



Student Societies: Working with Alumni and Supporters

Alumni Relations

Why should you stay in touch with your alumni?

- They have knowledge and experience to offer
- They can give careers advice and opportunities for members
- They can help at your events as alumni speakers, hosts, or sponsors
- They are global! UCL alumni live in 190 countries worldwide, have established groups and are great international contacts
- They are genuinely interested in staying in touch with societies!

How can you stay in touch with alumni?

- Send an initial email through DARO – the Data Protection Act means we can't share alumni contact details with societies until we have permission
- Encourage them to get involved in your social media activity
- Share any newsletters you produce

Things to think about:

- Why do you want to get in touch with alumni? What resource do you have to maintain a relationship with alumni in addition to your members?
- Is it just alumni who were part of the society or any alumni with similar interests/working in a relevant field?
- Are there any activities you can engage alumni in that already exist?
- Is there anything new you'd like to develop to engage alumni?

Dos

- **DO plan your communications**
at the start of term, consistency is key!
- **DO respond**
to alumni enquiries in good time
- **DO leave handover notes**
on alumni activity for incoming officers
- **DO think carefully about how to involve alumni**
what would interest them,
how could they help?
- **DO let DARO know**
if alumni volunteer for your events
- **DO contact us**
before inviting alumni or notables to speak
- **DO come to us for advice**
on newsletters, events, general communications and fundraising
- **DON'T send a one-off communication**
and wait two years to send another
- **DON'T bombard them**
with communications
- **DON'T create unrealistic expectations**
be clear on what you're asking for and realistic about alumni interest/availability
- **DON'T email alumni asking for jobs**
- **DON'T create your own database**
this could lead to a data protection breach and we have an alumni data team in DARO to do this for you!
- **DON'T use data which is several years old**



alumni@ucl.ac.uk

Society Fundraising

The Friend's Trust: helpful tips

- Your request should benefit the maximum number of students
- Smaller grants (£200–£500) are more likely to be funded
- Try not to make requests every year, and if you do put in multiple requests, think carefully about how each one is special and unique
- Guidelines, grant deadlines and application forms can be found at <http://uclu.org/clubs-societies/resources/friends-trust-applications>

Hints and tips for crowdfunding:

- You can set up crowdfunding challenges on websites like justgiving.com
- Think about who you will crowdfund from e.g. friends, alumni etc.
- Have a simple project request – recording a video can help!
- Most successful society projects seek between £200–£2000
- Make sure you update your supporters once you've completed your project, they might support other projects in the future

Fundraising support from DARO

- Help with admin if you want to set up a challenge on justgiving.com etc.
- We can assist with getting your message out via our social media channels
- We cannot provide lists of alumni for direct appeals



makeyourmark@ucl.ac.uk

Philanthropy and the student experience at UCL

UCL is where philanthropy helps big ideas to take root, grow and blossom.

Your university was established through philanthropy and today, the donation of time and funds from individuals continues to support academic programmes, scholarships and the UCL estate.

Over 8,000 people give a regular gift of anywhere between £3 and millions, and alumni and friends volunteer in numerous activities which help current students, UCL's world class research and fellow graduates.

UCL's boldest Philanthropy Campaign launches on 15 September 2016 and the student experience is at its heart. From scholarships and bursaries to professional advice and the new Student Centre, alumni and supporters will be giving their time and funds to actively benefit current and future students.



www.ucl.ac.uk/makeyourmark

