

**Alumni Club Forum**  
**Questions in Chat Box**  
**July 13, 2022**

If we held no events using engagement funds for the quarter, do we just not send in a report or send in one with statement like "no funds used?"

- We updated the [Quarterly Financial Report](#) form to reflect that no funds were used.

Are nearby alumni lists still unavailable? As a newer club, we don't know who is around. How do we engage alumni if we don't know who's out there?

- We do not provide lists of alumni in the area. This is why it is essential to submit the [Email and Event Request Form](#) for all emails and events. We also suggest having a monthly newsletter / upcoming events email.
- Clubs also have the option of sending a postcard to alumni in the area. We prepare the postcard and use our vendor, National Group, to print and mail the postcards at PFLF's discounted rate. Then National Group sends the alumni club the invoice for payment. We will develop a new request form for postcards with additional information.

Can you talk more about the email marketing?

- We are working with broad-based campaigns on scheduling a training for our alumni club leaders.
- We also scheduled a meeting with the leaders of broad-based campaigns and IT, CRM & data analytics.

How far in advance can we submit for an event?

- A year in advance or even before that. The sooner we know, the sooner we can add it to PFLF's internal calendar to avoid entities on campus planning something when there is a club event. We are also working with our partners on including the alumni club team at the beginning of planning so we may work with local alumni club.
- In August we will be releasing more information on early submissions.

Will PFL send out "save the date" e-mails for us?

- Absolutely! Make sure to fill out an [Email and Event Request form](#) and note that it is a Save-the-date

Can your pages on PFL website send automatic reply/receipt that report was received? That is, in a separate email to sender for receipt to be sent.

- We will verify this option and set it to do so.

What is important only donations on the PDOG or total donations throughout the year?

- Both! One of our focuses for FY 2022-23 is scholarship fundraising. We will be working with the development office on this, including training them on alumni club scholarships. We want to increase the number of donors to club scholarships, which will also lead to more dollars.

What is the process for game watches?

- All 2022 football season game watches will be shared on Purdue for Life's website and in a weekly email. You can submit a game watch at anytime, <https://www.purdueforlife.org/alumni-leaders/clubs/alumni-club-request-forms>. Please submit this form by 12 p.m. ET on Friday, August 26 for the Penn State game and by 12 p.m. ET on Tuesdays prior to a football game watch. For updated schedule and times, visit <https://purduesports.com/sports/football/schedule>.
- The locations on the Purdue for Life Foundation are the following are under the headings Events and Watch, and will be added to the alumni club listing page, <https://www.purdueforlife.org/connect/clubs/>, in August.

How will you collect information on events like game watches where registration is not required but people just show up?

- During the NCAA basketball tournament, we released small table tents with a QR code. We will be including these in the football game watch event boxes. We will send a thank you email each week, which will include the announcement of that week's prize winner (one person selected from all the game watches). With our additional capacity for the fall, we will also share who attended with the alumni club. We plan to do this every Monday.