

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