
ARKANSAS ALUMNI ASSOCIATION CAMPUS PARTNERS

The Arkansas Alumni Association, as part of the Division of Advancement, provides resources for University of Arkansas' departments, colleges and schools to facilitate communications. Our goal is to provide services that connect, engage, serve and maintain a relationship with our alumni. Let us help you connect with your alumni effectively!

The Campus Partner agrees to the following:

- Share biographical updates received from alumni with our records team at records@arkansasalumni.org.
- Any emails sent by the Association on behalf of a department, college and/or school must include a status block with a centralized update your information link.
- Let the Advancement Records Department manage your constituent data. The department, college and/or school does not need a separate database of alumni.
- Provide any class note updates received from alumni.
- Notify the alumni association of events targeted to involve alumni.
- Include a link to the 'update your record form' on the Alumni section of your webpage.

In exchange, the Arkansas Alumni Association agrees to provide the following:

- Mailing labels upon request (for UA business only non-fundraising related).
- Access to broadcast email services (up to one email per week).
- Training on email software including access to analytics.
- Demographic Profiles of alumni of department upon request.
- Class Notes submitted by alumni upon request
- Event support services:
 - Customized online event registration
 - Participation tracker for event attendees registering online. The Association will provide a list of registered event attendees.
 - Online paid event registration will incur a 5% service charge. **
 - Cross promotion of alumni events in our bimonthly event newsletter
 - Membership marketing and promotional materials for distribution at alumni functions as available.

Visit www.arkansasalumni.org/campuspartners for information and links to all our services.

Email and Event Request Form

www.arkansasalumni.org/cpemailform

Once your request is received, the Arkansas Alumni Association staff will contact you within two business days to confirm receipt and provide planned distribution dates for each element of your request.

Email Requests: must be made at least one week in advance of the requested distribution date. **A separate request must be submitted for each requested distribution.** If your requested date is not available, we will provide you with alternative options before confirming your distribution date. You are limited to one email per week.

Event Registration Requests: must be made at least 45 days before the event date. Registration forms will be built within 10 business days of receiving complete event information.

Event Promotion Requests: Event newsletters are distributed on the 1st and 3rd Wednesday of each month. Requests to include an event promotion in the newsletter must be submitted by midnight on Monday the week before the email distribution date. A separate form must be submitted for each requested inclusion. The Arkansas Alumni Association reserves the right to determine the best issue for your request to run, based on the availability of space and other concerns.

Promotional Items

www.arkansasalumni.org/promos

Once your request is received, the Arkansas Alumni Association staff will contact you within two business days to confirm receipt and follow up with any questions. All requests for membership material and promotional items must be submitted at least 10 business days before the data is needed.

If you are hosting an alumni event on The Hill or on the road and would you like to distribute Alumni Association membership information and promotional giveaways at your function, complete the Promotional Item Request Form. Increasing membership of the Arkansas Alumni Association must be an active component of the event.

Membership applications will be included in each swag distribution. Please help us increase membership so we can continue to provide this service to you!

Report Request Form:

www.arkansasalumni.org/cpreport

Once your request is received, the Arkansas Alumni Association staff will contact you within two business days to confirm receipt and follow up with any questions. All requests for lists, labels and/or profiles must be submitted at least **10 working days before the data is needed.**

The Division of Advancement Record Release Policy governs the distribution of alumni records. You must review and agree to abide by the policy to receive this records information.

If an applicable mailing yields any updated address information, please share promptly with the Records Team, records@arkansasalumni.org, to ensure that records remain as up-to-date as possible for future mailings. A copy of the actual mailing must be reviewed and cleared by the Alumni Office at the time the request is made, or before receiving the requested data.

Labels will exclude anyone who has requested to be removed from the mailing list.