

jewish day school

VIDEO
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THE AVI CHAI FOUNDATION

Alumni Engagement

Tactics and Tools

וועב זאך
אויף אידיש





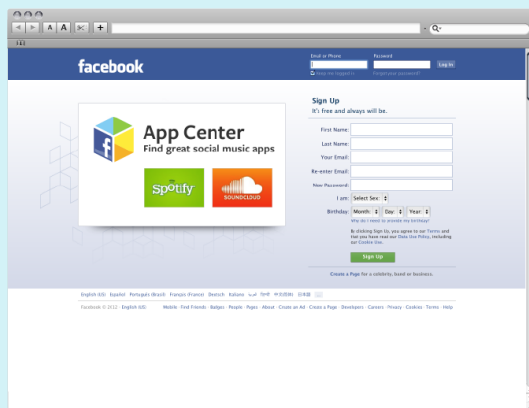
Rebecca Voorwinde, Co-Director, Strategy & Community Engagement, The Bronfman Youth Fellowships

- Created & leads alumni engagement strategy for a community of nearly 1000 in N. America and Israel
- Corporate & consulting experience: corporate volunteerism and human resources
- Day school graduate: Cohen Hillel Academy (Marblehead, MA) & Ezra Academy (Woodbridge, CT)
- Alumna: Barnard College, Melbourne University, The Bronfman Fellowships, Pardes, Camp Ramah, Prozdor

Today's Webinar

- Tips for developing an engagement strategy
- Targeting your approach to your audience
- Tactics for engagement
- Top 5 tips

#1 Myth: Facebook will solve all your alumni engagement needs



Technology can help us!
But it doesn't do the work for us.
It is not a strategy.

Recipe for alumni engagement success

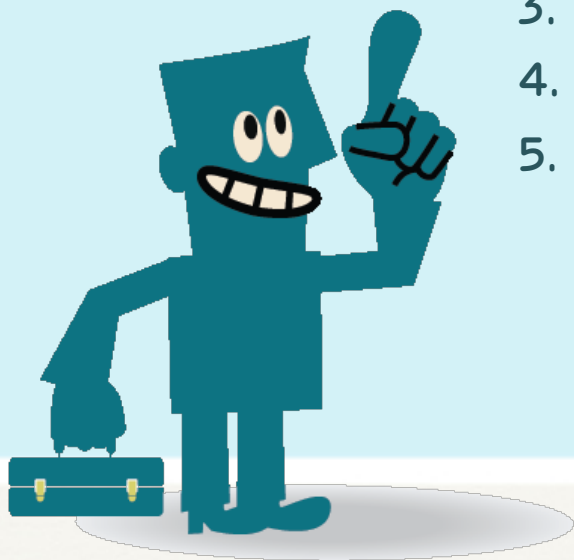
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- **Who** are your alumni?
- **What** are you trying to achieve?
- **When** are your alumni most receptive to engagement?
- **Why** do your alumni matter to your school?
- **How** can you meaningfully connect?

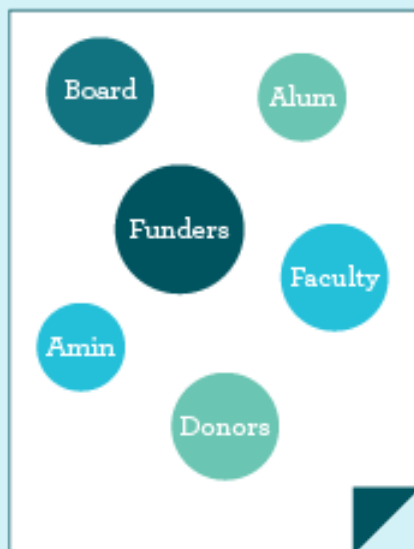
It's about relationships

Tactics for engagement help with the *how*

1. Database
2. Social media – Facebook & LinkedIn
3. Events & networking
4. Content creation
5. Fundraising



Step 1: Keep stakeholders on the same page



- Board, funders, donors
- Administration & faculty
- Engaged alumni

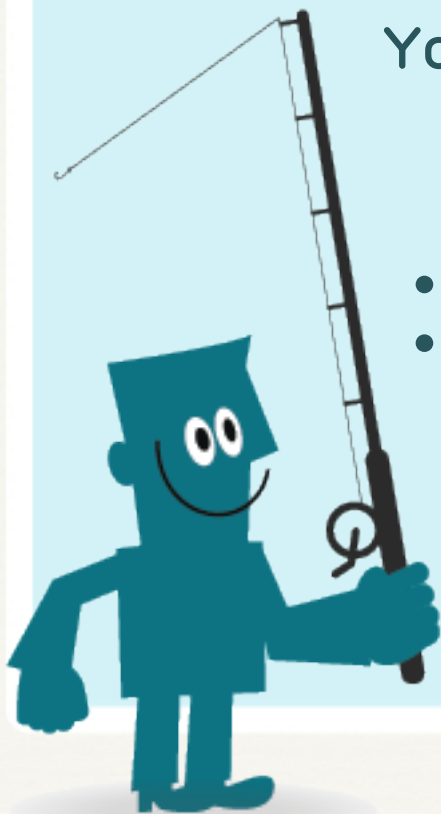
Step 2: Know your alumni



- Focus groups
- Surveys
- Class representatives & networking
- Online information & profiles
- Database

You'll never catch all the fish in the sea

- You don't need to track down every alumnus
- It's ok to focus on specific populations





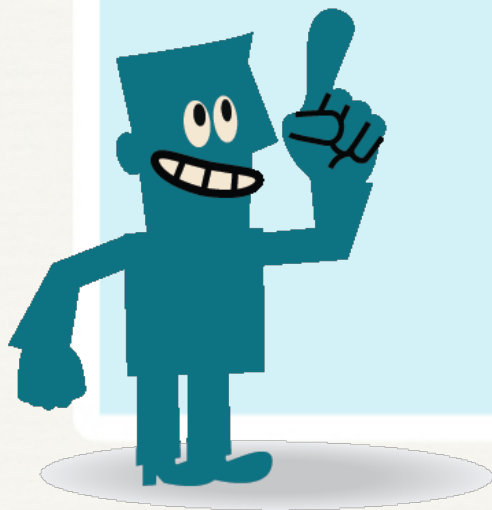
Keep the door open

Too general of an outreach strategy
won't stick; too targeted of an outreach
strategy will alienate

Focus on the most natural populations



- Recent graduates & college students
- Alumni who live nearby

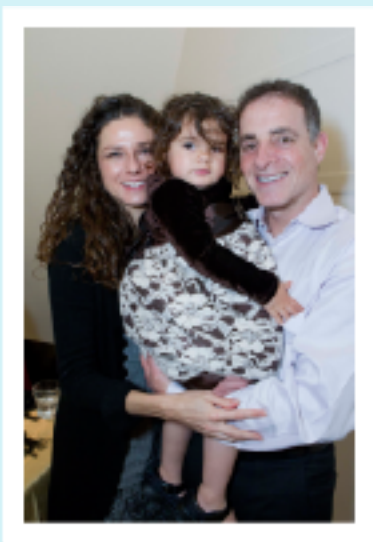


Recent graduates & college students



- Bring your students to them – host other students at their school, share their stories
- Bring the school to them – beloved teachers visit
- Bring your networks to them – internships, mentorship, resources
- Bring them back – jobs, volunteering, speaking

Alumni who live nearby



- Recruiting
- Networking
- Skill-building

5 things you should know about...Databases

- 1 Don't obsess about amassing data.
- 2 You can track more than just contact information and donations.
- 3 Have a system and point-person for updating details.
- 4 Find information through peers, mailings and online searches.
- 5 LinkedIn is a resource.

5 things you should know about...Facebook

- 1 Alumni can be administrators WITH staff.
- 2 A page is a profile; a group interacts.
- 3 Alumni groups work if content differs from your page.
- 4 Have fun with content – combine pictures & quotes.
- 5 Younger alumni prefer emailing through Facebook.

5 things you should know about...LinkedIn

- 1 Professional networking made easy.
- 2 Stay up to date on career changes.
- 3 Uncover your talent pool of skilled volunteers.
- 4 Make your brand professional with a school profile.
- 5 Promote your group on your website and in newsletters.

5 things you should know about...Content creation

- 1 Make a calendar to know when communications will go out.
- 2 Invite alumni to create content & share articles.
- 3 Diversify – use mail, email, video.
- 4 Looks matter – graphics and format leave an impression.
- 5 Know your stats.

5 things you should know about...Fundraising

- 1 Alumni engagement won't work if it's all about fundraising.
- 2 Define success by participation rather than dollars.
- 3 Offer a clear and achievable goal that alumni can own.
- 4 Competition can work for some demographics.
- 5 For large potential donors, use your standard development strategy.

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