Data2Donors Check list

Ideas to actively promote your request to find Lost Alumni

* Use Facebook Create a drawing a week for new or updated contact information
* Post old photos as ask for help locating people pictured
* Provide an incentive to the volunteer who submits the largest number of updated Alumni contact information – like a free week of the Camp Director’s cabin during the off-season.
* Promote the request for contact information in Newsletters
* Have a table at Camp pick-up with a volunteer stationed to request contact information
* Train volunteers to ask at Jewish community events: “any camp Alumni here from Camp Wonderful? Raise your hand. Wonderful – You and I need to talk!”
* Tell people about all the good things they can get as camp alumni if they share their address with you:
  + Monthly e-newsletter
  + Announcements of Reunions and Anniversary events
  + A drawing for a camp t-shirt
  + Information on how to order camp stuff on-line
  + Recognition wall for couples who met at camp
  + Camp Baby bib for births
  + Discount for Alumni families that register kids
  + Discounts on rental of camp for private events such as weddings
* Record a “we miss you!” video, and post link
* Host mini-reunions/ house parties in cities outside your core catchment area to reconnect. Use the time to also recruit campers
* Test your system to see what works and inspires