

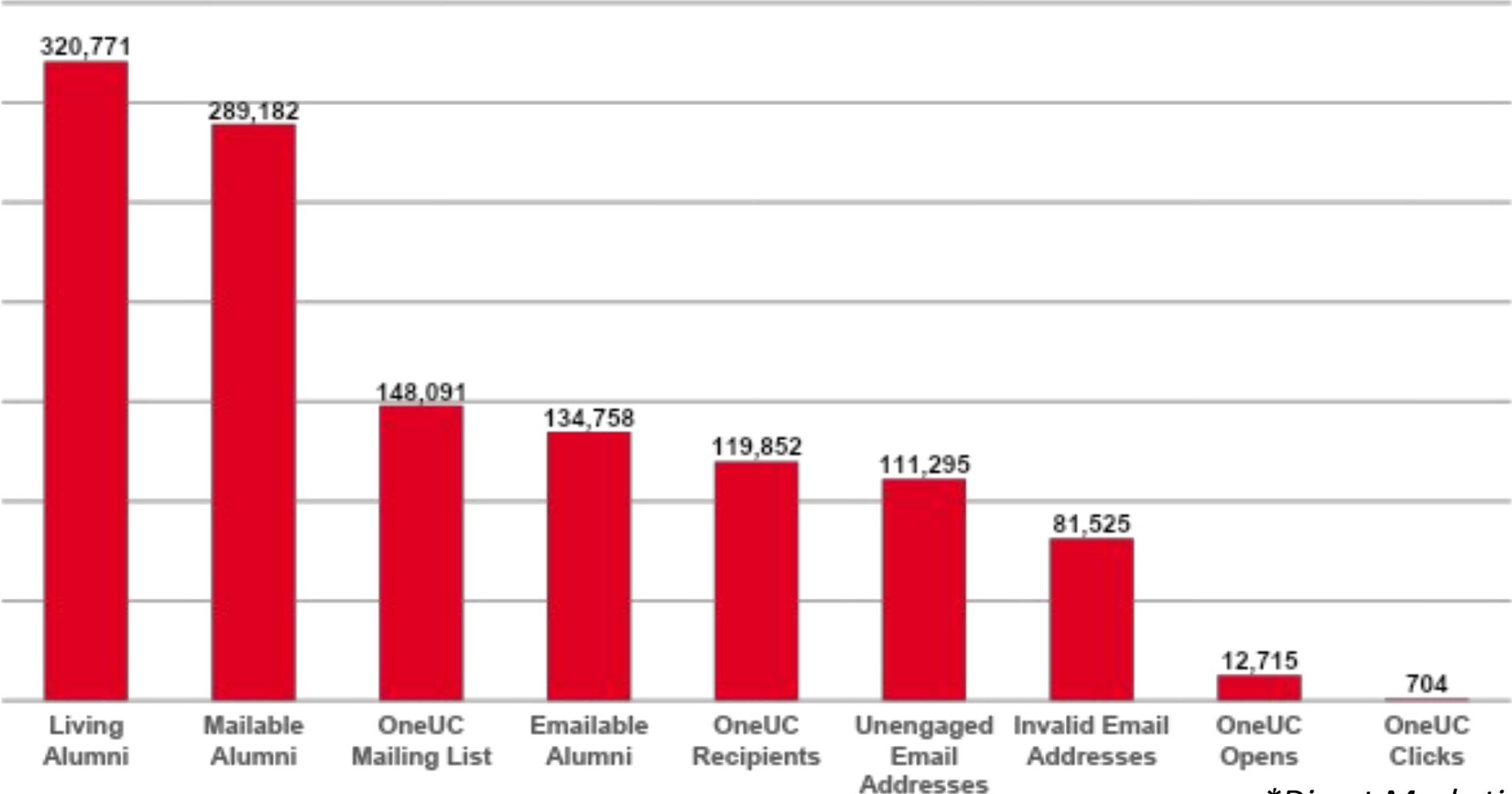
Reconnecting with UCAA

July 2021 Campaign

Problem

- 1. E-mailable alumni only make up 42% of all living UC alumni
- 2. Many of the emails we have are unengaged or invalid
- 3. Email marketing has an ROI of 4,200%*

Current UC Alumni Email Reach (Feb. 2021)



*Direct Marketing Association, 2020

Solution

Re-engagement campaign to gather updated email addresses of UC alumni



Postcard

Form Conversion?



No

Yes



Retargeting Ads

Form Conversion?



No



Yes



End of Drip

Remove unengaged alumni or add to future re-engagement campaign



Welcome Email

Provide UCAA overview and benefits



Resend w/ Downloadable

Catchy subject line and downloadable of poster



Downloadable

#BearcatforLife reply will earn the poster downloadable



Welcome Email

Open?



No



Yes



Mailed to **62,990** alumni

Criteria:

- Alumni whose emails have bounced in the last 3 years OR
- Alumni whose email field is blank, with wealth capacity of \$25,000 OR engagement score of 40+

Postcard

Uh oh. It looks like we don't have your email on file.

You're missing out on news from campus, including exclusive invitations from the University of Cincinnati Alumni Association.

To get on the UC Alumni Association's email list, visit alumni.uc.edu/email. But don't wait!



University of Cincinnati
ALUMNI ASSOCIATION
176 W. McMillan St.
Cincinnati, OH 45219-0024

Non-Profit
US Postage
PAID
Permit No 3712
Cincinnati, OH

Uh oh. It looks like your email address bounced!

You're missing out on news from campus, including exclusive invitations from the University of Cincinnati Alumni Association.

To get back on the UC Alumni Association's email list, visit alumni.uc.edu/email. But don't wait! We're giving away FIVE Bearcat swag baskets to alumni who update their contact information in July.

We look forward to being in touch more in the future.

Thank you...and Go Bearcats!

Your friends at the UC Alumni Association



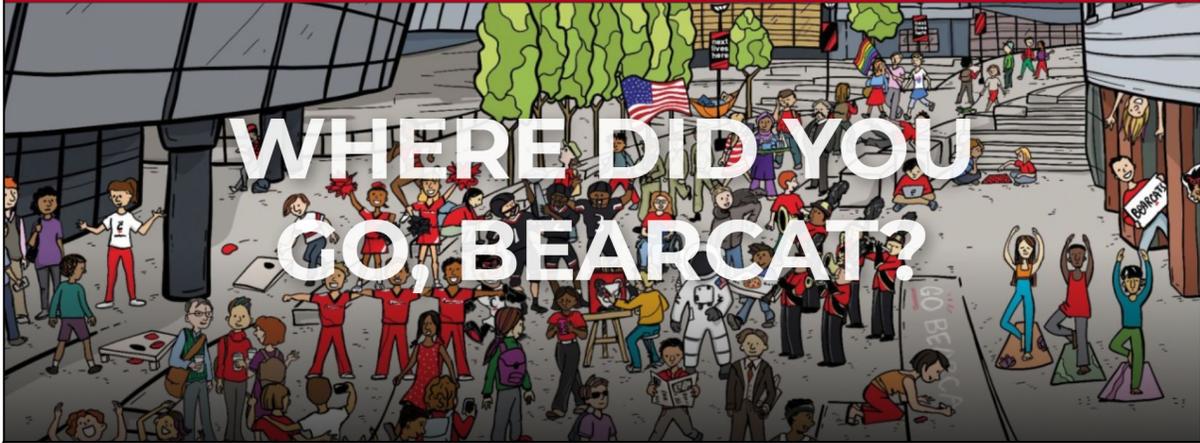
Alumni ID: 000000



University of Cincinnati
ALUMNI ASSOCIATION
176 W. McMillan St.
Cincinnati, OH 45219-0024

Non-Profit
US Postage
PAID
Permit No 3712
Cincinnati, OH

Mr. John Q. Sample
123 Any Street
AnyCity, US 19320-6789



Oh no! We don't have your updated email address.

Share your updated email address with us to receive news from campus and exclusive invitations from the [University of Cincinnati Alumni Association](#).

We look forward to being in touch more in the future.

Psst – sign up during July for a chance to win one of FIVE Bearcat swag baskets. It's our way of saying thank you for reconnecting to your alma mater!

Landing Page

alumni.uc.edu/email

Reconnect with the UC Alumni Association

Name

First Name

Last Name

Email

example@example.com

Alumni ID:

Submit





Your email address has been confirmed!

Thank you for reconnecting with the University of Cincinnati Alumni Association.

We look forward to being in touch more in the future.

Have a question? Reply directly to this email!

Form Confirmation Email

Auto sends from Jotform



Hi Bearcat,
thanks for reconnecting!

We've missed you.

Now that you shared your email address, you will start receiving news from campus and exclusive invitations from the University of Cincinnati Alumni Association.

We look forward to being in touch more in the future.

Have a question? Reply directly to this email!

Your UC Alumni Connection

O Cincinnati, Magic Name

Through the UC Alumni Association, you're connected to more than 327,000 fellow alumni around the world.

[Connect to 50+ UC alumni networks →](#)



Grow and Prosper Far and Wide

Network with your fellow Bearcats for your next career opportunity or pay it forward to a current student.

[Explore enrichment opportunities →](#)

Thy Loyal Children We Will Be

Root the Bearcats onward to victory while reminiscing, reconnecting and remembering shared campus experiences.

[Celebrate your Bearcat spirit →](#)



Welcome Email

Sent to all alumni who update their email address

What does being a
#BearcatforLife
mean to you?

Reply to this email with your answer to
receive a special surprise!



[Privacy Policy](#) | [Unsubscribe](#) | [Manage Your Preferences](#)

University of Cincinnati Alumni Association
176 W. McMillan St. | Cincinnati, OH 45219
877-4-UC-ALUM | 513-556-4344 | alumni@uc.edu
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You're a #BearcatforLife

Thank you for telling us what being a
#BearcatforLife means to you.

Here is a [downloadable poster](#) of the
"Where'd You Go, Bearcat" illustration,
custom designed by UC alumna
Stephanie Smith, DAAP '01.



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Follow Up Email

Sent to all alumni who respond to the welcome email



Hi Bearcat, thanks for reconnecting!

We've missed you.

Now that you shared your email address, you will start receiving news from campus and exclusive invitations from the University of Cincinnati Alumni Association.

As a thank you, you've been entered into a drawing to win a Bearcat swag basket. But we also wanted to send you something right now, so here's a [downloadable poster](#) of the "Where'd You Go, Bearcat" illustration, custom designed by UC alumna Stephanie Smith, DAAP '01.

We look forward to being in touch more in the future.

Have a question? Reply directly to this email!

Welcome Email Resend

Sent to all alumni who update their email address but who did NOT open the welcome email

Your UC Alumni Connection

O Cincinnati, Magic Name

Through the UC Alumni Association, you're connected to more than 327,000 fellow alumni around the world.

[Connect to 50+ UC alumni networks →](#)



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Network with your fellow Bearcats for your next career opportunity or pay it forward to a current student.

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You're a #BearcatforLife



[Privacy Policy](#) | [Unsubscribe](#) | [Manage Your Preferences](#)

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Where did
you go,
Bearcat?


CINCINNATI
ALUMNI



Retargeting Ads on Social Media

Will start running Aug. 1 to all who received postcard but did not submit forms and drive them to landing page to fill out form.

Results:

- Responses (*from July 1-13, 2021*): **1,179**
 - 886 submissions to “Reconnect” form
 - 293 submissions to “Share an Update” form
 - UCF avg. direct mail response rate = 2-3%
 - Campaign so far: 1.87%

To determine (end of Aug.):

- Final cost of campaign
- Cost per acquisition
- Avg. revenue/email address
- ROI