

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.e., update alumni contact information from reunion in database) |                    |          |

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?<br>(update data; promote events; etc) | 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<br>(Program or Touchpoint) | Next Step/s with dates | Who's Taking Lead | Who Else Is Involved |
|--------------------------------------|------------------------|-------------------|----------------------|
|                                      |                        |                   |                      |