



Alumni Event Marketing Expectations

Timeline prior to event	Alumni Engagement (AE) Support	Communication Provided
9 weeks prior	AE works w/ planners on content	
8 weeks prior	AE Submit Comm request	
6 weeks prior	AE send proof for approval	Save the Date
4 weeks prior	AE send proof for approval	Announcement
2 weeks prior	AE send proof for approval	Reminder
1 week prior	AE send proof for approval	Last Chance

**There must be a 3-week lead time prior to 1st email. (1 week for content development and 2 weeks for COMM request)

*** Requests for alumni to attend events will not be processed under 7 weeks.

Timelines can be shorter with less communication options. Anything under 7 weeks prior to an event need AE & COMM senior leadership approval.