

New Affinity Group Worksheet

Name of Group: _____

Type: (Circle one)

Identity

Professional

Special Interest

Student Group

Audience/Membership: (Whom will you include in your marketing effort? i.e., All Alumni, only those from your college, only those in your industry)

Alumni Volunteers: (At least three, including Name, Class, Email and Phone Number)

1. _____
2. _____
3. _____
4. _____

University Contacts: (One Office of Alumni Engagement Contact/One OPCD or Department Contact as needed)

OAE: Gray Allen – Community & Affinity Engagement Coordinator – allenlg@wfu.edu 336.758.2990

OPCD: _____

Department: _____

Websites: (All Social Media Sites will link to and from the appropriate WFU Alumni webpages)

LinkedIn URL: _____

• Log-in Name: _____

• Password: _____

Facebook URL: _____

• Log-in Name: _____

• Password: _____

Twitter URL: _____

• Log-in Name: _____

• Password: _____

Mission of Group: _____

Goals of Group: _____

Any Previous Communications/Events: _____

Next Steps:

Recruiting Communication/Survey: _____

Events: _____