



Alumni Network

Recruiting members

Who to target?

Start by thinking about what the chapter's purpose is and who would be interested in being a part of the chapter.

- Is the chapter based in a specific location, or could anyone anywhere join?
- Is the chapter going to focus mainly on an academic discipline or occupation, or be more general?
- Is the chapter going to organise mainly social activities or professional development courses or networking events?

These types of questions will help you to identify which alumni to target and what the message will be.

What to say?

When communicating with prospective new members you may like to include the following:

- a brief mention of who you are
- what the chapter is about
- what benefits the chapter will offer members
- both an email and a telephone contact
- a deadline for responses.

Why not hold a small social event that prospective members can come along to, find out more information about the chapter?

How to contact them?

- The Alumni & Advancement Office can contact our alumni on your behalf. If individuals are interested in joining, they will contact you directly.
- Send an email to any USQ alumni you know and encourage them to pass it on to other alumni.
- Post a message on social media networks such as LinkedIn and Facebook.

- Write an article for the local newspaper about your chapter or about upcoming events.
- Participate in your local USQ (or Education Partner) graduation ceremony (by prior arrangement) to speak to new graduates.

Consider inviting current students in your area to events, as they will be alumni soon enough.

We can help

Let us know if you are having trouble getting started with recruiting members or if you would like to attend your local graduation ceremony.

If you require any further information or any assistance, contact the Alumni & Advancement Office via email [**alumni@usq.edu.au**](mailto:alumni@usq.edu.au).