

# ALUMNI NETWORKING OUTREACH

Monthly Engagement Strategy & Log

Month/Year: \_\_\_\_\_

| WEEK /<br>DATE                  | TARGET<br>ALUMNI /<br>ORGANIZATION | CHANNEL           | OBJECTIVE /<br>NOTES                     | STATUS |
|---------------------------------|------------------------------------|-------------------|------------------------------------------|--------|
| <b>Week 1</b><br>Jan 01 -<br>07 |                                    | LinkedIn<br>Email | Initial outreach /<br>Connection request |        |
| <b>Week 2</b><br>Jan 08 -<br>14 |                                    | Coffee Chat       | Informational<br>Interview               |        |
| <b>Week 3</b><br>Jan 15 -<br>21 |                                    | Follow-up         | Thank you note /<br>Resource sharing     |        |
| <b>Week 4</b><br>Jan 22 -<br>31 |                                    | Event             | Alumni Mixer /<br>Webinar                |        |

## FOLLOW-UP PIPELINE

Pending Responses:

Next Actions:

