

# WHAT COUNTS AS ENGAGEMENT

- ☒ Attend events, online or in person
- ☒ Donate to Cornell (*anywhere, gift of any size*)
- ☒ Volunteer (CAAN membership, volunteer, speaker/host, CUELINKS user)
- ☒ Pay class dues
- ☒ Vote in Alumni Trustee Election
- ☒ Open Cornell Alumni Affairs and Development emails (5 opens and clicks)
- ☒ Visit Cornell Alumni Association or college Facebook pages (5 likes and/or shares)
- ☒ Participate in non-event related surveys
- ☒ Download digital content
- ☒ Respond to Cornell texts
- ☒ Participate in Big Red Reads

