

ALUMNI CLUBS:

EMAIL, EVENT & GAME WATCH TRAININGS



PURDUE FOR LIFE
FOUNDATION

Links

- **Email/Event/Newsletter Submission Form:**
<https://purdue.force.com/community/s/eventrequest>
- **Game Watch Submission Form:**
<https://www.purdueforlife.org/alumni-leaders/clubs/game-watch-location/>
- **Event Box Request** (to be filled out after event submission): <https://www.purdueforlife.org/alumni-leaders/clubs/event-box-request/>
- **Speaker Request Form** (Requests for PFL Staff):
<https://www.purdueforlife.org/alumni-leaders/clubs/speaker-request/>

Event/Email/Newsletter Submissions:

- All email only submissions need at least four (4) business days to complete. This includes Newsletters.
 - You get 1 email send for email only & newsletter requests.
- All event submissions:
 - Need at least seven (7) business days to complete.
 - If email(s) requested, an additional four (4) days for emails to be set up = Eleven (11) business days for Event with Email submissions.
 - Note: Any email request asking for students (incoming and/or current students, grad students) and parents can take up to an additional three (3) weeks to receive this data before the email can be sent.

Event/Email/Newsletter Submissions:

First steps for all three types of requests:

- **Fill out Name & Email**
 - This should be the person we contact if there are questions regarding the submission.
- **Community Type:**
 - Choose “Domestic Club” from the drop down menu
 - Choose your club name from the drop down menu
- **Type of Request**
 - Email Only
 - Email & Event Registration
 - Newsletter

Monthly Newsletter Submissions:

Monthly Newsletters:

- Downloadable copy of the Newsletter Template is available on this page, but you can create your own template.
- Upload the Word or PDF

Examples of what to include:

- Message from the club president
- Planned Events: game watches, dinners, golf outing, student send-offs, etc.
- Club News: Scholarship updates, election information, etc.
- Purdue/Purdue for Life News: Upcoming events, updates to campus, etc.
- Social media links and/or contact information for the club
- How to update information in system: <https://connect.purdue.edu/portal/s/update-contact-information>

Email Only Submissions:

For email only submission:

- **Email Name** – brief description of the email (i.e., Volunteer opportunity, attend an event with an outside registration link)
- **Subject line**
 - Note that best practice limits this field to 50 characters or less.
- **Graphic for Email:** <https://connect.purdue.edu/s/email-graphics>
- **Text box for email content.**
 - If Hyperlink(s) being used, indicate which word(s) are to be designated with the link.
 - Include any buttons (i.e., registration, social media, etc.) you want included.
- **Email: Date/Time** you want email sent (note the up to 4 business days required on our end).

Email Only Submissions (Cont'd):

For email only submission:

- You can include:
 - Additional/alternate images for use – will need approved by Marketing.
 - Upload your text via a Word or PDF file (just note in the text box “see attached”).
 - Social media links
- “Additional note” text box: This is for anything you want to alert Alumni Clubs and Communications staff of – email population (alumni, friends, parents of students, students, etc.), directions to venue, descriptions, etc.

Event Submissions:

Top Section: Email Request Details

- Please refer to the slides before on Email Only Submissions on how to fill out this top portion of the request.
- Notes:
 - “Requested Email Send Date” refers to the date & time you want your 1st event invitation email to go out.
 - If the request is submitted 30 days or more prior to the event, you will get 3 emails sent:
 1. Invitation to all alumni, friends and anyone subscribed to your emails.
 2. Reminder Email: Only sent to those not registered.
 3. Pre-Event Email: Sent to those registered.
 - This can be replaced with a 2nd reminder upon request.
 - If submitted less than 30 days, you will either get 1 or 2 emails, depending on time frame of submission to event date.

Event Submissions:

Bottom Section: Event Request Details (located after social media links)

- **Title of Event: “Purdue Alumni Club of [Name]: Event title**
 - Examples: Purdue Alumni Club of Atlanta: Annual Dinner, Purdue Alumni Club of Sarasota: Student Send-Off
- **Event Description: You can do a different write-up from the email request OR put “See email request” and we will use what’s in the email request body text box.**
- **Event Start/End Date/Time, Time Zone**
- **Registration Fees:**
 - If you charge a fee and there are special instructions (multiple fees, limited number of tickets) please include these details in the “Additional Notes” section (located above the social media links section).
 - We encourage clubs to offer Purdue Alumni Association Member vs. Non-Member pricing on all events with fees.

Event Submissions

- **Scholarship Fund Donations:**
 - If your club has a scholarship fund with PFL, please let us know if you want to include this option; and if you have an endowed & supported, which the donation should go to.
- **Venue details:** Name of venue, street address, city, state and zip code.
- **Additional Emails:**
 - You only receive additional emails if your request is made 30 day or more prior to the event date.

Event Submissions:

2nd Section: Event Request Details

Additional Emails (Cont'd)

- **Reminder Emails:** This should go out ~2 weeks prior to the event.
 - This email only goes to those who have not registered for the event.
 - No other action is needed unless you want a different message sent from the original invitation.
 - If you want a different message, please include this in the “Additional Notes” section.
- **Pre-Event Email:** Goes out to those who have registered.
 - This should include any additional details: what to bring, where to park, what to wear, etc.
 - You will need to fill out:
 - Date/time for this final email
 - Subject Line (Ex., “We’re looking forward to see you on Saturday!”)
 - Text you want included in this email to attendees.

SUBMIT REQUEST!!!!



Game Watch Submissions:

Links:

- **Game Watch Submission Form:** <https://www.purdueforlife.org/alumni-leaders/clubs/game-watch-location/>
- **Game Watch Website (where game watches are listed):**
<https://www.purdueforlife.org/game-watch/>

How to submit:

- **Choose your club from the list.**
- **Include your email or your club's email address.**
- **Choose which game(s) you are hosting at the location.**
 - **Repeat the form if you are hosting at multiple locations.**

Please check the Game Watch Submission Form website for dates of email sends.



Speaker Requests:

The Purdue for Life Foundation encourages you to find a speaker who can relate to a wide audience. Consider a local Purdue alum who has a good story to share; a local celebrity or influential individual such as a radio or television personality; or a community leader.

Requests should not be made for the Purdue University President. The President's schedule is strictly managed. The Alumni Clubs Team will engage with your club if the President is scheduled to be in town.

Please allow three months in advance for your request. Requests are handled by Susie Saberniak, LSaberniak@purdueforlife.org.

Clubs are responsible for speaker costs and can use engagement funds for this purpose.

Speaker Requests:

If you would like someone from Purdue for Life or assistance with requesting someone from Athletics, please fill out the form:

<https://www.purdueforlife.org/alumni-leaders/clubs/speaker-request/>

- **You can request:**
 - **Purdue for Life Foundation Employees:**
 - **Alumni Clubs Staff Member**
 - **Engagement Team Staff Member**
 - **Please let us know which area(s) of the team you are interested in having speak.**
 - **Jillian Henry, VP of Engagement/Purdue Alumni Association**
 - **Athletics Speaker – We will reach out to them directly to see if there is any availability.**
 - **Include your club's name, your email, date/time of the event, expected number for attendance, and type of event.**

Do's and Don'ts

- **Do:**
 - Plan out the timeline for the event: From event submission to day of the event.
 - Plan ahead & consider barriers that might hinder the event (i.e., location, costs, venue, ADA needs, time of year, etc.).
 - Write up the event details and wording for registration page &/or email sends.
 - Consider local Purdue Alumni owned businesses and speakers for events.
 - You can also ask local businesses for donations for silent auctions/door prizes, just no alcohol.
 - Plan the budget, if needed, and be prepared for any and all costs.
 - Allowable expenses:
 - Food and drink (excluding alcohol)
 - Room charges & equipment rental
 - Event Supplies
 - Auction Items
 - Guest Speaker Fees
 - Honored Guest Meals
 - Get your event box request in at least 2 weeks prior to the event.
 - <https://www.purdueforlife.org/alumni-leaders/clubs/event-box-request/>
 - Contact the Purdue Alumni Club staff with questions, need of assistance or concerns.

Do's and Don'ts

- Don't:
 - Wait until the last minute to submit your event and/or email request.
 - Commit to an event that will cost more than the club will be able to afford: Venue rental, food, speaker, equipment, etc.
 - Non-Allowable expenses:
 - Alcohol (liability concerns because of volunteer-led events)
 - Salaries or honorarium for club officers
 - Membership fees
 - Paying towards a scholarship outside of an authorized scholarship donation to a PFLF account.
 - Gift cards – due to IRS reporting, a gift card is considered a cash gift and cash gifting is not allowed.
 - Gambling: Raffles, 50/50's, Bingo, Pulls, and other activities that the government considers gambling.

FAQ's:

- **When should I submit my request?**
 - At least 30 days prior to the event, or 5 days before you want the email only to go out. This includes Newsletter requests.
- **What should we consider before submitting and event request?**
 - Location, date, time, costs, “rain dates”, and who you want to invite, and other logistics.
 - Emails to students can take up to 3 weeks to send!
 - Can I submit an event that we don’t need a registration for, but still want on the events page?
 - Yes, please submit this as an event, include in the “notes” that no registration is needed, and LeAnne will follow up if she has any questions.
 - Are SMS/Text Messaging requests available for clubs to use?
 - Not at this time, but we will update the clubs when they become available.
 - What if I’m needing a rain date/cancellation email sent to those registered to my event on nights and/or weekend?
 - Email: MCHelp@purdueforlife.org
 - Include the event name, date, time and the message you want sent out to participants.
 - What if I need a change to my request?
 - Email, Event & Newsletter Questions or Changes: Email LeAnne Williams, lewilliams@purdueforlife.org
 - Game Watch Questions or Changes and Speaker Requests: Email Susie Saberniak, slsaberniak@purdueforlife.org

Form Examples

Newsletter, Emails, Events

Following are examples of the submission forms for reference.

Newsletters:

CONTACT INFORMATION

* First Name

LeAnne

* Last Name

Williams

* Email

lewiliams@purdueforlife.org

Today's Date

Oct 31, 2024



COMMUNITY TYPE

* Select Your Community Type

Domestic club

Select Your Community

Anderson IN (Madison County)

TYPE OF REQUEST

* Please Choose

Monthly Newsletter

MONTHLY NEWSLETTER

[Newsletter Template](#)

Upload Newsletter Template



Upload Files

Or drop files

File: Purdue-Alumni-Club-Newsletter-Template.pdf



PURDUE FOR LIFE
FOUNDATION

Submit Request

Newsletters:

Purdue Alumni Club Newsletter Template



Club Name

Introductory message to go at the top of email: *"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)."*

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

Mark Your Calendars:

- Include save the dates for future events here
- Use this section for events that are farther into the future or still being planned

Contact Us:

- Include contact information and sign off here

Emails:

CONTACT INFORMATION

* First Name

LeAnne

* Last Name

Williams

* Email

lewiliams@purdueforlife.org

Today's Date

Oct 31, 2024



COMMUNITY TYPE

* Select Your Community Type

Domestic club



Select Your Community

Anderson IN (Madison County)



TYPE OF REQUEST

* Please Choose

Email Request Only



PURDUE FOR LIFE
FOUNDATION

Emails:

EMAIL REQUEST ONLY

Email Name [brief description of what the email is about]

PAC of Anderson: Volunteer Opportunity

* Subject line for your email (best practice; 50 characters or less)

Examples: 'You're invited! Network with fellow alumni and friends', 'Register today! Boilermaker 5k'

Join fellow Boilermakers at Food Finders!

* Please select which header graphic to be used. To view which options are available, click [here](#) or visit <https://connect.purdue.edu/s/email-graphics>.

Option 1

* Please enter the body text of your email. If any text needs to be hyperlinked, please note which word(s) and the designated URL it needs to be linked to.

- Please note below if you would like any buttons included in your email.
- Include links that are to be used within the email here:

Provide details about the event/volunteer opportunity, including any links (i.e., venue ticket link, volunteer agreement from organization, etc.).

EX: Please join the Purdue Alumni Club of Anderson at Food Finders on December 2nd to help provide food for families this winter. Register through the Food Finders volunteer link here [www.linkneeded.dot].

Wear comfortable shoes and come ready to help box up food and stock shelves.

This box can be expanded by dragging the corner down.

Requested Email Send Date

* Date

Nov 2, 2024



* Time

2:19 PM



Upload additional images if needed



Upload Files

Or drop files

File: Purdue-Alumni-Club-Newsletter-Template.pdf

Upload additional documents here



Upload Files

Or drop files

File:

Additional notes or information we need to know. Examples: menu choices, directions, descriptions, etc. Please include demographic you want contacted: Alumni, Students (freshmen or all students), parents, etc.

Please send this to local alumni and friends.

Emails:

SOCIAL LINKS

Facebook

Instagram

X

LinkedIn

Submit Request



PURDUE FOR LIFE
FOUNDATION

Events:

CONTACT INFORMATION

* First Name

LeAnne

* Last Name

Williams

* Email

lewiliams@purdueforlife.org

Today's Date

Oct 31, 2024



COMMUNITY TYPE

* Select Your Community Type

Domestic club



Select Your Community

Anderson IN (Madison County)



TYPE OF REQUEST

* Please Choose

Event Registrations with Email Sends



PURDUE FOR LIFE
FOUNDATION

Events:

EVENT REGISTRATIONS WITH EMAIL SENDS

Email Name [brief description of what the email is about]

PAC of Anderson: Annual Dinner

* Subject line for your email (best practice; 50 characters or less)

Examples: 'You're invited! Network with fellow alumni and friends,' 'Register today! Boilermaker 5k'

You're invited to come to our Annual Fall Dinner!

* Please select which header graphic to be used. To view which options are available, click [here](#) or visit <https://connect.purdue.edu/s/email-graphics>.

Option 1

* Please enter the body text of your email. If any text needs to be hyperlinked, please note which word(s) and the designated URL it needs to be linked to.

- Please note below if you would like any buttons included in your email.
- Include links that are to be used within the email here:

Please provide all details about the event that attendees will need to know.

EX: Please join the Purdue Alumni Club for our Annual Dinner to raise funds for our scholarship account on December 12 at the Purdue Polytech campus. We will have a guest speaker and will be recognizing our scholarship winners at this event. Come for dinner, join in the silent auction, and wish our students the best. Dress is business casual. Menu includes your choice of steak, chicken or vegetarian; salad, veggies and dessert. Non-alcoholic beverages included, cash bar.

Requested Email Send Date

* Date

Nov 12, 2024

* Time

3:15 AM

Upload additional images if needed



Upload Files

Or drop files

File: Purdue-Alumni-Club-Newsletter-Template.pdf

Upload additional documents here



Upload Files

Or drop files

File:

This top portion is for the initial **email send**, and wording for emails & event page.



Events:

Additional notes or information we need to know. Examples: menu choices, directions, descriptions, etc. Please include demographic you want contacted: Alumni, Students (freshmen or all students), parents, etc.

Please send this to local alumni, friends, family and students (incoming and freshmen only).

Menu Choices: Steak, Chicken or Vegetarian

Please divide the tickets evenly and adjust as needed.

SOCIAL LINKS

Facebook

Instagram

X

LinkedIn



Events:

* Title of Event

Purdue Alumni Club of Anderson: Annual Dinner Fall '24

* Event Description

Please see email write-up.

OR

Write up something different for the event page if you wish.

Event Start Time

* Date

Dec 12, 2024



* Time

5:30 PM



Event End Time

* Date

Dec 12, 2024



* Time

7:30 PM



* Time Zone

(GMT-04:00) Eastern Daylight Time (America/Indiana/Indianapolis)



PURDUE FOR LIFE
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Events:

* Time Zone

(GMT-04:00) Eastern Daylight Time (America/Indiana/Indianapolis)

* Does this event require a registration fee?

Yes

* What is the registration fee?

\$30.00

* Max number of tickets that can be sold?

100

* Are there multiple ticket prices?

Yes

* Ticket #1 Name

PAA Member

* Ticket #1 Price

\$30.00

Ticket #2 Name

Non-PAA Member

Ticket #2 Price

\$40.00

Ticket #3 Name

Children 12 and Under

Ticket #3 Price

\$20.00



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Events:

Do you want to include a donation component to this event?

If your club has an endowed or supported scholarship fund held at Purdue, the donation option is available.

*

Yes

* Please indicate if you want it in your Endowed or Supportive Scholarship Fund:

Supportive Fund

Name of Venue

Purdue Polytech

Street Address

111 Main

City

Anderson

State

IN

Zip Code

46011



Events:

* Does this event require additional email sends?

Yes

* Does this event require a reminder email?

Yes

Reminder/Last Chance to Register

Desired Send Date and Time

* Date

Nov 28, 2024



* Time

4:45 PM



* Subject Line

Reminder to join us for our Annual Dinner!

Body Text - If different from invite email

Use same text.

* Does this event require Pre-event email:

Yes

Pre-event email

Desired Send Date and Time

* Date

Dec 10, 2024



* Time

1:30 PM



* Subject Line

Looking forward to see you on the 12th!

Body Text

Thank you for registering for our Annual Dinner. We can't wait to see you on the 12th.

Please park in Lot A and enter through the East Doors. We will be in room 1200. Dress is business casual.

[Submit Request](#)



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THANK YOU!



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