

Marketing/Talking Points:

- Easy way to connect with your local community
- Opportunity to let alumni/members promote their business
- One option to increase usage is to offer a discount- described below

Quinnipiac University put a new spin on the tool by pitching it as the “Alumni 2 Alumni Discount” site. As part of the agreement to post an ad for their business, the alumni have to agree to provide a discount to the individuals who visit their shop, with their alumni membership card in hand.

Quinnipiac used the Broadcast Email tool to market this program to their alumni. They rapidly had dozens of merchants within their alumni body sign up and agree to provide some sort of discount or incentive to alumni to frequent their business.

As part of the program, Quinnipiac provides signs that can be placed in the windows of alumni businesses to help promote their participation in the program:
Links to More Examples

Birthday Card
UNC

ENewsletters
Columbia SIPA
Texas Tech
University of Oregon

Events
Cardinal Spellman High School
University of Pennsylvania

Holiday Cards
Winter Holiday- University of Kansas
Valentine’s Day- Tufts

On-line Stores-
Bryant University
Cooper Union
http://www.alumniconnections.com/olc/pub/CPN/events/event_order.cgi?tmpl=events&event=2085396

Other
RISD Award Announcement
University of San Diego WCC Championship
Villanova- Chapter Notes
Resources

**Assistant Help**- Online Community Administration Tool FAQs – located in the top right nav of the admin tool

**CRM- Customer Relations Manager** – your CRM is trained to help you launch your community and continue to market your services to your constituents. Feel free to ask them for support, advice and samples from their existing client base to help you better position your community to your constituents.

The COLC is an online community for Harris Connect clients. The COLC allows you to network with other Harris clients, providing you with an opportunity to compare notes about how you use the products within your suite of services. Services include: Client Showcase, Peer Discussion Groups, and Resource Guide/Training Center.

**Demographic Terms** – Run on demand reports on your data and keep up to date as information is updated and changed through Data on Demand

**Harris Corporate Website**- [http://www.harrisconnect.com/](http://www.harrisconnect.com/)

**Users Conference**- a weekend of activities with other Harris clients, including sessions run by peer clients, wherein they share marketing pieces and efforts that they’ve undertaken that have been successful. Ask your Client Relations Manager for more information about this annual event, held in August each year.

Glossary of Terms

Affinity- You want to be sure that when an alum sees your email land in their inbox or when they get a postcard from you in their mailbox that they see your institution’s name and logo, to help them realize that this isn’t just a piece of junk mail, but something that is relevant to them because of their affinity with your institution.

Campaign – A collection of marketing pieces, usually unified with a common logo or theme, perhaps spanning several months or even years. An effective campaign allows the alum to know where the piece is from and what it is about, even before they read it – perhaps through seeing a catch phrase or image that is consistent across the pieces within the campaign. The most effective campaigns take advantage of a well thought out marketing plan. Within a campaign, it is often worthwhile to track open rates and click through rates.

Click Through Rate– The percentage of individuals who actually clicked on a link within a broadcast email from your institution versus the number of individuals who were sent that message. A rule of tens is applied here. If you’re happy to get 10% of your alumni opening a message (see open rate), you should be happy to get 1% overall actually respond to the message by clicking through on a link and making a gift or signing up for an event. Or, to put it another way, 10% of the 10% who opened it.

COL-- An acronym for the Client Online Community. Located at (insert link), the COLC is a one-stop resource for training documents, discussion threads with fellow clients and more.

Commenting provides the opportunity for users to leave a message or comment for another user on that user’s profile. Web sites that support the ability for users to leave messages for others, or share a thought on what they’ve read, generally experience a higher participation and return visits than those with more static content. Commenting enables users to participate and add content to the profiles in the Online Directory, thereby making the site more valuable as more users engage online. Users can manage comments they leave, as well as hide or delete comments they receive. Institutions can determine whether Commenting should be made available for this module.

Demographic a term used in marketing and broadcasting, to describe a demographic grouping or a market segment. This typically involves age bands, social class bands and gender.

Email Marketing- A Harris Tool- This powerful tool enables organizations to instantly communicate via email with all constituents or specifically targeted groups. With customizable targeting capabilities, extensive formatting options, a scheduler, and robust reporting, Harris Connect’s Email Marketing application represents a comprehensive, cost effective, easy-to-use email communications platform.

Examples or Testimonials- Sharing stories of how someone found a job using your Career Center, will encourage other alumni to visit the Career Center. Likewise, just showing somebody using a tool – a photo of someone seated at a computer and browsing Class Notes, for instance, adds an image of “ease-of-use” to the services that are being offered.

Features and the Benefits- refer to the feature/benefit school of marketing, wherein you try to focus on what a product does and why that product’s features are of benefit to the end-user. For example, “You can access your alma mater’s Online Directory, so that you can look up long lost friends and network with people who have similar interests to yourself.”

Marketing Plan – The preparation of a very precise list of marketing pieces that will drop – often as part of a campaign, the dates that those pieces will drop, the ancillary support needed for those pieces (phone support for an event registration or membership drive, for instance), and the expected costs of creating and sending those pieces (graphic design labor, postage, etc.).
OLD – The acronym used to refer to the Harris Online Directory

Open Rate – The percentage of individuals who actually opened a broadcast email that you sent them versus the number who were sent that message. Industry standards vary, and even within the academic community the standards can vary depending on institutional affinity. A rule of thumb is that anything over 10% is good, and anything over 25% is phenomenal.

Photo Support
"A picture is worth a thousand words." By uploading a photo, your users can share their pictures to enhance their ClassNote post. Of course, administrative tools will allow you to view, manage and even remove photos at your discretion. Automatic posting emails will inform you when users have submitted a photograph, so you can quickly view the activity online.

Precision- refers to the level of detail in instructions. If you are going to include a link that requires an action item, you want to be sure that in addition to saying, "click here to register online" that you briefly tell the reader what they should expect to experience after clicking that link. For instance, "you will be asked to provide a piece of 'security information' during the registration process. Yours is: X".

Targeted Marketing or Segmented Marketing – Distributing only particularly relevant marketing materials to sub-sets of your overall constituency. E.g. sending an email about New York City area events to only the alumni who live in the zip codes or states surrounding New York City, rather than all alumni nationwide.

Web 2.0 -- a term describing the trend in the use of World Wide Web technology and web design that aims to enhance creativity, information sharing, and, most notably, collaboration among users.