

WEBSITE

- The alumni association can set up and host a website for your group.
- New websites can take up to six weeks to create. Updates take one to three days, Monday through Friday.
- Benefits of a website:
 - o An online presence and resource for your group
 - o Analytics to measure how frequently your website is visited
 - o Plugins for PayPal, Square and forms for event registration
 - o Donate button that allows for online donations to the group's scholarship account
 - o Links to group social media accounts and university resources

EMAIL

- The alumni association can create and send emails on behalf of your alumni group.
- To request an email, alumni clubs should visit go.osu.edu/clubrequests and alumni societies should visit go.osu.edu/societyrequests.
- Requests for email should be made at least two weeks prior to the ideal send date. Depending on the timing of your event, a reminder email can also be sent.
- Benefits of emails include:
 - o Sharing information with local alumni outside of your membership
 - o Analytics to measure the reach and engagement of your messages
- Ohio State branded messages are delivered from your group's osu.edu email. Any responses to the email will automatically be forwarded to the person(s) on your group's board whose email is linked to the osu.edu address.

PRINT

- The alumni association can create and send print pieces such as membership postcards and event invitations on behalf of your alumni group.
- Requests for print pieces should be made at least six weeks prior to your ideal arrival date.
- Scarlet-level groups receive two free print pieces each fiscal year and Gray-level alumni groups receive one. Groups may request and pay (printing and postage) for additional print pieces.

Alumni who need to update their contact information to receive these communications should visit go.osu.edu/updateyourinfo or contact **1-800-762-5646**