



## Promoting SNAAP to Your Alumni

It's never too early to begin promoting your school's participation in SNAAP to your alumni. Ultimately, the more you publicize your participation and gather valid email addresses, the higher your response rates will be!

To assist you, we have created some customizable messages (below) to help get the word out. Please use the SNAAP logo on your Web site, newsletters, etc., to add visual support.

### An Important Note on Content

It's important throughout your promotional activities to distinguish between what is a *promotional* piece (allowed at any time) and a *recruitment* message (which is not allowed). You will have an opportunity to edit your recruitment messages on the Interface; recruitment messages will be sent to your alumni by SNAAP to invite them to take the survey beginning in October.

Basically, there are two criteria for promotional messages (allowed):

- 1) The message is read by a general audience
- 2) The message does not actively recruit or ask alumni to participate

Promotional messages (allowed) include:

- A social media post, website or newsletter article (because anyone can see it)
- An announcement to an alumni-only listserv that you are participating in SNAAP (but does not ask the alumni to take the survey)

Recruitment messages (not allowed) include:

- *Any* message that asks alumni to respond to the survey

You are free to send as many promotional messages as you like but you may NOT send recruitment messages.

If you have questions about whether your piece is promotional or recruitment, please contact SNAAP at any time (812-856-5824; [snaap@indiana.edu](mailto:snaap@indiana.edu)).

All of the following templates are promotional in nature (not recruitment). You can use them at any time during the SNAAP administration.

## 1. Press Release

*We suggest you begin by sending a general media release to announce your school's participation in SNAAP. Replace OUR SCHOOL with the name of your school.*

### SAMPLE COPY

OUR SCHOOL is participating in the 2017 Strategic National Arts Alumni Project (SNAAP) – a one-of-a-kind survey that explores the lives of arts alumni nationwide.

This Fall, all arts graduates of OUR SCHOOL will receive an email invitation to participate in the on-line survey. By verifying our alumni office has a current email address, alumni can be sure not to miss their chance to share their experiences and help shape the future of arts education across the country and at OUR SCHOOL

After completing the survey, alumni will have access to a site where they can see how their experience compares with those of other arts graduates across North America. They can see where arts graduates live, where they work, what they earn and how their arts educations have influenced their lives.

The time our alumni spend sharing their experiences will help OUR SCHOOL along with many other participating institutions across the country better prepare students for success, whether they stay in the arts or use what they've learned in other professional fields.

## 2. If you use LinkedIn...

*LinkedIn is becoming an active hub for alumni to stay connected and informed. LinkedIn posts can encourage participation in the SNAAP survey.*

### SAMPLE COPY

OUR SCHOOL is participating in the 2017 Strategic National Arts Alumni Project (SNAAP) – a one-of-a-kind survey that explores the lives of arts alumni nationwide. When alumni complete the survey this Fall, they'll have access to a site where they can see how their experience compares. They can see where arts graduates live, where they work, what they earn and how their arts educations have influenced their lives.

The time our alumni spend sharing their experiences will help participating arts institutions across the country better prepare students for success, whether they stay in the arts or use what they've learned in other professional fields.

By verifying our alumni office has a current email address, alumni can be sure not to miss their chance to share their experiences and help shape the future of arts education across the country and at OUR SCHOOL.

### 3. Facebook

*Facebook allows for more active dialogue between users and the ability to share content easily.*

#### SAMPLE COPY

Prior to the survey – as often as you like:

OUR SCHOOL is participating in the 2017 Strategic National Arts Alumni Project (SNAAP) survey. You can help us understand how your education shaped your experience, and how you've used what you learned – in your work, in your life. We are gathering current email addresses to ensure that all alumni receive an invitation to respond. Make sure that you are on the list by sending your contact information to the alumni office at [alumni@YOURSCHOOL.edu](mailto:alumni@YOURSCHOOL.edu). And feel free to share this post with your friends from OUR SCHOOL!

During the survey:

Now online: the Strategic National Arts Alumni Project (SNAAP) survey. You can help us understand how your education shaped your experience, and how you've used what you learned – in your work, in your life. Your experiences and ideas will help shape programs for students at OUR SCHOOL and in arts education nationwide.

We are partnering with the Strategic National Arts Alumni Project (SNAAP) to learn more about your experience studying the arts. Have you received your SNAAP invitation yet? If not, let us know and we will verify that you are on the list.

Closing survey:

Hurry! Time is running out to let us know how your education at OUR SCHOOL has shaped your experience, and how you've used what you learned – in your work, in your life. Your experience will help shape arts education for others. Check your email for more details.

### 4. Alumni e-newsletters

*Use your alumni e-newsletter to announce the survey before it has opened, and after it has opened to make alumni aware that they should have received an invitation to participate.*

#### SAMPLE COPY

OUR SCHOOL is participating in the 2017 Strategic National Arts Alumni Project (SNAAP) – a one-of-a-kind survey that explores the lives of arts alumni nationwide.

Alumni completing the survey this Fall will have access to a site to see how their educational and career experiences compare with alumni from across the country. See where other arts graduates live, where they work, what they earn and how their arts educations have influenced their lives.

The time spent sharing those experiences will help participating arts institutions across the country better prepare students for success, whether they stay in the arts or use what they've learned in other professional fields.

By verifying our alumni office has a current email address, our alumni can be sure not to miss the chance to share school and life experiences and helping to shape the future of arts education across the country and at OUR SCHOOL.