

Alumni mail merge

The alumni mail merge will be a system of producing and sending informative messages to the AguaClara alumni roster. The purpose of these messages is to spread awareness about AguaClara and solicit potential donations, as well as to keep in goodwill contact with past members. The outreach team is currently working to integrate the alumni database with letter text and has yet to send an initial message. However, we have included the template text below, which asks each recipient to provide some basic information for our database:

Dear (First Name) (Last Name),

Greetings from Cornell University! My name is (First Name), and I'm writing to you from AguaClara because our outreach team is currently creating an alumni database. The purpose of this database is to network current team members connect with previous ones, connect alumni together, create an easy avenue for donations, and raise awareness about AguaClara. To those ends, we have attached a brief form so that we can hear about where you are now and what you'd like to see from AguaClara.

We would very much appreciate your help as we begin constructing this database. The attached form asks for some basic information, such as contact information and employment status. Please fill out what you feel comfortable answering. If you'd like more information about AguaClara, or if you'd like to speak with an individual from our team, please don't hesitate to contact us. Thank you for your time, and we look forward to hearing from you soon!

Best,

The AguaClara Outreach Team