

# Alumni Relations Workshop

## AZ NALC April 8-10, 2010

### Best Practices

#### 1. Give an example of things that have worked to keep alumni involved.

- Alumni Breakfast
  - Make sure you use an easy location, during the brunch hour, once a term or a few times a year
- Alumni luncheon
- Alumni Newsletter in email and paper form
- Founder's Day alumni function
- Alumni signatures on pledge paddles
- Parent/Alumni banquet
- Family trees
- Inviting alumni back for events like initiation
- Sending emails to a list serve, bi-weekly
- Showing alumni where their membership dues go
- Giving them complementary tickets to events if a dues paying member
- Pledge book with alumni sigs
- New members find alumni on campus or in town
- Identify "key lecture" alumni
- Network through industry functions (National/State FFA, Farm Bureau banquets
- Relevant and timely updates from chapter
- Excel database with alumni contact instead of index cards (Google docs)
- Alumni groups
- Regional AZ events (regardless of original chapter)
- Variety of events to get all alumni involved
- Monthly emails
- Network with other chapters for ideas Identify mentor chapters to Develop Best Practices

#### 2. Give an example of something that did not expand alumni involvement?

- How could this have been improved?
- Sending letters- no response
- Breakfast for alumni on campus- no interest
- Changes in e-board, ideas lose steam

#### 3. What does a newer chapter need to become successful?

- Dedication

- Motivation
- Brothers/sisters that can work well together
- Keeping in good contact with Alumni to get current information
- Members trust in officers/ officers trust in members

**4. What advice can an established chapter give to a newer chapter?**

- Know where your alumni are going and keep up their contact information
- Have contact info for officers/E-board available to alumni

**5. Why is alumni involvement important for the chapter and the alumni?**

- Keeps the chapter strong
- Keeps records/traditions going

**6. Things you can do to retain alumni communication with your chapter**

- Consistent communication is key
- Facebook Group and other online social media
  - Keep it short and sweet. Update regularly
- To update and share information easily from one class to the next, create a Google account and use excel/documents.
- Create discussions online using bulletin boards in AZ and FB
- Create FB events so alumni can see who else is going to the event. They will be more encouraged to attend.