



Constituency Engagement Information Collection

HOW THE UM ALUMNI ASSOCIATION USES CONSTITUENCY ENGAGEMENT INFORMATION

- To help identify new volunteer leaders for affiliate groups, including 'Canes Communities, School/College Groups, and Special Interest Groups.
- To help identify prospective constituents that can be connected with additional UM Alumni Association engagement initiatives and strategies.
- To help identify prospects for Annual Giving strategies.
- To update biographical information in the University of Miami's main constituency database.

WHAT TYPE OF CONSTITUENCY INFORMATION IS MOST USEFUL TO THE UM ALUMNI ASSOCIATION

- First Name
- Middle Name/Initial
- Last Name
- Preferred Phone #
- E-mail Address
- UM Degree(s)/Year(s)
- Employer/Job Title
- Preferred Mailing Address



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METHODS FOR COLLECTING CONSTITUENCY ENGAGEMENT INFORMATION

BEFORE AN EVENT:

- Online Event Registration
 - 'Canes Community Online Event Registration System
 - Recommended because all of the data collected goes directly back to the UM Alumni Association Regional Engagement Team.
 - For more information about how to use the 'Canes Community Online Event Registration System, please contact David Lecon, at 305-284-6233, or by e-mail at davidlecon@miami.edu.
 - Non-UM Online Event Registration Systems
 - Any non-UM online event registration system used by your 'Canes Community to capture engagement data must comply with the University of Miami's Privacy Policy. **Please refer to the [Privacy Policy Section](#) for more information.*
- E-mail/Social Media Event Registration

DURING AN EVENT:

- Sign-In Sheets
[LINK TO SIGN-IN SHEET TEMPLATE](#)
- Business Card Drop
- Guest Attendance Tracking by Onsite 'Canes Community Executive Board Member(s)



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HOW TO SUBMIT COLLECTED CONSTITUENCY ENGAGEMENT INFORMATION TO UM ALUMNI ASSOCIATION

- 'Canes Community Event Wrap-Up Form
 - Required method to submit constituency engagement data after a 'Canes Community event.
 - [LINK TO 'CANES COMMUNITY EVENT WRAP-UP FORM](#)
- Mail/E-mail/Fax
 - Applies to sign-in sheets, business cards and R.S.V.P. reports
 - Mailing Address: **Andy Vittor, 6200 San Amaro Drive, Coral Gables, FL 33146**
 - Fax #: 305-284-4804 (Please include a cover sheet with details about the enclosures).
 - E-mail: avittor@miami.edu (Scan and e-mail documents in a PDF format).

Important: R.S.V.P. reports from the 'Canes Community Online Event Registration System are automatically received by the UM Alumni Association Regional Team and do not need to be sent by your 'Canes Community.