

Re-engaging alumni, one milestone anniversary at a time

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Imperial's alumni community

- Approx. 240,000 alumni in over 200 countries
- 36 regional alumni groups, run by volunteers
- 1,329 alumni volunteered to support the College last year, giving over 10,647 hours of their time
- Range of services and benefits (online platform, career support, etc.)
- Receive regular, tailored communications & event invitations
- 74% are contactable (= population of Channel Islands)



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... but what about the remaining 26%?





The milestone campaign

Celebrating milestone alumni

- cross-team collaborative campaign that celebrates milestone graduation anniversaries from 5 to 70 years
- Highly personalised campaign
- Promotion in newsletters, social media, website, magazine, over the phone

Campaign goals

1. Gather email consent from a broad section of alumni
2. Re-engage lapsed or unengaged graduates
3. Build a sense of community and belonging

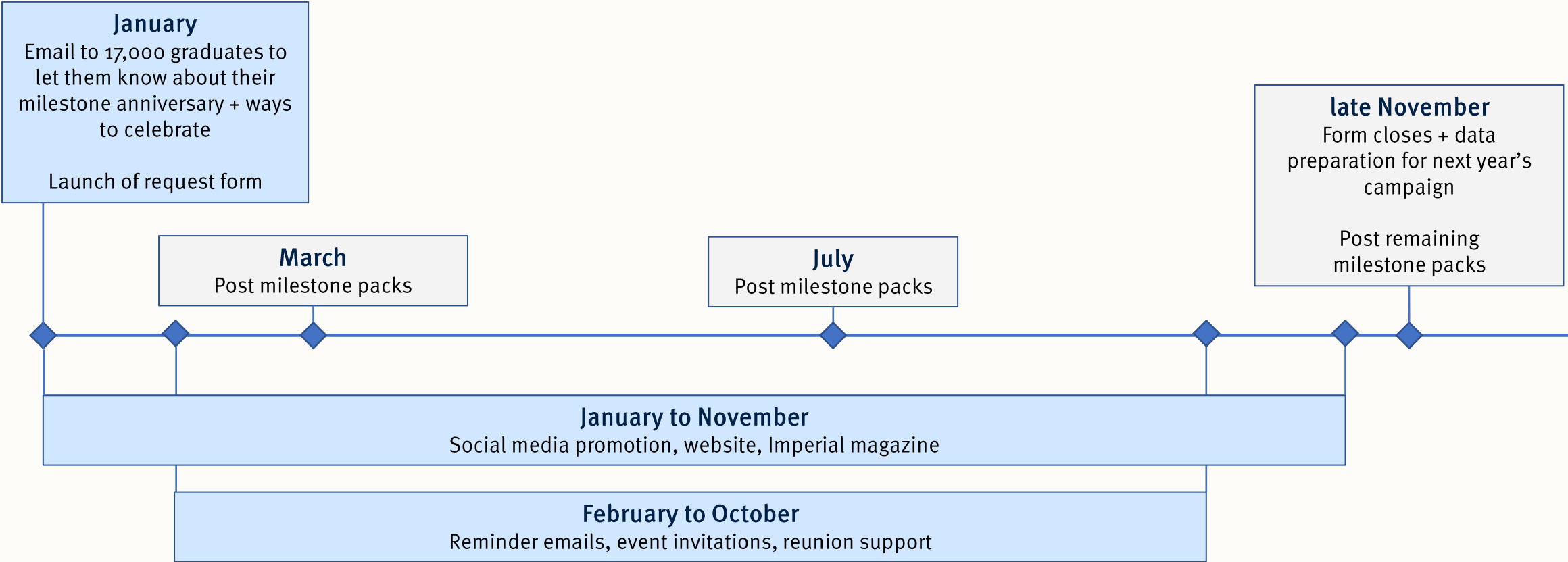


The postal pack

- Alumni offered a free milestone pack
 - Souvenir pack of illustrated postcards
 - Anniversary pins
 - Pins honouring our constituent medical schools
- Had to complete online form to request their pin and confirm address (posted free of charge)
- Form included ask for email consent
- Alumni had to complete form to receive postal pack **but** didn't have to provide email address
- → Collect email consent in an effective and low-risk way

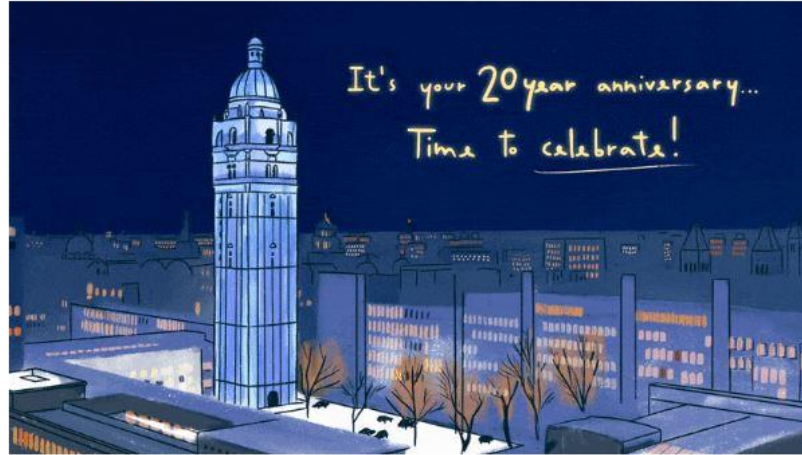


The launch timeline



Imperial College London

Imperial College London



CID/alumni membership number:

Dear alumnus,

A little something to help you celebrate your milestone this year

Although you might not be able to reunite with friends in person or visit the campus this year, we want to make sure you can still mark the occasion. We're delighted to offer you a **free commemorative pin badge and souvenir postcard pack**, to be posted right to your front door. All you need to do is [make sure we've got your current postal address](#) and confirm which badge you'd like to receive.

The form will be open for requests until July, and your pack will be posted in August.

Send me my free gift!



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You can choose from an Imperial anniversary badge or a special badge commemorating one of our constituent medical schools - or both!

The form will be open for requests until July, and your pack will be posted in August.

Send me my free gift!

Personalised card with
mounted pin badge
148mm x 148mm



«First name»

Congratulations on this milestone anniversary of your graduation. We hope that you will wear your pin with pride and that it will remind you of happy times, good friends and inspiring education.

All alumni of Imperial and our constituent schools and colleges are entitled to a range of benefits and services including access to online resources, library membership and, as things open up again, on-campus benefits too. You can read more about these in the information enclosed in this pack.

We can also help you reconnect with friends and classmates if you haven't already managed to do so this year. From providing you with class lists to sending invitations on your behalf, we are always delighted to offer our support if you are planning a reunion.

I hope that in the coming months we can welcome you back to campus in-person. In the meantime, we always love to hear your news and stories so do keep in touch.

Nicola Pogson
Director of Alumni Relations



Enamel pin badge
(120% scale)
25mm – 35mm



Imperial College London

Anniversary pins



Hospital Campus pins

Designs simplified from historical crests and established identifiers (below)



Charing Cross Hospital School



Charing Cross and Westminster Hospital School



Royal Postgraduate Medical School at Hammersmith Hospital



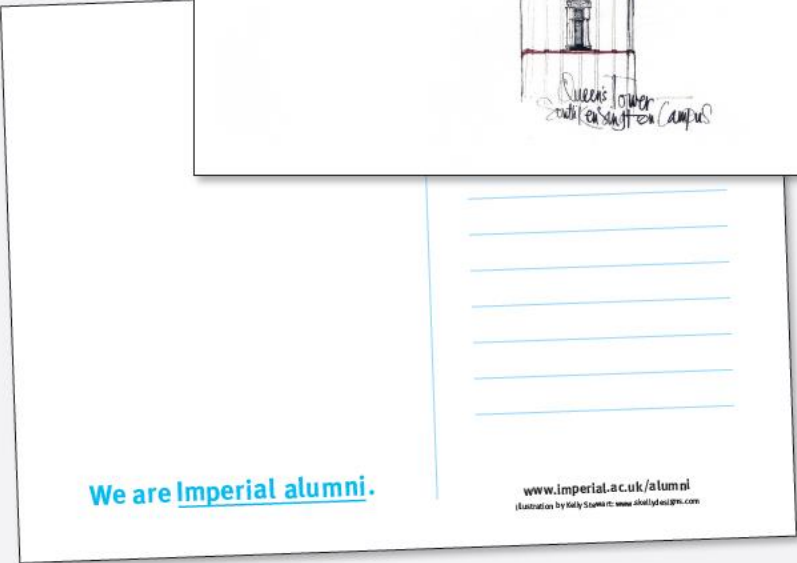
St Mary's Hospital School



Westminster Hospital School

Imperial College London

Postcard set
5 x A6 designs
presented as a strip
105mm x 742.5mm



Imperial College London

Alumni Services and Benefits leaflet
8pp concertina fold
148mm x 210mm



Once an Imperial graduate, always an Imperial graduate.



Alumni services and benefits.

Imperial College London

Being part of a global network – joining alumni and innovators, navigating studies, you share your time. However you'd like to connect, we're here to help you connect. Our alumni network is full of services and benefits.

Your exclusive benefits

Enjoy a whole host of events

Missing out from London is no excuse for leaving home! There are events taking place all over the globe, from vibrant networking to exclusive tours at CERN. And of course, you're always welcome to come to lectures on campus or watch via live stream.

As well as regular networking, workshops, learning events, and our flagship annual gathering alongside Imperial's festival, we also work with alumni groups who run alumni, social and professional gatherings, and events. Or if you can't find anything suitable nearby, why not ask us for help setting up a new event?

Meet up with other alumni

Let's face it, group meetings to exchange ideas and make new friends and new connections. We have networks all over the world, from Australia to the Netherlands, Nigeria to the USA.

Our alumni-led professional interest networks are here to help you connect and to share advice and insight. Entrepreneurs can get support with their ideas. Health care professionals can discuss the latest innovations. Finance graduates can look at the sector's latest challenges. And the Imperial Centre for Networks provides opportunities to learn and associate with a series of fascinating speaker events.



Use the libraries – in person or online

At the heart of the student's personal setting? How about having all the resources at your fingertips? You can visit any of our libraries for free with alumni membership, whether for the occasional hit or to regularly borrow items for your own research.

You don't need to visit our libraries in person to make the most of our digital resources. Through your Imperial FOCUS account, you can access e-journals, articles, ebooks and more.

Whether you're looking for a business journal on JSTOR or a presentation on genetics from Henry Shaw at Talk, there's a good chance you'll find it online.

Take your career to the next level

Perhaps you'd like to up your skills in a particular area. Become a better boss. Learn about portfolio careers. Avoid burnout. Whatever stage you're at in your career, you'll find something valuable in our selection of free webinars for alumni.

Simply browse through the topics on Imperial FOCUS. While you're there, why not use the app to start building up your professional network?

When you're beginning your job search in the first time you're graduating, remember the Careers Service isn't just for students. Use their reference library and information tools, career workshops, recruitment hints, employer presentations and careers events, or book an appointment with an adviser.



Get support for your business idea

Imperial's Enterprise Lab is dedicated to inspiring, educating and nurturing the next generation of entrepreneurs. The Lab is open to alumni for free, whether you want to use the facilities or organise a small event.

They run a lot of workshops which you can join, or even lead. And if you graduated in the last three years you can enter your business idea into the IAWI Innovate or Venture Catalyst Challenge competitions.

Set up your alumni email address

Want to show off your Imperial connection? Set up your exclusive alumni@imperial.ac.uk email address.

Take a class

Still got that thirst for learning? Revisit the strengths of the classroom with discounts on short courses, evening classes, Executive Education and even MBAs.

Expand your knowledge. Learn a new language. Study a new subject. Choose from a huge range of discounted courses on topics including Arabic, photography, Greek mythology, crisis management.

You can also search for our online courses as well, covering topics such as accounting or climate change. They're all free, with a small charge for an optional certificate.

Use our facilities

If you're visiting London we have some great value accommodation at our South Kensington Campus during the summer. Or if you're planning something a bit grander, you're entitled to 10% off venues, including our Great Hall and Victoria Warehouse, if O'Quinn's Gate. We have a space perfect for meetings, conferences, parties, or even private dining.

Perhaps being fit is more your thing. Get a discounted membership to DSH, our four-storey, state-of-the-art sports centre in South Kensington.

And don't forget the Imperial College Union. You don't have to take out the great value drinks and our bar is only five minutes' walk from the building. Log in to the Imperial FOCUS app to join your alumni status and you can visit the Union Bar with up to four guests.

Your Alumni Visitor Lounge

A decent workspace in London is like gold dust. So take advantage of your Imperial connection and use the Alumni Visitor Lounge at the South Kensington Campus. You can join us on five days a week to work, relax or network with other alumni. And if you want to hold an alumni event such as a reunion, you can even book the lounge for the evening, from 17.30-21.30.

Maybe you're killing time for the day. Perhaps you have a meeting with a new client – you can book a meeting room in advance for up to six people. Or you might work nearby. Just pop in to make the most of our friendly environment and free tea, coffee, cold drinks and biscuits.



Organise a reunion

A reunion is a great way to find out what people think your course or year are up to these days. Catch up with old friends or take advantage of new connections.

We can help you organise a reunion, whether you need advice, help with invitations, or suggestions for venues. We've selected 10 alumni from every faculty, from the class of 1958 to the class of 2016. Get in touch to start planning your event.

Stay informed

You'll get updates on how we're tackling global challenges – or help straight to the popular puzzle section!

One of the easiest ways to keep in touch with alumni newsletters from the Alumni Relations Office and your faculty and department. You'll get updates on College news and research, and learn about events or other opportunities you might want to take part in.

We regularly post news and photos on Facebook that you might find interesting, and if you're on LinkedIn, make sure you join our private Imperial alumni group. It's a great way to connect with fellow alumni from across the world.



The Alumni Relations Office is here to help you get the most out of your Imperial experience.

Contact consent postcard
105mm x 148mm



We don't want you to miss out

As an Imperial graduate, you can access a range of exclusive benefits including:

- Library membership
- A free online platform for Imperial alumni
- Events, webinars, socials, masterclasses and career bootcamps.

You've previously opted out of receiving emails from us, but we wanted to make sure you realise that also includes things like event and reunion invitations, information about alumni benefits and updates from your department. If there are certain things you would be interested in hearing more about, please take a minute to select your contact preferences online.

You'll need your alumni membership number: <CID>

www.imperial.ac.uk/alumni/update

You are in total control of what we send you.

Imperial College London



[Support a student in hardship today](#)

It only takes <20> alumni like you giving a gift of <€5>

Will you make a gift in recognition of your milestone year?

YOUR CONTACT DETAILS

Mr Sample
Position, Organisation
Addr 1
Addr 2
Addr 3
Addr 4
City
County
Postcode
Country

- I would like to receive information about leaving a bequest to Imperial College London in my will.
 I have left a bequest to Imperial College London.
 I do not wish to appear on the annual list of donors to Imperial.

→ RETURN TO:

Marta Bel
Head of Gift Accounting
Imperial College London
Advancement Division
SALC Mezzanine
Level 5 Sherfield Building
London SW7 2AZ, UK
giving@imperial.ac.uk
+44 (0)20 7594 9330

GIVE ONLINE:
Focus your phone camera on the QR code, or visit bit.ly/milestone-21



Here's how you can support students at Imperial

STEP 1 → Please let us know which fund you would like to support.

- Choose an area **Student Support:** Support students in need through bursaries, scholarships and hardship funding.
 Unrestricted Fund: Your gift will be allocated at the discretion of the President, wherever the need is greatest.

STEP 2 → If you wish to make a single gift to the College.

A single gift, a big difference: You can count on my support.

Your gift <ASK> My own gift of

- Online The easiest way to give is by making a secure donation online at www.imperial.ac.uk/giving/my-milestone-gift
By Post I enclose a cheque payable to Imperial College London
 I enclose a charity voucher (e.g. CAF/KKL, etc.) made payable to Imperial College London
 Please debit my: Visa • Visa Delta • Mastercard • Switch/Maestro • American Express

Name on card:

Card number: Maestro only

Start date: Expiry date: Issue number: Maestro only

Signature: Date:

You can claim Gift Aid overleaf →

STEP 3 → Boost your donation by 25p of Gift Aid for every £1 you donate

Gift Aid is reclaimed by the charity from the tax you pay for the current tax year. Our address is needed to identify you as a current UK taxpayer. In order to Gift Aid your donation you must tick the box below.

- I am a UK taxpayer and wish Imperial College London to claim Gift Aid on this donation, all donations I have made in the last four years and any future donations I make. I understand that if I pass less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay any difference. Please notify Imperial College London if you want to cancel this declaration, change your name or home address or no longer pay sufficient tax on your income and/or capital gains.

Make your gift go further at no extra cost to you!

giftaid it



→ Remember Imperial College London in your will.

A gift in your will to the work of Imperial College London will allow us to continue to make ground-breaking advances in science, engineering, medicine and business.

For more information, please contact Anna Wall at +44 (0)20 7594 3801 or a.wall@imperial.ac.uk.

Thank you for choosing to support the College.

We are currently working remotely. If you choose to make a gift using this form, we apologise in advance for the delay in processing your donation and acknowledging your support.



Without the bursary, I simply could not have afforded to study here.

The bursary means that I only have to work at my job during the holidays and not during term time, leaving me much more time to focus on my studies. »

Bridget, Medicine, 4th Year



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Imperial College of Science, Technology and Medicine is an exempt charity under the laws of England and Wales by virtue of the Exempt Charities Order 1962 and the Third Schedule to the Charities Act 2011. HMRC Charities Tax Reference Number X2361.



→ Questions? Please contact us: giving@imperial.ac.uk • tel: +44 (0)20 7594 9330

Results

Campaign goal 1: Gather email consent from a broad section of alumni

Outcome:

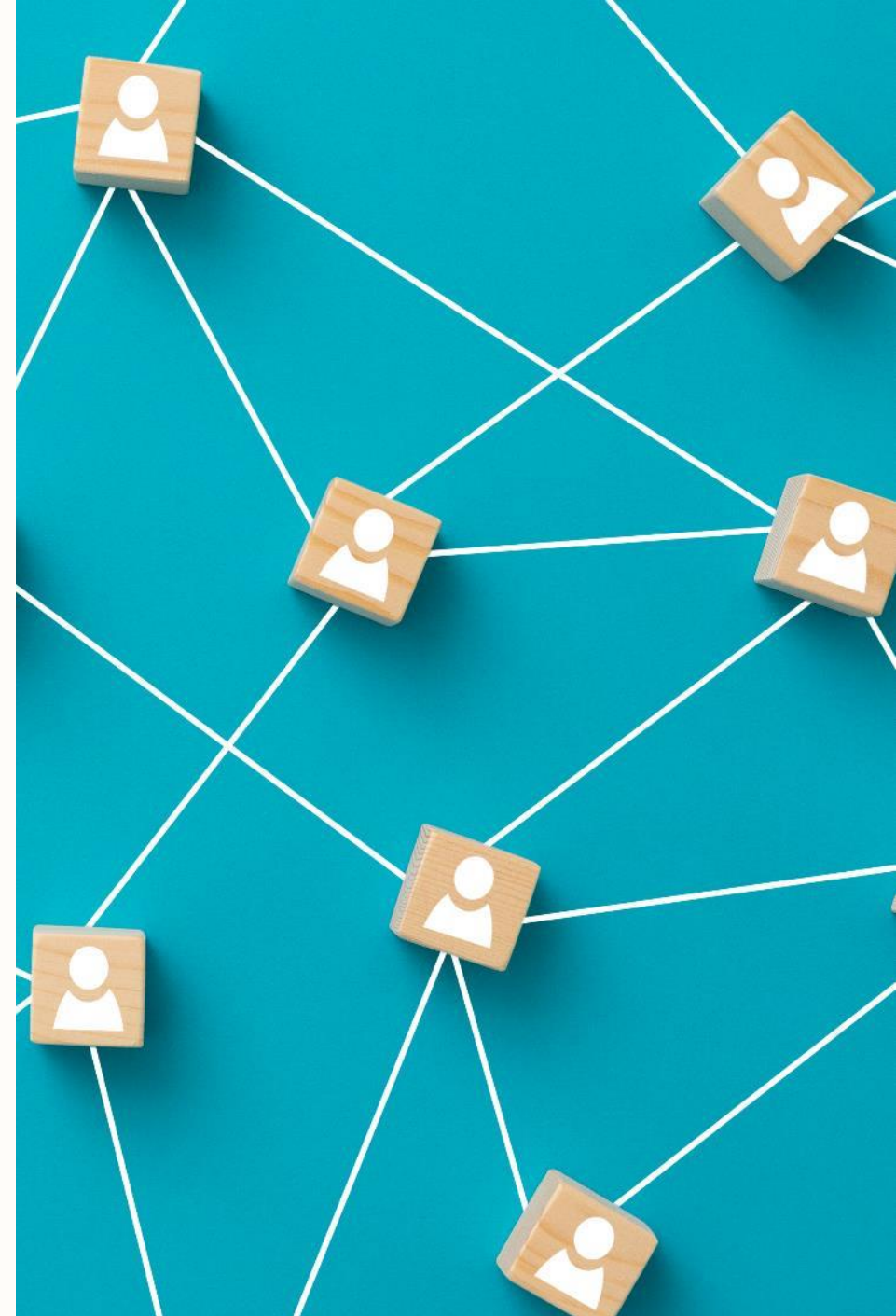
- 3,455 alumni responded
- 90% opted in to receiving at least one form of email from us
- 63% opted in to fundraising emails
 - more than 2k new recipients



Campaign goal 2: Re-engage lapsed or unengaged graduates

Outcome:

- Campaign secured 66 donors (28 first time)
- 38% of existing donors had been lapsed for 3+ years
- Donors were disproportionately young, female or medics
- High email engagement and website interactions
 - 9,000 unique page views
 - 42% average open rate, 41% average click rate
 - 8 unsubscribes (< 0.05%)



Campaign goal 3: Build a sense of community and belonging

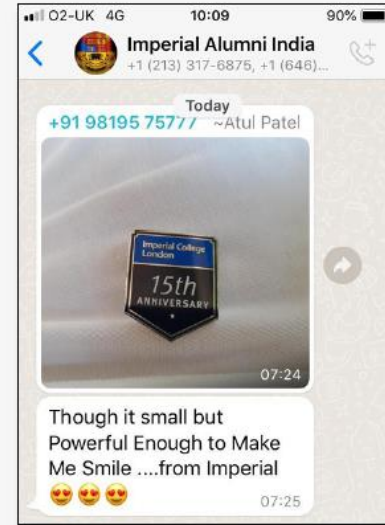
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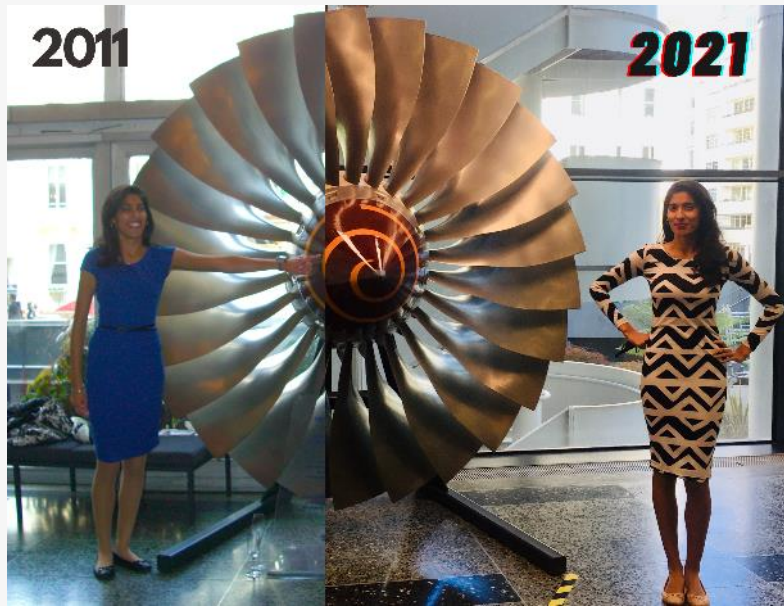
- Alumni shared photos and memories on social media and WhatsApp
- Got in touch with the Alumni Relations team with their memories and to say thank you
- Joined alumni platform Plexus to organise reunions
- Pins popular with older groups and recent graduates alike
.....> valuable tool to maintain alumni-College relationship



Imperial College London

A small selection of posts from alumni on social media and WhatsApp, sharing their packs, memories and reflections.





Questions?

Workshops

1. How can you build a meaningful relationship with a graduate who has had a negative student experience and may have lost trust in your institution?
2. Aside from offering incentives, what other strategies could help to re-engage inactive alumni? What has (or hasn't) worked for your institution?
3. What, if anything, do inactive alumni have in common? Should they be engaged differently?
4. Does disconnected mean dissatisfied? How could you find out more about the needs of inactive alumni?
5. An alum wants to start a regional network in a country with a very small alumni population. How could you make sure you don't lose them as an ambassador for your institution even if the network doesn't come to fruition?