

MUAA Communication Overview

MUAA Communication Dashboard	Target Send Date	Event Date	Audience	Key Message/Call To Action	MUAA Support
Alumni E-newsletter					
January 2021 issue	January 21, 2021		all alumni	campus news, student and alumni stories, upcoming events, inspiration to make a gift	
February 2021 issue	February 10, 2021		all alumni	campus news, student and alumni stories, upcoming events, inspiration to make a gift	
March 2021 issue	March 10, 2021		all alumni	campus news, student and alumni stories, upcoming events, inspiration to make a gift	
Athletics Emails/Social campaigns					
MUAA Spirit Weekend	social media	2/13/21 - 2/14/21	all alumni	support Men's and Women's basketball team who both play this weekend	
Blue & Gold United Virtual Silent Auction	February 11, 2021	2/20/21-2/27/21	all alumni	online auction to support Blue & Gold Fund	
Regional Club Emails					
Minnesota Club & Creighton Twin Cities Club Second Stork Service project	January 21, 2021	February 6, 2021	Minnesota Club	register	LeAnn Jorgenson
Regional and Affinity Leader Volunteer Call	January 26, 2021	February 9, 2021	all club and affinity group leaders	register	
San Diego Virtual Happy Hour	February 1, 2021		San Diego Club	register	
AMUW Book Club in Naples	February 9, 2021	February 16, 2011	AMUW past book club attendees	register	
Madison Club Lunch Bunch	February 10, 2021	March 3, 2021	Madison Club	register	Ron Giordan
Affinity-Group Emails					
Marquette Mentors December e-newsletter	Friday, December 18, 2020	Thursday, January 14, 2021	mentors	register for virtual retreat	
Young Alumni Association Toast to 2021	Tuesday, January 5, 2021	Thursday, January 14, 2021	young alumni	register	
Parent Update - COVID19	Friday, January 8, 2021		all current parents	COVID-19 parent update: Spring semester guidelines for students	
Dreamers Gala invitation	Monday, January 11, 2021	Wednesday, March 24, 2021	donors to the scholarship, community members	register	
Parent & Family e-newsletter	Thursday, January 14, 2021		current parents	important updates from campus, register for events	
Beyond MU Emails					
Targeted email invitations	1-2 weeks prior to program	ongoing	custom	register	
Targeted post-event follow-up	day of program		registrants for each program	watch recording, survey, register for upcoming programs, giving message	
Faith Emails					
Mission Week	Thursday, January 28, 2021	February 7 - February 14, 2021	alumni who attended Mission/spirituality programs	register	
Ignatian Lenten Retreat in Daily Life	February 1, 2021	February 17 - April 14, 2021	alumni who attended Mission/spirituality programs	register	

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Social Media (Twitter, Instagram, Facebook, LinkedIn)					
Digital Toolkit	new post active very Monday		volunteers to share weekly posts with networks		
Events	ongoing		all alumni		
Storytelling	ongoing		all alumni		
Solicitations	ongoing		all alumni		
Events Print					
Scholarship Celebration Postcard	April 2020		scholarship benefactors		
Commencement Commemorative Booklet w/Alumni Association pin	September 2020		2020 graduates		message from Monica & alumni association
Season of Scholarship	April 2021				