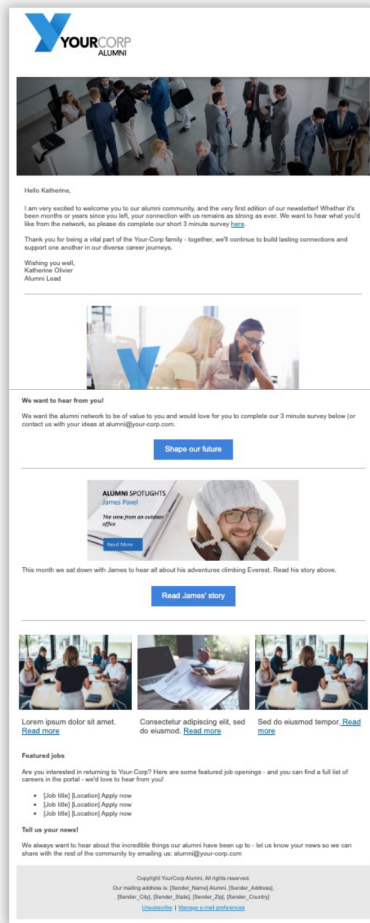


Anatomy of a Successful Alumni Newsletter



Introduction

- Teaser trailer
- Encourage alumni to read more

Action Content

- Drive your program goals
- Create active participation

Examples: complete a survey, join an event, download our app, join a new group, share a post, visit the directory, take part in a competition.

Alumni Spotlight

- Create community
- Celebrate your alumni

News and Human-Interest (Optional)

- Create community
- Create participation

Examples: heartwarming updates, movers and shakers, event roundups, exciting industry news

Opportunities

- Engage alumni
- Foster routine participation

Examples: Featured jobs, tell us your news, get in touch

- Keep it short and sweet
- Preview your main content pieces
- Entice the reader to read more
- Consider a guest intro to provide freshness each month
- Don't overwhelm with lengthy wording
- Don't include too many links

- Put the most important action first
- Explain the value of participating
- Use clear and simple calls to action
- Align to your program goals
- If you're struggling for action content, put your alumni spotlight or a significantly exciting piece of news here

- Tease the most exciting parts of the story and then provide a link to drive them to the site
- Don't give too much away
- Don't spend a long time on long job titles and biographical details – (this is a story, not a CV)

- Connect to the reader and encourage participation: e.g. *Did you work with X during their 20-year service? Add your memories here!*
- This could be one, two or three stories
- Only include relevant, alumni-specific or exciting news that isn't widely available elsewhere

- Highlight key jobs or other opportunities to get involved
- Should be similar across every newsletter - so alumni know where to look
- This section is routine – one-off calls to action or opportunities should be in your action content section!