



EDINBURGH UNIVERSITY SPORTS UNION

ALUMNI RESOURCES GUIDE



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THE ROLE OF AN ALUMNI OFFICER

Congratulations on being elected as your club's alumni officer for 2022/23.

This guide entails a compilation of useful resources, advice, and helpful case studies to ensure that you can make the most out of your time in this role.

Please take the time to familiarise yourself with the procedures and ideas outlined in this guide, however don't hesitate to reach out to your PAO officer with any further questions.

The role of an alumni officer is to act as the link between its current and past members. Although this may seem obvious there are many different ways you can engage alumni including:

- **Hosting alumni events**
- **Celebrating club anniversaries**
- **Using your club alumni fund**
- **Circulating an alumni newsletter**
- **Creating a club archive**
- **Applying for Sports Ball Awards**

Ultimately the role is what you make it. Have fun, and good luck!



KEY CONTACTS

WHO TO CONTACT AND WHEN

THE DEVELOPMENT AND ALUMNI DEPARTMENT

Due to General Data Protection Regulation (GDPR), there are regulations surrounding contacting alumni directly, particularly when asking for donations. As such, when looking to contact alumni your first step should be contacting D&A at **alumni@ed.ac.uk**. Ways in which they can provide assistance include:

- Sending out newsletters or event invites on behalf of your club
- Assist your club in drafting professional and appropriate communications
- Provide advice on fundraising
- Support your club in navigating GDPR

Development and Alumni hold a 'golden copy' of all University Graduates, including from your sports club, hence why engaging them in alumni communications is extremely valuable.

PARTNERSHIPS AND ALUMNI OFFICER

The Sports Union's current Partnerships and Alumni Officer should be your first port of call when needing advice about how you can improve your alumni network.

In particular, when looking to make an application to your club's Alumni Fund, the PAO Officer can support your club in planning and submitting your application.

2022/23 Partnerships and Alumni Officer

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ESTABLISHING AN ALUMNI NETWORK

There are a number of different ways your club can establish an alumni network. As a student volunteer, it is important to find a balance between reaching as many as alumni (through as many different channels) as possible, and with what you can regularly sustain alongside your commitments outside of the role. It is better to prioritise being able to provide high-quality, regular communication with alumni, rather than spreading yourself too thinly. Some of the most common ways you can engage an alumni network are outlined below.

SOCIAL MEDIA

Many clubs make use of their social media platforms to communicate passively with alumni, around events or fundraising. However, it may be worth considering establishing an Alumni FaceBook group (or something similar) to allow your alumni officers to communicate directly with recent alumni.

MAILING LISTS

The Development and Alumni Department at the university have access to the contact details of every graduate from your club. By contacting them, they can assist your club in drafting appropriate communications and forward them to alumni on your behalf.

ALUMNI EVENTS

Arranging one or two alumni events during the year is a great way to keep alumni engaged. This can be in the form of alumni dinners or ceilidhs or some form of current players vs alumni matches.

Many clubs also choose to put special input into alumni events during a year when they have a significant club anniversary. The PAO officer will get in touch with your club before the semester begins if your club is celebrating a significant anniversary that year.



CLUB ANNIVERSARIES

CASE STUDIES FROM 2022/2023

Another way of highlighting your club's alumni network is to celebrate club anniversaries. The PAO will contact clubs at the start of the year with notable anniversaries to discuss how they may want to celebrate it. If you are curious how old your club is, you can email the PAO or consult Bells Conference Room in Pleasance where all founding dates are listed.

50 YEARS OF CURLING

To celebrate their 50th anniversary, members of the curling club hosted a social curling competition between current members and alumni. They also booked a hotel to host a special dinner afterwards.

In order to advertise their event, they got in touch with the D&A Department who forwarded invitations on to their alumni database.

30 YEARS OF WOMEN'S FOOTBALL

Women's Football were awarded the 21/22 Ian Stevens Alumni award at the Sports Ball for their efforts expanding their alumni network and preparing for their club anniversary last year.

The club got in touch with some of their founding members, inviting over 40 members back to play in a large current players versus alumni match.

Additionally, they hosted a special alumni social that evening, established an alumni newsletter, and raised awareness of their club alumni fund.



ALUMNI FUNDING

As a way of staying engaged with the long-term development of clubs, alumni can choose to donate to the Sports Union Alumni Funds. There are two main funds that graduates can contribute to, which serve slightly different purposes. They can also choose to contribute to Sports Scholarships (however this is something your club is unlikely to request direct from alumni). A list of funds can be accessed on the [**EUSU Website**](#).

1866 FUND

The 1866 Fund is the general, overarching fund for the wider sports union. Clubs are unlikely to directly advertise this fund to alumni, but funds from it are used for projects that benefit the Sports Union as a whole. Most recently, funds were used towards the Blues and Colours Gallery in Pleasance Sports Hall.

CLUB ALUMNI FUNDS

As a full member club of the Sports Union, an alumni fund will have been set up on your club's behalf. Club alumni can donate to this fund, and withdrawals can be made towards projects that enhance the club's development.



USING ALUMNI FUNDS

ALUMNI FUND APPLICATIONS

At the start of semester, clubs will be contacted to inform them of the current balance of their alumni fund. After this, clubs are welcome to email the Partnerships and Alumni Officer directly to check the balance of the fund at any other points during the year.

If your club identifies some valuable projects that could benefit from alumni funds, a good first step is to **email the PAO Officer**. They will be able to guide you through the process, confirm your alumni fund has sufficient funds, and provide advice on submitting your application.

Your next step is to fill out the **Alumni Fund Application Form**. This can be accessed through the EUSU Alumni Hub Microsoft Teams Channel, or on the EUSU Website through Committee Info>Supporting Documents>Alumni.

The more detail you can provide in your initial application form, the better your application should be. As a general rule of thumb, ensure that you have the ability to prove the tangible, long-term benefits to your club that your purchase will provide.

The Alumni Fund Panel meets periodically during the year, and will review your application. They may occasionally provide advice on improving your application instead of accepting it first time round, so seeking as much advice as possible before submitting your application form will give it the greatest chance of being accepted.

Should your application be successful, the requested funds will be transferred to your club account once proof of purchase has been provided.



ALUMNI FUNDRAISING

In the event your club would like to prioritise fundraising into your club alumni fund, you should get in touch with the **PAO Officer** to ensure your plans adhere to the University's guidelines on fundraising and contacting alumni.

For in-depth advice on fundraising, you can consult the **Fundraising Guidance Document** on the EUSU website. Further guidance can be found on the EUSU Alumni Hub Teams, or by emailing the PAO Officer, including the Development and Alumni Department's 23/24 Guidance on Contacting Alumni and a sample promotional kit for your alumni fund.

Clubs should link fundraising messages to the **EUSU Donations Page**. This page can be shared via social media, QR codes, in emails to alumni, or at in-person alumni events. Alumni can use this link to access all of the donation options available to them, and can select their preferred option.

Some general advice for clubs looking to grow their alumni fund are as follows:

- Your communication with alumni needs to be at least **'two-clicks'** away from any direct donation page. This means alumni need to go through two or more hyperlinks before parting with any money.
- Any data used to contact alumni must only come from the Development and Alumni Department's 'golden copy' of alumni details, clubs must not hold any details on their own.
- To comply with legislation on explicit consent, clubs cannot include fundraising or donation messages in email signatures.

When using your alumni fund, you will be asked to produce some form of impact report to demonstrate the tangible, long-term benefits to your club. This may be worth bearing in mind during the fundraising stages too, communicating to alumni about the value they can provide to the club's legacy. If you wish to include fundraising messages in your communications with alumni, you should include this in your original contact with the Development and Alumni Department at the University.



CASE STUDIES

IAN STEVENS ALUMNI AWARD 2022/2023:

WOMENS FOOTBALL

Another way to highlight your club to alumni is by showcasing your club's alumni network through applications to the Ian Stevens Alumni Award at the Sports Ball. Women's Football received the award in 22/23 for their outstanding alumni engagement in the year prior. During their alumni day, they managed to reach out to bring over 40 alumni back to their alumni day.

ALUMNI EVENTS: SHINTY ALUMNI CEILIDH

The Shinty club hosted a significant event in October inviting over 60 members to their alumni ceilidh and match. In order to advertise this they used the Development and Alumni Department database, but also got in touch with their governing body to circulate their events to senior clubs throughout the country.



CASE STUDIES

EXAMPLES OF ALUMNI FUND USES

As mentioned above, applications can be made to the alumni fund for any purchases that can provide long-term, tangible benefits to the club. Some notable examples of recent withdrawals include:

- Equipment (including helmets and sticks) for the shinty club
- Weightlifting vests for the weightlifting club
- Weighted rackets for the Badminton club to use for elite training sessions
- High-quality tripods for the Korfball and Badminton clubs to livestream their matches
- New boats for the Boat Club

CLUB ARCHIVE

In celebration of their 130th anniversary, the Edinburgh Shinty Club established a club archive. They used their governing body, the D&A department, social media, and word of mouth through senior clubs to collect donations.

They managed to collect digital resources dating back to the late 1800s, which were a fantastic way to showcase the club, whilst also connecting with old alumni to ensure they remain engaged with the club.,



Edinburgh University Shinty Club's 1930 Team Photo