|  |  |  |  |
| --- | --- | --- | --- |
| **Promo kit** | | | |
| **Type of message** | **Content** | **Links and/or images** | **Suggested channels** |
| **General**    What is the Alumni Fund? | The Alumni Fund allows past members of your sports club to donate, either regularly or as a one-off payment, in order to financially support club development and legacy building initiatives.    Support via the Alumni Fund has wide-reaching benefits; namely helping minimise financial barriers to sport for current and future members of clubs, while taking their performance to the next level. |  | * If applicable, the club’s website * Club’s newsletter |
| **General**    What is the Alumni Fund? | Want to help your club perform and prosper? You can via the Alumni Fund. Your donation ensures long term club growth for present and future members. Find out more: <https://tinyurl.com/bdz9jz8w> | Linked to ‘[Donations and Sponsorship](https://www.eusu.ed.ac.uk/alumni/donationsandsponsorship/)’ EUSU page  You can create your own assets using these Canva templates:   * [Canva link – Twitter post (General)](https://www.canva.com/design/DAFHb650zuQ/zRe1Jn7Jm88hIfrwKYOV5g/edit?utm_content=DAFHb650zuQ&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton) * [Canva link – Instagram post (General)](https://www.canva.com/design/DAFHboch_qs/TvroA37Zo5rc_HeMswmG2w/edit?utm_content=DAFHboch_qs&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton) * [Canva link – Instagram story (General)](https://www.canva.com/design/DAFHb1S1hQw/3-7FqfTO9gGTTomd64dtRw/edit?utm_content=DAFHb1S1hQw&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton) * [Canva link – Facebook post (General)](https://www.canva.com/design/DAFHbZXaBn4/xuU8Ysdfv7oYf60OthP_7g/edit?utm_content=DAFHbZXaBn4&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton) | * Twitter * Instagram * Facebook |
| **General**    What is the Alumni Fund? | New equipment? ✔️  An extra coach? ✔️  Long lasting impact? ✔️  Help us knock down financial barriers with the Alumni Fund. Be a part of change: <https://tinyurl.com/bdz9jz8w> | Linked to ‘[Donations and Sponsorship](https://www.eusu.ed.ac.uk/alumni/donationsandsponsorship/)’ EUSU page  You can create your own assets using these Canva templates:   * [Canva link – Twitter post (General)](https://www.canva.com/design/DAFHb650zuQ/zRe1Jn7Jm88hIfrwKYOV5g/edit?utm_content=DAFHb650zuQ&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton) * [Canva link – Instagram post (General)](https://www.canva.com/design/DAFHboch_qs/TvroA37Zo5rc_HeMswmG2w/edit?utm_content=DAFHboch_qs&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton) * [Canva link – Instagram story (General)](https://www.canva.com/design/DAFHb1S1hQw/3-7FqfTO9gGTTomd64dtRw/edit?utm_content=DAFHb1S1hQw&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton) * [Canva link – Facebook post (General)](https://www.canva.com/design/DAFHbZXaBn4/xuU8Ysdfv7oYf60OthP_7g/edit?utm_content=DAFHbZXaBn4&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton) | * Twitter * Instagram * Facebook |
| **General**    How can I donate to the fund? (Direct ask) | Big, small and everything in between, consider donating to our Alumni Fund today. Your support is invaluable and has tangible impact on our club. Donate here: <https://tinyurl.com/bdz9jz8w> | Linked to ‘[Donations and Sponsorship](https://www.eusu.ed.ac.uk/alumni/donationsandsponsorship/)’ EUSU page  You can create your own assets using these Canva templates:   * [Canva link – Twitter post (General)](https://www.canva.com/design/DAFHb650zuQ/zRe1Jn7Jm88hIfrwKYOV5g/edit?utm_content=DAFHb650zuQ&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton) * [Canva link – Instagram post (General)](https://www.canva.com/design/DAFHboch_qs/TvroA37Zo5rc_HeMswmG2w/edit?utm_content=DAFHboch_qs&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton) * [Canva link – Instagram story (General)](https://www.canva.com/design/DAFHb1S1hQw/3-7FqfTO9gGTTomd64dtRw/edit?utm_content=DAFHb1S1hQw&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton) * [Canva link – Facebook post (General)](https://www.canva.com/design/DAFHbZXaBn4/xuU8Ysdfv7oYf60OthP_7g/edit?utm_content=DAFHbZXaBn4&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton) | * Twitter * Instagram * Facebook |
| **General**  How can I donate to the fund? | Ready to make a change and shape the future of your club? We’re ready for you. Find out how you can help: <https://tinyurl.com/bdz9jz8w> | Linked to ‘[Donations and Sponsorship](https://www.eusu.ed.ac.uk/alumni/donationsandsponsorship/)’ EUSU page  You can create your own assets using these Canva templates:   * [Canva link – Twitter post (General)](https://www.canva.com/design/DAFHb650zuQ/zRe1Jn7Jm88hIfrwKYOV5g/edit?utm_content=DAFHb650zuQ&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton) * [Canva link – Instagram post (General)](https://www.canva.com/design/DAFHboch_qs/TvroA37Zo5rc_HeMswmG2w/edit?utm_content=DAFHboch_qs&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton) * [Canva link – Instagram story (General)](https://www.canva.com/design/DAFHb1S1hQw/3-7FqfTO9gGTTomd64dtRw/edit?utm_content=DAFHb1S1hQw&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton) * [Canva link – Facebook post (General)](https://www.canva.com/design/DAFHbZXaBn4/xuU8Ysdfv7oYf60OthP_7g/edit?utm_content=DAFHbZXaBn4&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton) | * Twitter * Instagram * Facebook |
| **Impact**  How a donation has been used | Thank you! Through your support, and the Alumni Fund, we were able to refurbish two of our coxed boats 💪  You’re a part of real change and we’re so grateful. Thank you. | Image/video of equipment in use or you can create your own assets using these Canva templates:   * [Canva link – Twitter post (Impact)](https://www.canva.com/design/DAFHbq9Kszw/rx1MnvsNucpqtFABbOfKVA/edit?utm_content=DAFHbq9Kszw&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton) * [Canva link – Instagram post (Impact)](https://www.canva.com/design/DAFHbda18T0/ZwjpDvWV3hvc8KxXqwSBqQ/edit?utm_content=DAFHbda18T0&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton) * [Canva link – Instagram story (Impact)](https://www.canva.com/design/DAFHbSOdkYs/4EZQzareABNYKdmi79HkIA/edit?utm_content=DAFHbSOdkYs&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton) * [Canva link – Facebook post (Impact)](https://www.canva.com/design/DAFHbskXBVo/YHhPkMnxmIZISgcIyxjpzQ/edit?utm_content=DAFHbskXBVo&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton) | * Twitter * Instagram * Facebook |
| **Impact**  How a donation has been used (with direct ask) | Meet Felix, our new fencing coach. Without your support, we wouldn’t be able to benefit from his expert knowledge – thank you to our alumni!  If you are not already, can we take this opportunity to encourage you to consider donating to our Alumni Fund. Each donation gets us a step closer to further improvements for the club. Our next goal is to upgrade our headgear, visit here to donate and help make this happen: <https://tinyurl.com/bdz9jz8w> | Linked to ‘[Donations and Sponsorship](https://www.eusu.ed.ac.uk/alumni/donationsandsponsorship/)’ EUSU page  Image of coach (with permission) and team or you can create your own assets using these Canva templates:   * [Canva link – Twitter post (Impact)](https://www.canva.com/design/DAFHbq9Kszw/rx1MnvsNucpqtFABbOfKVA/edit?utm_content=DAFHbq9Kszw&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton) * [Canva link – Instagram post (Impact)](https://www.canva.com/design/DAFHbda18T0/ZwjpDvWV3hvc8KxXqwSBqQ/edit?utm_content=DAFHbda18T0&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton) * [Canva link – Instagram story (Impact)](https://www.canva.com/design/DAFHbSOdkYs/4EZQzareABNYKdmi79HkIA/edit?utm_content=DAFHbSOdkYs&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton) * [Canva link – Facebook post (Impact)](https://www.canva.com/design/DAFHbskXBVo/YHhPkMnxmIZISgcIyxjpzQ/edit?utm_content=DAFHbskXBVo&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton) | * Instagram * Facebook * Club website |
| **Impact**  How a donation has been used, but not necessarily from the Alumni Fund. Segues into Alumni Fund. | Is that the fresh smell of new equipment in the air? Yes, yes it is 🔥  Check out our [insert equipment name], all thanks to the Equipment Fund. We appreciate it!  Want to support us for future development? Check out the Alumni Fund: <https://tinyurl.com/bdz9jz8w> | Linked to ‘[Donations and Sponsorship](https://www.eusu.ed.ac.uk/alumni/donationsandsponsorship/)’ EUSU page  Image/video of equipment in use or you can create your own assets using these Canva templates:   * [Canva link – Twitter post (Impact)](https://www.canva.com/design/DAFHbq9Kszw/rx1MnvsNucpqtFABbOfKVA/edit?utm_content=DAFHbq9Kszw&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton) * [Canva link – Instagram post (Impact)](https://www.canva.com/design/DAFHbda18T0/ZwjpDvWV3hvc8KxXqwSBqQ/edit?utm_content=DAFHbda18T0&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton) * [Canva link – Instagram story (Impact)](https://www.canva.com/design/DAFHbSOdkYs/4EZQzareABNYKdmi79HkIA/edit?utm_content=DAFHbSOdkYs&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton) * [Canva link – Facebook post (Impact)](https://www.canva.com/design/DAFHbskXBVo/YHhPkMnxmIZISgcIyxjpzQ/edit?utm_content=DAFHbskXBVo&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton) | * Twitter * Instagram * Facebook |
| **Impact**  How donations have been used (retrospectively) and engaging in a way to decide what next focus will be | Last term the Alumni Fund allowed us to purchase our amazing [equipment name]. We’ve been loving using it and we’re so thankful to our equally amazing supporters.  This term, we want to hear from you! Help us decide what our next purchase should be and vote below [poll below with two viable options].  After you’ve voted, we’d love for you to donate here: [https://tinyurl.com/bdz9jz8w](https://tinyurl.com/bdz9jz8w.)  Results to be announced [insert date]. | Linked to ‘[Donations and Sponsorship](https://www.eusu.ed.ac.uk/alumni/donationsandsponsorship/)’ EUSU page  Poll (all social media channels will have the option to do this)  You can create your own assets using these Canva templates:   * [Canva link – Twitter post (Voting starts)](https://www.canva.com/design/DAFHtrEVwv4/RZxRnjC7ro4ITyvD66qeMg/edit?utm_content=DAFHtrEVwv4&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton) * [Canva link – Instagram post (Voting starts)](https://www.canva.com/design/DAFHt1Nz4T8/fL3qvFuL23_ih4-_qKd-Ug/edit?utm_content=DAFHt1Nz4T8&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton) * [Canva link – Instagram story (Voting starts)](https://www.canva.com/design/DAFHtn_rwl8/pgNopBz8FjTj8qzMluipoA/edit?utm_content=DAFHtn_rwl8&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton) * [Canva link – Facebook post (Voting starts)](https://www.canva.com/design/DAFHt6SXgnI/UXyKfQlpUTqePaGzXnQy1Q/edit?utm_content=DAFHt6SXgnI&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton) | * Instagram * Facebook * Website |
| **Impact**  Poll results | You've voted, we’ve listened, drumrolls at the ready...our next Alumni Fund application will be for a [insert poll winner].  We’re so excited and your donations can help bring this proposal to life. Donate here to support: <https://tinyurl.com/bdz9jz8w/.> | Linked to ‘[Donations and Sponsorship](https://www.eusu.ed.ac.uk/alumni/donationsandsponsorship/)’ EUSU page  You can create your own assets using these Canva templates:   * [Canva link – Twitter post (Voting results)](https://www.canva.com/design/DAFHt9Xi2G8/hhu7Kx1gKn4a4SWNY4J8mQ/edit?utm_content=DAFHt9Xi2G8&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton) * [Canva link – Instagram post (Voting results)](https://www.canva.com/design/DAFHtzfAs_Y/HEc9i0ZRHh77ZtcyYqlypA/edit?utm_content=DAFHtzfAs_Y&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton) * [Canva link – Instagram story (Voting results)](https://www.canva.com/design/DAFHtzfAs_Y/HEc9i0ZRHh77ZtcyYqlypA/edit?utm_content=DAFHtzfAs_Y&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton) * [Canva link – Facebook post (Voting results)](https://www.canva.com/design/DAFHt9Xi2G8/hhu7Kx1gKn4a4SWNY4J8mQ/edit?utm_content=DAFHt9Xi2G8&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton) | * Instagram * Facebook * Website |
| **Events**  Post-event post | What a night!  Thank you so much for attending [add event here]. We love that our alumni stay engaged and if you’d like to find out more about ways you can support the club take a look here: <https://tinyurl.com/3y4fke64>. | Linked to [Alumni Fund Success Stories](https://www.eusu.ed.ac.uk/alumni/fundsuccess/)  Alumni event pictures or you can create your own assets using these Canva templates:   * [Canva link – Twitter post (Events)](https://www.canva.com/design/DAFHcH_L554/vWwIVxYa9RH9eEKSOaQE-A/edit?utm_content=DAFHcH_L554&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton) * [Canva link – Instagram post (Events)](https://www.canva.com/design/DAFHcOjK3nU/LJwDwfjAFWGAknTkseLT2A/edit?utm_content=DAFHcOjK3nU&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton) * [Canva link – Instagram story (Events)](https://www.canva.com/design/DAFHb9XPm2I/XfzkB2ZPnhf2FbFAS3uwcA/edit?utm_content=DAFHb9XPm2I&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton) * [Canva link – Facebook post (Events)](https://www.canva.com/design/DAFHb6mPkqE/QF-PKOKXNRJ_1MQ3h4fWtA/edit?utm_content=DAFHb6mPkqE&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton) | * Twitter * Instagram * Facebook |
| **Events** | Forever a [club name] alumni 💖  What does being a [club name] alumni mean?   * Attend our [event name] * Support the club through our Alumni fund [Donations and Sponsorship (ed.ac.uk)](https://www.eusu.ed.ac.uk/alumni/donationsandsponsorship/) * Play in our alumni matches | Linked to: [Donations and Sponsorship (ed.ac.uk)](https://www.eusu.ed.ac.uk/alumni/donationsandsponsorship/)  Alumni event pictures or you can create your own assets using these Canva templates:   * [Canva link – Twitter post (Events)](https://www.canva.com/design/DAFHcH_L554/vWwIVxYa9RH9eEKSOaQE-A/edit?utm_content=DAFHcH_L554&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton) * [Canva link – Instagram post (Events)](https://www.canva.com/design/DAFHcOjK3nU/LJwDwfjAFWGAknTkseLT2A/edit?utm_content=DAFHcOjK3nU&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton) * [Canva link – Instagram story (Events)](https://www.canva.com/design/DAFHb9XPm2I/XfzkB2ZPnhf2FbFAS3uwcA/edit?utm_content=DAFHb9XPm2I&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)   [Canva link – Facebook post (Events)](https://www.canva.com/design/DAFHb6mPkqE/QF-PKOKXNRJ_1MQ3h4fWtA/edit?utm_content=DAFHb6mPkqE&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton) | * Twitter * Instagram * Facebook |

**Suggested email template for club newsletter**

Dear alumni of [club name],

We are delighted to share with you the latest edition of the [club name] newsletter. Please visit our website [link to newsletter on website] to find out more.

This edition features an update from the club’s current president/committee, highlights from latest competitions/matches, as well as exciting updates on new club developments/kit purchases, made possible through alumni donations to our club fund.

We hope you enjoy reading this latest issue and please feel free to get in touch at any time at [club email].

Best wishes,

[Sign off]

[Link to club website]

**Suggested wording for club website**

Are you looking for ways to support your club? Do you want to help current and future members take their performance to the next level?

You can donate to our fund here either through regular monthly donations or a one-off payment. Any donation makes a difference, and every donation is a step closer to [add example e.g. an extra coach] or [add example e.g. a new boat].

We are eternally grateful to all our supporters for their ongoing support.