

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. HSF sent an email invitation for those with current email addresses and a beautiful postcard mailed to alumni without an email address.
- 2) Alumni arrived at a registration page (Below)



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](#)

<p>* Email Address: <input type="text"/></p> <p>* First Name: <input type="text"/> M.I.: <input type="text"/></p> <p>* Last Name: <input type="text"/></p> <p>Maiden Name: <input type="text"/></p> <p>* Create Password: <input type="password"/></p> <p>* Re-enter Password: <input type="password"/></p> <p>Zip Code: <input type="text"/></p> <p><small>* 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.</small></p> <p><small>* Required fields</small></p> <p style="text-align: right;">Submit</p>	<p>Our alumni are college graduates, community leaders, entrepreneurs, visionaries, healers, teachers, and guides to others.</p> <p>We are proud of all you have accomplished.</p> <p>Sign-up today, share your story and get connected.</p> <p><input checked="" type="checkbox"/> Sign up for our regular email communications</p>
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3) Alumni were asked to complete a survey (below)

TELL US MORE ABOUT YOURSELF

We love to hear from our alumni and learn about your background and interests. The information you provide helps us know what kind of alumni-specific resources and information we should be sure to share with you. Thanks!

How can we get in touch with you?

Contact Address:

Address 1:
Address 2:
City: Zip:
State:
Country:
Phone:

Academic History

What is the highest degree you have earned?
Degree Title:
School:
Graduation year:
Are you currently pursuing a degree? 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 the below and let us know what appeals to you:

Your Interests: No Preference

- ALL HSF emails
- HSF Newsletter
- Periodic announcements from trusted HSF partners
- Special Appeals and Updates

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

Submit

You have turned your opportunity into achievement. Share your story and get connected to others like you.

- 4) Alumni were then taken to a branded landing page containing more information about the alumni network.



My Profile

Welcome! | To personalize your My Hispanic Scholarship Fund, [click here](#) | Already a user? [login here](#)

Alumni



Congratulations!

As a past HSF scholarship recipient, you are part of an elite group that's more than 50,000 strong.

You are current and future leaders that are blazing the trail to restore America's position as a global leader in innovation.

You are role models for today's students and to each other. Your stories of success bring to life the challenge - and the mission - upon which HSF was founded 35 years ago.

You have turned opportunity into achievement.

We want to celebrate what you have done and help you connect to others like you. HSF has created exciting ways for you to share your knowledge, experience and passion to strengthen... [more](#)

RATE THIS SERVICE



[Love this service](#)



[No good](#)

