

# Our global community

Your role in keeping the alumni community thriving across the world

## Minimum expectations of an engaged group as ambassadors for the University and its mission



Show respect, uphold the Cambridge values and brand



Contactable committee of a minimum of 3 people & responsive to requests



Serve a significant alumni community



Inclusive to all alumni



Interesting programme reflecting demographics

[networks@alumni.cam.ac.uk](mailto:networks@alumni.cam.ac.uk)

Alumni groups are vibrant communities who come together to stay connected with each other and with the University. Whether formed around shared interests, geographic location, academic background, or professional field, these groups are led by dedicated volunteers who help foster lifelong relationships.

More than just social networks, alumni groups create connections in regions that we can't always reach directly; acting as University ambassadors to the wider community and as alumni channels back to the University, ensuring we hear about your thoughts and opinions. They help spread the University's mission and message across the globe by building bridges, supporting students, and strengthening our reputation through their local presence and leadership.

## Why alumni groups matter

They play a vital role in the University community by:

- Building connections  
They help alumni stay in touch with peers and expand their professional networks.
- Enhancing reputation  
Active alumni groups contribute to the University's global presence.
- Supporting students  
Many groups offer mentoring, career advice, and opportunities for current students.
- Giving back  
Groups often support volunteering, advocacy, and fundraising efforts that benefit the wider University community.

# Being an ambassador

Answers to your questions on the University brand

## Representing Cambridge with integrity

As an alumni group volunteer, you play a vital role in creating connections to the University across the world. Your voice helps extend the University's values, mission, and reputation far beyond Cambridge.

This page outlines how to use the University's brand appropriately and how to act as a trusted ambassador in your region.

## Your role as an ambassador

Being an ambassador means:

- Acting as a bridge between alumni and the University
- Sharing accurate information about the University
- Promoting inclusive and respectful engagement

## Staying connected

- Attend regular alumni group update sessions. These meetings are to share ideas, receive updates, and connect with other volunteers and University staff.
- Keep in touch with the Volunteers Team so we know who is representing your group.

[networks@alumni.cam.ac.uk](mailto:networks@alumni.cam.ac.uk)

## Using the University brand

The Cambridge brand is trademarked and recognised globally and should be used with care and consistency. Here's how to ensure your communications reflect the University's identity:

- If your group has signed a University trademark agreement, you will be provided with a recognition logo. These should appear on all official alumni group communications, websites, and promotional materials. If you're unsure which version to use, contact us for guidance.
- Follow brand guidelines for correct use of logos, fonts, colours, and tone of voice. The logo should not be altered without written authorisation from the University.
- The University's name and branding must not be used for personal or political promotion, commercial ventures, or financial gain. Alumni group activities should always align with the University's values and mission.

For the brand guidelines, visit:

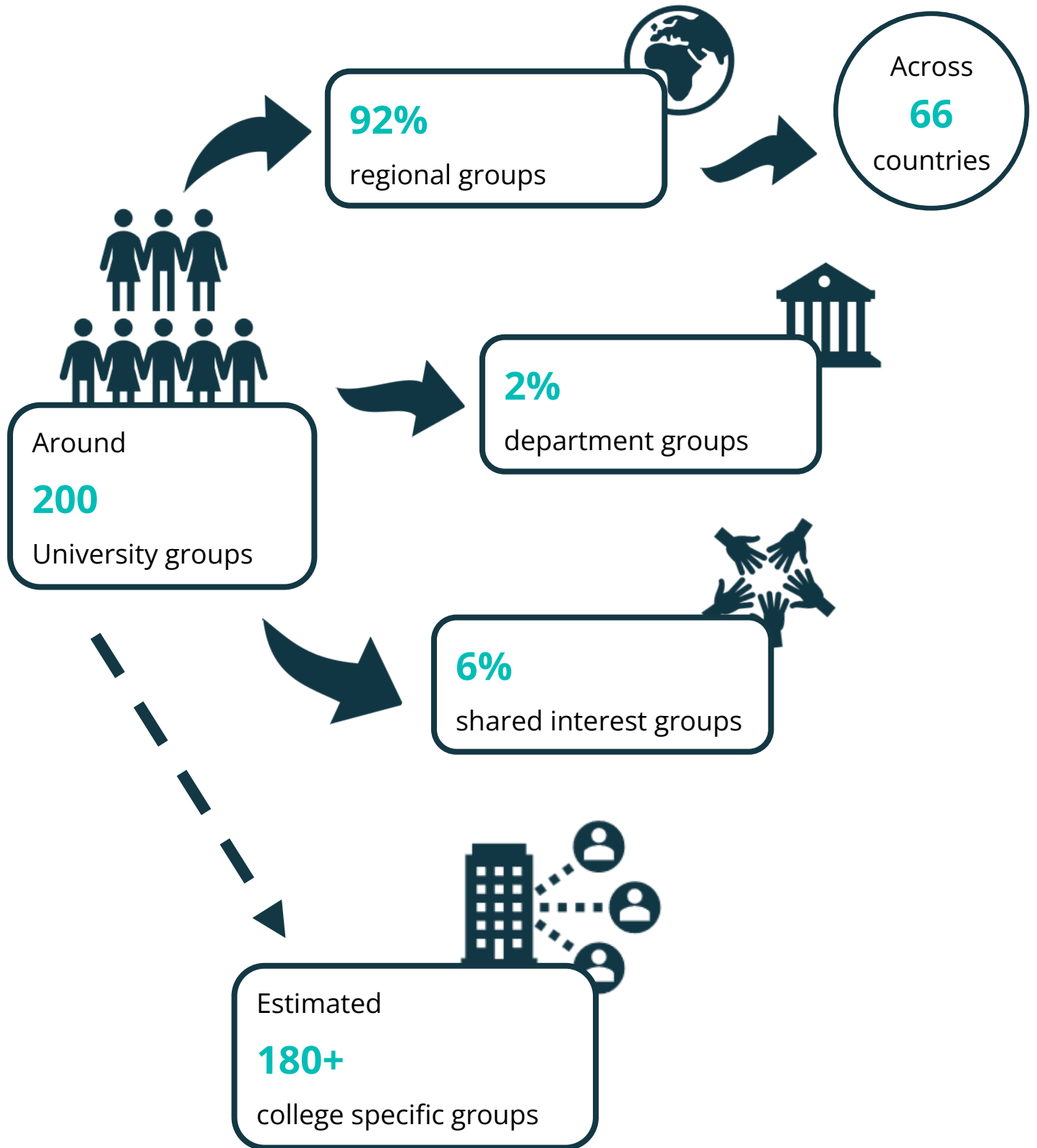
<https://www.cam.ac.uk/brand-resources/guidelines>



UNIVERSITY OF CAMBRIDGE  
**ALUMNI**  
GLOBAL NETWORK

# Our global community

Your dedication adds up to a whole network



# Support for your group

This guide will explain how the Volunteers Team can support you

## Meet the team

We're a small, friendly team dedicated to helping alumni groups succeed. Please don't hesitate to reach out.

[networks@alumni.cam.ac.uk](mailto:networks@alumni.cam.ac.uk)

## Useful resources

You can find guidance on everything from event planning to branding on our website.

<https://www.alumni.cam.ac.uk/get-involved/advice-for-alumni-groups>

<https://www.alumni.cam.ac.uk/get-involved/advice-for-alumni-groups/how-we-can-help/support-for-your-alumni-group>

## NVWG: your volunteer voice

The Networks Volunteer Working Group (NVWG) is a group of alumni volunteers who work closely with the University to represent the wider alumni community. They help shape strategy, share feedback, and ensure your voice is heard.

## Alumni groups newsletter

We would like to share best practice examples, top tips, and photos that showcase your group's activities, milestones, or celebrations. Your stories help inspire and connect our global alumni community.

[networks@alumni.cam.ac.uk](mailto:networks@alumni.cam.ac.uk)



Claire Molinario,  
Alumni Volunteer  
Manager



Pip Anderson,  
Alumni Engagement  
Associate



Christian Cornforth,  
Alumni Engagement  
Associate

## Group update meetings

We host regular online update sessions to share news, hear your ideas, and connect you with other volunteers. These are a great way to stay informed and inspired.

## Your group's webpage

Each alumni group has a dedicated page on the University website. Keeping this up to date helps alumni find you and stay connected. Let us know if anything needs updating so we can help.



# AI for communications - newsletters and beyond

**Matt Rhodes**  
AAB Member

©House 337

## Understanding AI

- AI tools are not sentient. They predict the next word in the response based on programmed patterns.
- Most models are trained on US-centric data, so tone often reflects that.
- AI is everywhere now. You're probably using it without realising.

## What can AI help with?

- Planning (e.g. events)
- Writing (e.g. newsletters)
- Rewriting for a specific audience or tone of voice
- Creating images
- Brainstorming ideas

AI can edit, format, and improve your drafts.

It can:

- Extract text from PDFs or images
- Automate tasks
- Generate creative content

networks@alumni.cam.ac.uk

## Writing effective prompts

### 1. Character

Who should the AI 'be'? Give it a role or persona to adopt so that its responses reflect the tone, perspective, and expertise you need.

### 2. Context

Provide background information about the audience and goals.

### 3. Content

Specify exactly what you want – length, format, style, tone, or elements.

### 4. Create

Set clear expectations of deliverables and quality.

## Common pitfalls

- Over-prompting can confuse AI or lead to 'hallucinations' (made-up information).
- Verify the sources used to check accuracy.
- Don't use AI for personal or sensitive messages.

## Ethical considerations

- Tools are public by default, so avoid sharing private or sensitive data unless you're using a paid version with secure data handling.
- AI has considerable environmental impact: e.g. excessive water usage for cooling data centres.
- Generated content is likely based on real people's work who haven't necessarily been compensated.



# Effective committees facilitated discussion

Networks and  
Volunteers Working  
Group

## Committee structure and roles

Define clear roles; start with the basics and then expand based on group needs.

These are roles that typically make up a committee

- Chair or President
- Treasurer
- Secretary

Some groups may also choose to have roles for:

- Vice or Co- chair or president
- Events coordinator
- Media or communications coordinator
- Development or partnerships coordinator

## Responsibilities

Think about the responsibilities of the committee as a whole. Dividing these up between the volunteers is a good way to decide which roles you need.

Some groups use “blended roles” for flexibility. If your group is small, share responsibilities across members to avoid burnout.

Some typical responsibilities are:

- Plan and host events
- Communicate with members
- Manage social media and correspondence
- Manage the group’s finances

## Tips

- Start succession planning early to ensure smooth transitions in committee roles.
- Recruitment of members helps to plan ahead a succession pipeline.
- Request a demographic summary from the Volunteers Team to understand your alumni base to tailor your approach.
- Ask members what they want. Demand-driven events increase attendance.
- Tap into peer support. Other groups or, even groups from other universities (Oxford or Ivy League, for example) might be able to help with recruitment and planning.
- Use tools like Google Suite or WhatsApp groups to plan amongst your committee.

# Volunteers' reverse panel

Volunteers swapped common issues and provided solutions

Networks and  
Volunteers Working  
Group

## We're struggling to open a bank account for our group. What can we do?

- Speak with your own bank provider; they will be able to advise what is available in your region. Most UK banks have Community accounts for a monthly fee.
- Consider forming a [Community Interest Company \(CIC\)](#) or incorporated group, if based in the UK.
- Ask the Volunteers Team for a referral letter to support your application, if needed.

## How do other groups handle insurance and liability for events?

- Link with a larger group that already has insurance or federate groups to share.
- Use waivers for informal events, tailored to local legal environments.
- Explore support from frequently used venues and their liability coverage.

## What if our committee has inactive or problematic members?

- Have a conversation about roles and responsibilities before escalating.
- Use AGMs to reset expectations and elect new members.
- Include a removal process in your constitution.

## What email systems are best for communicating with members? Ours always go to spam.

- Use tools like MailChimp and Mailerlite (but watch out for pricing changes).
- Switch to WhatsApp and LinkedIn for informal updates.
- Request a demographic summary from the Volunteers Team to tailor outreach.
- Avoid spam filters by using verified alumni email addresses.

## We have no budget for venues. Any creative ideas?

- Coworking spaces and museums are often empty in the evening.
- Local universities might collaborate.
- Discounts may apply if visiting the same venue frequently by building trust.
- Venues with a community focus might be receptive (e.g. tech hubs).
- Members may have access to spaces through work.

## How do we formalise an informal group that meets infrequently?

- Introduce membership tiers.
- Use a constitution and committee roles to add structure.
- Offer event discounts for members to encourage sign-ups.



# Channels, audiences, & social media: group communications

**Thana Asaad**  
Alumni Engagement  
Digital Communications

The best way to attract and engage your community is to find out what really motivates them and show up on the platforms they actually use.

## Know your audience



Early-career alumni (0 to 5 years out of university)

Prefer visual, fun, and discovery-based content.



Mid-career alumni (5 to 20 years)

Value career stories and thought leadership.



Late-career/retired alumni (20+ years)

Enjoy nostalgia and community updates.



International alumni

Tailor tone and timing to region.

## Choose the right channels



Email

All career stages  
News, event details, updates



Instagram

Early-career  
Reels, event highlights, visuals



WhatsApp

Small groups  
Quick reminders, informal chat



Facebook

Late-career  
Photos and nostalgia



LinkedIn

Mid-career  
Career stories and partnerships

## Create content that works

- Use authentic photos, short videos and clean graphics. Avoid stock images.
- Keep captions short, clear, and human.
- Lead with a hook.
- Use 1 to 2 relevant hashtags.
- Reuse successful formats.

## Make sharing easy

- Provide ready to share posts.
- Tag official alumni accounts and partners.
- Decide your group's voice.
- Collaborate with other groups to expand reach.
- Use regular posting to build engagement.

networks@alumni.cam.ac.uk



# Events that work facilitated discussion

Networks and  
Volunteers Working  
Group

## Popular event formats

### Family-friendly events

- Barbecues or picnics
- Sporting matches
- Boat Race watch parties

### Social and informal meet-ups

- Monthly drinks
- Wine tasting or drink crafting
- Walks or hikes

### Dinners and formal meals

- Annual dinners or festive meals
- Term dinners (with a speaker)

## Speaker and panel events

- Talks by academics or alumni
- Themed panels (e.g. sustainability, AI)
- Annual keynotes
- Online talks

## Career and networking events

- Career or mentoring sessions
- Themed networking
- Online sessions with career coaches

## Cultural and themed events

- Museum and gallery tours
- Theatre outings

## Tips & takeaways

- Use repeat venues as familiar locations often offer discounts and reliability.
- Combine events to boost interest: for example, include the AGM.
- Enable pre-booking and pre-payment to manage attendance and costs.
- Use name badges to encourage networking.
- Partner with other alumni groups to increase attendance; share speakers or venues; and increase reach.
- Use WhatsApp groups with regular contact to promote events quickly and keep attendees engaged with updates before events.
- Choose relevant topics to ensure speakers appeal to your local demographics.
- Have a designated IT person to smooth out tech issues for online formats.
- Hold monthly drinks or themed mixers; casual low-commitment formats that are consistent work well.

[networks@alumni.cam.ac.uk](mailto:networks@alumni.cam.ac.uk)

