

# Reengagement Campaign for Unsubscribed Alumni in Reunion

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# Introductions

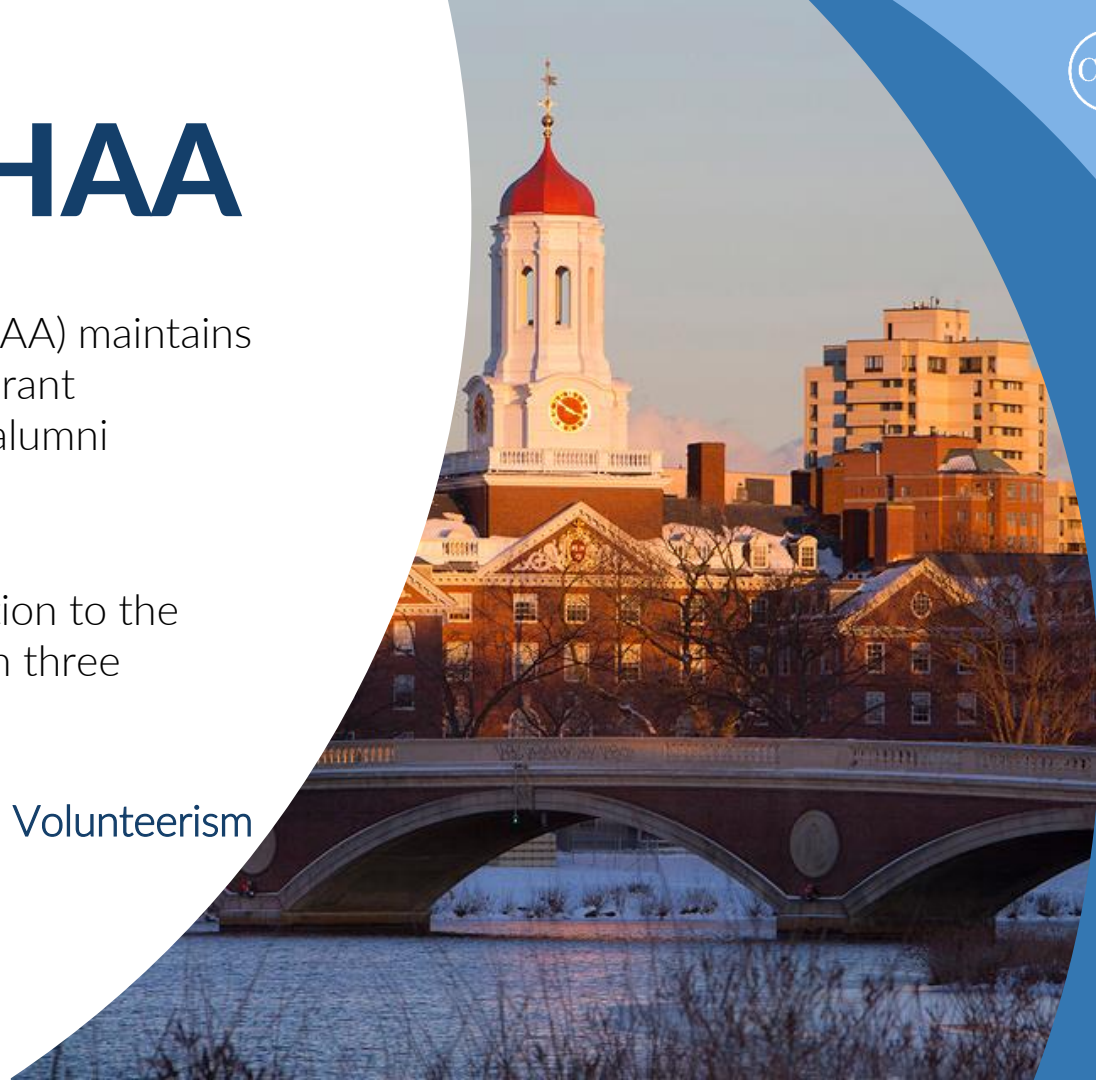
About the HAA and the engagement marketing team

# About the HAA

The Harvard Alumni Association (HAA) maintains and enhances a highly engaged, vibrant community of more than **400,000** alumni worldwide.

The HAA facilitates alumni connection to the University and one another through three engagement behaviors:

Communication | Participation | Volunteerism



# Engagement Marketing

The HAA's engagement marketing team oversees major, cross-functional marketing and communications strategies that drive Harvard alumni engagement across the University.

With the use of digital marketing platforms, our team connects alumni with the content, programs, and resources they need to be active members of the Harvard alumni community.

## BY THE NUMBERS

Annually

**400,000+** alumni reached

**30+** marketing campaigns completed

**66** newsletters created

**5** social media channels managed

**25+** alumni stories created and shared



## Fiscal Year 2023 So Far...

**12 MILLION** emails delivered

**7.7 MILLION** emails opened

**400,000** unique email clicks

**200,000** followers across social media

**270,000** video views

**20 MILLION** views of HAA GIFs

**11,000** event registrations

# Case Study: Alumni Reunions Resubscribe Campaign

The challenge, solution, and results

# THE CHALLENGE:

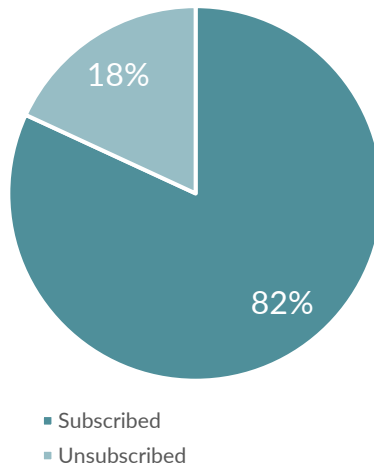
## Unsubscribed Alumni

Approximately **18%** of Harvard College alumni with an active email address on file are **unsubscribed** from receiving email messages about their reunion and/or Class Report. Of this population, **81%** are unsubscribed at the **business unit\*** level in Salesforce Marketing Cloud (SFMC).

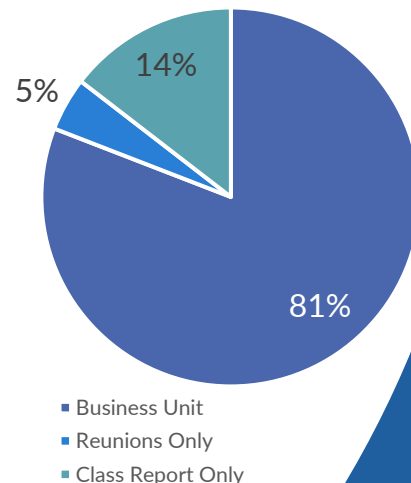
As a result, HAA staff and volunteers often receive feedback from alumni questioning their unsubscribed status and wondering why they are missing out on certain communications, especially ones about their class and/or reunion.

\*At Harvard, Salesforce Marketing Cloud is partitioned into "business units" that represent each School or affiliate as well as Harvard and Radcliffe College. The unsubscribes mentioned throughout this presentation represent those of the Harvard College "business unit." This is equivalent to a global unsubscribe for Harvard College, not the full institution.

Harvard College SFMC %  
Unsubscribed  
with Active Email on File



Harvard College SFMC  
Unsubscribe Breakdown



# THE SOLUTION:

## Resubscription Campaign Pilot

- Piloted a targeted resubscription campaign in FY22.
  - **Target audience:** Harvard College alumni in a 2022 reunion.
  - **Goal:** To encourage unsubscribed alumni to resubscribe to reunion and Class Report-based email messages.
- Leveraged mail-merged personal email outreach through Outlook to reach and reconnect with the unsubscribed population.
  - The unsubscribed alumni targeted in this campaign were not reachable through Harvard's email platform (SFMC) in accordance with SFMC's compliance with CAN-SPAM; however, this group represents alumni who are still reachable through direct contact channels like Outlook.

# THE RESULTS:

## 39% Resubscribe Rate

- Three emails sent between October 2021 and March 2022
- Reunion registration and Class Report participation used as value propositions
- 2,312 unsubscribed alumni in reunion at start
- 902 resubscribed by campaign end
- 3 asked to not receive additional emails
- 15 selected to not update their email preferences

# Contacted	# Responded	# Resubscribed	# Email Updates	# Address Updates
2,312	920 (40%)	902 (39%)	147 (6%)	199 (9%)



# What We Learned



Business unit level unsubscribes are often unintentional.

Ease of resubscribe process lowers barriers.

Don't over communicate (keep to 3-4 message per campaign).

Must identify strong value propositions and concentrated target audiences.

There are opportunities to consider longer re-engagement strategies beyond initial resubscription.

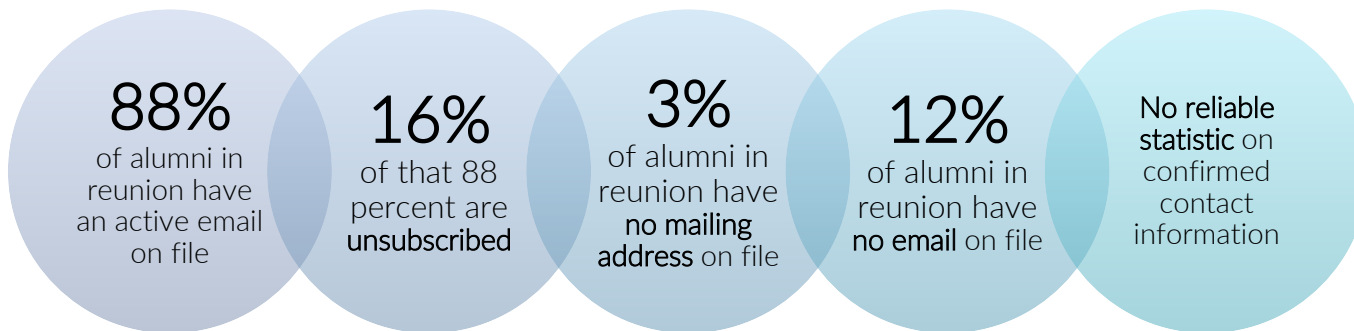
# What's Next For Us?

How we're scaling this program YoY



# FY23 Landscape

After the successful resubscribe pilot in FY22, a new, ongoing priority for Harvard College Reunions is to drive initiatives that enhance our data and identify re-engagement opportunities for those who have fallen into unsubscribed or unengaged populations. Thus, we kickstarted FY23 by identifying the following:



*These numbers represent Harvard College alumni in a 2023 reunion (a population of approximately 20,179) and are from July 2022, the start of the FY23 reunion cycle.*

# FY23 RE-ENGAGEMENT CAMPAIGNS: Breakdown of Efforts

- Resubscribe Campaign
  - Four sends via Outlook from August to March
  - New resubscriber email journey
  - Daily unsubscribe automations
- Lost Alumni Campaign
  - Mailed save the date postcard with a special segment to alumni with no email on file
  - Email campaign with a special segment to alumni with no mailing address on file



# FY23 RE-ENGAGEMENT CAMPAIGNS:

## Resubscription Emails

	Initial List*	Second List**
# Unsubscribed at Start	2,907	389
# Resubscribed to Date	1,520	128
Resubscribe %	52%	33%

\*The Initial List includes all Harvard College alumni in a 2023 reunion who were unsubscribed from reunion and/or Class Report messages prior to August 2022.

\*\*The Second List includes Harvard College alumni in a 2023 reunion who unsubscribed from messages between August 2022 and January 2023.

- More than 50% of alumni unsubscribed from 2023 reunion communications have been resubscribed.
- The final resubscribe Outlook message is planned for this week.
- The percent of alumni in reunion with an active email address on file who were unsubscribed at campaign start is down from 16.2% to 7.8%.

# FY23 RE-ENGAGEMENT CAMPAIGNS:

## Resubscriber Journey

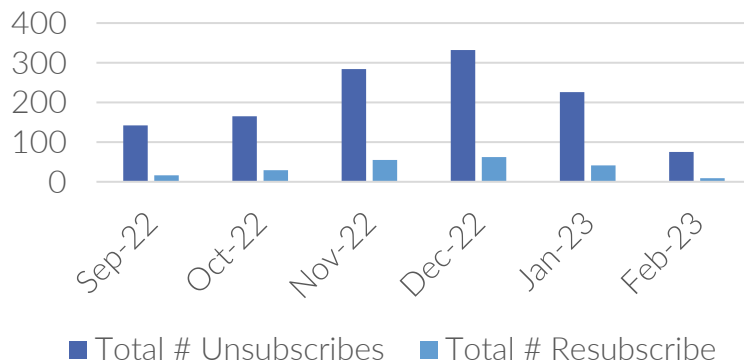
- All resubscribers receive an email asking if there are other types of emails they'd like to resubscribe to a few weeks after initial resubscription.
  - Averaging an **80% open rate, 9% click-rate, 6% additional resubscribe rate**
- Summer/fall resubscribers received a segmented reunion save the date email.
  - **82% open rate, 18% click rate**
- All resubscribers will receive a segmented reunion invitation.
- There are plans to track the number of resubscribers who attend reunions.
- Identifying additional messaging opportunities for next fiscal year.

# FY23 RE-ENGAGEMENT CAMPAIGNS:

## Unsubscribe Automations

- Piloting automated messages to alumni who unsubscribe from Harvard College emails at the Harvard College business unit level in SFMC.
- These daily automations confirm an unsubscribed status within 24 hours and provide an immediate option to opt back in.
- To date, these automated messages have seen a **63% open rate**, **18% click-rate**, and **17% resubscribe rate**.

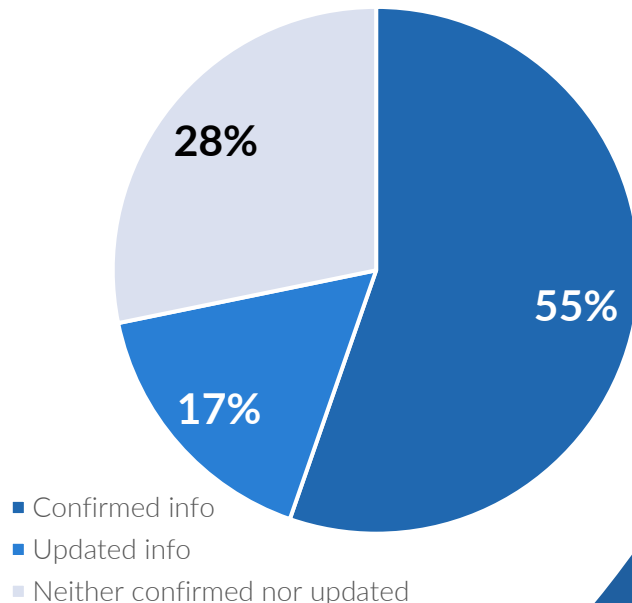
Unsubscribe to Resubscribe  
Within 24 Hours



# FY23 RE-ENGAGEMENT CAMPAIGNS: Lost Alumni Messaging

- Goal is to garner as much confirmed and/or up to date contact information as possible.
- Four email messages have been sent through SFMC to subscribed alumni in reunion with CTAs to either confirm or update contact information.
  - 61% open rate, 26% click-rate
- 72% of alumni in reunion with active emails have confirmed or updated contact information since October 2022.

The following pie chart showcases the breakdown of confirmed and updated contact information among Harvard College alumni in reunion since October 2022.

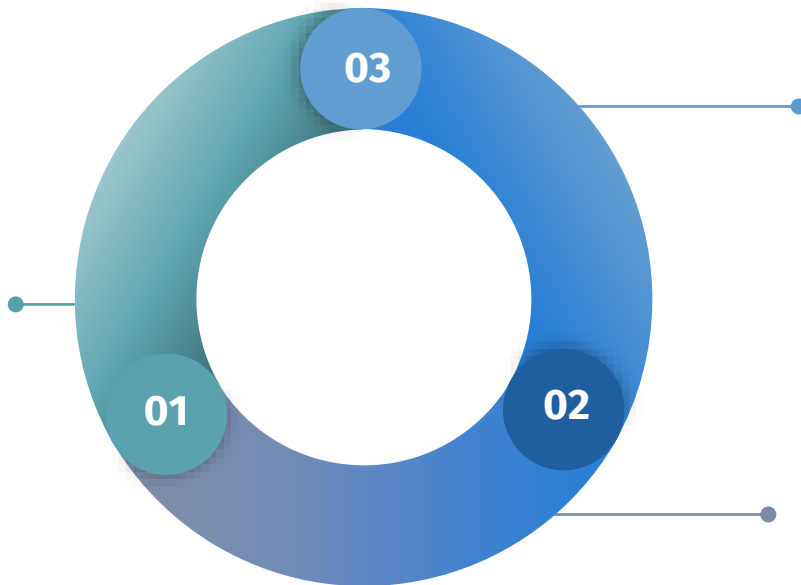




# FY23 RE-ENGAGEMENT CAMPAIGNS: Overall Highlights

## 1. Resubscription Emails

50% of unsubscribed Harvard College alumni in reunion have resubscribed to reunion communications.



## 3. Lost Alumni

72% of Harvard College alumni in reunion with active emails have either confirmed or updated their contact information since October 2022.

## 2. Unsubscribed Automations

17% of unsubscribed Harvard College alumni have resubscribed within 24 hours of unsubscribing.

# Developing Your Own Rescription Campaign

What we've learned and how to get  
started



# How to Get Started

- Identify a target audience.
  - Ideally this will be a smaller, concentrated audience.
- Identify a strong value proposition.
  - Keep this focused on one reason (i.e., resubscribe to communications about one event or one resource).
- Connect with operational teams involved in data and email deployments to identify processes.
  - Establish processes in alignment with data governance protocols.
- Identify a mail merge compatible platform for the email sends.
- Prepare the campaign—establish a timeline, draft copy, etc.

# Sample Email

Want to receive updates about your Harvard Reunion?



College Reunions

To Sansone, Mary



Follow up. Completed on Monday, October 25, 2021.



Fri 10/15/2021 2:16 PM

Dear Mary,

We're reaching out because you are celebrating a Reunion this year and are not currently receiving emails from Harvard College.

We've been hearing from alumni like you who did not realize that their prior request to unsubscribe removed them from hearing about your upcoming Reunion and Class Report.

[If you would like to receive information like this, please let us know.](#)

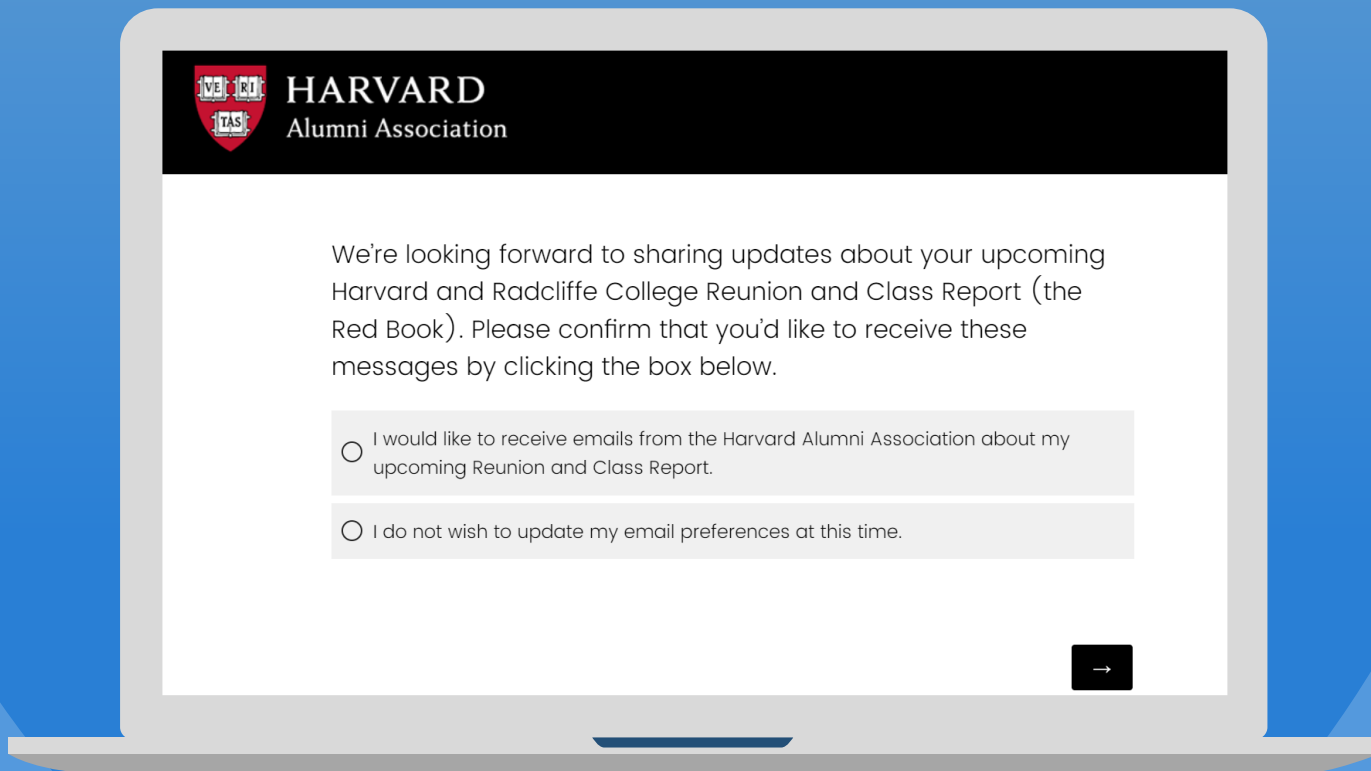
Reunion celebrations and activities have already begun and will continue throughout the academic year. With this in mind, we encourage you to resubscribe now so that you will start receiving invitations and updates specifically for 2022 reunioneing alumni. Many details around Reunions will be shared electronically, so opting into email is the best way to stay tuned.

Thank you for your time and we hope to see you soon!


Sincerely,

Your friends at the Harvard Alumni Association

# Sample Form




The image shows a laptop screen with a form from the Harvard Alumni Association. The form has a black header with the Harvard crest and the text 'HARVARD Alumni Association'. Below the header, the text reads: 'We're looking forward to sharing updates about your upcoming Harvard and Radcliffe College Reunion and Class Report (the Red Book). Please confirm that you'd like to receive these messages by clicking the box below.' There are two radio button options: 'I would like to receive emails from the Harvard Alumni Association about my upcoming Reunion and Class Report.' and 'I do not wish to update my email preferences at this time.' A black button with a white right arrow is at the bottom right of the form.

 **HARVARD**  
Alumni Association

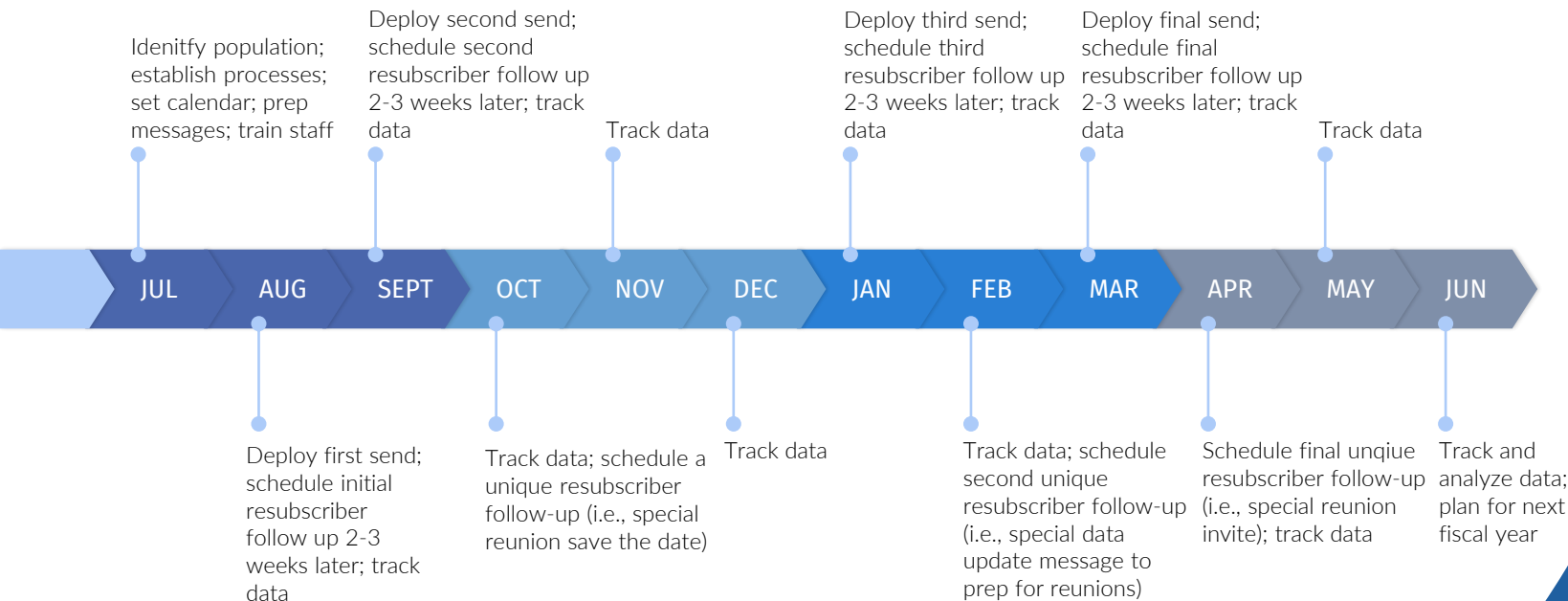
We're looking forward to sharing updates about your upcoming Harvard and Radcliffe College Reunion and Class Report (the Red Book). Please confirm that you'd like to receive these messages by clicking the box below.

☐ I would like to receive emails from the Harvard Alumni Association about my upcoming Reunion and Class Report.

☐ I do not wish to update my email preferences at this time.



# Sample Timeline



# Quick Tips

## 👍 Start with a pilot

Before launching a wide spread resubscribe campaign, run a pilot with a concentrated audience that is likely to respond to a strong value proposition.

## 👍 Track data

Identify a system to track your audience throughout the full cycle of the campaign, including any additional re-engagement behaviors elicited.

## 👍 Develop a journey

Once resubscribed, identify additional opportunities for re-engagement and establish longer-term engagement goals for respondents.

# Thanks!