Design E-MAIL BLASTS that go to:

* Entire contact list
* Members only
* Sub-groups of alumni and students
* ‘school-specific’ lists of alums

Design E-MAIL BLASTS for the purpose of:

* Targeted outreach for events and programs
* Invitations to local and regional events
* Contact potential members once or twice a year
* Regular newsletters with other Club/SIG information
* Surveys about events/programs (planned and just-occurred)

Build SPREADSHEETS of:

* Segments of alums by:
  + School / Degree / Year of Degree (last 15 years /’90’s / ‘80’s / 70’s / etc.
    - * Given to Board Member from that school / with that Degree / from that year
      * To spearhead recruitment
  + Field of Concentration/Major
  + Student Activities
  + Post-graduate programs attended
  + Other schools attended
  + Geography
* Recent graduates / New names to list
  + To offer them free membership
  + To determine if cost of snail mail to entire list can be offset by revenue from those who join/renew dues
* Lapsed members to call/contact for renewals
* Sustaining members / Patron members / Book Award donors / other donors
* Names of those to thank in newsletters
* Potential sponsors and hosts
* Potential speakers / experts
* Potential volunteer leaders based on expertise in listed profession/industry
* Industry-specific lists
  + To target a Company per Industry as sponsors (ex. Consulting; Banking; Law)

OTHER USES

* Zipcode maps for variety of high-level analyses or informal uses (see reverse for more)
  + Ex. proximity of members/potential members to planned event sites
  + Ex. for potluck dinners for alums in proximity to each other
* Generate labels for snail mail newsletters
* Set up sub-groups (ex. Board members)
* Research about members/other alums who claim they are not receiving email distribution or other communications
* Research about where to start ‘chapters’ within Club/SIG
* Verify proper alumni status of all members
* Set up RSVP reports or compare members vs. total list to assess variance in level of engagement across schools/decades/etc.
* Curate new vs. prior information as not always accurate

For more information, click here: <http://alumni.harvard.edu/haa/alumni-services>