Recruitment mailing requests – a guide for alumni groups:

The Alumni Office’s Networks team is pleased to be able to help alumni groups attract new members, by way of a recruitment mailing targeted at Oxonians in their area.

Groups who meet certain criteria will be entitled to request a recruitment mailing, which will be angled around a group event or calendar of events to which alumni can be invited.

These types of mailings tend to have a greater response rate than stand-alone requests to join a group’s mailing list.

Points for you to consider:
1] Do you have a specific event to angle the mailing around?
2] When would you like the mailing to go out?
3] Have you given a minimum of six week’s notice prior to the event taking place?
4] What is your current membership?
5] If we have conducted previous mailings for your group, can you provide any information to show how effective it was? (I.e: response rate, number of attendees, increase in members)
6] Would you like us to promote your event via our social media channels?
   • If so, is your event listed on a website or social media channel that we can link to?

The process:

We will send an email invitation to those who have opted on to one of our relevant mailing lists and are in your area.

We, if resources allow, may also be able to send a postal invitation to alumni with a valid postal address who do not wish to be contacted by email.

The benefit of the communication coming from our office is that it will be branded with official Networks branding and have a look and feel that is consistent with other emails alumni receive from the University.

The communication will ask individuals to contact the group directly to be added onto your mailing list. This allows you to gather consent from them for ongoing communications.

These positive responses should form the basis of your mailing list, and you should keep a record of how you have obtained the individual’s consent.

Keeping a record of opt-in for certain activities, such as consent to email, is now a legal requirement for groups under the General Data Protection Legislation and the new Data Protection Bill (DPA 2018), which came into effect on 25th May 2018*
Further guidelines can be found on our website here: https://www.alumni.ox.ac.uk/data-protection-alumni-groups


High profile events linked to a recruitment mailing may also be eligible for promotion via our social media channels, if you can provide a website/social media link.

In return, we ask groups to provide feedback on the following:

- The response the mailing generated (how many new members the group gained/ how many alumni attended an event)
- Any other anecdotal evidence surrounding the mailing.

We will request this information two weeks after the event.

Each mailing request will be considered by the Networks Team on a case-by-case basis and assessed on certain criteria.

If you would like to request a mailing, please download and complete the group mailing request form here:
https://www.alumni.ox.ac.uk/sites/www.alumni.ox.ac.uk/files/Group%20mailing%20request%20form.doc

All of the above information should be submitted by the group completing the request form.

If you have any queries regarding the process, please email the Networks Team at: networks@alumni.ox.ac.uk