

Camp

Alumni Engagement Plan for Year

Focus Audience:

Long-term goals for this audience:

A year from now, what successes might you have in engaging this audience?

Share two examples (that you imagine) of your (possible) accomplishments.

1.

2.

Data

See 3 **Alumni Data** exercises starting on page 16 in the workbook for more details.

Document the next steps to improve your alumni data here:

Task	Who is Responsible	Due Date
<i>(i.e., update alumni contact information from reunion in database)</i>		

Connectors

See **Exercise 7: Connectors** on page 31 of the workbook for more details.

List any Connectors — people who know everybody at camp — who are in this audience segment or who know a lot of people in this segment. Also include what each Connector could offer.

Connector	What can this Connector offer? <i>(update data; promote events; etc)</i>	Who will reach out to this Connector?

Audience Engagement

See **Exercise 8: Alumni Engagement Journeys** on page 36 of the workbook for more details.

What would you like this audience to contribute to camp in the short, medium, or long term?

Short-term	Medium-term	Long-term

What can camp offer this audience? How will camp engage them? (What, specifically, will happen?)
List specific heartbeats that may meet the needs of this audience in the table:

Heartbeat <i>(Program or Touchpoint)</i>	Next Step/s with dates	Who's Taking Lead	Who Else Is Involved