



**LIVING PLANET
@CAMPUS**

BEST PRACTICES: HOW TO UTILIZE YOUR WWF STUDENT DATABASE

As a Campus Partner under MOU with WWF-Canada, you can contact students at your institution who are registered with our program to encourage student participation in activities and opportunities you offer on campus and support your engagement and conservation goals.

Note: Students reserve the right to request that you do not contact them. If a student requests that you do not email them again, ensure that you keep them off your outreach list next time.

Note that **the WWF-Canada student list should not be added directly to your own newsletter list**. In your personalized email to students, you can include an opportunity to sign up for your newsletter so that students can stay informed on your campus opportunities.

BEST PRACTICES

- **Do not add the WWF-Canada student list to your own newsletter list**. Students participating in Living Planet @ Campus should be contacted by email directly (or using a personalized MS Word Mail Merge). In your personalized email, you can include a link to subscribe to your newsletter.
- Watch the Website Tutorial (coming soon!), outlining how to pull reports on student registrations at your school.
- Filter and remove from your Excel report students who have:
 - o Graduated (see “Expected Graduation Date” field in the Excel report)
 - o Requested not to be contacted
- In your email message:
 - o Always identify yourself/your office in relation to WWF-Canada’s Living Planet @ Campus program (see template below for an example of this).
 - o Always relate your offering back to the Living Planet @ Campus program (for example, mention that it counts towards WWF-Canada’s Living Planet Leader student certification, if applicable), so that students understand why they are being contacted.
 - o Personalize your email and avoid creating the look and feel of a mass email. For example, use merge fields including the student’s first name.
 - o For long contact lists, use an application such as Mail Merge in Microsoft Word to personalize your email.

- Have a way for students to opt out of receiving your emails. For example, if a student requests that you do not email them again, ensure that you keep them off your outreach list next time. Implement a tracking list for yourself if this will help you honour such requests and respect privacy.
- Use your discretion when deciding on the frequency of emails (WWF-Canada emails students only a few times a year).