Alumni Engagement

Designing a successful Alumni Outreach Strategy
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Leads alumni engagement strategy for a community of nearly 1000 in N. America and Israel

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Today’s Webinar

- The business case & benefits
- Strategy development
- The psychology of alumni
- Best practices & tools
- 3 steps you can take today
Alumni engagement is not about fundraising
Alumni engagement is about relationships
Alumni include...

- Graduates
- Parents of graduates
- Grandparents of graduates
- Former teachers & staff
The business case for alumni engagement

Benefits
1. Fits your mission
2. Inspire current students
3. Word of mouth
4. Feedback & skill-based volunteers
5. Measure success
Benefit #1
Fits your mission

Goal

Productive, educated, dedicated Jews
Benefit #2
Inspire current students

- Role models
- Mentors
- Expert speakers
Benefit #3
Word of mouth

Consumers → Fundraising → Recruitment → Ambassadors
Benefit #4
Feedback & skill-based volunteers

- They know your school & its culture
- Invested in your school’s growth
- Pro-bono professional skills
Benefit #5
Measure success

- Useful metrics & data
- Track students after graduation
- Success stories for recruitment
Develop a strategy

Define success for your level of alumni engagement

Why do your alumni matter to your school?

Who are your alumni? What do they need?
What can they contribute?

What assets can you bring to bear?
What niche can you fill?
Why do your alumni matter to your school?

- Identify your goals
- Ensure stakeholders agree
Who are your alumni?

It’s not one size fits all
• Age
• Demographics
• Location
• Professional interests
What alumni want

- Authenticity
- Connection & meaning
- Further their goals & networking
- Contribute meaningfully
Your assets and team

- What do alumni associate with your school?
- You don’t need a dedicated alumni association or staff member to be successful
- Current & former staff
- Board members, volunteers, class representatives

*Ask alumni for suggestions, but remember, you can’t fill every niche*
Best practices
Forms of engagement that benefit alumni

- Networking & mentoring
- Skills-sharing & connecting to other resources
- Professional development
Best practices
Start at the beginning

Messages about alumni life should start at the beginning of a student's career at your school
Best practices
Communications

Communication is not a one-way street

There are many easy and free tools to use

- Online databases
- Facebook & Linked-In
- Newsletters
- Class representatives & natural networks
Easy ideas as you get started.

1. Send a save the date: *Invite alumni to events*
2. Pick a project for pro-bono support
3. College connections: *Encourage upper classmen to host college freshmen*
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