



University  
of Exeter

# Sports alumni engagement

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# Why involve alumni in your club?

- We are in touch with over 150,000 alumni in 183 different countries, many of whom are really keen stay in touch with Exeter and support students and their old sports clubs.
- Our alumni have a huge breadth of knowledge and experience and can offer invaluable benefit to your club through activities such as talks or workshops and through offering their advice and guidance. Over 1,000 alumni volunteers gave their time to the University last year.
- Nearly 3,000 alumni gave a donation last year to help students, supporting projects from new sports equipment to bursaries.
- Keep allegiance to your club going, long after students have graduated!
- Visit for more info:  
<https://www.exeter.ac.uk/alumnisupporters/students/>

# Work with the Alumni Office

Please get in touch with us first rather than trying to approach alumni on your own; they could already be involved in another event, or could already be helping or donating to Exeter in another area.

We want you to get the best response and it also means we can advise you on the best alumni to contact and give you the best chance of success when it comes to securing help for your club or getting attendees for your events.

Once you get in contact with us we can work with you to reach out to your club alumni and help put you in touch with them.

# Think about what you want from the alumni

- Do you want them to do a talk or workshop, if so for how long?
- Could you hold the event online? ***This is much easier for alumni to make the time to support, plus your event can be attended by a wider audience***
- If not, when would you like them to come to Exeter? Any evening or a particular day?
- Do you want them to attend a reunion, a dinner or sporting event?
- Do you want to hold a competition or want them to give careers advice?
- Do you want them to donate to your fundraising campaign?

# How to fail proof your idea

- Think about planning well in advance, especially if you want to invite people to attend an event in person.
- Are there other clubs you could partner with?
- Who else in your club could help organise the event? Use people from different years.
- How can you publicise your event?
- If appropriate, which other clubs could you invite?

Keep in contact and let us know if you have any questions or need to make changes to your activity.



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# Thanking Alumni

Once alumni have volunteered or attended an event it is really important that their generosity or time is acknowledged. A simple thank you not only shows your appreciation of their support, but it may encourage them to help your club or attend your events again in the future!

Keep us in the loop.. So we can thank them too & record their volunteering.

Other ways of thanking such as Facebook, Instagram & LinkedIn posts.

# Sources of Funding

- Alumni Annual Fund
- Crowdfunding/Fundraising

# Alumni Annual Fund

Thousands of alumni support students with donations to the Alumni Annual Fund. This money is then available for projects that improve student life at Exeter.

Your club can apply for funding at any time of the year by completing an [Alumni Annual Fund Application Form](#).

Decisions about which projects will be awarded funding are made by the AU.

If you need any help with your application please contact the Annual Fund team: [annualfund@exeter.ac.uk](mailto:annualfund@exeter.ac.uk)

FAQs can be found here:

<https://www.exeter.ac.uk/alumnisupporters/students/funding/annualfundfaqs/>

To be successful projects should:

- Enhance the student experience
- Impact a large audience of students
- create/improve links with local community and/or national or international scale



# Crowdfunding/Fundraising

- Your own fundraising appeal, online (and offline)
- FREE on [exeter.hubbub.net](https://exeter.hubbub.net) – we cover fees and costs
- You may be able to receive Gift Aid on top of your pledges
- Matched Funding sometimes available
- Advice, support and help with promotion for your campaign through alumni comms

## *Some examples:*

[Sailing Club fundraiser: new fireflies](#)

[Korfball Club fundraiser: club development](#)

## Possible fundraising:

- New equipment
- Trips or expeditions
- Academic research
- Events and conferences
- Social enterprise
- Community and volunteering
- Anything else!



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# Contacts

All alumni queries, advice and support

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