



EmbarkSM Alumni Relations

Embark Alumni Relations helps you a) identify and communicate with your members, b) motivate them to make annual gifts to your organization and c) manage, protect and improve your valuable data. OmegaFi does all of the busy work, so you've got time to devote to other things.

Program Details

Write, design, edit, print, mail and e-mail at least

- one four-page black and white newsletter
- one solicitation appeal
- one announcement about the new website requesting alumni/ae to update their contact information
- newsletters, postcards, directories, invitations, rush brochures, surveys, flyers, letters and other communication pieces, as needed

Develop an annual fundraising campaign program, including the concept, giving levels, campaign logo and case for support

Begin identifying whether alumni/ae have or are willing to make your organization a beneficiary of their will or estate plan

Develop, manage, protect and regularly update a mobile-friendly, alumni-centered website, so members can:

- search alumni/ae records
- update their address, phone number, e-mail, etc.
- review a list of lost brothers/sisters
- post newsworthy items of interest
- access past newsletters, articles, announcements, etc.
- obtain reports and information
- establish a pledge
- make a pledge payment or one-time contribution
- see who else is contributing
- reconnect with their friends

Send contact information updates to your headquarters

Send all communication by U.S. mail and e-mail, and post it online, as well as:

- Send an unlimited number of e-mail messages
- Register a unique domain name, if needed
- Set program schedules

Provide a monthly report detailing:

- number of alumni/ae with good and bad mailing addresses or with and without an e-mail address
- number of unique website visitors
- number of items mailed and e-mail messages sent on your behalf
- number and amount of new pledges made and new contributions received
- lost donors
- delinquent donors (six months or more)

Additional comprehensive reports

Officer transition for new undergraduate and alumni officers

Consult and advise on an ongoing basis

Program Benefits

Fast Access to Funds: Spend or earn interest on the funds you raise within 24 hours. No other firm gets your money to you as fast as OmegaFi.

Enhanced Brand Stature: Our newsletters, solicitation letters and other communication pieces present a professional, polished image of your organization.

Easy Compliance: Adhere to any university and inter/ national expectations and requirements for communicating with alumni/ae.

Straightforward Billing: We don't charge you every time you send an e-mail to your alumni. Nor do we charge you every time you want us to run a report or send you mailing labels.

Consistent Oversight: OmegaFi keeps your program running from one year to the next in the midst of undergraduate and alumni officer elections and changes in ability, attitude and enthusiasm.

Freedom and Flexibility: We don't force you into any rigid contract, which means we have to continue working to keep you happy.

Program Terms

- Service fees are billed on a month-to-month basis; expenses are also billed monthly
- Multiple payment options
- Monthly fees waived during an EmbarkSM Study or EmbarkSM Campaign