

ENGAGEMENT OPPORTUNITIES



ADMISSIONS

Admitted Student Receptions

Hosted by current parents in key recruiting regions

- Held in late winter/early spring (ideally over spring break when Marquette students may be home).
- Encourage accepted applicants to “commit” to Marquette and make their tuition deposit.
- Hosts incur the cost of the gathering; their expenses can be submitted for gift in-kind credit.

Alumni Congratulatory Phone Calls to Admitted Students

Made by regional, local, college and interest-based clubs to accepted applicants in February

- Alumni offer congratulatory phone calls to admitted students.
- Parent-to-parent calls occur in June. Friendly calls to parents of deposited students serve as a welcome and an opportunity to answer questions new parents may have about the university.

Alumni in High Schools

Marquette alumni who are high school teachers or guidance counselors

- High school professionals may serve as university representatives, encouraging students to apply to MU.
- Admissions Office can provide gifts and additional MU information to feature Marquette in high schools.

College Fairs

Help recruit students by representing Marquette at your local college fairs (September, October, November).

Summer Send-offs

Hosted by alumni and current parents in key regions with incoming students in late July or early August. Hosts incur the cost of the gathering; expenses can be submitted for gift in-kind credit.

CAMPAIGN (TBD)

CLASS AND AFFINITY REUNIONS

A reunion celebration is successful when classmates return to campus to celebrate. Alumni Reunion Weekend offers a variety of volunteer opportunities (time commitments are flexible):

- Class liaison lead, which includes outreach to classmates and peer to peer solicitation.
- Writing postcards to classmates.
- Soliciting sponsorship for Friday night class parties (5- to 45-year reunions).
- Volunteering at Alumni Reunion Weekend.

HOSTING/ORGANIZING EVENTS

Basketball Gatherings

Whether it's National Marquette Day or another game during the season, regional and global programs provide opportunities for alumni, parents and friends to experience Marquette basketball action.

For National Marquette Day, game-watching hosts and guests are encouraged to participate in social media and photo contests.

Home/Office Gatherings

Open your home or lend office space for networking, social or spiritual Marquette gatherings (e.g. hosting a traveling faculty member; welcoming new MU graduates who have moved to your city).

MENTORSHIP

Alumni and parents can be part of the Marquette Mentor Program and establish a relationship with a current student or young alumnus/a.

RECOGNIZING FELLOW ALUMNI

Class Notes (print and online)

Alumni can submit an entry to Class Notes regarding a promotion, marriage or new baby. In addition, alumni couples can share their milestone anniversary (such as 5, 10, 15, etc.). Class Notes appear quarterly in *Marquette Magazine*, and three alumni are highlighted monthly in the alumni e-newsletter.

MUAA National Board Member Recommendation

National Board members serve as advisors, advocates, ambassadors and the alumni conscience. Current board members are encouraged to nominate a fellow alum who has a passion for Marquette and would be a meaningful addition to the innovative and results-oriented National Board.

Alumni National Awards

An alumnus, alumna or friend of the university may be nominated for an Alumni National Award, which are presented in All-University, college and affinity-based categories.

Tell the Alumni Story in *Marquette Magazine*

In addition to Class Notes, watch for and share great story ideas with *Marquette Magazine*. Alumni across the world are doing inspirational things; and MU's newly designed alumni magazine wants to showcase that.

SOCIAL MEDIA AMBASSADOR

Increase communication and engagement with the Marquette community by sharing university news, events and fundraising efforts through your social networks and other communication tools you use with fellow alumni. Content can be shared with ambassadors through email and the #MUSocialAmbassadors Facebook group.

SPEAKING AT PROGRAMS, HELPING SECURE SPEAKERS/SPACE

Alumni, parents and friends considered experts in their industries/fields may serve as speakers at a variety of program offerings, from club-sponsored leadership forums to engagement programs. Well-connected alumni, parents and friends also assist Marquette's planning efforts by capitalizing on their networks/circles of influence and connecting the university with individuals who can serve as speakers/content experts. These programs may be held at a company, private club or unique venue where you can help Marquette gain access to space.

SPONSORSHIP

- Sponsor an event; capitalize on personal and professional networks to help secure event sponsors.
- Donate an auction item.
- Buy a table.

BETHE DIFFERENCE.

Lead by example and encourage your fellow alumni to show their passion for Marquette with an annual gift to the university. A personal ask of someone has tremendous impact on giving results. No gift is too small to help ensure excellence at Marquette.