Engaging Alumni – Brainstorming on Contacting Alumni

Presentation can be found at: http://ufdc.ufl.edu/IR00010610

Questions to consider:

• Who is your audience?

• What is the purpose of contact?

• Are there copyright considerations?
  o How will you handle them?

• Where will you get contact information?

• Who will send and monitor correspondence?

• If sending by US Post, how will this be funded?

• What are acceptable formats for replies?
  o Do you require paper signature, or is electronic sufficient?

• What is the timeline for contact?

• What type of deadlines will you have, if any?

• Can you think of other uses for this contact strategy?