



Getting the Most out of **The Alternative Guide** *at your university*

Our tips for effective implementation and best practice.

We want *The Alternative Guide* to have the maximum possible impact at your university and reach the widest number of current and prospective students. As an electronic (PDF) licence holder, you have chosen the best and most effective format of the *Alternative Guide*. Whether you are a new subscriber setting up the Guide for the first time, or have been with us for several years, we hope this leaflet may give a few useful pointers.

Any queries? Just email us at enquiries@gradfunding.co.uk or give us a call on **0207 564 8172**.

Best Practice Tips

1. Do other departments in the University know about the Guide? They can promote it too!

The whole university is covered by your licence. Any department can distribute the Guide, not just yours! So maybe get in touch with the Careers Service, Student Funding Office, Research Office, or Student Support Office and arrange for them to implement it. Just make sure they understand that the Guide **must always be password protected**.

2. Is there a link to The Alternative Guide on your Funding Webpages?

This is probably the first place students will look, so make sure there is a link, or at least a mention of it here!

3. Is the accompanying text with the Guide effective?

You are of course welcome to write what you wish, but we are happy to provide template text. See overleaf for an example of effective text to attract students' attention.

4. Is there a picture?

It's an old cliché, but a picture is worth a thousand words! A picture of The Alternative Guide front cover is on your CD, or can be found at <http://www.gradfunding.co.uk/promote>

5. Consider investing in a Hard Copy for reference at your Careers Library and/or Student Funding Centre

Hard copies are a great first reference point for students, who can then be referred to the PDF version so they can browse at their leisure.

6. Link to our website <http://www.gradfunding.co.uk/> when the Guide is promoted

This allows interested students to browse our website, and get a flavour of what the Guide is about, and about charities and trusts. Plus it allows them to get in touch with us if they have specific queries, or want to share a charity they have found!

