



THE UNIVERSITY
of EDINBURGH

Contacting your alumni

A guide for EUSU sports clubs





This guide shares important information on how you can contact your alumni through different channels, whilst adhering to important legislation and privacy requirements.

Contacting alumni

Alumni database

Clubs should not keep alumni information lists of previous members as this does not follow GDPR requirements.

The Development and Alumni office holds a “golden copy” of alumni details on behalf of the University and can communicate with alumni on behalf of clubs whilst complying with General Data Protection Regulation (GDPR), the Privacy and Communication Regulation (PECR) and Direct Marketing rules. To this end, clubs should not maintain separate alumni information lists of previous members.

Direct email communications to alumni

If you wish to get in touch with your alumni please email alumni@ed.ac.uk and eusu.partnerships@ed.ac.uk with the following information:

- name of club/society
- contact name
- contact email
- purpose of contacting alumni
- text that you wish to be included in the email
- a link to an online webpage newsletter, if sending a newsletter (a pdf cannot be attached to these emails so a link to a webpage hosted online is required)

The Development and Alumni team will get back to you informing you of how many alumni can be contacted from your group and if any changes need to be made to the content.

Following approval of messaging, the Development and Alumni team will send out emails on the club's behalf.

Please contact the Development and Alumni team at least four weeks in advance of your preferred mailing delivery date to ensure it can be sent on time.



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Direct physical mailings to alumni

For special anniversaries such as 50th, 100th and 150th club anniversaries, the Development and Alumni Office can send physical mailings to alumni and cover the costs of postage.

Please contact alumni@ed.ac.uk and eusu.partnerships@ed.ac.uk if you would like to explore this option. A longer lead time will be required.

Fundraising messaging

If you would like to add fundraising messages to your communications, please allow extra time for the fundraising team to be consulted. An extra check will be required to ensure all alumni are willing to receive fundraising messaging.

Follow-up contact

If alumni get in touch with the club following a mass mailing, you are able to directly respond and engage with these approaches.

It can also be useful to direct alumni to the club's social media pages where you are able to communicate and share information freely.

If an alum informs you they have updated their contact details or would like to update their contact preferences, please forward this information to the alumni@ed.ac.uk mailbox where these updates will be actioned by the Development and Alumni team.

Social media

You are freely able to share information, invitations and fundraising links on your club social media pages.

Review the Alumni Fundraising Guide on the Supporting Documents page of the [EUSU wesbite](http://eusu.wesbite) for further advice on this.

Contacts

For general enquiries on alumni fundraising please contact eusu.partnerships@ed.ac.uk and supporter@ed.ac.uk