Alumni Chapter E-newsletter Guidelines

Chapter e-newsletters are electronic communications to ASU alumni within a specific region, special interest or academic affiliation. Chapter e-newsletters are sent every Wednesday by the ASU Alumni Association. The deadline for submissions is always at Noon the Friday before the requested Wednesday send date, unless notified as otherwise. Please submit your request through the Chapter Email Marketing Request form in the Online Toolkit.

You can request to send an e-newsletter every week; however, you are encouraged to read the recommendations provided below based on the research data that we have been collecting.

Event Promotion

In order for events to be included in Chapter e-newsletters, include the following information in the outlined format.

- Title
- Date & Time
- Location (include address)
- Description
- Cost & Registration (if applicable)
- Contact

All events must have been previously submitted to the ASUAA staff through a calendar announcement or event registration form request to be included in Chapter e-newsletters. These requests can be submitted through the Online Toolkit. (Note: Game watching parties do not require a calendar announcement or registration form. All game watchings are listed on the game watching map page.)

Recommendations

- Focus on 2-3 items that you wish to highlight with upcoming events listed near the top.
- Provide updated and/or different content each time.
- Keep each item to 2 paragraphs or less. Additional content can be posted to your chapter/club web page and linked back to the e-newsletter. (Chapters should send regular webpage content updates to keep their page fresh and informative.)
- Limit your communications to once or twice a month. The current open rate for ASUAA Chapter e-newsletters is 10-15%. Research indicates that sending repetitive information numerous times causes email fatigue.
- Think of a clever subject line that begs your recipients to open the email.
- If you are not already doing so, include pictures when possible. If it is an event you organize annually, remember to take pictures for communication purposes.
- Check to see if your communication is working. Ask your attendees where they heard about the event. Share results with us as this helps us build best practices.

Content Ideas

- Event Promotion & Recap (include photos)
- Alumni Profiles or Q&A
- Online Contests/Giveaways

Things to Avoid

- Using all capital letters in the subject line, or terms like win, money, $$, free