

Alumni Outreach Tool Kit

Have a great idea or best practice you are interested in sharing? There are a number of outreach resources available to you through the HAA and through Class, School, Harvard Club, and HAA Shared Interest Group (SIG) channels. This document covers an overview of those resources so you can determine if, when, how, and to whom you want to reach out.

Resources Covered in this Tool Kit

Reaching Broadly

- Social Media

Reaching HAA Volunteer Leaders

- Outreach to Harvard Clubs and HAA Shared Interest Group leaders
- Outreach to Harvard or Radcliffe College Class officers

Reaching Individuals

- Using Harvard's Alumni Directory
- How to Access the Alumni Directories for Harvard Business School, Harvard Kennedy School, Harvard Law School, and the Harvard T.H. Chan School of Public Health (in brief)

Appendices

- Appendix A: Links to All Tools Referenced
- Appendix B: School-based Alumni Association Contact Info

Reaching Broadly

HAA Social Media

Post or tag on HAA social media channels—it's easiest to connect with us on Twitter, where it is simple for us to retweet what you're sharing!

Twitter: [@harvardalumni](https://twitter.com/harvardalumni)

Facebook: [Harvard Alumni Association](https://www.facebook.com/HarvardAlumniAssociation)

Instagram: [@harvardalumni](https://www.instagram.com/harvardalumni)

Class, Club, and SIG Social Media

There are a number of Harvard Clubs, HAA Shared Interest Groups, and College Classes that are active on Twitter, Facebook, and/or Instagram. Some of these networks have closed groups and others have open channels. If you are affiliated with an individual Club or SIG, you could consider either connecting with them on social and/or joining their closed group. If you are an alumnus or alumna of the College/Radcliffe and your Class has a Facebook group, you could consider joining and posting.

College/Radcliffe Classes on Social Media: https://docs.google.com/spreadsheets/d/1VQdZMJxOQohHqhuIgh2o-yOfk_vQAKJvRdh29y4aLto/edit?usp=sharing

Clubs and SIGs on Social Media: <https://docs.google.com/spreadsheets/d/1-6KL3NE765u9-2HfpNpC6FRSAXln89M4r8i3W0yNGM/edit#gid=0>

Unofficial Harvard Alumni Facebook and LinkedIn Groups

There is also an [unofficial Harvard alumni Facebook Group](https://www.facebook.com/unofficialharvardalumni) and an unofficial Harvard alumni LinkedIn Group (<https://www.linkedin.com/groups/43330/>) run by alumni. If you are not currently a member of either one, you could request to join and use the groups to post or find resources.

Reaching HAA Volunteer Leaders

Harvard Classes

There are also a few ways you can make contact with your classmates.

- Harvard and Radcliffe College Graduates:
 - Some College Class leadership may be interested in or open to hearing about resources you are offering, but this will vary by Class. Your best option is to reach out to your own Class leadership and ask. You can find your Class website and contact your Class leader(s) through [this page on the alumni website](#).
 - You can also find contact information for alumni in your Class through your most recent Class Report—many alumni do include email addresses as a part of their Class Report entry.
 - Your Class may have a social media presence. You can check and see [this list](#). If your class also has a closed Facebook group, you can consider posting directly into the group.
- Graduate and Professional School Graduates:
 - If you did not go to the College, you may want to reach out to your School's alumni association to find out about how to reach out to your Class. There are also complete contact details for each School alumni association in Appendix B of this document.
 - Some Harvard School alumni associations are also active on social media. You can see if yours is currently active [here](#).

Harvard Clubs and HAA Shared Interest Groups

Harvard Clubs and HAA Shared Interest Groups are open to all alumni University-wide. Whether or not you are currently affiliated with a Club or SIG, you can reach out to their leadership to share your idea or proposal. You can find websites and contact info for all [Clubs](#) and [SIGs](#) on the alumni website.

Some Clubs and SIGs also have their own social media channels. While email is the best way to reach Club and SIG leaders, you can also reach out to the Club/SIG through their social presence if they have one. You can find a list of Club and SIG social media presences [here](#).

Reaching Individuals

Harvard Alumni Directory: General Info

You may use the Alumni Directory to search for and reach out to fellow alumni in your area, School, Class, industry, and more.

You can search alumni by name or you can search based on broader terms such as class year, School, etc. and then reaching out to alumni by emailing them through the Directory itself. More information about how to do this follows.

The main link to the Alumni Directory is: <https://community.alumni.harvard.edu/>

You will need your HarvardKey to login to the Directory. If you haven't yet claimed your HarvardKey, you can do so [here](#) (make sure to choose the "alumni" tab).

Using the Directory: Finding Other Alumni

When you first log in to the Directory you must enter a search term in the box at the top of your screen. For example, enter a name, a city and state, or a business to start.

Once you put the term into the search box and hit enter, you will see filtering options show up in the lower left hand of the screen. You can use these filter options to narrow down your search or begin an entirely new search with a new term. (Note: you can't search on filters alone—you must include an accompanying term in the search box at the top of the page.)

For example, let's say you want to find alumni who were in the Harvard College Class of 2006 and live in Boston. You would type "Boston, MA" (in quotes) into the search box and on the lower left-hand side, pick "Harvard College" from the School dropdown menu and 2006 in the Class Year dropdown menu.

You can also enter “Boston, MA” into the Location filter, but sometimes you get better results by just using the search box for location. The results will immediately update after each filter you add. Now, you can scroll through and click on whatever profile you want to view.

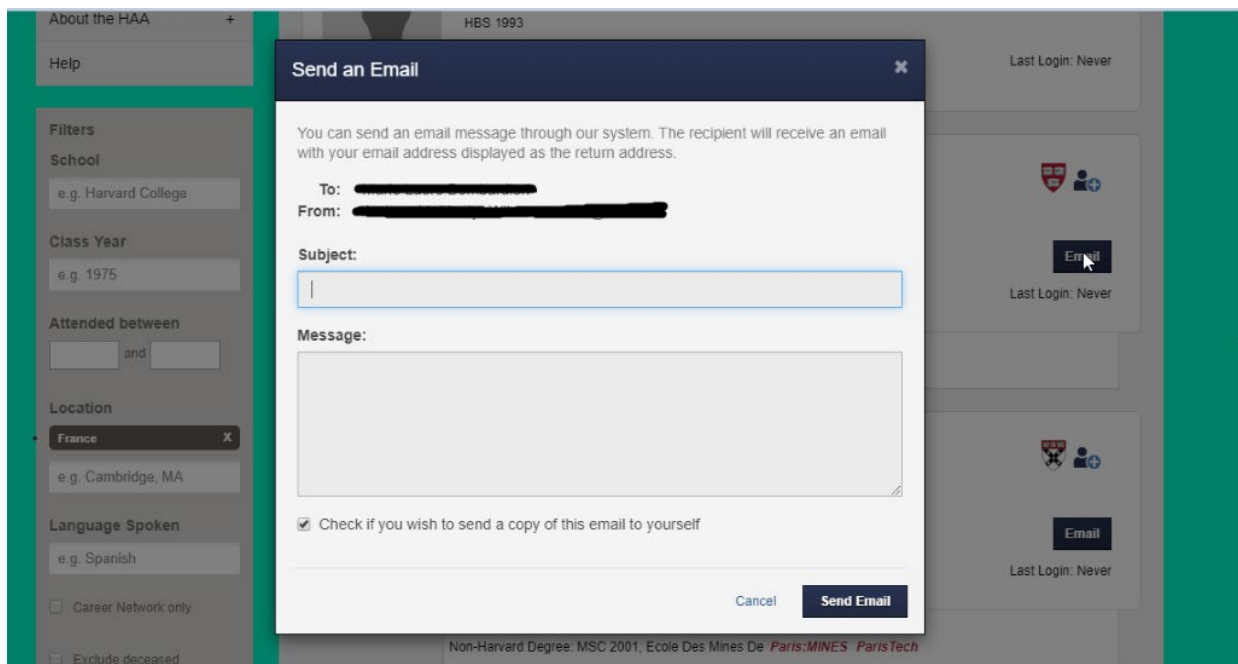
Directory Search FAQs: <https://alumni.harvard.edu/help/directory-search/>

Helpful Directory Search Tips: <https://alumni.harvard.edu/help/directory-search#tips>

Using the Directory: Contacting Other Alumni

So, you’ve entered your search terms and returned a list of alumni. You can now contact alumni who currently have an email in our database. Here is a step-by-step guide to contacting them:

1. Search for alumni in your area, Class, School, etc. and return a list of alumni.
2. Scroll through or go in and out of profiles to see who you want to contact. When you know who you want to contact, you can email that person directly from the search page by clicking the “Email” button at the far right of his/her/their profile view or by entering into his/her/their profile and clicking on the email button directly from the profile page.
3. When you click on the email box, you will see a pop-up on your page where you can enter a subject line and whatever information you want. You will not see the recipient’s email address unless he/she/they have decided to make it visible to everyone in the Directory. Recipients will see your email address when they receive your message.



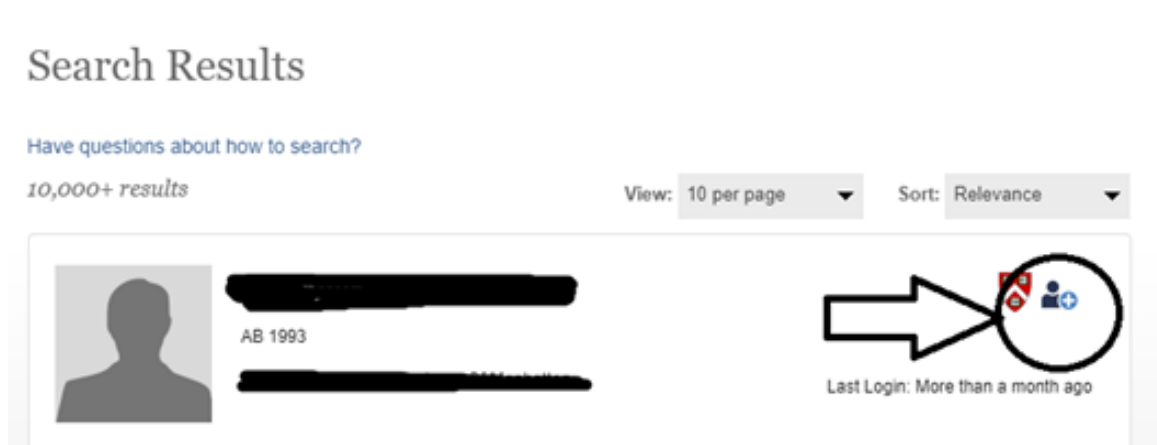
4. Hit send and your message will arrive at the email account the alum you emailed has on file with Harvard. When your recipient gets your email, it will reference that the message was sent through the Alumni Directory. Unfortunately, you cannot send attachments or email more than one person at a time through the Alumni Directory.

5. If the recipient replies to your message, you will receive his or her email in the email account you have on file with Harvard. You can then proceed to communicate normally through your own inboxes (the email that went through the Directory is only the starting point; you no longer have to email through the Directory after that first

contact is made). If the recipient does not receive your message or chooses not to reply, you simply won't receive a response.

Helpful Tips for Using the Directory to Email Other Alumni:

- Emailing through the Alumni Directory is tied to each person's email on file with Harvard. If you don't hear from someone you expected to, it could be because their email is outdated and arriving at an inbox they no longer check.
- If you don't see a box on a person's profile that says "Email" that person doesn't have an email in Harvard's database or does not want to share their information.
- For technical reasons, asking someone to "forward" a message you sent to them through the Directory may not work using the Directory email tool. If you want to send someone a message that you hope they will forward—you'll have to do that through your own email inbox.
- All replies to emails you send through the Directory go to the email account Harvard has on file for you—so, it's important your email information with Harvard is up to date! Please [contact the Alumni Help Desk](#) to update your current email or to check to see what email you have on file.
- You can also "add alumni to your contact list" if you want to reach out to them later by clicking the symbol on an individual's profile or search preview tile (see below).



Using the Directory: Discussion Boards

Within the Alumni Directory, you can also find an array of discussion boards on different topics. These operate very much like a forum in which you post an initial message and then other alumni can reply to you. You can find the Alumni Directory message boards here: <https://community.alumni.harvard.edu/forum/messageboard>

Using the Directory: Important Parameters

- You are limited to 100 individual profile views per day.
- You must use the Alumni Directory in accordance with the [Terms of Use](#), this includes not using the Directory to spam large numbers of alumni.

Harvard School Alumni Directories

If you are an alumnus or alumna of HBS, HKS, HLS, or the Chan School you can also access your own School's alumni directory. Please reach out directly to your School's alumni association with questions about the School directories (contact information for School alumni associations can be found in the appendices of this document).

Harvard Business School Alumni Directory

<https://cas.hbs.edu/cas/login?service=https%3A%2F%2Fwww.alumni.hbs.edu%2Fcommunity%2FPages%2Fdirectory-search.aspx>

Harvard T.H. Chan School of Public Health Directory: <https://securelb.imodules.com/s/1319/02-HSPH/17/interior.aspx?sid=1319&gid=2&pgid=3&cid=40&returnurl=https%3a%2f%2falumni.sph.harvard.edu%2fs%2f1319%2f02-HSPH%2f17%2finterior.aspx%3fgid%3d2%26pgid%3d6#/Search/Advanced>

Harvard Kennedy School Alumni Directory: <https://www.hks.harvard.edu/alumni/get-connected/alumni-directory>

Harvard Law School Alumni Directory (HLS Amicus): <https://amicus.law.harvard.edu/>

Appendices

APPENDIX A: Links to All Tools Referenced in this Tool Kit (Alpha Order)

HAA Alumni Directory: <https://community.alumni.harvard.edu/>

HAA Alumni Directory Message Boards: <https://community.alumni.harvard.edu/forum/messageboard>

HAA Alumni Directory Terms of Use: <https://alumni.harvard.edu/terms>

Alumni LinkedIn Group (unofficial, not HAA owned): <https://www.linkedin.com/groups/43330/>

Alumni Facebook Group (unofficial, not HAA owned): <https://www.facebook.com/groups/2200089725/?ref=bookmarks>

Harvard Alumni Association Clubs and SIGs on social media: <https://docs.google.com/spreadsheets/d/1-6KL3NE765u9-2HfpNpC6FRSAxlln89M4r8i3W0yNGM/edit?usp=sharing>

Harvard Alumni Association Club Directory: <https://alumni.harvard.edu/community/clubs-sigs/clubs-directory>

Harvard Alumni Association Shared Interest Group Directory: <https://alumni.harvard.edu/community/clubs-sigs/sigs-directory>

Harvard Alumni Association Programs and Events Page: <https://alumni.harvard.edu/programs-events>

Harvard Alumni College Class websites and leadership: <https://alumni.harvard.edu/college/classes>

Harvard Alumni College Classes on social media: https://docs.google.com/spreadsheets/d/1VQdZMJxOQohHqhulgH2o-yOfk_vQAKJvRdH29y4aLto/edit?usp=sharing

Harvard Business School Alumni

Directory: <https://cas.hbs.edu/cas/login?service=https%3A%2F%2Fwww.alumni.hbs.edu%2Fcommunity%2FPages%2FDirectory-search.aspx>

Harvard Kennedy School Alumni Directory: <https://www.hks.harvard.edu/alumni/get-connected/alumni-directory>

Harvard Law School Alumni Directory (HLS Amicus): <https://amicus.law.harvard.edu/>

Harvard School Alumni Associations (you can link out from this page): <https://alumni.harvard.edu/schools>

Harvard School Alumni Associations on social media: https://docs.google.com/spreadsheets/d/1_EWKVvZk5aLXhyFJ-DIQT3vaPLHME-37yGhngXCKTn4/edit?usp=sharing

Harvard T.H. Chan School of Public Health Directory: <https://securelb.imodules.com/s/1319/02-HSPH/17/interior.aspx?sid=1319&gid=2&pgid=3&cid=40&returnurl=https%3a%2f%2falumni.sph.harvard.edu%2fs%2f1319%2f02-HSPH%2f17%2finterior.aspx%3fgid%3d2%26pgid%3d6#/Search/Advanced>

HarvardKey: <https://key.harvard.edu/select-user-type> (make sure to choose the “alumni” tab)

APPENDIX B: School-based Alumni Associations

Harvard Business School

Phone: 617.495.6890

Email: alumni@hbs.edu

Harvard College Alumni Programs

Email: haa_collegealumniprograms@harvard.edu

Harvard Divinity School

Phone: 617.495.1778

Email: alums@hds.harvard.edu

Harvard Extension School

Phone: (617) 495-4024

Email: alumni@extension.harvard.edu

Graduate School of Arts and Sciences

Email: gsaa@fas.harvard.edu

Harvard University Graduate School of Design

Phone: 617-495-4315

Email: alumni@gsd.harvard.edu

Harvard Graduate School of Education

Phone: 617-496-3605

Email: gse_alumni_services@harvard.edu

Harvard Law School

[HLS contact information](#)

Harvard Medical School

Phone: 617-384-8520

Email: hmsalum@hms.harvard.edu

Harvard School of Dental Medicine

Phone: p: 617-432-292

Email: jessica_loew@hsdm.harvard.edu

Harvard T. H. Chan School of Public Health

Phone: 617-432-8429

Email: alumni@hsph.harvard.edu

Harvard Kennedy School

Phone: 617-495-1394

Email: hksalum@harvard.edu