INFORMATION

SUPPORT OF A NATIONAL ALUMNI GROUP

This manual gives advice about how to keep your national alumni group in Germany alive and active in 10 steps. According to the area and preconditions, differences may occur.

| 1. General Information | • **Target group** = interested current and former students, staff, lecturers and visiting researchers of Heidelberg University  
| | • **Main idea:** The group is FOR the interested people in a specific city/region in Germany and is supposed to strengthen their relation among each other as well as to their Alma Mater. At the same time current students from that area shall get in contact with the alumni group and foster ties with the HAI network and the university as early as possible – what could be interesting for these two groups, what could be important for them?  
| | • **Use HAInet!**  
| | − Easy communication between members  
| | − Fast and simple group organization  
| | − Easy organization & announcement of events as well as publication of photos  
| | ➔ [https://alumniportal-heidelberg.de/](https://alumniportal-heidelberg.de/) |  |
| 2. Improvement of the group’s presentation in HAInet | • **Welcoming text:**  
| | − Group’s introduction: What is the group’s core theme?  
| | − Aim: What should be achieved with this group?  
| | − What does the group offer? Services, advantages for the members?  
| | − Did you name the group’s contact person?  
| | − Insert a link to the group’s social media pages (if existing)  
| | • **Welcoming picture:**  
| | − Send us a picture that represents your city/region and with which your group members can easily identify (maybe it’s even a picture from an photo contest?)  
| | − We’ll upload it for you as a welcoming picture on your group’s page in HAInet! |  |
| 3. A full group page always looks good! | • Use the pin board and “Forthcoming events” in HAInet: Are there interesting newspaper articles, press releases of the university, information from your region, important announcements or the like? Post it!  |
| 4. Keep eyes and ears open – announcing activities/events | • Announce your activities/events in the HAInet group  
| | − In the discussion forum,  
| | − On the pin board or  
| | − In “Forthcoming Events” |  |

**CONTACT:** Heidelberg Alumni International – clubs@alumni.uni-heidelberg.de
• Announce information from the university / from Heidelberg (news, lectures, talks, exhibitions …) with relevant connection to your city/region in the HAInet group
  - In the discussion forum,
  - On the pin board or
  - In "Forthcoming events"

• Announce activities taking place in your city/region, which could be interesting for your group members
  - In the discussion forum,
  - On the pin board or
  - In “Forthcoming Events” in your HAInet group.

5. Organize activities/events yourself

• Your own activities – the group organises its own meetings with specific program for its members
• Co-events – schedule a meeting after events that take place anyhow (cultural, scientific, academic, social… events – e.g. restaurant visit after attending a lecture, exhibition…)

6. Let HAInet help you

• Don’t waste your time with annoying mailing lists: Send a message to every group member via HAInet – with just one click it’s done.
• For calendar postings (both, your own and external events) make use of the registration function!

7. Looking for headlines – use HAINews or HAILife!

• You have exciting news from your group or are preparing a bigger activity/event? Talk to us! We are always looking for interesting news for our category “National Networks” in our publications.

8. Summaries – let others know how engaged your group is!

• Present your activities/events with pictures and short summaries in HAInet!

9. Involve (exchange) students

• Students from Heidelberg are coming to your city/region? They are your potential members! Involve the prospective graduates who come to your region to start their professional career in local activities of your group!

10. Encourage your own members!

• Your group only exists because of its members: Encourage your group members to actively engage in it and get involved – both, locally at activities and online in your HAInet group!

We’re happy to give advice and support you!

For questions please send us an e-mail to clubs@alumni.uni-heidelberg.de.

Support and ideas are also available online in the HAInet group for group managers at https://alumniportal-heidelberg.de/groups.aspx?g=64.

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