



# Anatomy of a Successful Alumni Newsletter

## Introduction

Teaser trailer

Encourage alumni to read more

Hello Katherine,

I am very excited to welcome you to our alumni community, and the very first edition of our newsletter! Whether it's been months or years since you left, your connection with us remains as strong as ever. We want to hear what you'd like from the network, so please do complete our short 3 minute survey [here](#).

Thank you for being a vital part of the Your-Corp family - together, we'll continue to build lasting connections and support one another in our diverse career journeys.

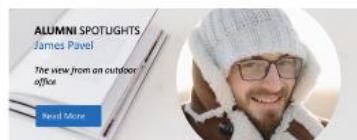
Wishing you well,  
Katherine Olivier  
Alumni Lead



We want to hear from you!

We want the alumni network to be of value to you and would love for you to complete our 3 minute survey below (or contact us with your ideas at [alumni@your-corp.com](mailto:alumni@your-corp.com)).

[Shape our future](#)



This month we sat down with James to hear all about his adventures climbing Everest. Read his story above.

[Read James' story](#)



Lorem ipsum dolor sit amet. [Read more](#)



Consectetur adipiscing elit, sed do eiusmod. [Read more](#)



Sed do eiusmod tempor. [Read more](#)

### Featured jobs

Are you interested in returning to Your-Corp? Here are some featured job openings - and you can find a full list of careers in the portal - we'd love to hear from you!

- [\[Job title\] \[Location\] Apply now](#)
- [\[Job title\] \[Location\] Apply now](#)
- [\[Job title\] \[Location\] Apply now](#)

### Tell us your news!

We always want to hear about the incredible things our alumni have been up to - let us know your news so we can share with the rest of the community by emailing us: [alumni@your-corp.com](mailto:alumni@your-corp.com)

- Keep it short and sweet
- Preview your main content pieces
- Entice the reader to read more
- Consider a guest intro to provide freshness each month

- Don't overwhelm with lengthy wording
- Don't Include too many links

- Put the most important action first
- Explain the value of participating
- Use clear and simple calls to action
- Align to your program goals

- If you're struggling for action content, put your alumni spotlight, or a significantly exciting piece of news here.

- Tease the most exciting parts of the story and then provide a link to drive them to the site

- Don't give too much away
- Don't spend a long time on long job titles and biographical details – (this is a story, not a CV)

- Connect to the reader and encourage participation: e.g. *Did you work with X during their 20-year service? Add your memories here!*
- This could be one, two or three stories

- Only include relevant, alumni-specific or exciting news that isn't widely available elsewhere

- Highlight key jobs or other opportunities to get involved
- Should be similar across every newsletter - so alumni know where to look

- This section is routine – one-off calls to action or opportunities should be in your action content section!

## News and human-interest (optional)

Create community

Create participation

Examples: heartwarming updates, movers and shakers, event roundups, exciting industry news

## Opportunities

Engage alumni

Foster routine participation

Examples: Featured jobs, tell us your news, get in touch