

Alumni Programs in Elementary Schools – ADC – Development 101 – 9/12/07

Identify them

School records; parish records; class photos; parish bulletin; school website; large families

Find them

Current parishioners; school legacy families; mailings; parish bulletin; school website; every parish event; large families

Keep them!

Address correction requested; mailing house NCOA; find a volunteer to make the phone calls or to send the emails, build the relationship component in your database

Court them

Cultivate a genuine interest: what happened to them here/ what has happened to them since

Get to know them

Clothing/ memorabilia

Newsletter

Events, features of interest to alumni

Forward looking projects

Funding opportunities

“Big picture” focus

Website

Photos, stories about alumni, reminiscences, “missing” lists

Announcements

Events

Reunions

Activities: bowling, volleyball, basketball, bunko

Recognition events: distinguished alumni, donor events

Relationship with current school

Student correspondence

Alumni in the classroom

Student/alumni archive projects

Build active alumni from your current students

Constant reference of class year

School history (in the context of local history) as part of the curriculum

Fifty years ago at Ascension/ one hundred years ago at Ascension

Correspondence with alumni

Alumni intentions at school Masses

Solicit them

Annual appeal; enclosure cards; online giving; reunions; underwriting support; planned gifts

Maintain relationships

Never remove a name from your list unless asked.

Seek prayer requests, etc.

Keep records of “honorary” alumni