

DATE	DESCRIPTION	TYPE OF COMMUNICATION
6/29/2020-10/1/2020	Social media campaign	Social media
6/15/2020	Central Comm 1: Welcome to alumni life!	Email
6/29/2020	Central Comm 2: Cornell alumni subcommunity intro	Email
7/15/2020	Central Comm 3: Update your contact info	Email
7/31/2020	Central Comm 4: Introduction to volunteerism	Email
8/15/2020	Central Comm 5: Connect with Cornell in your region	Email
8/16/20-10/1/20	Club/Association welcome messages: email/social media/etc.	Email/Social media/etc.

## NOTES

Check out the Additional Programming tab in this toolkit for ideas!

Welcome video with link to reorganized young alumni website

Introduction to the many ways to stay connected and how we all interact - colleges, regional, identity, affinity, class, etc.

First opportunity for Class of 2020 to access the alumni directory - call to update addresses and information

Introduction to volunteerism at Cornell with an emphasis on CAAAN

Central message with explanation of "Cornell in your region" and prompt to update information to get the right regional info

REGIONAL ONBOARDING ADDITION - Regional clubs receive a list of 2020 graduates in their area and send first welcome message (Reminder if grads hear from the wrong city, their address is not updated)