

Hispanic Scholarship Fund Alumni Initiative

Background: HSF was founded 35 years ago; Awarded over \$300 million in scholarships to over 50K students across the country; 67% alumni are first-time college graduates in their families

Alumni Engagement Campaign Goals:

- Update contact information; HSF had very old data from the time of student graduation
- Ascertain Alumni interests
- Create education and awareness program
- Promote new alumni programs, chapters and events throughout the country

The Results:

Higher Engagement = **Avg. 90% Alumni Registrant Response to Emails**

Lower Costs = **\$2,500/year in savings** from reduced staff time to manage information updates

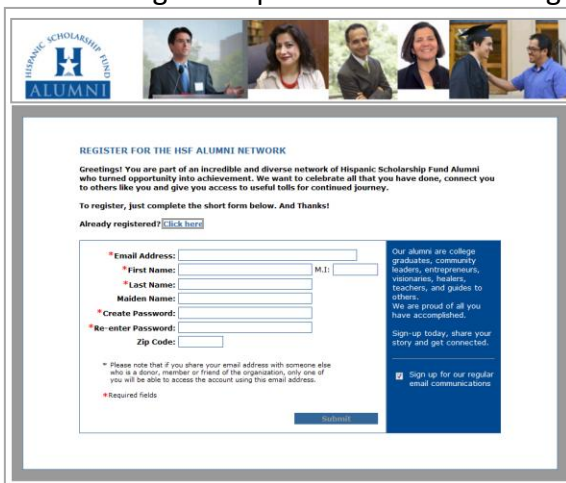
More donations = **22% increase in fall donations** as a result of having responded to the alumni campaign; mailing to fewer people and getting more in donations.

More Data = Stories, Career Information, Interests, Address updates

Better Messaging = Ensure that the right alumni are invited to events → directing messages around their membership in Alumni Network.

Direct2Web process:

- 1) Alumni were sent a communication with a link, inviting them to site: an email invitation was sent to those with current email addresses, and a beautiful postcard was mailed to those without an email address on record.
- 2) Using the URL provided, alumni then arrived at the branded registration page. They were asked to designate a password for future login.



REGISTER FOR THE HSF ALUMNI NETWORK

Greetings! You are part of an incredible and diverse network of Hispanic Scholarship Fund Alumni who turned opportunity into achievement. We want to celebrate all that you have done, connect you to others like you and give you access to useful tools for continued journey.

To register, just complete the short form below. And Thanks!

Already registered? [Click here](#)

* Email Address:

* First Name: M.I.

* Last Name:

Maiden Name:

* Create Password:

* Re-enter Password:

Zip Code:

Our alumni are college graduates, community leaders, entrepreneurs, visionaries, leaders, teachers, and guides to others. We are proud of all you have accomplished.

Sign up today, share your story and get connected.

Sign up for our regular email communications

* Please note that if you share your email address with someone else who is a donor, member or friend of the organization, only one of you will be able to access the account using this email address.

* Required fields

- 3) Once registered, alumni were taken to a survey page so HSF could collect current contact, graduation and employment data to help align alumni to relevant HSF alumni networking sites and to better target future communications. Once the survey was completed, Alumni were then taken to a branded landing page containing more information about the alumni network. HSF used these branded web pages to direct alumni to relevant content on consecutive logins.

TELL US MORE ABOUT YOURSELF

We hope to hear from our alumni and learn about your background and interests. The information you provide helps us create a more personalized alumni experience and information we shared for you to share with you. Thanks!

How can we best reach you?

Contact Address

Address 1:

Address 2:

City:

State:

Country:

Phone:

Academic History

What is the highest degree you have earned?

Program Year:

Graduation year:

Are you currently attending a program? No Yes

Employment

Industry you work in today:

Occupation:

Employer:

Job Title:

Are you interested in getting more involved in the HSF alumni network?
If so, take a look at this section and let us know what interests you!

All HSF events

HSF Newsletter

Periodic announcements from trusted HSF partners

Special Alerts and Updates

We know there's more to you than where you work. Are you interested in sharing more of your story? No Yes