

# Harvard Alumni Outreach Toolkit

Have an idea or best practice you are interested in sharing? There are several outreach resources available to you through HAA, Class, School, Club, and Shared Interest Group (SIG) channels. This document provides an overview of those resources so you can determine if, when, how, and to whom you want to reach out.

## Resources Covered in this Toolkit

### Reaching Broadly

- Social media

### Contacting HAA Volunteer Leaders

- Outreach to Harvard Clubs and HAA SIG leaders
- Outreach to Harvard or Radcliffe College Class officers

### Contacting Individuals

- Using Harvard's Alumni Directory
- How to access the Alumni Directories for Harvard Business School, Harvard Kennedy School, Harvard Law School, and the Harvard T.H. Chan School of Public Health (in brief)

### Appendices

- Appendix A: Links to referenced tools
- Appendix B: School-based Alumni Association contact information

## Reaching Broadly

### HAA Social Media

Post or tag on HAA social media channels—it's easiest to connect with us on Twitter, where it is simple for us to retweet what you're sharing!

- Twitter: [@harvardalumni](#)
- Facebook: [Harvard Alumni Association](#)
- Instagram: [@harvardalumni](#)

### College Class, Harvard Club, and HAA Shared Interest Groups Social Media

There are many Clubs, SIGs, and College Classes that are active on Twitter, Facebook, and/or Instagram. Some of these networks have closed groups and others have open channels. If you are affiliated with an individual Club or SIG, you could consider connecting with them on social and/or joining their closed group. If you are an alumnus/a of the College/Radcliffe and your Class has a Facebook group, you should consider joining it.

- [College/Radcliffe Classes on social media](#)
- [Clubs and SIGs on social media](#)

### Unofficial Harvard Alumni Groups

There is also an [unofficial Harvard alumni Facebook Group](#) and an [unofficial Harvard alumni LinkedIn Group](#) run by alumni. If you are not currently a member of either one, you could request to join and use the groups to connect.

## Contacting HAA Volunteer Leaders

### Harvard Classes

There are many ways you can contact your classmates.

- Harvard and Radcliffe College Graduates:
  - Some College Class leadership may be interested in or open to hearing about resources you are offering, but this will vary by Class. Your best option is to inquire to your own Class leadership. You can find your Class leadership contact information [here](#).

- You may also find contact information for your classmates through your most recent Class Report as many alumni do include email addresses as a part of their entry.
- Graduate and Professional School Graduates:
  - If you attended one of the Graduate or Professional Schools, you can reach out to your School’s alumni association to find out more about how to contact your classmates. There are complete contact details for each School alumni association in Appendix B.
  - Some Harvard School alumni associations are also active on social media. You can see if yours is currently active [here](#).

### **Harvard Clubs and HAA Shared Interest Groups**

Clubs and SIGs are open to all alumni University-wide. Whether you are currently affiliated with one, you can reach out to their leadership to share your idea or proposal. You may find websites and contact information for all [Clubs](#) and [SIGs](#) on the alumni website.

Some Clubs and SIGs also have their own social media channels. While email is the best way to reach Club and SIG leaders, you can also reach out to them through social media. You can find a list of Club and SIG social media accounts [here](#).

### **Contacting Individuals**

#### **Harvard Alumni Directory: General Information**

The [Harvard Alumni Association Alumni Directory](#) is your comprehensive resource for staying in touch with classmates and other alumni around the world. You can search for alumni by name, Class, School, etc., and contact them through an email function built directly into the directory.

You will need your HarvardKey to log in. If you haven’t yet claimed yours yet, you can do so [here](#) (make sure to choose the “alumni” tab).

#### **Using the Directory: Finding Fellow Alumni**

When you first log in to the directory, you must enter a search term in the box at the top of your screen. For example, enter a name, a city and state, or a business to start.

Once you put the term into the search box and hit enter, you will see filtering options in the lower left-hand of the screen. You can use these filters to narrow down your search or begin an entirely new search with a new term.

**Note:** You can’t search on filters alone—you must include an accompanying term in the search box at the top of the page.

For example, let’s say you want to find alumni who were in the Harvard College Class of 2006 and live in Boston. You would type “Boston, MA” (in quotes) into the search box and on the lower left-hand side, pick “Harvard College” from the School dropdown menu and 2006 in the Class Year dropdown menu.

You can also enter “Boston, MA” into the Location filter, but sometimes you get better results by just using the search box for location. The results will immediately update after each filter you add. Now, you can scroll through and click on whatever profile you want to view.

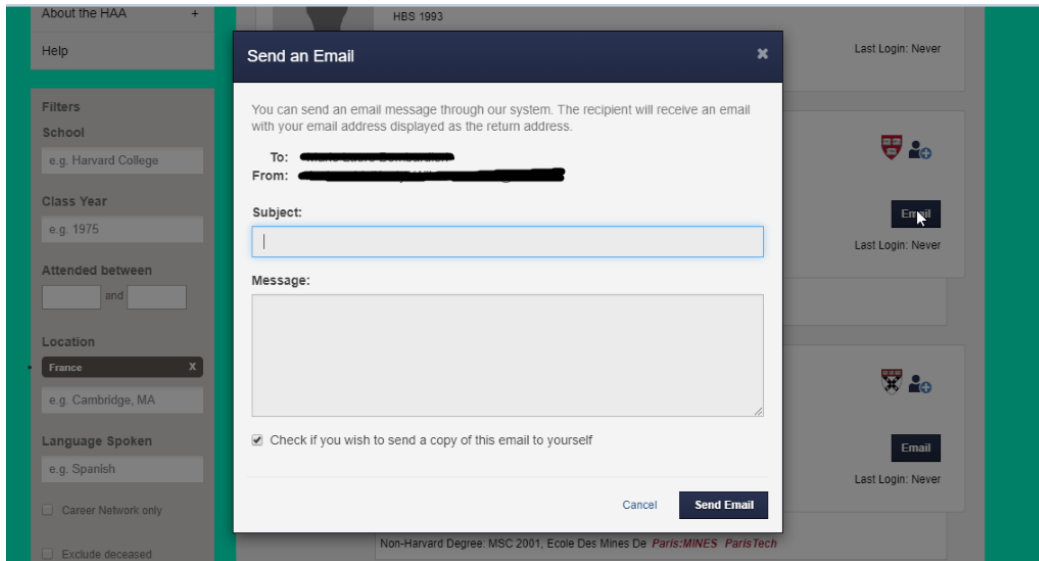
- [Directory Search FAQs](#)
- [Helpful Directory Search Tips](#)

#### **Using the Directory: Contacting Fellow Alumni**

You’ve entered your search terms and returned a list of alumni. Now you can contact alumni who currently have an email in the HAA database. Here is a step-by-step guide to contacting them:

1. Search for alumni in your area, Class, School, etc., and return a list of alumni.
2. Scroll through or view profiles to see whom you would like to contact.

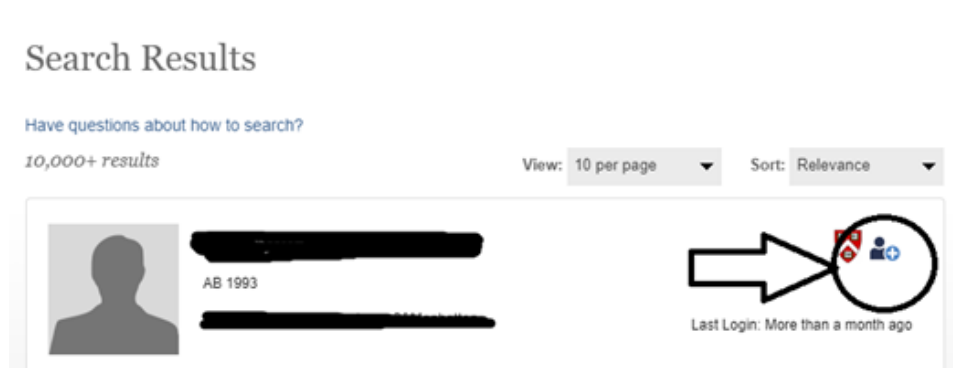
- Once you know whom you want to contact, you can email them directly by clicking the “Email” button in the far-right corner of the profile. **Note:** You can add alumni to your contact list if you want to reach out to them later by clicking the symbol on an individual’s profile or search preview tile.
- When you click on the email box, you will see a pop-up where you can enter a subject line and message. You will not see the recipient’s email address unless the alumnus/a has decided to make it visible.



- Hit send and your message will arrive in the inbox of the email account the alumnus/a has designated. When your recipient gets your email, it will reference that the message was sent through the HAA Alumni Directory. **Note:** Recipients will see your email address when they receive your message.
- If the recipient replies to your message, you will receive their email address. You can then proceed to communicate normally through your own inboxes.

#### Helpful Tips for Using the Directory to Email Other Alumni:

- You cannot send attachments.
- You cannot email more than one person at a time.
- If you don’t hear from someone, it could be because their email address is outdated.
- If you don’t see a box that says “Email” on a profile, that person doesn’t have an email in Harvard’s database or does not want to share their information.
- Asking someone to “forward” a message sent through the directory will not work.
- All replies to emails you send through the directory go to the email account Harvard has on file for you—so, it’s important that your email information with Harvard is up to date. Please [contact the Alumni Help Desk](#) to update your current email or to check what email you have on file.
- You can also “add alumni to your contact list” if you want to reach out to them later by clicking the symbol on an individual’s profile (see below).



### **Using the Directory: Discussion Boards**

Within the directory, you can find an array of discussion boards on different topics. These operate very much like a forum in which you post an initial message and then other alumni can reply to you. You can find the message boards [here](#).

### **Using the Directory: Important Parameters**

- You are limited to 100 individual profile views per day.
- You must use the HAA Alumni Directory in accordance with the [Terms of Use](#). This includes not using the directory to message large numbers of alumni at a given time.

### **Harvard School Alumni Directories**

If you are an alumnus or alumna of HBS, HKS, HLS, or the Chan School you can also access your own School's alumni directory. Please reach out directly to your School's alumni association with questions about the School directories (contact information for School alumni associations can be found in the appendices of this document).

- [Harvard Business School Alumni Directory](#)
- [Harvard T.H. Chan School of Public Health Directory](#)
- [Harvard Kennedy School Alumni Directory](#)
- [Harvard Law School Alumni Directory \(HLS Amicus\)](#)

### **Appendices**

#### **APPENDIX A: Links to tools referenced in toolkit (alpha order)**

HAA Alumni Directory

<https://community.alumni.harvard.edu/>

HAA Alumni Directory message boards

<https://community.alumni.harvard.edu/forum/messageboard>

HAA Alumni Directory Terms of Use

<https://alumni.harvard.edu/terms>

Alumni LinkedIn Group (unofficial, not HAA owned)

<https://www.linkedin.com/groups/43330/>

Alumni Facebook Group (unofficial, not HAA owned)

<https://www.facebook.com/groups/2200089725/?ref=bookmarks>

Harvard Alumni Association Clubs and SIGs on social media

<https://docs.google.com/spreadsheets/d/1-6KL3NE765u9-2HfpNpC6FRSAxlln89M4r8i3W0yNGM/edit?usp=sharing>

Harvard Alumni Association Club Directory

<https://alumni.harvard.edu/community/clubs-sigs/clubs-directory>

Harvard Alumni Association SIG Directory

<https://alumni.harvard.edu/community/clubs-sigs/sigs-directory>

Harvard Alumni Association programs and events page

<https://alumni.harvard.edu/programs-events>

Harvard Alumni College Class websites and leadership

<https://alumni.harvard.edu/college/classes>

Harvard Alumni College Classes on social media

[https://docs.google.com/spreadsheets/d/1VQdZMJxOQohHqhulgH2o-yOfk\\_vQAKJvRdH29y4aLto/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1VQdZMJxOQohHqhulgH2o-yOfk_vQAKJvRdH29y4aLto/edit?usp=sharing)

Harvard Business School Alumni Directory

<https://cas.hbs.edu/cas/login?service=https%3A%2F%2Fwww.alumni.hbs.edu%2Fcommunity%2FPages%2Fdirectory-search.aspx>

Harvard Kennedy School Alumni Directory

<https://www.hks.harvard.edu/alumni/get-connected/alumni-directory>

Harvard Law School Alumni Directory (HLS Amicus)

<https://amicus.law.harvard.edu/>

Harvard School Alumni Associations

<https://alumni.harvard.edu/schools>

Harvard School Alumni Associations on social media

[https://docs.google.com/spreadsheets/d/1\\_EWKVvZk5aLXhyFJ-DIQT3vaPLHME-37yGhngXCkTn4/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1_EWKVvZk5aLXhyFJ-DIQT3vaPLHME-37yGhngXCkTn4/edit?usp=sharing)

Harvard T.H. Chan School of Public Health Directory

<https://alumni.sph.harvard.edu/s/1319/02-HSPH/20/interior.aspx?sid=1319&gid=2&pgid=377>

HarvardKey

<https://key.harvard.edu/select-user-type> (make sure to choose the “alumni” tab)

## **APPENDIX B: School-based Alumni Associations**

### **Harvard Business School**

Phone: 617.495.6890

Email: [alumni@hbs.edu](mailto:alumni@hbs.edu)

### **Harvard College Alumni Programs**

Phone: 617.496.7001

Email: [haa\\_collegealumniprograms@harvard.edu](mailto:haa_collegealumniprograms@harvard.edu)

### **Harvard Divinity School**

Phone: 617.495.1778

Email: [alums@hds.harvard.edu](mailto:alums@hds.harvard.edu)

### **Harvard Extension School**

Phone: 617.495.4024

Email: [alumni@extension.harvard.edu](mailto:alumni@extension.harvard.edu)

### **Graduate School of Arts and Sciences**

Phone: 617.495.5591

Email: [gsaa@fas.harvard.edu](mailto:gsaa@fas.harvard.edu)

### **Harvard University Graduate School of Design**

Phone: 617.495.4315

Email: [alumni@gsd.harvard.edu](mailto:alumni@gsd.harvard.edu)

### **Harvard Graduate School of Education**

Phone: 617.496.3605

Email: [gse\\_alumni\\_services@harvard.edu](mailto:gse_alumni_services@harvard.edu)

### **Harvard Law School**

Phone: 617.495.3051

Email: [alumni@law.harvard.edu](mailto:alumni@law.harvard.edu)

### **Harvard Medical School**

Phone: 617.384.8520

Email: [hmsalum@hms.harvard.edu](mailto:hmsalum@hms.harvard.edu)

### **Harvard School of Dental Medicine**

Phone: 617.432.292

Email: [jessica\\_loew@hsdm.harvard.edu](mailto:jessica_loew@hsdm.harvard.edu)

### **Harvard T. H. Chan School of Public Health**

Phone: 617.432.8429

Email: [alumni@hsph.harvard.edu](mailto:alumni@hsph.harvard.edu)

### **Harvard Kennedy School**

Phone: 617.495.1394

Email: [hksalum@harvard.edu](mailto:hksalum@harvard.edu)