

University of Georgia Alumni Engagement

STRENGTHENING CONNECTIONS THROUGH FOLLETT'S CAMPUS DIRECT PROGRAM



The University of Georgia (UGA) is dedicated to fostering lifelong connections with its alumni community. To enhance alumni engagement, UGA partners with Follett's **Campus Direct Program** to provide branded merchandise for alumni watch parties, networking events, and outreach initiatives. These efforts reinforce school pride and maintain strong ties between graduates and their alma mater.



Goal

The initiative aimed to support UGA's Development and Alumni Relations team by providing *branded giveaways for alumni-exclusive watch parties*, merchandise for alumni-led initiatives, custom apparel and memorabilia for milestone celebrations, and *a seamless ordering and fulfillment process for event merchandise*.

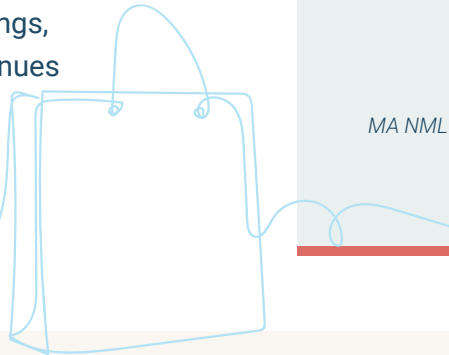
Solution

Follett collaborated with UGA to understand the needs of their alumni engagement programs and facilitate **timely fulfillment**. The program focused on comprehensive merchandise selection, **gifting branded notebooks and lanyards** to welcome incoming students and guaranteeing alumni received high-quality, customized memorabilia, such as **mini foam fingers, pint glasses, and apparel at major alumni events**. Founders Day celebrations were enhanced with a well-stocked supply of branded giveaways, making it easy for the Alumni Relations team to engage attendees.



Results

Carefully selected branded giveaways created an engaging and interactive atmosphere at alumni gatherings and **reinforced alumni connection to the university**. Due to its efficiency and quality offerings, the University of Georgia continues to leverage Campus Direct for alumni initiatives.



Impact Highlights

Branded giveaways at key events **strengthened alumni engagement**, while **custom memorabilia reinforced school pride**. Campus Direct supported milestone celebrations and pay-it-forward initiatives, demonstrating Follett's ability to provide **tailored solutions for alumni outreach programs**.

This initiative underscores Follett's commitment to delivering high-quality, customized solutions that **enhance alumni engagement** and **foster lifelong connections with their university**.

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“The UGA Bookstore has been a fantastic resource for our alumni, making it easy to source gifts for Board of Directors members and event guests. Through our partnership, we've been able to thank alumni for their service with hats, decals, and other branded items.”

—
Andrew Flaherty

*MA NML '21, Associate Director of Alumni Relations,
University of Georgia*