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 1st and 3rd Wednesday of the month 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 1st and 3rd 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)
- Cost & Registration (if applicable)
- Contact
- Description

All events must have been previously submitted to the ASUAA staff through an 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 1 paragraphs (2 to 3 sentences).
- Additional content can be posted to your chapter/club web page
- Submit/ send regular webpage content updates
- The current open rate for ASUAA Chapter e-newsletters is 10- 15%. Research indicates that sending repetitive information numerous times causes email fatigue.
- 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.