

Value First: Effective Practices for Meaningful Alumni Engagement

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Graduway President, North America

Session Description

With enormous potential to transform your camp's future – through philanthropy, enrollment, and lay leadership – alumni represent your most promising stakeholders. Yet many camps struggle to find meaningful ways to engage alumni of all generations.

In this session, alumni engagement expert Chris Marshall will share what the best alumni programs know and do that you can adopt to improve your camp's engagement efforts.

Agenda

- Introduction
- Prerequisites
- AR 101 – first years students
- AR 201 – sophomores and juniors
- AR 301 – juniors and seniors
- AR 401 – graduate level

Introduction

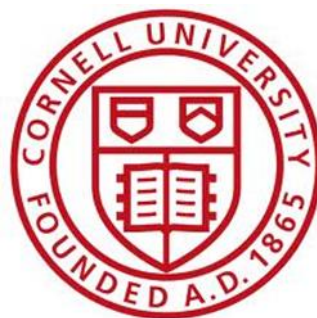
Introduction



12 Years



7 Years



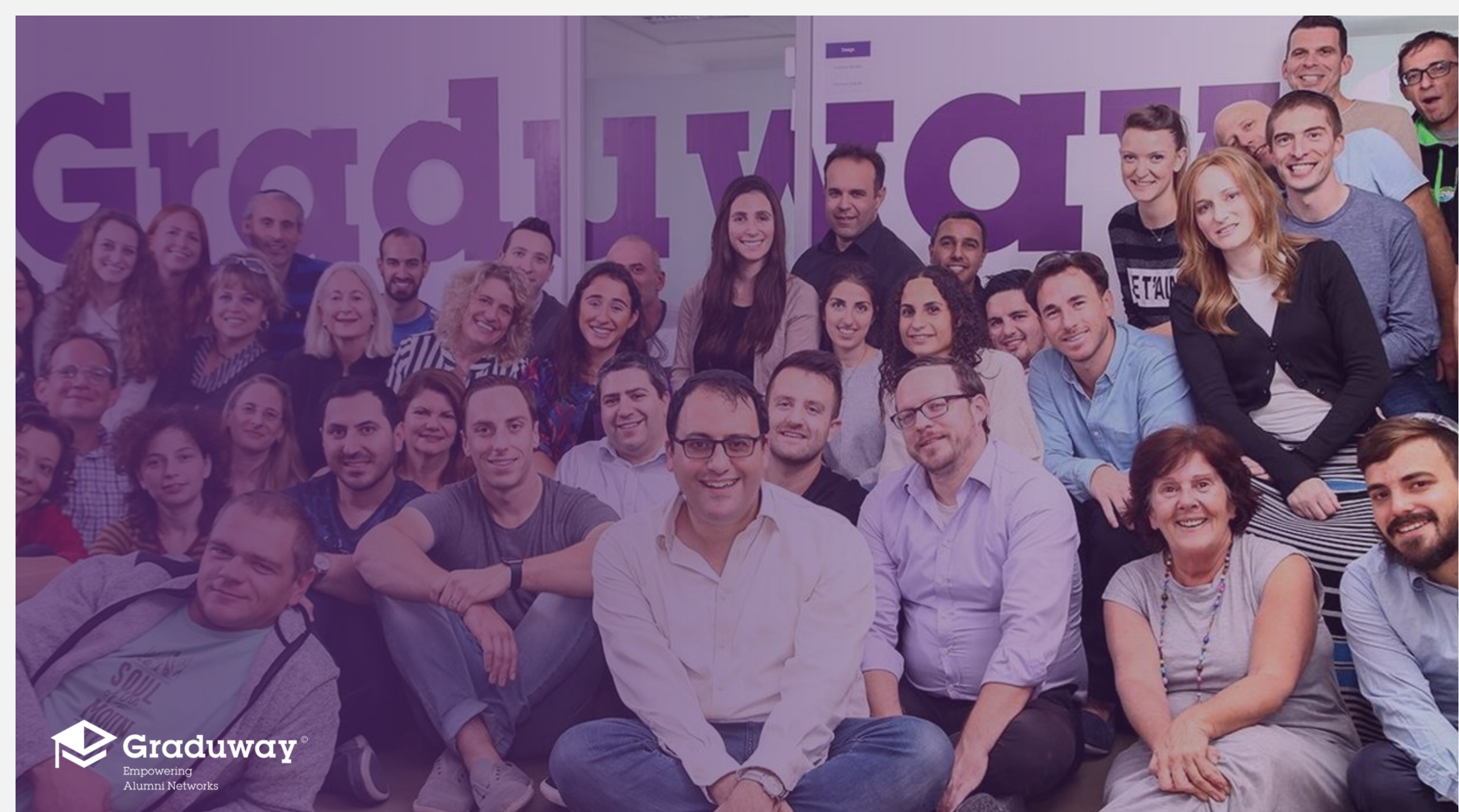
5 Years



5 Years

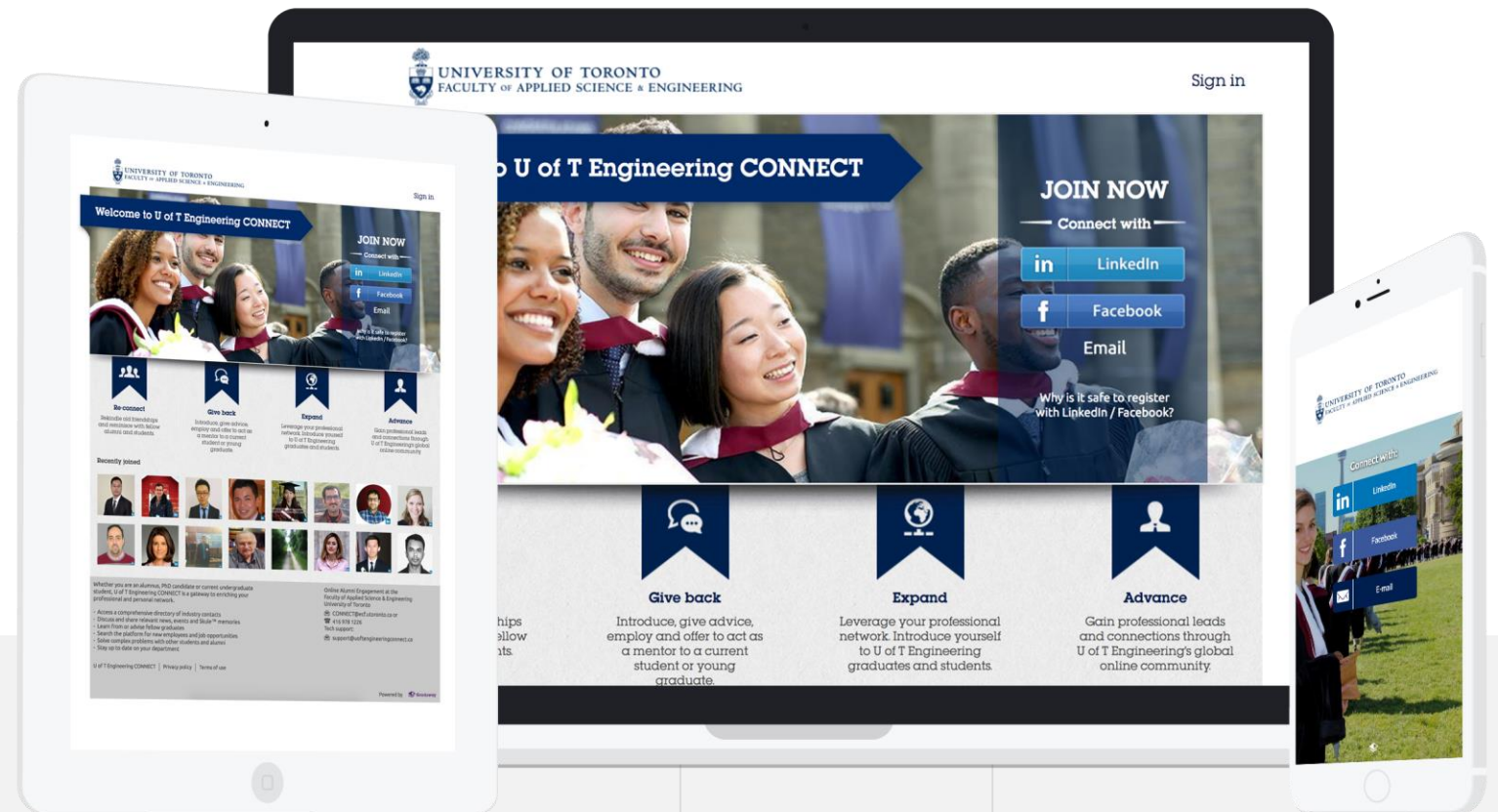


1.25 Years



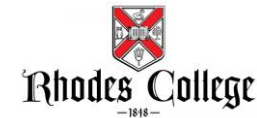
Leader

Graduway is the **#1 provider** of alumni networking and mentoring platforms



700+ organizations, universities, and schools use Graduway

Proven



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Proven



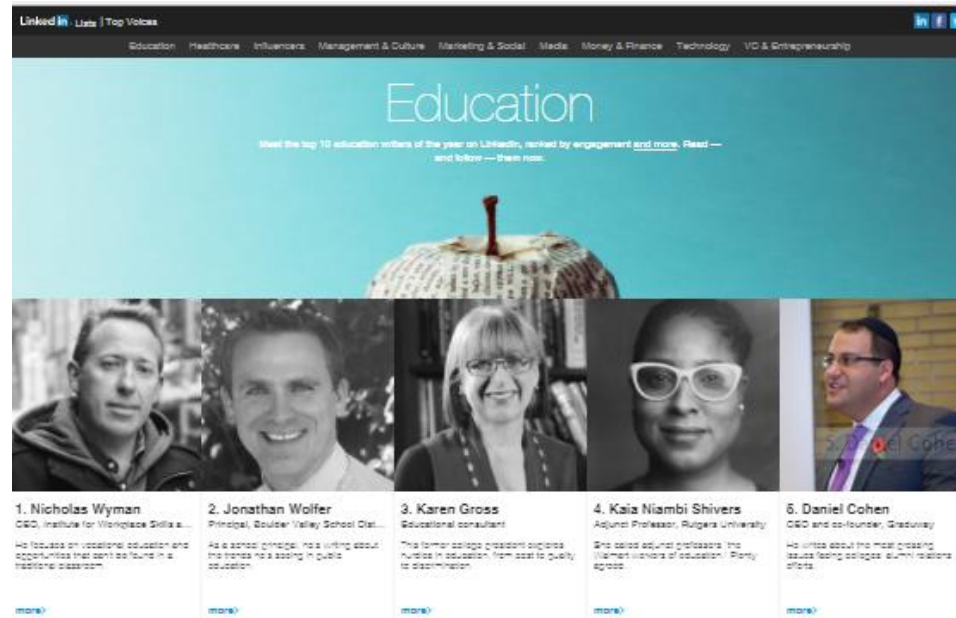
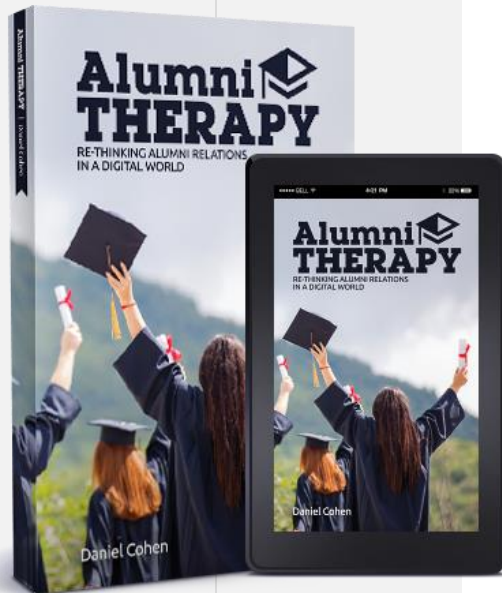
\$50 Million Raised & Invested in
Innovation & Customer Success

Dedicated



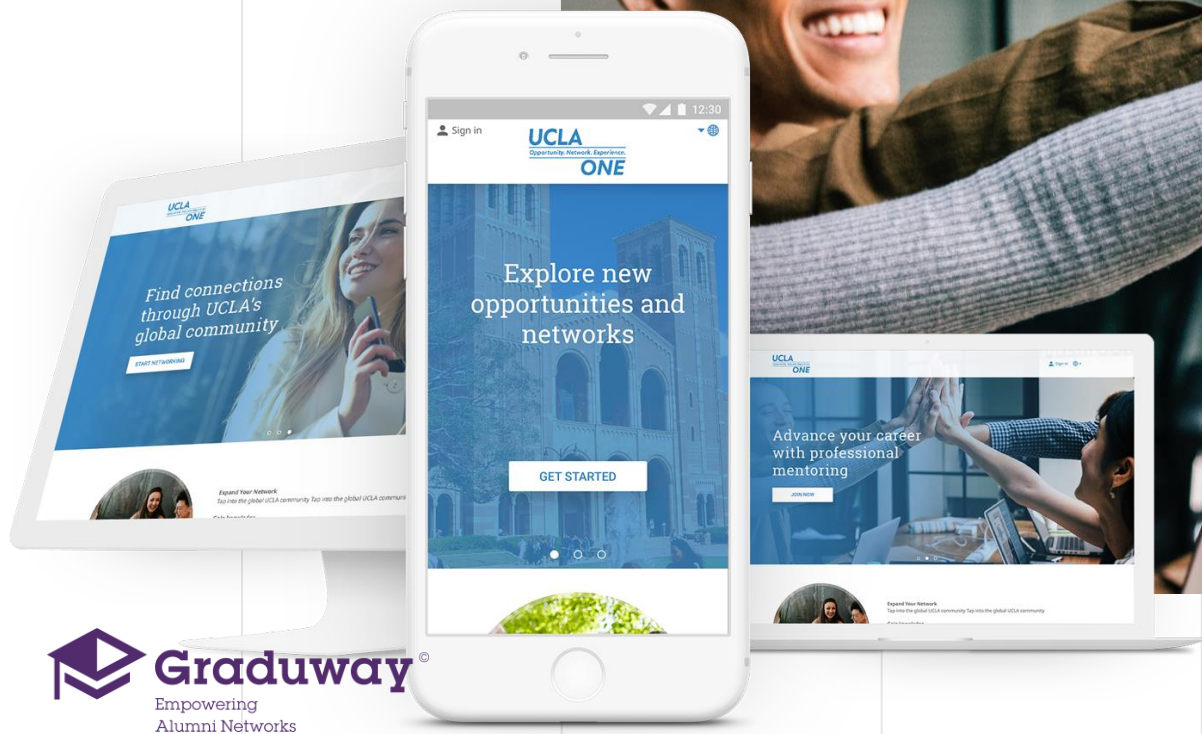
Trusted

Thought leaders in alumni relations and career mentoring



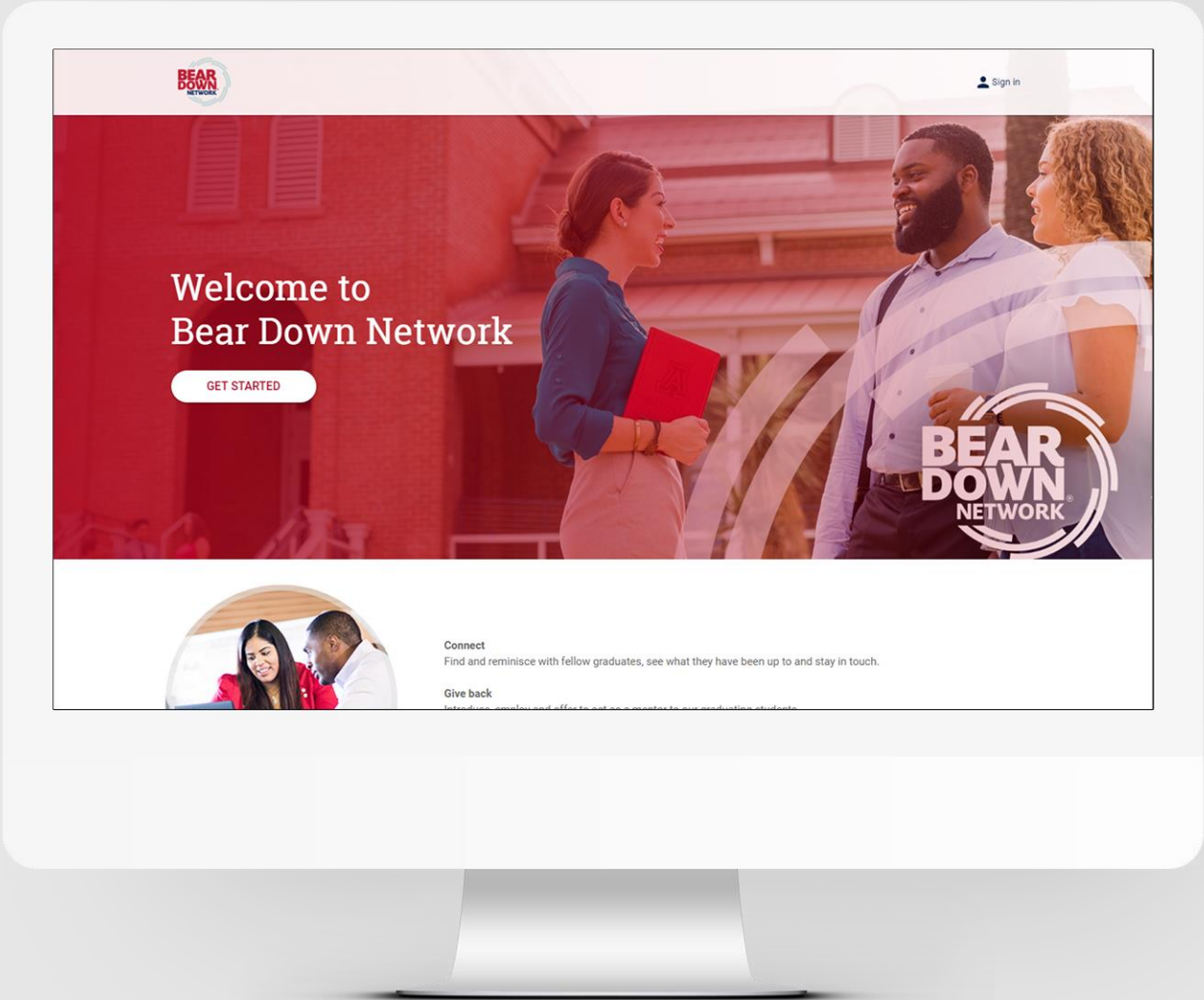


New Alumni Network Product

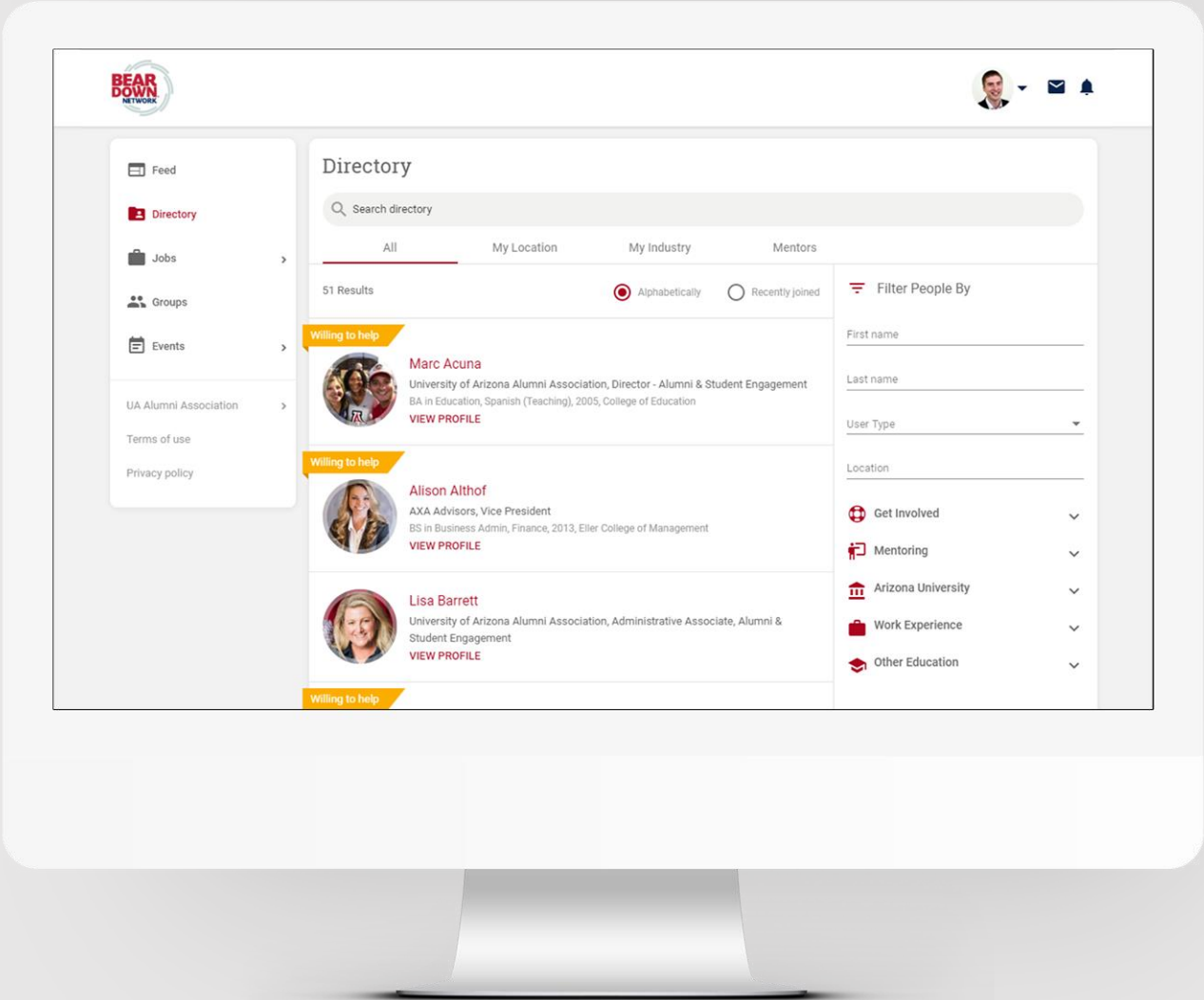


July 2018

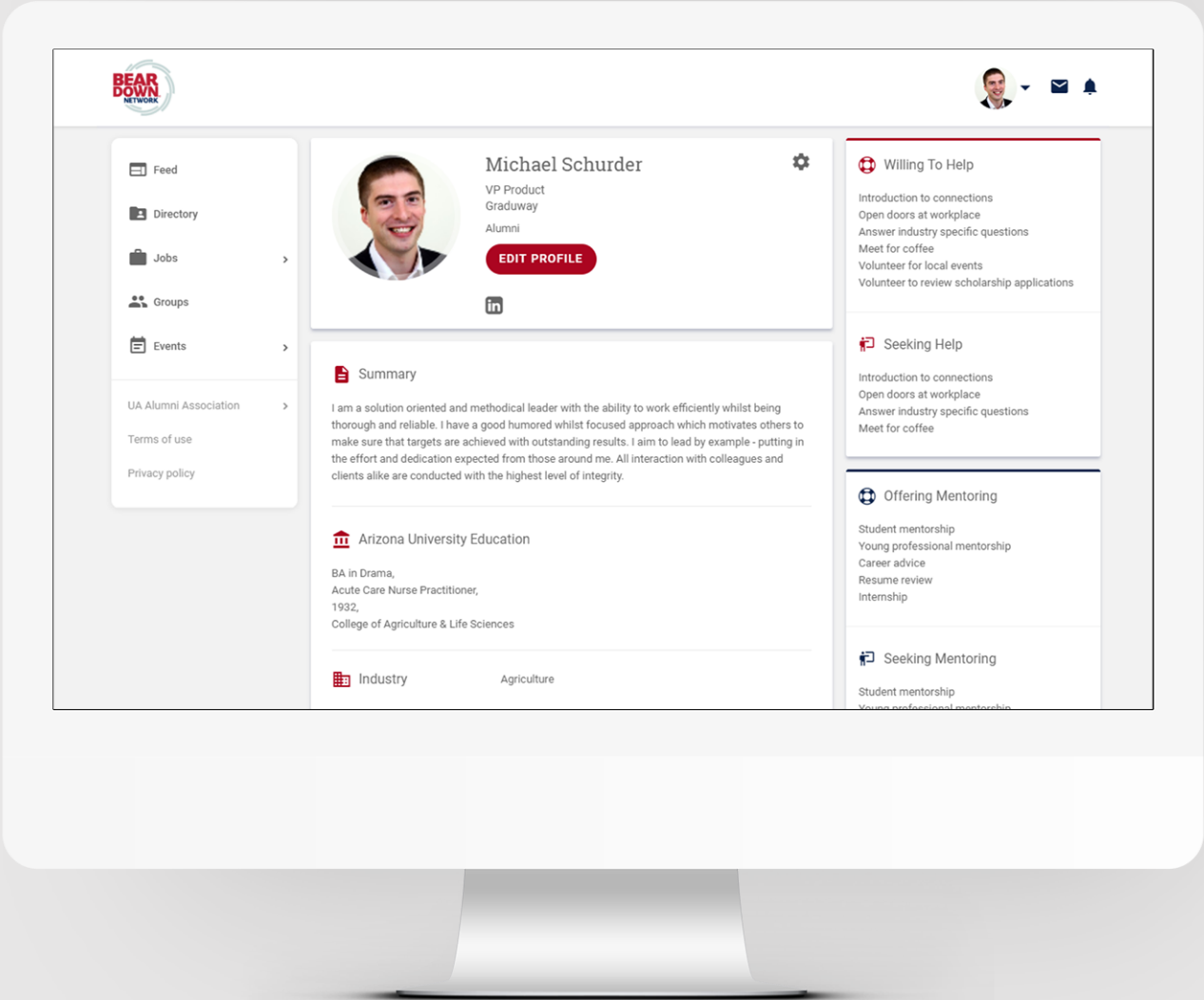
University of Arizona Alumni Association



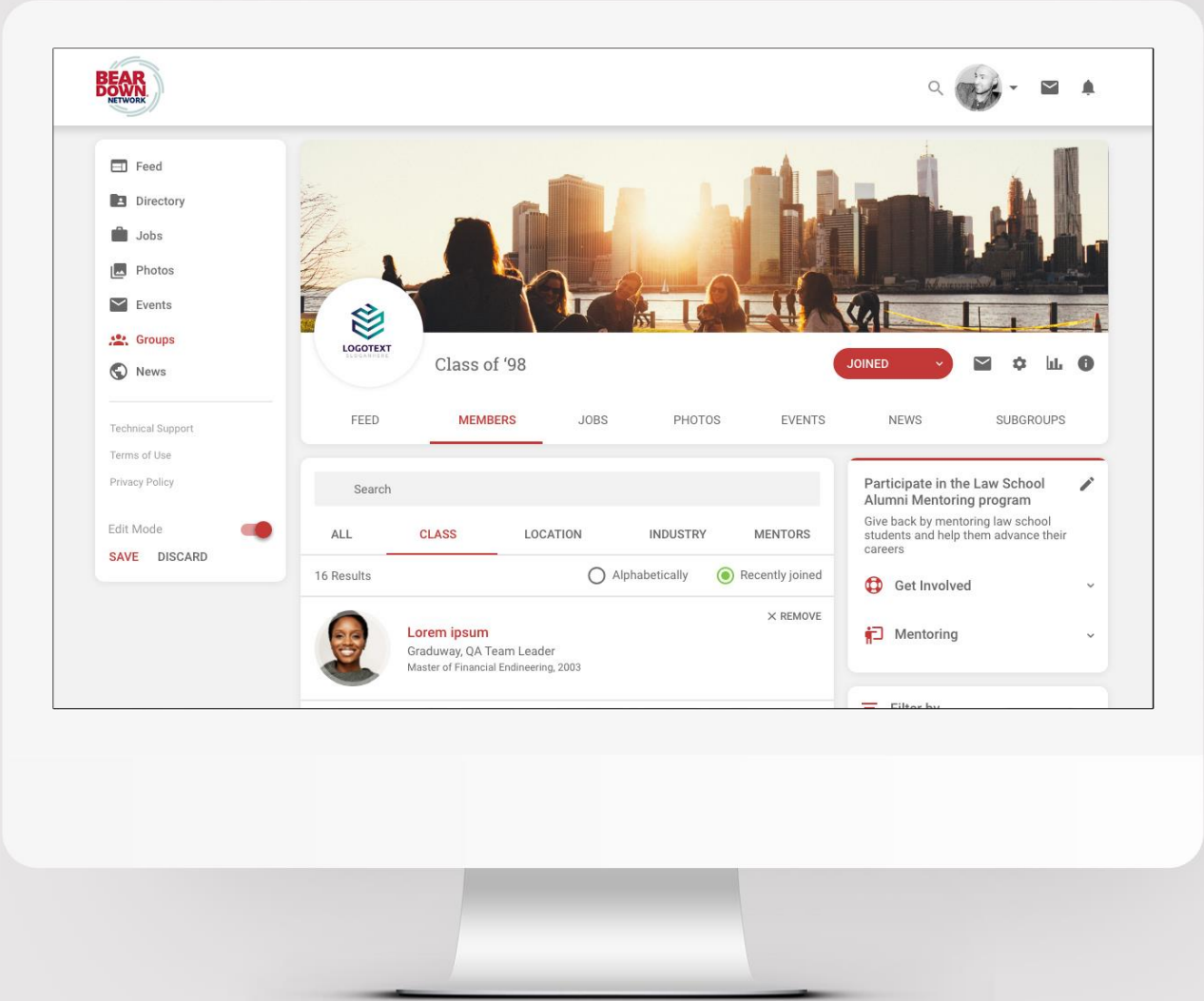
Directory



Profile



Groups



Prerequisites

Prerequisites

Princeton, Harvard, and Yale
UCLA, Penn State, and UMass
Williams, Wellesley, and Colby

College and
University

- 1) Current constituency
- 2) Former constituency
- 3) Strong affiliation
- 4) Lifelong connection
- 5) Interest in “the network”

Non-Profits

Rhodes Scholars

Boy Scouts and Girl Scouts

Canadian Olympic Committee

Corporations

Disney World

McKinsey & Company

Goldman Sachs

Alumni Relations 101

Alumni Relations 101

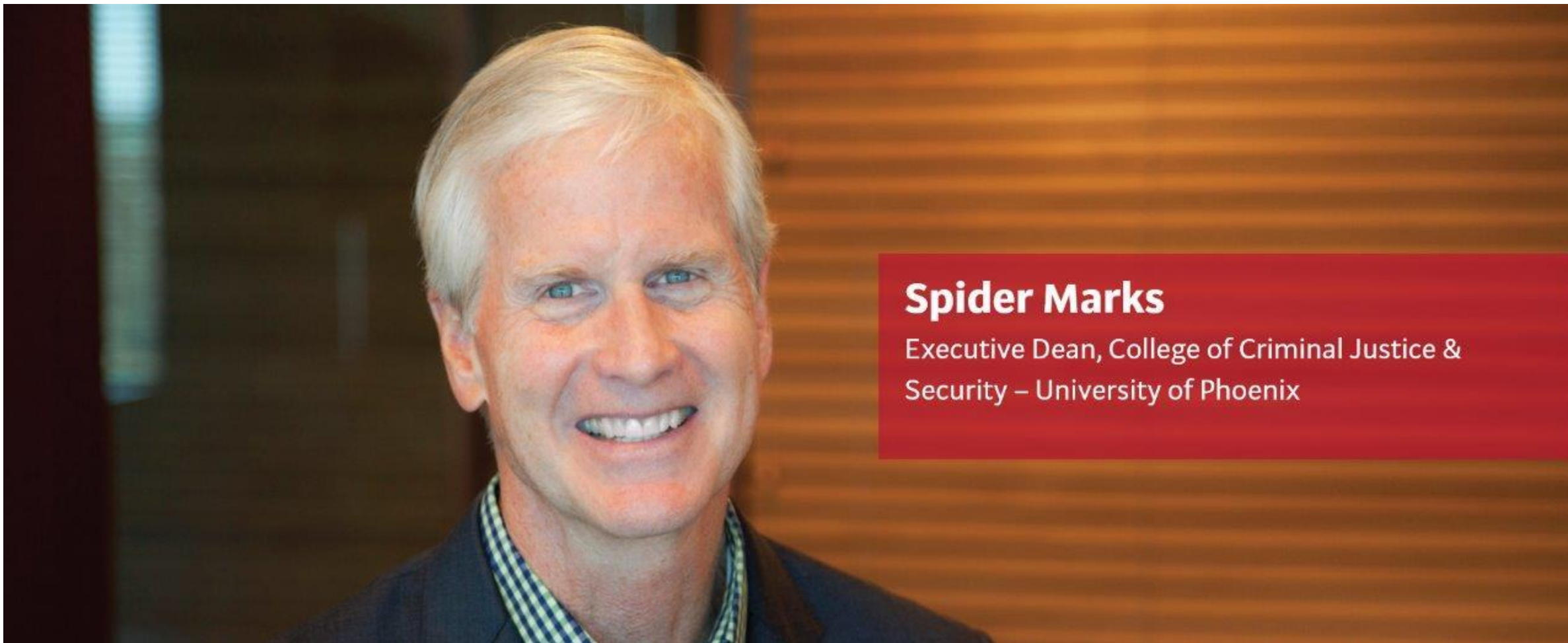
- 1) Buy-in from Leadership
- 2) Good Data
- 3) Regular Communications

Buy-in from Leadership



Good Data

- Camp Affiliation – camper, parent, year(s), and interests
- Home – e-mail, phone, mailing address, and mobile
- Business – e-mail, phone, and mailing address



Spider Marks

Executive Dean, College of Criminal Justice &
Security – University of Phoenix

Brigadier General James A. “Spider” Marks – U.S. Army Retired





Good Data

*“We need to locate
our alumni...
...then make a kill or
capture decision.”*

Regular Communications

- 1 or 2 times per year – printed newsletter/magazine
- 4 times per year – electronic newsletter
- Social Media – Facebook and Twitter

Alumni Relations 201

Alumni Relations 201

- 1) Start Now
- 2) Start Early
- 3) Leverage Tradition

Start Now

*“The best time to plant a tree
was 20 years ago.
The second best time is now.”*

Camp vs University

- History and culture
- Years of focused effort on Alumni Engagement
- Number of staff
- Dollars invested
- **Focus on engaging and “training” current campers**
- **Focus on improving data**

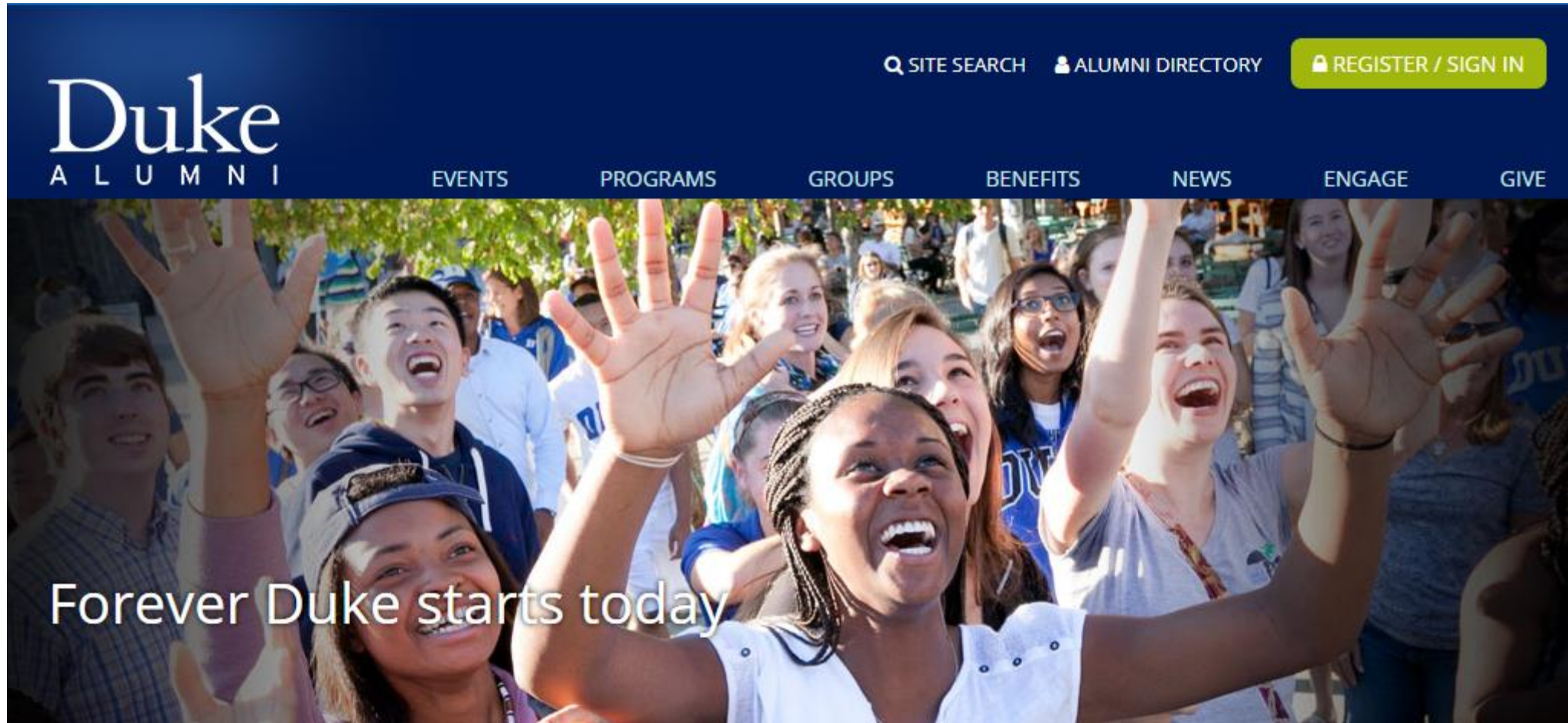
Lessons Learned

- Focus on areas of greatest impact
- **If you're a sapling... don't compare yourself to a mature forest!**

Start Early

*“It’s not just **FOUR** years...
...it’s **FORever!**”*

Duke University



Duke University

FRESHMEN

Welcome to
the family

SOPHOMORES

Choose your
adventure

JUNIORS

Let alumni be
your guide

SENIORS

Ready to
launch

Lessons Learned

- Plant the seeds with your future alumni
- You will need to train them to be good alumni
- **They are not alumni when they graduate... they are alumni when they matriculate!**

Leverage Tradition



Alumni Relations 301

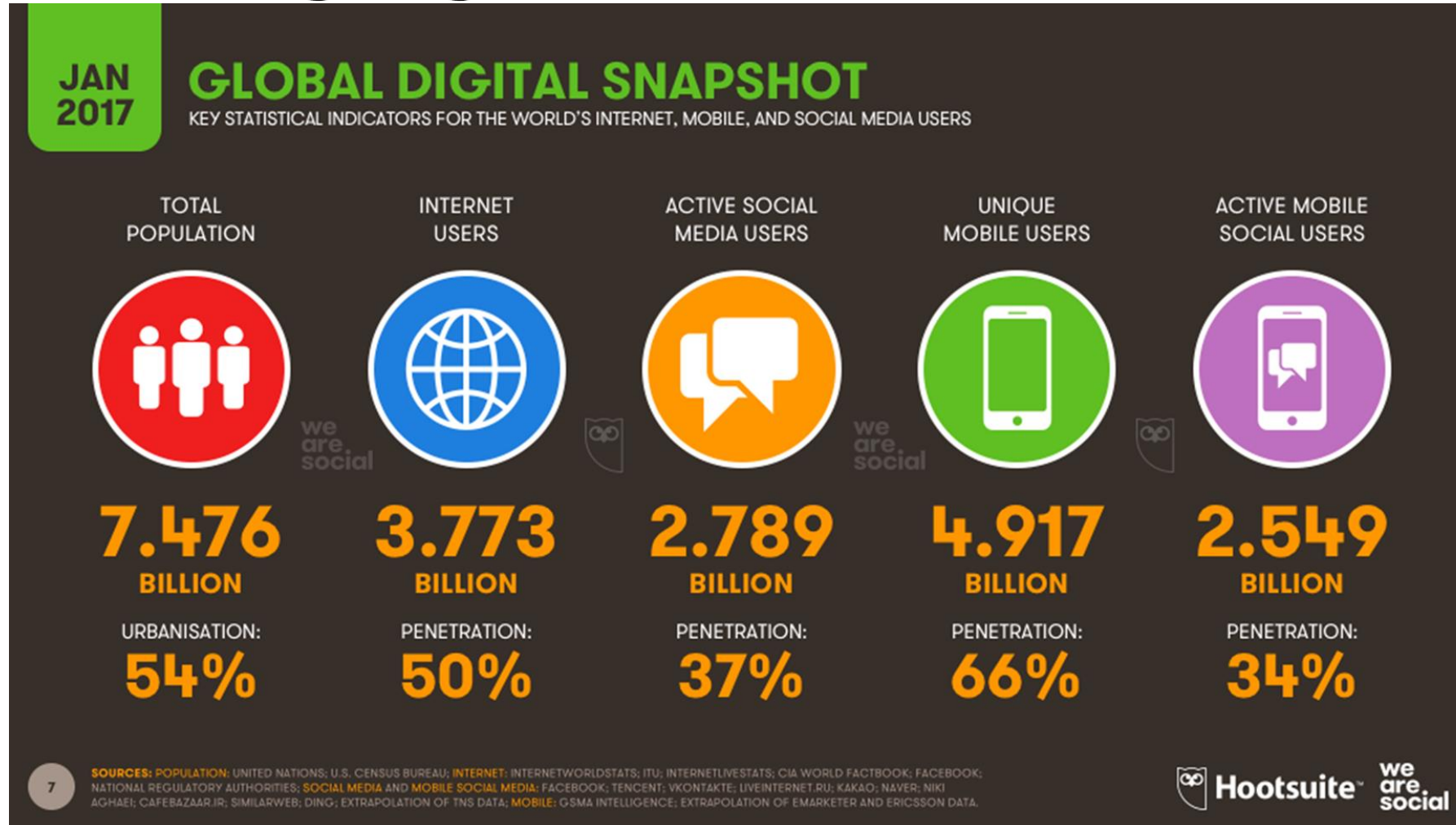
Alumni Relations 301

- 1) Annual Event (just ONE!)
- 2) Digital Engagement
- 3) Add Value

Annual Event

- Reunion
- Networking Reception
- Awards or Recognition Ceremony
- Fundraising Event

Digital Engagement



Digital Engagement

- Website (w/ Alumni link)
- Graduway Platform

Add Value

- Mentoring
- Access to the Network
- Internships and Jobs

Alumni Relations 401

Alumni Relations 401

- 1) Volunteers
- 2) Regional Organization
- 3) Connect to Fundraising

Volunteers



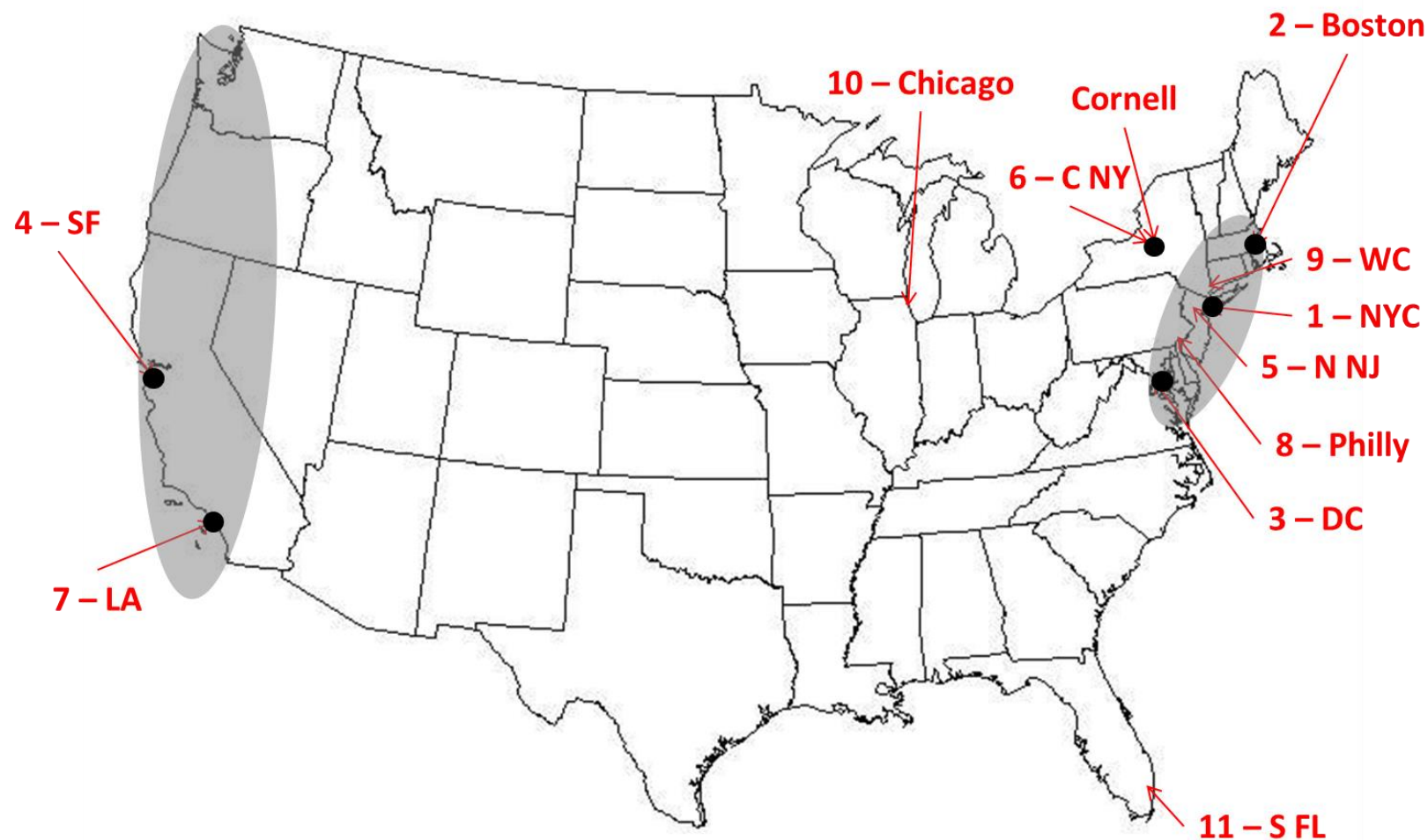
Volunteers

- Bring alumni back to speak to campers
- Alumni to serve as mentors
- Alumni Advisory Board

Regional Organization

- Concentration of alumni population
- Regional events held annually
- Regional chapters

Regional Organization



Connect to Fundraising

- Annual giving message included in engagement activities
- Identifying prospects
- Cultivating and stewarding prospects

Questions

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