Guidelines for electronic direct mailings (EDMs) to alumni

The Office of Advancement (OoA) is in touch with over 56,500 alumni, from recent graduates to those from the teaching colleges. OoA has a tight schedule of EDMs to alumni over a given year, including newsletters and event invitations, as well as communications tailored to specific interests. These communications work together to create a quality offering for our alumni community.

To ensure that this quality offering is maintained, we need to make sure that alumni do not get overloaded with too many emails and communications that are irrelevant to them. Therefore we have developed these guidelines for internal groups who wish to contact the alumni database with a mass EDM.

Mass EDMs to all alumni

We try to limit the number of mass EDMs to all alumni. This is because our alumni are incredibly diverse, and unless the activity has very broad appeal, it will likely be irrelevant to a large proportion of the database. However, on occasion we may be able to send EDMs out to all alumni if there is an activity or opportunity that is beneficial to the whole alumni community, and the schedule for the EDM fits with other communications already planned in.

A mass EDM to all alumni must feature a message that:

1. Is relevant to all, or a significant proportion of our alumni
2. Is beneficial to our alumni in some way
3. Has been sent to OoA at least two weeks before the intended mail date
4. Has not already been featured in previous alumni newsletters
5. Does not repeat a previous EDM

Please be aware that the alumni database is not a marketing database; the aim of the Alumni Program is that we promote events and activities that are beneficial to our alumni and enhance their relationship with ECU by offering them a direct benefit or opportunity.

We will endeavour to help promote your activity if it meets all of the above guidelines; however this is dependent on other EDMs that are already planned in. Therefore, the more notice you can give the better to allow us to accommodate your activity.

Other options

If your EDM request does not meet the above guidelines, we may be able to help promote your activity in other ways. If the information is timely and relevant to alumni, options for promotion of event or activity to alumni are:

1. If the activity is linked to a specific group of alumni, we may be able to do a targeted EDM, for example to people who graduated from a particular course or in a particular year
2. Promotion through social media channels (Facebook, Twitter and LinkedIn)
3. Inclusion in the bi-monthly alumni eNews as an event or news item
4. Inclusion on the ECU alumni web page as a news story or event

5 February 2015