

# ***ALUMNI CLUB LEADERS FORUM***

January 15, 2025



PURDUE FOR LIFE  
FOUNDATION

# *Purdue Alumni Clubs Forum*

## Reminders & Instructions

- **This forum is being recorded to share along with slides and chat content**
- **Participants will be muted**
- **Questions should be submitted using the chat function**



# *Purdue Alumni Clubs Forum*

## Agenda

- **University Updates**
- **Purdue for Life Foundation Updates**
- **Email Builds**
  - **Broad Based Campaigns Digital Staff**
- **Alumni Clubs Updates**
  - Events
  - Scholarships
  - Club webpages



# *Purdue Alumni Clubs Forum*

## University Updates

- **Do you know an outstanding young engineering alum? If so, consider nominating them for Engineering's 38 by 38 Award**
  - Why 38? – the award is inspired by the legacy of alumnus Neil Armstrong who was 38 years old when he became the first person to set foot on the moon
  - Nomination website: <https://my.reviewr.com/s2/site/purdue-engineering-38-38-nomination>
  - Deadline: January 31, 2025



# *Purdue Alumni Clubs Forum*

## **Purdue for Life Updates – Jillian Henry, VP Engagement**

### ▪ **Welcome Ilenia Herrera Lutz, Senior Director Alumni Clubs**

- 2 x Purdue Alumna (BA in Communications and MA in Spanish)
- First day is Tuesday, January 21



Ilenia has 16 years of global engagement experience with Accenture and Duck Creek Technologies, specializing in HR strategy, organizational change management, building high-performance teams, and culture and employee engagement.

Purdue Women’s Network Founders Circle Member (ICPW), PWN Chicago Chapter Co-Lead (2023–Present), Executive Committee Member, Office of the Provost I&D Task Force Member (2019), and College of Liberal Arts Alumni Board Member.

Originally from Panama City, Panama, Ilenia is married to her college sweetheart, Scott, and is the proud mom of Ian, a rising senior at Purdue. In her free time, Ilenia enjoys traveling with her family, exploring new cuisines, and indulging in her love for reading and culinary adventures.





# Purdue Alumni Clubs Forum

## Purdue for Life Updates – Jillian Henry, VP Engagement

### ▪ Naples

- February 11 - 15, 2025
- Naples, FL

### ▪ Boilermaker Ball

- Saturday, March 1 from 5:30-8:30 pm
- Indianapolis Marriott Downtown
- *Vive le Mardi Gras!*



# Clubs Taskforce Update - January

Two challenges have been identified:

Challenge #1 – **PROCESSES: How might we improve processes for club leaders to support them more?**

- (Bob Thorley, Brett Highley, Lauren Tomlinson, Lisa Pluckebaum, Natalie Ulery, LeAnne Williams, Jillian Henry)
  - *How might we make the event / e-mail submission system even easier?*
  - *How might we strengthen communications to alumni while respecting the privacy of alumni data?*
  - *How might we have customized generational targeted marketing so the right message hits the right audience?*

Challenge #2 – **RESOURCES: How might we provide resources to club leaders to support them more?**

- (Jim Overman, Sara Nash, Deeni Taylor, Julie Tovey, Michelle Crabtree, Rochelle Zou, Jillian Henry, Susie Saberniak)
  - *job descriptions, lay out expectations, clear understanding on recognition program, trainings on e-mail and event form submission, removing board members, recruiting board members, running elections, templates, etc.*
  - *mentoring model that connects with leaders individually? Themed around club challenges / issues we face.*



# ***Purdue Alumni Clubs Forum***

## **Purdue for Life Updates – Presidential Travel**

- **Atlanta – March 17 & 18**
- **Raleigh / Durham – March 19**
- **Nashville – March 20**
- **Colorado Springs – April 14**
- **Japan – April 23**
- **Los Angeles – May 21**
- **Bay Area / San Francisco – May 22 & 23**
- **Chicago – June 12**
- **Boston, NYC, Philadelphia – June 22 -28**



# *Purdue Alumni Clubs Forum*

## **Purdue for Life Updates – Tax Questions**

- **No tax filing necessary for any clubs EXCEPT:**

### **Clubs that have a 501c3**

- **Annual Business Entity Form**
- **990**

# ***Alumni Clubs – Email Builds***

## **BBC Digital Team**

- **Skylar Krepton, Project Manager Digital Campaigns**
- **Natalie Ulery, Project Manager Digital Campaigns**

# ***Alumni Club Email Process***

## **Rules for Alumni Club Email Communications:**

- Encourage monthly newsletter sends for each club to create consistency and stronger engagement
  - If multiple event email sends are requested to go out separately and not combined into a newsletter – **ONLY 2 EMAILS PER WEEK WILL GO OUT ON THE CLUB’S BEHALF (excluding pre-events)**
- **For Event Invite Emails:**
  - ***If a request is submitted a month before event date:***
    - ✦ At least two email touchpoints will go out about the event (Ex: Newsletter and reminder or invite and reminder)
    - ✦ A pre-event email will be sent to registrants (when applicable)
  - ***If a request is submitted less than a month before event date:***
    - ✦ One email touchpoint will go out about the event (Newsletter or invite)
    - ✦ A pre-event email will be sent to registrants (when applicable)
- **For Non-Event Email Process**
  - ***The club will receive one touchpoint via newsletter or standalone email***

# *Alumni Club Email Statistics*

## Average PFL Q2 Stats:

Email Open Rate	Email Click Rate	Email Total Opens	Email Unique Clicks	Email Total Unsubscribes	Email Sends
56.33 %	6.34 %	6,828	123	26	10,979

## Average Alumni Clubs Q1 Stats:

Email Open Rate	Email Click Rate	Email Total Opens	Email Unique Clicks	Email Total Unsubscribes	Email Sends
55.31 %	2.73 %	2,069	33	6	3,087

## Average Alumni Clubs Q2 Stats:

Email Open Rate	Email Click Rate	Email Total Opens	Email Unique Clicks	Email Total Unsubscribes	Email Sends
53 %	2.46 %	3,704	58	12	5,323

# *Personalizing Emails*

- **Add personalization to subject lines and/or body of text**
  - We have found emails that are more personalized/constituent centered have higher open and engagement rates

## WELCOME

Olivia, welcome to the Newsletter of the Purdue Alumni Club of San Antonio! Here you will find a list of our upcoming events. We look forward to meeting you and connecting through our community events. Boiler up!

Subject: Olivia, check out the San Antonio Monthly Newsletter!

Preheader:

Subject: Olivia, You're invited to our Fall Purdue Alumni Club Beer Tasting & Pizza at MotoSonora!

Preheader: Join fellow Boilers for some great socializing, beer, and pizza!

# Dynamic Content

- Adding dynamic content allows you to add content for a group of individuals within the population
- This would be a great thing to use for annual events
  - We can use dynamic content to highlight those who registered last year
    - “We hope you will join us again this year at the annual \_\_\_\_\_”
- Use dynamic content to advertise PAA Memberships!
  - Club funding is based off the number of PAA memberships
  - Consider adding a footer image or text block to those who are not PAA members, encouraging them to obtain a membership.

Purdue Alumni Club of San Diego's  
Annual Scholarship Golf Classic  
*Scholarships Funds for SD County Resident Purdue Students*

Steele Canyon Golf Club  
3199 Stonefield Dr., Jamul, CA 91935

*The Purdue Alumni Club of San Diego is conducting its Annual Scholarship Golf Classic, on Sunday, June 8, 2025. We hope you will join us again, Olivia! The Annual*

%%FirstName%%,

Renew your membership today, and receive a one-of-a-kind Purdue basketball jersey lapel pin—an exclusive offer for Purdue Alumni Association members! These pins will change from year to year, so start building your Purdue lapel pin collection today.

Click here to renew your membership and stay connected to Purdue—literally!





# *Club Scholarships*

- **Advertise Alumni Club scholarships at the bottom of Alumni Club newsletters – help obtain new donors**
  - Include giving link in prominent text at the bottom of emails
  - Include giving link in a banner at the bottom of emails

## GENERAL CLUB NEWS

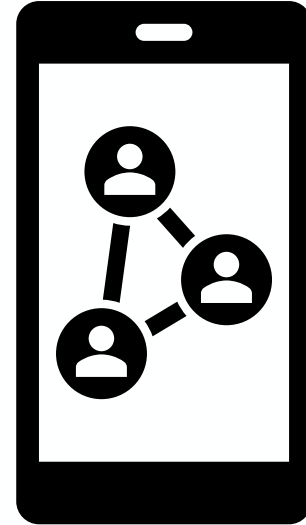
Please consider making a donation to our scholarship fund [here](#).

**Show Your Pride, Loyalty, and Passion for Purdue!**  
**[Support Our Scholarship Fund](#)**

# *What else can you do?*

- **Social Media**

- Use your club's social media pages to advertise upcoming events
- Share your club's content on your personal Facebook pages
- Grow your club's following on social media channels



# ***Club Scholarships***

- Advertise Alumni Club scholarships at the bottom of Alumni Club newsletters – help obtain new donors
  - Include giving link in prominent text at the bottom of emails
  - Include giving link in a banner at the bottom of emails

## **GENERAL CLUB NEWS**

Please consider making a donation to our scholarship fund [here](#).

**Show Your Pride, Loyalty, and Passion for Purdue!**  
**Support Our Scholarship Fund**

# *Alumni Clubs*



# Tickets to Sporting Events

- Club events with major sports teams
  - Clubs need to work directly with the team for ticket sales
  - Link to purchase the tickets will be on the event page and/or in the email send

📅 Dec 19, 2024 7:30 PM CST

## Purdue University Ticket Pack

[View All Offers for This Group](#)

Purchase a Purdue University Ticket Pack and receive an exclusive Co-Branded '47 Brand Blackhawks Hat with every ticket.

We're celebrating students, alumni and fans of Purdue on December 19! This Purdue University Ticket Pack includes a ticket to the Blackhawks vs. Kraken game at the United Center and an exclusive co-branded '47 hat. Come out and show your Boilermakers pride!

\*Purchases must be made through this Special Ticket Offer page OR with a Group Sales representative to receive the exclusive item. Third-party purchases will not include the item as this is not a stadium-wide promotion.



## Blackhawks v. Kraken - Purdue University Ticket Pack **SOLD OUT**

📅 Dec 19, 2024 7:30 PM CST

📍 United Center - Blackhawks

1901 W Madison St, Chicago, IL 60612, US

**Purchase Deadline: Dec 19, 2024 6:30 PM CST**

No Tickets Available

**Sold Out**

# Clubs Updates

## ▪ Donations to non-profits

- We will not include the direct donation link to a non-profit
- We can include the link to a non-profit's general website

## ▪ Facebook Group

- Search for "Purdue Alumni Club Leaders"
- Click on "Join Group"
- Answer three questions and we will approve admission

## ▪ Alcohol

- PFL has contracts with two bourbon distillers and does not allow any retail sales of liquor
- Tastings at a local distillery/brewery/winery are fine
- Questions on planning an event? Reach out to us





# Webpages

- **Club Webpages**
  - Updates have been completed!
- **Layout**
  - Club name
  - Welcome – approximate number of constituents and general area covered and link to events page
  - Scholarship information – link to application and link to donation page
  - Merchandise – link to the club store
  - Purdue Alumni Association membership
  - Contact – current president and email
  - Social Media links
- **Updates**
  - A few more updates will be made by our graphic designers. Stay tuned!
  - Requests for updates to your club page can be made here: <https://www.purdueforlife.org/alumni-leaders/clubs/club-webpage-update-request/>

# Scholarship Reminders

## Upcoming Dates

### ▪ January

- 15<sup>th</sup> – Admissions release date and deadline to donate additional funds to the scholarship account for awarding
- 25<sup>th</sup> – Deadline for incoming freshmen to submit the scholarship application and scholarship committee member submission
- 27<sup>th</sup> – scholarship applications will be sent to scholarship committee members who have signed the Statement of Integrity form

### ▪ February

- 15<sup>th</sup> – Deadline for scholarship committee chair to submit incoming freshmen awardees

### ▪ March

- 1<sup>st</sup> – Deadline for current students to submit the scholarship application
- 31<sup>st</sup> – Deadline for scholarship committee chair to submit current student awardees
- DFA will begin sending out award notifications – typically early to mid-March



# *Final Reminders*

- **Quarterly Bank Statements**
  - Due today – January 15
  - Upload second quarter statements – October/November/December - <https://www.purdueforlife.org/alumni-leaders/clubs/alumni-club-quarterly-financial-report/>
  - Statements need to be submitted to receive second half of engagement funds
- **New members on your board?**
  - Submit updates: <https://www.purdueforlife.org/alumni-leaders/clubs/alumni-club-leadership-roster/>
- **Game Watches**
  - Submission dates for regular season: Monday, January 20 and Monday, February 17
  - Email sends on January 22 and February 19
- **ALVC – Thursday and Friday, September 11 & 12, 2025**



# ***THANK YOU!***

- The next forum will be Wednesday, February 19, 2025
- Recordings of past forums are available on the Alumni Club Resource Library website: <https://www.purdueforlife.org/alumni-leaders/clubs/resource-library/>

**IT'S A PRIVILEGE TO BE A  
BOILERMAKER**



**PURDUE FOR LIFE  
FOUNDATION**