

Alumni Leader Best Practices

Sending Emails

Email is a primary tool for keeping your membership engaged and informed. The WVU Alumni Association offers a centralized email service that leverages the University's resources to maximize your reach and professionalism.

Why Use the Centralized System?

Using the Alumni Association's email system offers distinct advantages over sending emails from a personal account or a standalone chapter list:

- **Access to the WVU Foundation Database:** This is the most significant benefit. Sending through us allows you access to the official WVU Foundation constituent lists. This broadens your reach far beyond your own contact list and ensures you are reaching the most up-to-date audience data available.
- **Brand Alignment:** A uniform process ensures that all visuals and messaging are consistent across chapters and align strictly with WVU brand standards.
- **Efficiency:** We utilize existing templates and a uniform process, taking the hassle out of building emails from scratch.
- **Analytics:** Upon request, we can provide data on your email's performance, including open rates, clickthrough rates, and bounces.
- **Coordination:** The WVU Foundation manages the CRM and coordinates with University-wide schedules to prevent "email overload" for your members.

Types of Emails We Send

We can assist your chapter with various types of communications, including:

- Event Announcements and Reminders
- Game Watch Emails
- Chapter Updates (e.g., membership dues, board meeting notices)
- Chapter Surveys
- New Chapter Announcements

The Request Process

Follow this workflow to initiate an email blast for your chapter:

1. **Submit Request:** Contact the Alumni Association staff (Logan Thorne) with your email request. You must include the specific details, visual needs, and your desired timeline. If requesting a graphic, please submit details as soon as possible. The creation of graphics may take up to two weeks depending on workload.
2. **Processing:** Staff will submit an e-comm request through WVU Foundation Services. Please note the standard turnaround time is 3 business days.
3. **Drafting:** The team will draft the email copy and create the necessary graphics.
4. **Review:** You will receive the email draft and graphic for edits or approval.
5. **Scheduling:** Once you approve the content, the email will be scheduled for the requested time.
6. **Asset Sharing:** The graphic created for the email will be sent to you and added to the Chapter Leader Media Kit for use on your social media channels.

Special Timeline: Game Watch Emails

Because Game Watches are recurring and time-sensitive, they follow a strict weekly schedule during the season:

- **Week Prior:** The email draft and graphic are shared with chapters who have indicated they are hosting an event.
- **Monday (Game Week):** The chapter must approve the email draft and graphic.
- **Tuesday (Game Week):** The email is sent to the chapter footprint email list.

Third-Party Platforms

While the Alumni Association provides the official email service described above, we recognize that some chapters choose to maintain their own subscription to paid email platforms.

Why chapters might use this option:

- **Broader Audience:** Fans and friends of WVU who are not alumni
- **Immediate Control:** Allows user to send emails instantly