

Integration - Tips for Success

UAB's approach to the Engage-GivePulse integration

Community Outreach

Initiate a gathering of community partners to educate and empower on site usage. *Work collaboratively to identify existing relationships across community engaged departments. Invite those organizations to support the launch as a premier community agency. Use experience to further relationship and support networking.*

Student Outreach

Use an existing, signature program to launch the platform for student use. *Identify a highly attended program to promote the launch. Consider using the registration feature to drive students to explore the site. Import participation as an "impact" to allow students an opportunity to confirm and reflect on the experience.*

Marketing Initiatives

Let students and administrators drive your marketing initiatives. *Ask for your divisional leader to send out a campus-wide email and/or post via social media. Consider using students for Snap Chat takeovers to demonstrate the site in action through registration, volunteerism, and recording impacts.*

Provide Training

Training is needed to establish a common language surrounding engagement, build a campus brand, and encourage student use. *Identify existing training programs such as Student Organization Summits or an Engage Path for community engagement. Use existing resources to connect your students to the benefits of the integration and the differences between the two platform.*