



Three Ways We Drive Alumni Engagement

At Follett, we understand the importance of maintaining strong connections with your alumni. Our comprehensive solutions not only support current students and faculty but also help campuses nurture lasting relationships with their community.



Achieve your fundraising goals

Partner with Follett and unlock new opportunities to fund your alumni initiatives. We recently helped an alumni association raise over \$50,000 in just 2 years through our unique “percentage of purchase” fundraising approach.



Increase your selection of alumni merchandise

We can help your store offer a wider selection of premium brands and tailored products that resonate with your alumni—online and in person. Our expansive collection ensures your alumni find products they love, strengthening their connection to your school.



Drive email engagement and with special promotions

Whether we send emails on your behalf or provide content for your Alumni Association, our targeted approach ensures maximum engagement. Follett’s full-service team can launch custom welcome messages, and deliver deep-dive reporting to measure impact.

\$50,000+

RAISED IN 2 YEARS

UP TO 3X

ALUMNI MERCHANDISE ASSORTMENT

30%

**EMAIL OPEN RATES
(2X INDUSTRY AVERAGE!)**

STRENGTHEN YOUR CAMPUS’ ALUMNI EXPERIENCE, AND LEARN MORE ABOUT HOW FOLLETT CAN ELEVATE YOUR ALUMNI ENGAGEMENT.

TALK TO OUR TEAM! EMAIL ALUMNIPARTNERSHIPS@FOLLETT.COM