



Marketing & Outreach – UConnect Campaign

OVERVIEW

A UConnect Campaign is a coordinated outreach effort by the UM Alumni Association Regional Engagement Team and a 'Canes Community to identify new local volunteers and/or 'Canes Community Executive Board members. The UConnect Campaign consists of e-mail outreach that encourages constituents who are interested in getting involved with the local 'Canes Community to fill out and submit a UConnect form.

UCONNECT CAMPAIGN REQUIREMENTS

The 'Canes Community President must present the 'Canes Community's UM Alumni Association Regional Engagement Staff Liaison with a specific strategy for utilizing a UConnect Campaign, including the specific volunteer and Executive Board openings that the 'Canes Community intends to fill. The 'Canes Community President must also agree to be actively involved, and available to receive updates from the 'Canes Community's UM Alumni Association Regional Engagement Staff Liaison. Upon completion of the UConnect Campaign, the 'Canes Community President must ensure that the new constituents are properly integrated into the 'Canes Community's Executive Board and/or volunteer opportunities.



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UCONNECT CAMPAIGN PROCESS

- 1) 'Canes Community President meets with UM Alumni Association Regional Engagement Staff Liaison to discuss strategy for UConnect Campaign including the 'Canes Community's goals/objectives.
- 2) 'Canes Community President and UM Alumni Association Regional Engagement Staff Liaison create a time-line for UConnect Campaign. The recommended duration for a UConnect Campaign is four to six weeks.
- 3) UM Alumni Association Regional Engagement Staff Liaison sends out series of mass e-mails to the 'Canes Community's geographic area, promoting UConnect Campaign, and involvement opportunities with 'Canes Community.
- 4) UM Alumni Association Regional Engagement Staff Liaison follows up with all constituents who submit UConnect forms to provide further information about 'Canes Community involvement opportunities.
- 5) UM Alumni Association Regional Engagement Staff Liaison meets with 'Canes Community President to review results of UConnect Campaign and to create an agenda for a conference call with constituents who are identified through UConnect Campaign.
- 6) UM Alumni Association Regional Engagement Staff Liaison hosts conference call with constituents from UConnect Campaign and 'Canes Community President to discuss strategy and process for matching constituents with 'Canes Community's available volunteer opportunities.