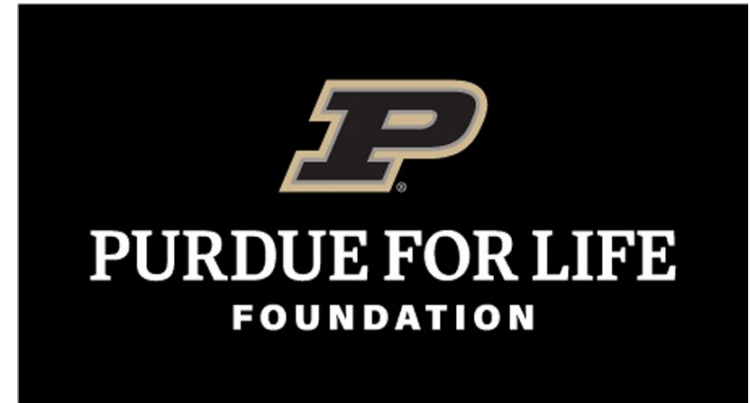


# ***Enhancing Email Communications***

**Purdue Alumni Club Leaders**  
**September 29, 2022**

# AGENDA

- Email Request Form
- Essential Information
- Monthly Newsletters
- Common Email Trends
- Q&A



# EMAIL COMMUNICATION

## Email and Event Registration Request Form:

<https://purdue.force.com/community/s/eventrequest>

### ***Submit a month before event date:***

- At least two email communications will go out about your event
- A pre-event email will be sent to registrants

### ***Submit less than a month before event date:***

- One email communication will go out about your event
- A pre-event email will be sent to registrants

# ***ESSENTIAL INFORMATION***

## **Essential Information to include in emails:**

- Upcoming event dates and details
- Registration links (if available)
- Volunteer opportunities
- General club news
- Contact information

## **Additional items that could be added:**

- Request for scholarship fund donations
- Invitation to log into Purdue Connect and update email preferences
- Invitation to purchase an alumni membership

# MONTHLY NEWSLETTERS

## Newsletter Template:

<https://www.purdueforlife.org/app/uploads/Purdue-Alumni-Club-Newsletter-Template-1.docx>

- Structured, regularly scheduled email that is sent to alumni in your area
- Highlights essential information discussed in previous slide
- Word document template is available to attach to email request

### *Upcoming Planned Events:*

- Networking & Social Dinners (dates, times, locations, and registration links if available)
- Volunteer Opportunities
- Any other events happening that month

### *General Club News:*

- Scholarship Information
- Election information
- Any other general news



## Purdue Alumni Club Name

*Introduction example:* As we are welcoming spring into the SE Michigan area, we have some exciting news on events planned for April through mid-July. SE Michigan area covers multiple cities and townships, we will hold events at various locations to connect and engage with alumni and friends. The intention of our alumni club is to host quarterly in-person activities (networking, interesting speakers, meals, cultural experiences, and more) that provide unique opportunities to engage, connect, and develop.

Please watch for event postings on [Purdue for Life Foundation](#) with details. We are better together. Join us! We look forward to sharing more event information with you this year.

## Upcoming Events:

### Networking & Social Dinners

**Weekday, Date, Times - Event Title**

Location and other event details.

**RSVP HERE**

## Club News:

### Scholarships:

Our Board of Directors voted to distribute \$9,500 from our club's account as follows: \$2,500 to our scholarship supported fund [which pays the scholarships we grant] and \$,7000 to our Edward Elliott Endowment for scholarships.

### Board Elections:

We are seeking interested club members for our current open Board positions; we would like to grow our Board count from six to nine for 2022/2023.

## Mark Your Calendars:

We have locked in three key club event dates for next year:

Date Event title	Date Event title	Date Event title
@ Location	@ Location	@ Location

## Contact Us:

Questions? Please contact Natalie Evans at [@ngevans@purdueforlife.org](mailto:@ngevans@purdueforlife.org).

Show Your Pride, Loyalty, and Passion for Purdue!



# CROSS-PROMOTION

## Reminder:

- Use one event email to start promoting the next
- Highlight more than one topic in an email

Enjoy your summer. Boiler Up!  
George Neher, Board President

Questions? Contact me at [george.neher21@gmail.com](mailto:george.neher21@gmail.com) | 317-460-0137

Show Your Pride, Loyalty, and Passion for Purdue!  
Follow us on [Facebook](#)!





## Purdue Alumni Club of Southern Arizona

### UPCOMING EVENTS

#### Southern Arizona Student Send-Off

Saturday, July 16  
11:30 a.m.-2:00 p.m.

Let's show some support for our local Boilers preparing to head off to school! We will be meeting at [Lucky Strike Bowl](#) to bowl if you'd like, or just network and socialize with fellow alumni and our current students. Cost for the event is \$20 if you are bowling and \$15 if you are just socializing. Pizza and soda will be provided.

Come join in the fun sending our students off to Purdue for the school year!

Location:  
Lucky Strike Bowl  
4015 E Speedway Blvd  
Tucson, AZ 85712

[Register Here](#)

#### Annual Big Ten Conference Mixer & Fundraiser

Saturday, August 20  
12:00-3:00 p.m.

Our Big Ten big football kickoff fundraiser is back again in 2022! Come join your fellow Purdue alumni as we join forces with our sister Big Ten alumni clubs to raise money for the Big Brothers Big Sisters of Southern Arizona organization and kick off the college football season. This is our 11th annual event and we continue to set record fundraising totals from donations, silent auctions, and raffles. Last year's event raised over \$13,000 with only half the clubs participating in a COVID year! Come have a lot of fun, donate to a great cause, and maybe walk away with a prize or two.

#### Save the Date

Monday, October 24  
The Six Pillars:  
Student-Alumni Programs  
12:00 PM ET / 11:00 AM CT/  
10:00 AM MT / 9:00 AM PT

Wednesday, November 9  
The Six Pillars:  
Lifelong Learning  
2:00 PM ET / 1:00 PM CT/  
12:00 PM MT / 11:00 AM PT

#### Club Apparel Now Available!

The Purdue Alumni Club of Atlanta apparel website is now live! The Purdue for Life Foundation has released new logos for local alumni clubs, and we are making it possible for you to order your very own club shirts and polos. Now through May 9th, you can choose from a selection of apparel perfect for club events, backyard cookouts, club sports, or just alerting the world of your love for all things Purdue. Proceeds from this fundraiser will support the scholarship fund for incoming freshmen from Atlanta.

Through the link below you can browse, order, and get your new gear shipped directly to you. There is also an option for direct donations towards our fundraising goal. Orders are expected to be filled upon completion of our event window, and deliveries of all items should happen no later than May 25th.

[ORDER APPAREL HERE](#)



# EMAIL TRENDS

## Subject Lines:

- Subject lines that show joy and optimism perform better
- Use call-to-action words

## Email Content:

- Write concisely and be consistent in messaging
- Make your emails actionable when possible

## Open Rate:

- Overall average = 51.61%



# *Questions?*