

ENGAGEMENT	DEVELOPMENT	EVENTS	COMMUNICATIONS	DATA & ANALYTICS
Identifying Alumni mentors	Support with fundraising opportunities, inc. developing project cases for support, proposals & applications	Leading/supporting events where appropriate. Types of events can include anniversary celebrations, class reunions, panel discussions, networking events, tours and annual events	E-newsletters - tailored & of interest to alumni	School or department or faculty alumni analysis
Board Member recruitment (e.g. School Advisory Board)	Identifying & engaging potential funders & stakeholders	Guidance on event best practice & sharing of templates & checklists	Social media support via alumni channels to promote events or share departmental news stories & updates	Bespoke alumni reports (e.g. employment data, contactable alumni, those who are interested in providing an internship)
Identifying alumni to be guest speakers, give career talks or other career-readiness activities	Preparing donor or prospect documentation: proposals, briefing papers, stewardship or impact reports, donation acknowledgments	Promotion of unit /departmental events (see Communications column for further details)	Promotion in the monthly alumni e-newsletter the M4	Alumni research (notable individuals or prospects)
<i>New initiatives to come</i>	Developing engagement plans for programmes or projects for fundraising	Leveraging alumni engagement, participation and attendance at existing events	Email marketing - tailored email campaigns to alumni on behalf of departments, with email replies - directed to relevant email inbox	Identifying alumni in a given region or part of the world
	Maintaining, developing & growing external relationships	Sharing of event stock when available and where appropriate	Story ideas for MU's annual alumni magazine, <i>The Bridge</i>	
	*Processing philanthropic donations to departments, programmes, MU & MUF		Profiling our graduates	

* Please note: Philanthropic donations to Maynooth University should be processed via the Maynooth University Foundation as the University's preferred vehicle for accepting and processing gifts and adhering to the MU Gift Acceptance Policy. This supports the University follow philanthropic best practice, including use of funds and recording donations to Maynooth University