IMPACCTO
CETYS
ALUMNI

#ImpactoCETYSALumni
IMPACTO CETYS ALUMNI

WHAT IS IT?

#ImpactoCETYSAlumni is an initiative that celebrates alumni volunteering and fosters engagement in activities that promote solidarity and social contributions.

2019 marked the first edition of #ImpactoCETYS Alumni. The overwhelming success of the initiative has paved the way for this to become a signature, annual activity.
Objective

To communicate the positive impact that CETYS graduates bring to their respective communities through their volunteer work, thus further encouraging meaningful involvement and community engagement.

GOAL

5,800 volunteer hours.

Considers people and communities impacted.
WHAT MAKES US DIFFERENT?
"A COMMUNITY OF GRADUATES WITH SOCIAL RESPONSIBILITY"

Other Universities recognize professional trajectories and major alumni achievements. At CETYS Alumni, we recognize each of the actions that our graduates undertake to improve their communities.

COMMUNICATION PILLARS

EMPOWERMENT
Empower each of our graduates to have a constant impact on their community.

CONVENE / MEET
Encourage all actions, large or small, to building a better place. Every action counts.

RECOGNIZE
Thank and give them the credit they deserve for performing these activities.
WHO IS OUR TARGET?
72% of the reviews and comments they read on the internet influence their opinion about brands.

53%-55%
When looking for content related to news and travel, they prefer text format.

56%
Use social networks to communicate via messages and chat.

53%
Choose to see pranks, jokes, and memes in social networks.

HOW DO WE CONNECT WITH THEM?
RATIONALE
Not only do we prepare our students for the future, we prepare them to make a real impact on the world.

#ImpactoCETYSAlumni
We are looking for those aspects of the Alumni community where a small action has had a positive impact on someone. We want to recognize and thank you through #ImpactoCETYSAlumni and to inspire you to improve your surroundings.
HOW DID WE DO IT?
We created a landing page in which graduates recorded volunteer hours per year and the type of cause they support. In the case of those who did not have a cause but wanted to join the initiative, they registered to go to one of the three options they were given to do volunteer work in the cities where we have campuses.
GRAPHIC IDENTITY
Post on CETYS Alumni networks

Que todos miren tu esfuerzo

#ImpactoCETYSAlumni

THAT ALL LOOK AT YOUR EFFORT

YOU ALREADY STARTED THE CHANGE

#ImpactoCETYSAlumni
Tu comunidad lo agradece, nosotros te reconocemos.

Regístrate y cuéntanos cómo has impactado a tu comunidad.

#ImpactoCETYSAlumni

YOUR COMMUNITY THANKS YOU, WE RECOGNIZE IT
Yo soy parte del cambio

¿Cómo impacto a mi comunidad?

#ImpactoCETYSAlumni

Instagram Story Alumni community

T-Shirt
September 2019

Calendar*

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<thead>
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<th>1</th>
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* Image improvement proposal

SEPTEMBER 2019

**Calendar**

- **SEPTEMBER 01**
  - IMPACTO CETYS ALUMNI
  - Communicate the concept and time frame to participate.

- **SEPTEMBER 03**
  - REGISTRATION
  - Explain the dynamics of registration.

- **SEPTEMBER 05**
  - START
  - Announce project kickoff with an example and invite the target audience to participate.

- **SEPTEMBER 21**
  - CLOSURE
  - Thank everyone for contributing to making a socially responsible community.

- **SEPTEMBER 26**
  - RESULTS
  - Communicate the impact of CETYS graduates on their community.
Testing will be carried out through two campaigns, one with the objective of conversion and the other with the objective of awareness, in order to identify the one that our community interacts better with, and also to amplify the campaign.

<table>
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<tr>
<th>Objective</th>
<th>Investment</th>
<th>Potential Reach*</th>
<th>Daily Estimate*</th>
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<tbody>
<tr>
<td>Conversion</td>
<td>MXP$1,000</td>
<td>3,200</td>
<td>1.0K-2.9K</td>
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<tr>
<td>Awareness</td>
<td>MXP$1,000</td>
<td>6,900</td>
<td>1.4K-4.1K</td>
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*All results are estimated and may vary.