



S O U T H E R N
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SMU Alumni Chapter Publicity Tips

Plan Early

- Have two leadership meetings a year and create an events calendar. Such a calendar could be distributed in the fall and will allow alumni to put events on their calendars.

Contact the Alumni Relations Office as soon as possible

- The sooner the Alumni Relations Office is made aware of an event, the sooner SMU will be able to help spread the word.
- The marketing team requires 30 business days notice before the SEND date of an emailing and recommends emailing an invitation 4 weeks before an event.
- The Alumni Relations Office will consider requests for a physical mailing for chapter events. Keep in mind, the SMU Marketing team requires 30 business days notice before the SEND date and recommends physical mailings be sent 5 weeks before an event.

Consider peer-to-peer communication methods

- We have found alumni are responsive to personalized emails from their peers. Consider splitting your membership list and having each member of the leadership team contact a certain number of alumni (remember that each leadership team member needs to sign a confidentiality agreement).

Use social networking sites

- Facebook and MySpace are wonderful methods of communicating information about events. Consider creating a group on one or both of these sites, searching for SMU alumni in your chapter city and inviting them to join the group.

Create your own membership list

- At every chapter event, have attendees sign in and use this information to create your own membership list for the chapter. Use this list to advertise events, seek input, and gauge leadership interest.