



MARQUETTE
UNIVERSITY

TIME TO RISE

THE MARQUETTE PROMISE TO BE THE DIFFERENCE

Marquette Alumni Association Messaging Guide

Based on branding work conducted by the Marquette University Alumni Association National Board in late 2020, the following messaging guide empowers us to speak in a unified way about the robust and diverse benefits of the Alumni Association. You can use this messaging to inform your outreach, your online or social presence, and your interactions with fellow alumni on behalf of MUAA. It can be used verbatim and is also flexible enough to make it your own based on audience and situation.

Messaging Basics

What to remember as we're communicating about the Association.

- **Our target audience includes all Marquette alumni** – undergraduate, graduate and professional – across all class years, majors and locations.
- **The Association is a welcoming place where alumni can connect with the university and each other and can find resources and opportunities** for deeper engagement.
- The Association **offers two-fold engagement:**
 - Connection with Marquette graduates spanning all years.
 - A voice from alumni to the university as well as a source of information from Marquette, which we share with alumni.

Messaging Keywords

When communicating about the Association, consider these keywords.

- Connect
- Family
- Experience
- Network
- Students
- Mission
- Values
- Opportunities
- Advocate
- Camaraderie
- Spirit
- Faith
- Diverse
- Inclusive
- Immersive
- Engaging
- Resource
- Responsive
- Support

For questions or more information, please contact Sarah Burkhart at sarah.burkhart@marquette.edu.

Primary Messaging

- When you found Marquette, you found a family. That journey doesn't stop at graduation. It continues with a welcome to the Marquette University Alumni Association.
- We are a network that crosses colleges, decades and geographies, and we connect you with the camaraderie, lifelong experiences, relationships, philanthropy, and mission values that are Marquette.
- No matter where you are, you ARE Marquette. Through the Marquette University Alumni Association, you join an instant, robust and diverse network of fellow alumni and can share your voice back with the university.
- MUAA is the gateway to your post-graduation connections with Marquette and your extended Marquette family that you can lean on for support throughout your life.
- Whether connecting you with old friends, expanding your network of fellow alumni, offering alumni travel opportunities or providing feedback and advocacy to the university on your behalf, the Marquette University Alumni Association is here for you.
- By keeping both alumni and the university engaged, we are instrumental in assuring the mission and values of Marquette remain at the forefront of work being done by university. We are your voice, representing to the university the interests of our varied alumni.

Supporting Messages

- MUAA is the best way to continue your connection to Marquette, to friends and educators, and to the experience that brought you to Marquette and made you who you are.
- The Alumni Association is where you find out what is happening in the life of the university and share your opinions to influence the future of the Marquette experience.
- We grow engagement through local clubs, news and information, and networking to help each other as we move through our life paths.
- We take an interest in not only the lives of those who walked campus, but also who currently walk campus.
- The Association highlights the great things accomplished by alumni and invests in the futures of students through scholarships and opportunities.

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