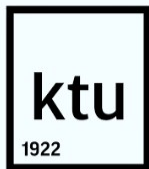




**ICARE** ALUMNI  
INTERNATIONAL COMMUNITY ON ALUMNI & CAREER



# Forging alumni engagement using a humble mug

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2026 May 7 - 8  
Kaunas, Lithuania



# THIS IS NOT A MUG



## A SIGN OF MEMBERSHIP

To a select group of "NICE PEOPLE" who helps UMH

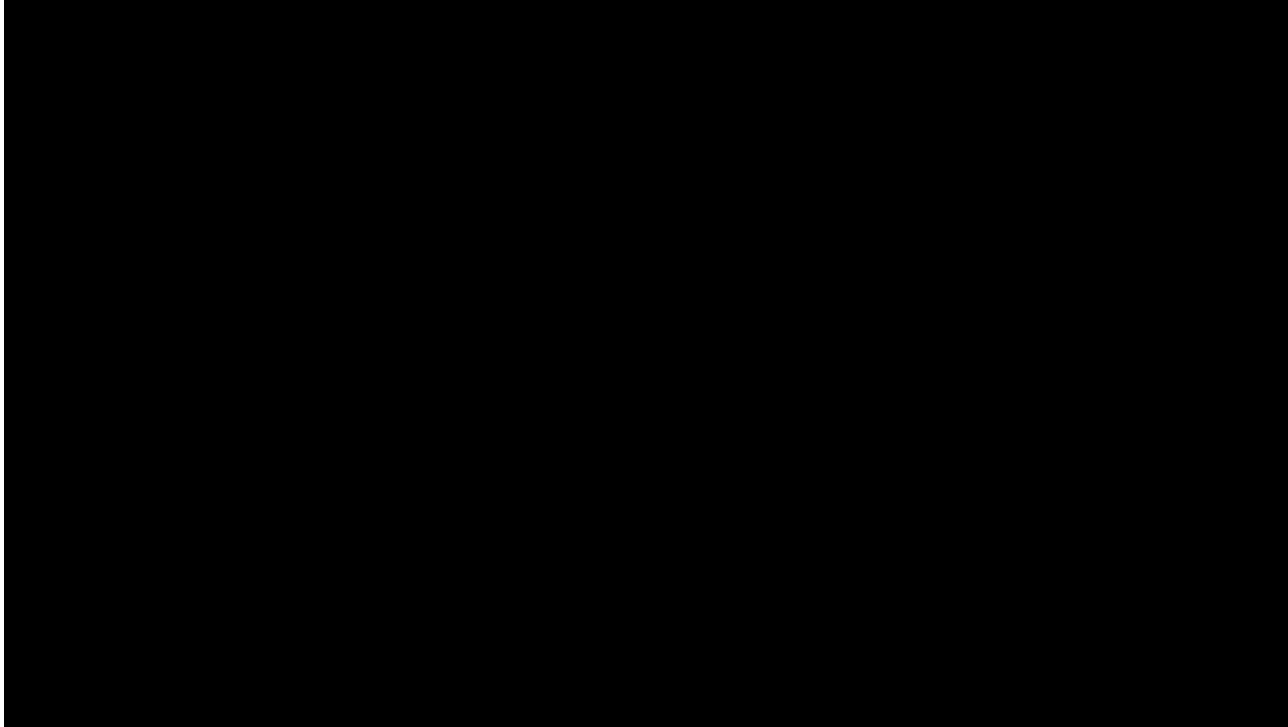


## A "CONTRACT"

That implies, maybe, a future MESS

You are **NICE PEOPLE** we can count on for any Alumni UMH **MESS** we can think of

**SORRY, I NEED TO MAKE  
A VERY IMPORTANT CALL**



# A real use case: multidisciplinary event

25

speakers

The mission: 28th January.

Multidisciplinary day for pre-university students. 25 simultaneous talks (5 per slot)

≈6h

of work

The team: each talk required 1 Prof + 1 Student + 1 Alumni

The "Mug" power result: only 2 rejections (very valid reasons)

# Gamifying Gratitude: The Path to 'Super Nice'

## Mug #1



First collaboration.  
The "contract"  
begins.

## Mug #2



Loyalty confirmed.  
A different model  
awarded.

## Mug #3



The habit is formed.  
Final model before  
the peak.

## The Thermos



Awarded for 3+  
collaborations. The  
"Super Nice People"  
elite status.

# Impact of the mug

**1.700+**

“mug-worthy” collabs

**1.300+**

mugs delivered

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One collab **1.200+**

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Two collabs **280+**

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Three collabs **80+**

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Four+ collabs **50+**

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# Key Lessons: Wit Over Wallet



## Personalization

Alumni are people, not data points. Treat them like peers.



## Creative ROI

A 3€ mug with a great story beats a 50€ formal plaque.



## Shared Language

Using words like "mess" creates an exclusive club.



# Thank You!



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