

Checklist for UWC Schools and Colleges:

Impact Study Alum Survey Push-Out: Deadline 13 October 2019

Mailing to your alums

- Please send at least two more emails to your alum before the closing of the survey on 13 October: One before 5 October 2019 and one on 9/10th October for the final three days.
 - For new sample text see [here](#) (also includes previous sample text).
- Consider sending individualised emails to each generation.

Add the info on social media groups

- Share the info on Facebook, WhatsApp etc. groups of your alumni

Social Media (to be done asap after 29 September)

- Please update your Facebook Cover to one of these [images](#) or [this video](#).
- Please update your Twitter Header image to one of these [images](#).
- Please update your LinkedIn Banner image to one of these [images](#).
- Publish [Instagram Stories](#) linking to the [survey](#).
- Please post about the Alum Survey on all your social media channels - see sample [text here](#) and [images here](#).
- Please post the video - see [here](#).

Website

- Please make sure you update the information on your website to reflect the final deadline of 13 October 2019.
 - Proposed template language for your websites can be found [here](#).
 - The initial Impact Study video [here](#).
 - The final countdown video is [here](#) (we also posted on facebook and enabled cross-posting)
 - You might wish to have a look at the uwc.org website section on the Impact Study [here](#).

Inform your community

- Please ensure that your staff members share the info about the final countdown on their social media feeds and tell any alum they know about it

Talk about it

- Ensure that if any staff or Board member speaks to an alum, they talk about the Alum Survey.
 - Sample speaking points are [here](#).
 - A sample presentation is [here](#).

Email signatures

- Consider asking all staff members to update their email signatures to include a reference to the Impact Study with a link to the online Alum Survey.
 - For images to use, see [here](#).

Be creative!

- Think of other ways you can spread the word to your alum community, including through:
 - Paper mailings (a postcard? A letter?)
 - Ways to motivate your alums (a race between generations?)
 - Involve the year reps
 - Spread the info about the Impact Study on alum whatsapp groups, wechat groups, email groups, Facebook groups etc.
 - Host a FB live event during which people can complete the Alum Survey in parallel.