



Marketing & Outreach – Printed Collateral

POSTCARDS/PRINTED INVITATION MAILING

'Canes Communities are strongly encouraged to use e-mail/web/social media, rather than mailing out postcards or printed invitations. Printed marketing collateral is more expensive and time consuming to create and is usually less effective than e-mail/web/social media outreach. 'Canes Communities that are interested in utilizing a postcard/printed invitation mailing, must have achieved P.R.I.D.E. in the previous fiscal year (June 1st to May 31st) and must provide a detailed reason for the mailing to their UM Alumni Association Regional Engagement Staff Liaison. 'Canes Communities must submit their mailing request at least four (4) weeks in advance of the desired mail-out date. Postcard/printed invitation mailing requests will be evaluated by the UM Alumni Association Regional Engagement Team on a case by case basis.

Important: To comply with the University of Miami Privacy Policy, the UM Alumni Association cannot release any type of constituency contact information, including address information to 'Canes Communities for a mailing. The UM Alumni Association Regional Engagement Team must manage the process of mailing out postcards/printed invitations for all 'Canes Community mailings.

APPAREL/MERCHANDISE

Apparel/merchandise includes t-shirts, hats, pens, key-chains, etc. 'Canes Communities may create custom apparel/merchandise items under the following guidelines:

- Apparel/merchandise with official University of Miami logos (including the "U" and Sebastian) must be created by a licensed vendor.

[LINK TO THE LIST OF UNIVERSITY OF MIAMI LICENSED VENDORS](#)

- 'Canes Communities are responsible for paying for the creation of apparel/merchandise. 'Canes Communities that have achieved P.R.I.D.E. in the previous fiscal year may use their P.R.I.D.E. Credit towards purchasing apparel/merchandise. **Please refer to the [P.R.I.D.E. Credit](#) section for more information.*
- All apparel/merchandise must be in compliance with the 'Canes Community Communication Style Guidelines and the University of Miami Visual Identity Manual. **Please refer to the ['Canes Community Communication Style Guidelines Section](#) for more information.*