

## Event [Marketing] and Communication

*"In alumni relations, we have recently seen the notion of 'build it and they will come,' lose its punch. It simply no longer holds true. Today, alumni volunteers and professionals must know how to effectively communicate. We must also know how to develop and sponsor programs and activities that are perceived as valuable by alumni. That's how we will get alumni to attend events and support our efforts. Our success rests in our ability to be consummate marketers and event planning specialists."*

### **Ralph Amos**

Assistant Vice President, Ohio University Alumni Relations

### **Regional Newsletters: *The [college] Gate***

Good newsletters are informative, entertaining and extremely popular with alumni chapter network and society audiences! The chapter/society newsletter communicates the vitality of the local program and can be essential to the success of the annual calendar of events. It is possible to utilize printing and postage dollars more effectively through a newsletter, rather than simply an invitation. It requires more planning and effort for chapter/society leaders, but the end result is definitely "more bang for the buck."

Alumni leaders write content for the newsletters, such as event recaps and promos, letters from the president and event submissions. The Alumni Association will edit, lay out, print, label, and mail the newsletters.

**\*Remember, *The [college] Gate* is published quarterly. In order to have any information about your event in the newsletter, it is important to have your Event Notification Form turned in as early as possible and before announced deadlines.**

### **What should be included in your newsletter submission?**

- Write articles on upcoming events and include a calendar of all future events. Plan for the newsletter to act as an invitation for your events.
- Report on the success of past events, and recognize alumni who planned, produced and attended recent events – wetting the appetites of those who stayed at home.
- Develop a brief survey form to give alumni an opportunity to express their programming preferences and, most importantly, volunteer to get involved.
- Write brief news items that contain information of interest to area alumni.
- Include graphics and photos to add interest and appeal to your stories. The Alumni Association staff incorporates graphics where possible when doing layouts, but chapter networks and societies are encouraged to submit

artwork for their newsletter. All artwork should be black and white, and have good definition and include a caption and/or names and graduation years of those pictured.

### **Regional Emails: Making Tracks**

The Making Tracks html email is delivered the first week of each month to alumni inboxes in their respective regions and areas. This outlet is utilized for additional event promotion and notification. All events that have been submitted to the Alumni Association before the last week of each month, via a complete event notification form, will be included in the email. Areas in Ohio will receive Making Tracks emails for their respective regions, areas outside of Ohio will receive Making Tracks specific to their chapter area.

### **Publicity**

Publicizing a chapter or society event in the newspaper, on the radio, and on television is a wonderful way to:

- Motivate alumni to support your local chapter network or society and attend events.
- Garner community support for your chapter network or society.
- Inform the community about your organization's activities and events.
- Generate awareness of your group's contribution in the community.

### **Working with the media**

#### *Print and Broadcast Media*

- Local area newspapers
- Radio/TV morning talk shows and news programs
- Radio/TV community service announcements (bulletin boards)
- Local college bulletin boards (for events of special academic interest)

#### *Personal Contact*

- Local chapter network and society leaders are encouraged to establish personal contact with local media representatives to become informed about protocol, timetables and deadlines.

#### *News Releases*

News releases provide a quick and easy way to publicize your event. Following are a few general rules:

- Write your news release in the format of a news story, with the most important information up front in the first sentence or paragraph (the "lead"). Be sure to include the five "W's" and an "H" – who, what, when,

where, why, and how. The copy should be concise, clear, accurate, and complete.

- Familiarize yourself with the publication or program, and tailor your news release to appeal to their audience.
- Double-space the news release to allow the media to read it quickly and easily.
- List a contact name and telephone number at the top of the new release. Be sure the contact person is available when the news reaches the media, in case they have questions or need more information.
- Distribute the news release to local media four weeks prior to your event.

## [Listserv] Guidelines

Please read the following rules for posting messages to Ohio University Alumni Association Chapter Network Listservs, as authorized by the Ohio University Alumni Association.

### Mission Statement and Listserv [Rules]

#### **I. Listserv Mission**

A listserv is an automated means of distributing email. Email sent to a listserv is automatically sent to all members of the listserv and are intended to expedite communication among Chapter Network Listserv members.

#### **II. Rules for Posting to Listservs**

##### **A. Who May Submit Messages to the Listserv?**

At this time, only Alumni Chapter Network Presidents or Regional Contacts may post messages to their respective listserv. To send a message, simply type the email address of the listserv in the "to" box of your email. By sending your message to one email address you are able to send your message to everyone who is a member of that list.

##### **B. The Prime Consideration for Those Submitting Messages:**

Please do not submit messages to listservs unless you are reasonably certain your message is of sufficient professional concern to the subscribers-or that a reply would be of sufficient professional service to yourself-that it warrants delivery to the subscribers of the listserv.

##### **C. Submission Requirements:**

- Use the subject line in your email message. Make sure the title is clear, concise and descriptive
- The information listed must be related to upcoming events, information related to the chapter network or region, technology updates, and important updates and / or information from the Ohio University Alumni Association
- Information at the end of the message detailing how to subscribe and unsubscribe to the listserv. For example: If you wish to unsubscribe from the Akron Canton listserv, please email [werryd@ohio.edu](mailto:werryd@ohio.edu) with "unsubscribe-Akron Canton listserv" in the subject line and listing the appropriate email address to subscribe or unsubscribe.

#### **D. Inappropriate Submissions:**

- Commercial advertisements (SPAM), solicitation, jokes or chain letters.
- Topics generally irrelevant to the Ohio University Alumni Association nor the Chapter network or Region.
- Personal communications between individuals
- Replies to individuals' requests for information which is not of significant interest to the membership at large
- Personal criticism of individuals, chapter networks, regions, or the Ohio University Alumni Association.
- Personal or confidential information about others
- The use of the PAW print
- When sending a message to a listserv, do not use the request return receipt feature. Using the request return receipt feature will not return a receipt to you but will return the receipt to the Alumni Association, as the owner of the listserv.
- You must not post or transmit any unlawful, threatening, abusive, libelous, defamatory, obscene, pornographic, profane, or other wise objectionable information of any kind.

#### **E. Attachments and Long Messages:**

Exceptionally long messages (i.e. many pages in length) are discouraged since they cause problems for some subscribers with limited email storage. Attachments are not recommended, however in the event it is necessary to send an attachment it must be event related materials only. If an attachment is sent the subscribers are advised to open them at their own risk.

#### **F. Liability:**

The Ohio University Alumni Association can not verify the content of postings for accuracy or be held accountable for message content. Parties submitting messages to listserv bear sole responsibility and liability for the content of their postings. However, if a message violates any of the inappropriate submissions listed then the listserv will be shut-down and monitored solely by the Ohio University Alumni Association, as well as, the offender's listserv may be cancelled.

### **III. QUESTIONS / COMMENTS / CONCERNS**

Please do not hesitate to contact the Listserv Administrators with any questions or problems you might have:

**Cristie Gryszka**, Director, Outreach and Engagement, at [gryszka@ohio.edu](mailto:gryszka@ohio.edu) or (740) 597-1280

**Dawn Werry**, Assistant Director, Outreach and Engagement, at [werryd@ohio.edu](mailto:werryd@ohio.edu) or (740) 593-4302

## Sign up for a [LISTSERV]

If you are interested in establishing a listserv for your organization or need assistance, the Alumni Association can help. The Alumni Association can also provide listserv assistance (at no charge). For more information, contact Cristie Gryszka or Dawn Werry at 740-593-4300.

**Did you know you can send/receive chapter network information through a LISTSERV subscription? Such as:**

- \* UPCOMING EVENTS
- \* PROGRAMS
- \* ACTIVITIES FROM YOUR CHAPTER
- \* ACTIVITIES IN YOUR REGION
- \* ACTIVITIES FROM THE OU
- \* ACTIVITIES FROM THE ALUMNI ASSC.

Please email [werryd@ohio.edu](mailto:werryd@ohio.edu) with your information in the subject line: Subscribe, Name, listserv, email

Example: Subscribe, Dawn Werry, Austin Chapter Network, [werryd@ohio.edu](mailto:werryd@ohio.edu)

### AVAILABLE LISTSERVS:

#### Northeast Ohio

- Akron Chapter Network
- Cleveland Chapter Network
- Ohio University Women's Alumnae Chapter of Greater Cleveland

#### Southeast Ohio

- Southern Campus

#### Southwest Ohio

- Cincinnati Chapter Network

#### Central Ohio

- Central Ohio Chapter Network
- Fairfield County

#### Southeast US

- Charlotte Chapter Network
- Nation's Capital Chapter Network
- Raleigh/Durham Chapter Network

#### Southwest US

- Austin Chapter Network
- Houston Chapter Network
- Phoenix Chapter Network

#### Northeast US

- Pittsburgh Chapter Network

#### Northwest US

- Seattle Chapter Network

#### Midwest US

- Chicago Chapter Network
- Minnesota Chapter Network

#### International

- Europe Chapter Network

## [Leaders] Listservs

The Ohio University Alumni Association has established a listserv for the volunteer leaders and steering committee/board members. The leaders' listserv is a helpful tool for the Association to share information quickly with and for alumni chapter networks. In addition, it enables the Association to distribute information that may be helpful but might not ordinarily originate in the Alumni Association office.

The Alumni Association does use the leaders' listserv as its sole way to disseminate information. Any important information will continue to be sent via mail, phone, fax, or FedEx.

To subscribe to the chapter leaders' listserv please send an email to [werryd@ohio.edu](mailto:werryd@ohio.edu) with your information in the subject line:

Subscribe, Name, leaders' listserv, email address

Example: Subscribe, Dawn Werry, leaders' listserv, [werryd@ohio.edu](mailto:werryd@ohio.edu)