

Watch the webinar here:

<https://www.youtube.com/watch?v=ZS3FAqBKzB0>



Connecting with alumni

Tracking down 'lost' alumni

July 2021 | Confidential



How to find lost alumni & bring them into your school community

Preparing for an outreach campaign

- Who your alumni are (which segments do you want to engage?)
- Where your alumni are (will some be located internationally?)
- What your 'ask' is (why are you getting in touch?)
- How you want them to respond (what do you want them to do?)

Bringing lost alumni into your community

- Tactics to engage people who might not otherwise get involved
- Examples of successful outreach campaigns from UK schools
- How to use an online community to build lasting engagement



Who are your alumni?

- Some alumni segments are easier to find than others
- Some might have more value by getting back in touch
 - Have you worked with a consultant to identify potential major donors?
- Try to encourage every leaving class to sign up to your online community - develop a lifelong relationship with them
- Why do you want to reach out to a specific segment - is there an upcoming reunion, a new club for them to join, a fundraising event to take part in?

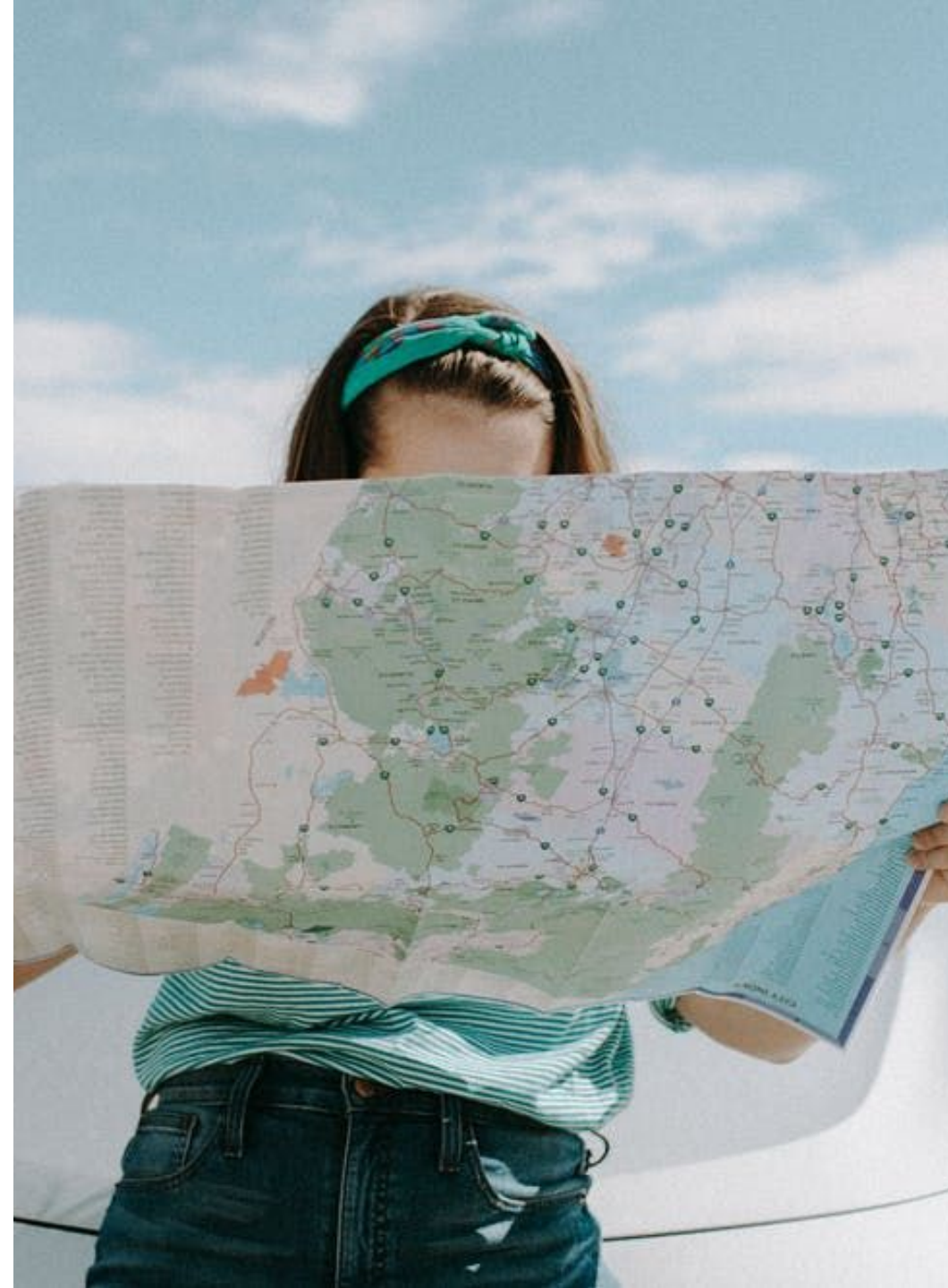


Where are your alumni?

Bringing together your school community on one network ensures that you can own your content and your data

Challenges

- Alumni may be living internationally and won't be attending in-person events, so haven't had a reason to connect
- Alumni might be gathered on social media in groups and might not want to sign up to another platform
- Alumni might not understand the benefits of being part of your school community



What is your 'ask'?

Focus on the benefits for alumni - what will they get out of being part of your network?

Tailor this to the segment you are targeting, for example:

Younger alumni

- Focus on careers support, mentoring, network of experienced professionals in their dream field

Older alumni

- Focus on reconnecting with old classmates, being part of a community, giving back to the next generation

Entrepreneurs

- Focus on opportunities to network, advertise their business, hear from other entrepreneurs

Influencer alumni

- Focus on social aspect, getting invites to events, joining discussions

How do you want alumni to respond?

Providing a clear call to action (CTA) will ensure that more of your lost alumni take the intended next step. Focus on what will enable you to build a relationship over time and have the most impact for that alum.

For example

- Updating their contact information
- Signing up to your online community
- Registering to an upcoming event
- Joining a club
- Signing up as a mentor
- Making a donation

Match the CTA to the response you want (and add a sense of urgency!) -

- Update info
- Sign up today
- Reserve your place
- Join now
- Register your interest
- Donate here



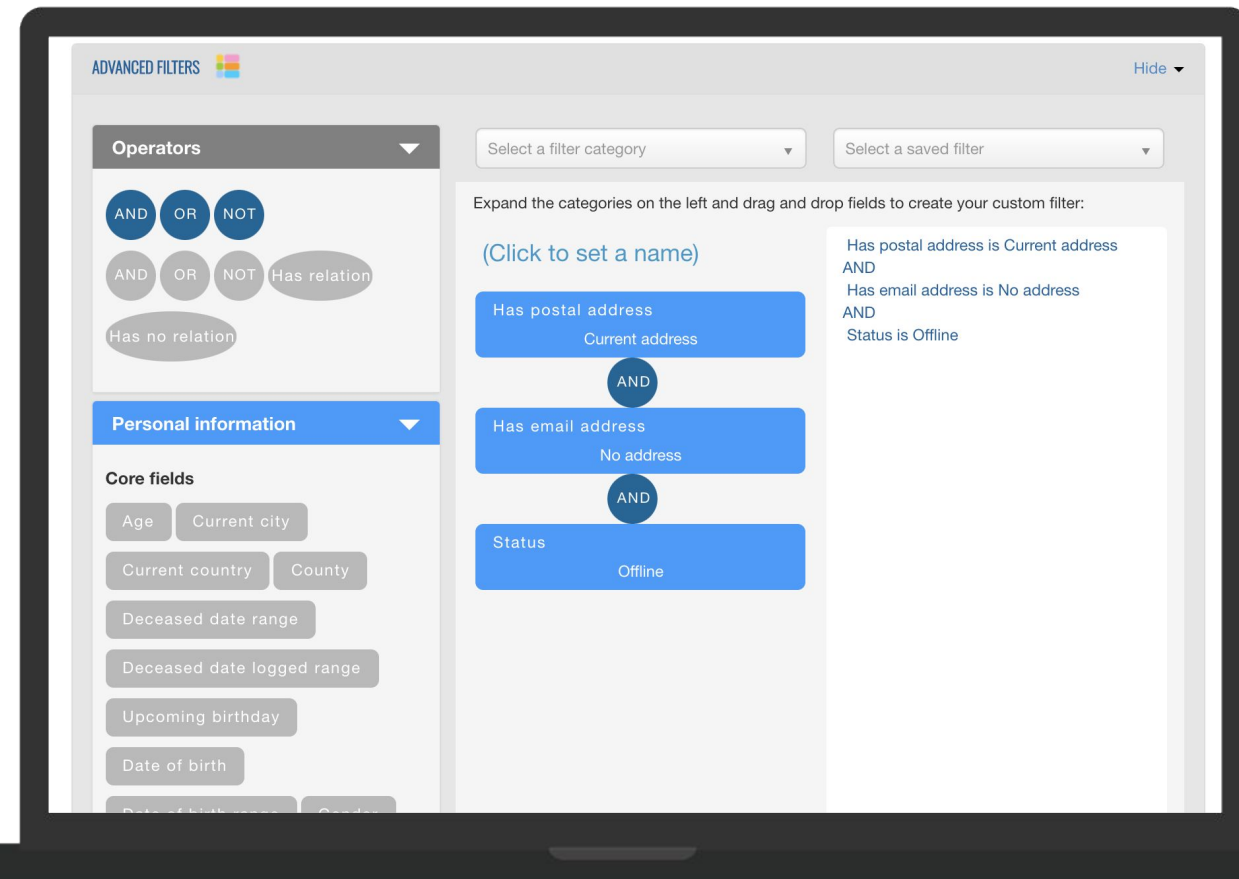


**How can you encourage
alumni to get involved?**

Princethorpe Foundation: Listening project



- Princethorpe College carried out a 'listening project' to get in touch with alumni they hadn't previously been in contact with, or had lost touch with, to find out more about them
- They used their ToucanTech database filters to segment contacts and send a letter asking for updated details to everyone without an email address or who hadn't interacted in the last 3 years - resulting in them sending 8,000 letters!
- Received 1,500 updated records from this segment (19% engagement rate) and triggered a spike in sign ups to their alumni community site



Princethorpe Foundation: Listening project



- They also targeted alumni that they had an email address for using the drag and drop database filters, to find out about their sentiment and experiences with the foundation
- They used an email survey to ask questions including “How do you feel about our communications? / How do you feel towards Princethorpe College? / Would you like to join our mentoring scheme?”, which revealed affinity levels and likelihood to engage with initiatives
- They received 500 responses to their survey, which equated to a 14% response rate
- The results of the final report will drive their future development strategy

Oxford Falls Grammar: Postcard campaign



- Oxford Falls sent a personalised postcard to each member of their alumni community who did not have an email address in their database
- They sent the postcards to their last known address to share information about their new online alumni community, and encouraged them to sign up to participate
- They also sent a 'digital postcard' to those who had an email address but had not yet signed up to their alumni community

Top tip: Use a QR code to ensure people can load the URL of your website really easily without needing to type it out (but include the URL anyway just in case!)



Connecting the dots: Offline activity tracking

- It's important to be able to track the impact of your offline activities, as well as online
- With ToucanTech, you can log all activities external to the system, including phone conversations, postal mailings, event attendance and meetings/visits in record fields
- View all of these actions for an individual record in the Activity Tracker, or filter your database to segment for different types of interactions

Manage Records

SEND EMAIL

EXPORT

UPLOAD DOC

EXIT

CANCEL

Francesca Barry

Online profile

D.O.B:

User groups:

Resource download (offline)

ToucanTech Staff

Upload photo

Delete photo

SUMMARY

ONLINE/PROFILE

OFFLINE/RECORD

NOTES

FUNDRAISING

ACTIVITY TRACKER

CAREERS

RELATIONSHIPS

DOCS

ADMIN

109

(96%)

Emails opened

(last 12 months)

24

Jun 2021

Email last opened

3

Events attended

(last 12 months)

16

Jul 2020

Most recent event

0

Postal mailings

(last 12 months)

0

Phone calls

(last 12 months)

0

Meeting/visit(s)

(last 12 months)

+ ADD ACTIVITY

FILTER THE LIST OF ACTIVITIES

Activity type

-- All --

Assigned admin

-- All --

Creator

-- All --

Keyword

Type keyword...

Date range

Date From

Date To

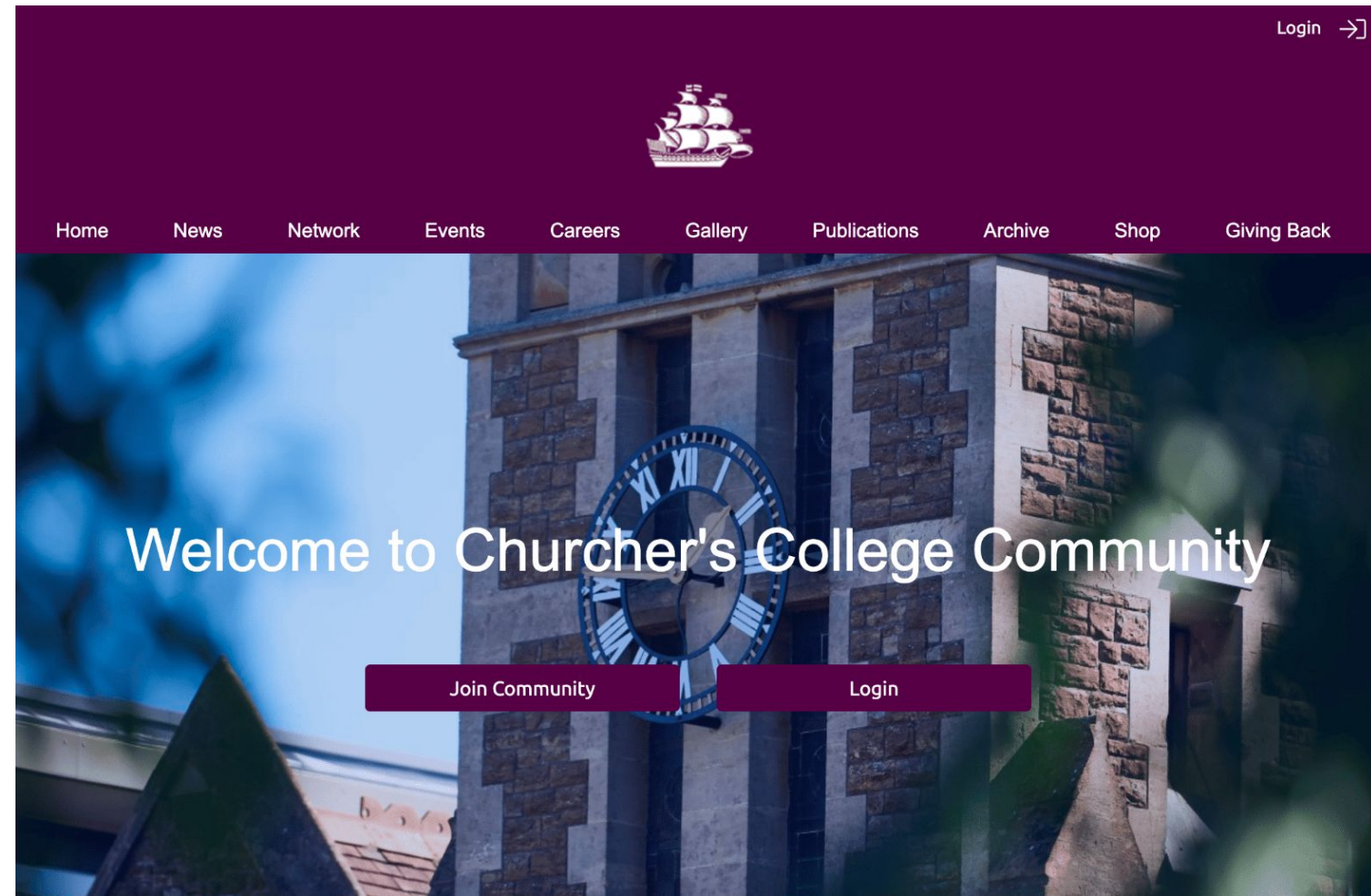
CLEAR

LOADING...

Churchar's College Community: Encouraging clicks to their registration form



- Churcher's College launched their community and received an impressive 250 users registering in the first 48 hours
- A key tactic was a launch email with plenty of buttons directing users to the registration form, and to keep their form short and sweet
- As an extra incentive to drive sign ups, they ran a competition where any user who added a profile picture in the next week could win a case of sparkling wine; a simple and effective tactic to encourage new users to complete their profiles quickly!



Alternative ways to update database records



- If a member of your alumni community doesn't want to sign up to your online community, but might still want to receive email newsletters, event invites or postal mailings, you can ask them to update their details through an online form
- You can create an online form with your chosen URL, and send this out via email and social channels to encourage people to update information directly and feed this directly onto their database record

Visit the main school website damealiceowens.herts.sch.uk/ Login →

[Home](#) [News](#) [Events](#) [Network](#) [Hubs](#) [Photo](#)

Producer of the hit musical 'Come From Away'. Read on to discover w... More...

expected to 'prove themselves worthy'. More...

will take up his new role with the Springboks on 1 August 2020, and will travel to Cape Town as soon as po... More...

Changed your name?

UPDATE YOUR DETAILS

[RIGHT HERE](#)

Dame Alice Owen's School

Blackrock College Union: Building a network using the directory



- Blackrock College Union, the largest past pupils (alumni) union in Ireland, has already signed up 2500 members of their alumni network, but they are always encouraging more of their community to join
- Online members can see who else from their year has an online profile, and can also search by interests such as golf or industry type, and send these people a request to join their network.
- People can also invite peers without an online profile to join by sending a direct invite through an inbuilt email widget within the community website

A screenshot of the Blackrock College Union website. The header is dark blue with navigation links: Home, Networking, News, Events, Charities, Photos and Videos, Business Directory, Branches, Year Groups and Clubs, and Links. There is a search icon, a bell icon, an envelope icon, and an 'Invite Friends' button. The main banner features a large group of people at a dinner event with the text 'Build your Blackrock College Network' and 'Register on our new website and then once you are registered you can begin to look up old friends and classmates and start connecting today.' Below the banner is a section titled 'Search for online members' with a search form. The form includes a 'Type keywords...' input field, and two columns of filters: 'Enter name...', 'Select a country...', and 'Select class of...' on the left; and 'Enter a city...', 'Select industry...', and 'Select Interested in Golf...' on the right. At the bottom right of the form are 'Clear search' and 'Search' buttons.

Build your Blackrock College Network

Register on our new website and then once you are registered you can begin to look up old friends and classmates and start connecting today.

Search for online members

Type keywords...

Enter name...

Select a country...

Select class of...

Enter a city...

Select industry...

Select Interested in Golf...

Clear search

Search

Blackrock College Union: Inviting friends to the network



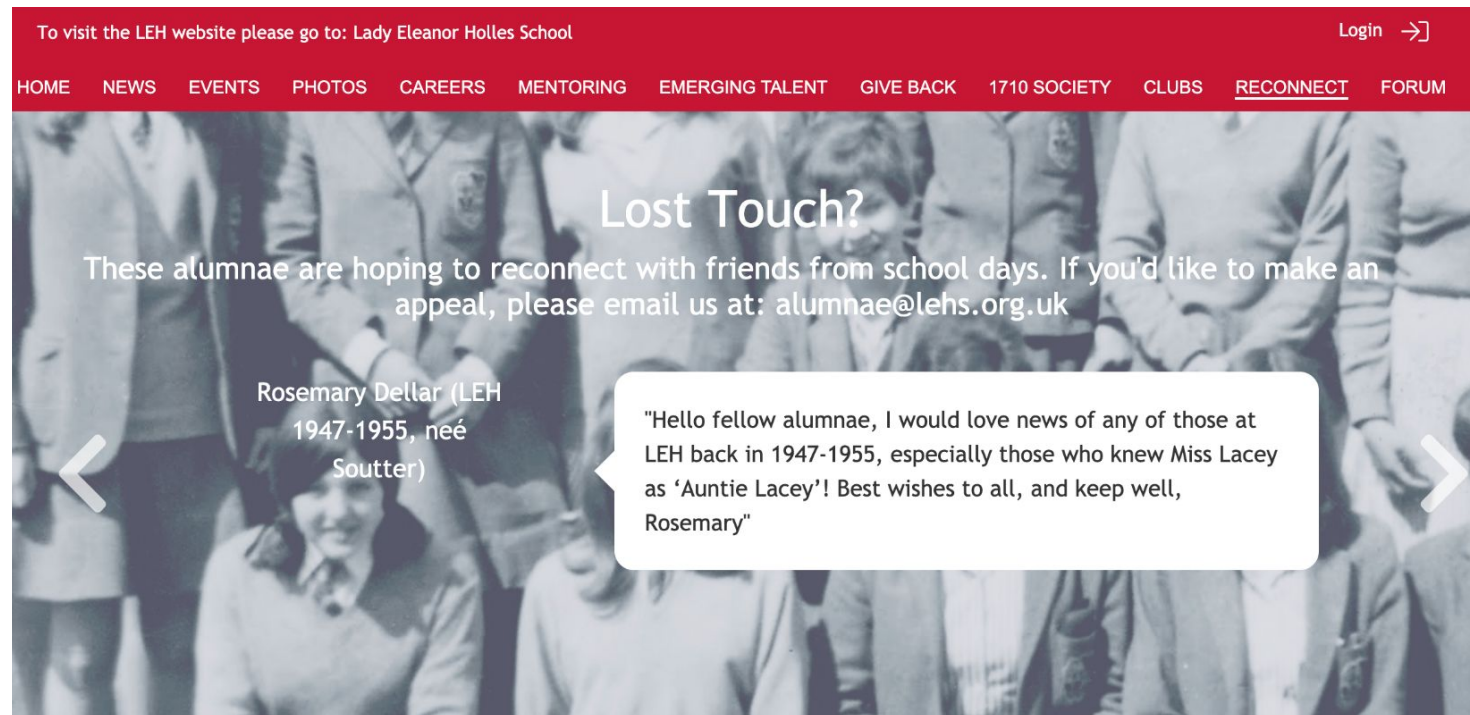
- In addition to inviting classmates that have existing records with emails to the network, Rock Union members can also invite friends individually or en masse to join the network by entering known email addresses and sending a personal message
- This is a great tool to encourage your community members to use, as alumni can be contacted even if there is no current email address in the system, known to the admins - they can then update the rest of their info when they register for the site and opt in to communications

A screenshot of the 'Invite friends' form on the Blackrock College Union website. The form is titled 'Invite friends' with the subtitle 'Send invitations to your friends by email.' It has a dark blue header with the 'ROCK COLLEGE UNION' logo and navigation links: Home, Networking, News, Events, Charities, Photos and Videos, Business Directory, Branches, Year Groups and Clubs, and Links. The form fields include: 'Subject :' with a text box containing 'Invitation to join Blackrock College Union'; 'Email addresses, separated by commas :' with a text box containing 'friend@example.com'; and 'Message :' with a text box containing 'ToucanTech Support would like to invite you to join Blackrock College Union, to accept this invite please go to https://www.rockunion.ie/invitations/join/cuxntobddw'. An 'Invite' button with an envelope icon is at the bottom right.

Lady Eleanor Holles: Reconnecting with old classmates



- Lady Eleanor Holles uses their online alumni community HollesConnect to reunite former classmates
- Alumnae are invited to engage by sharing a message with their peers, which is visible to logged-out visitors to the site as well online members
- Once logged in, alumnae can also then use the directory to search for old classmates by name or year group, and share an email with them inviting them to sign up



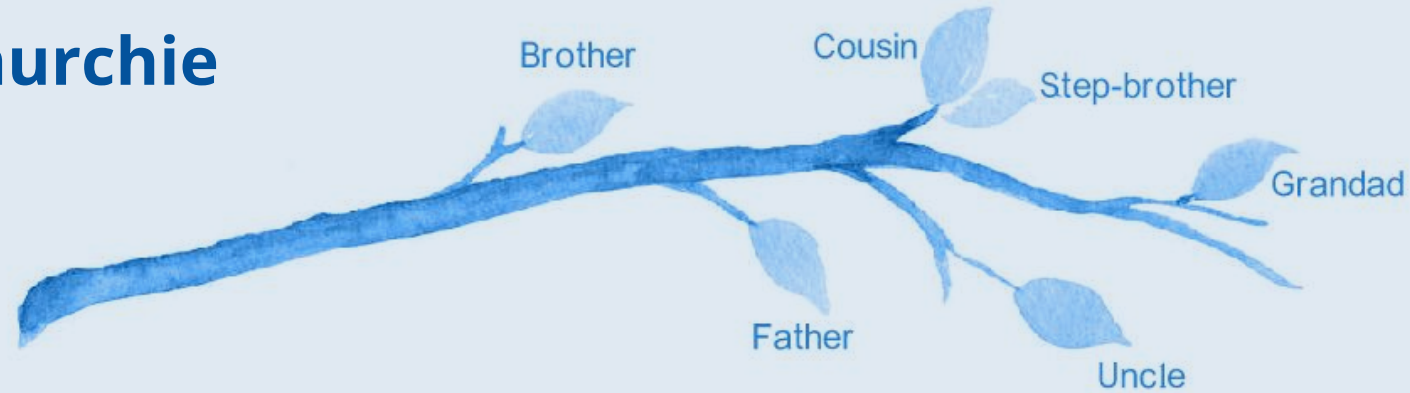
Anglican Church Grammar School: the Churchie Family Tree



Churchie Old Boys'
Association

Build your Churchie Family Tree

Login to build

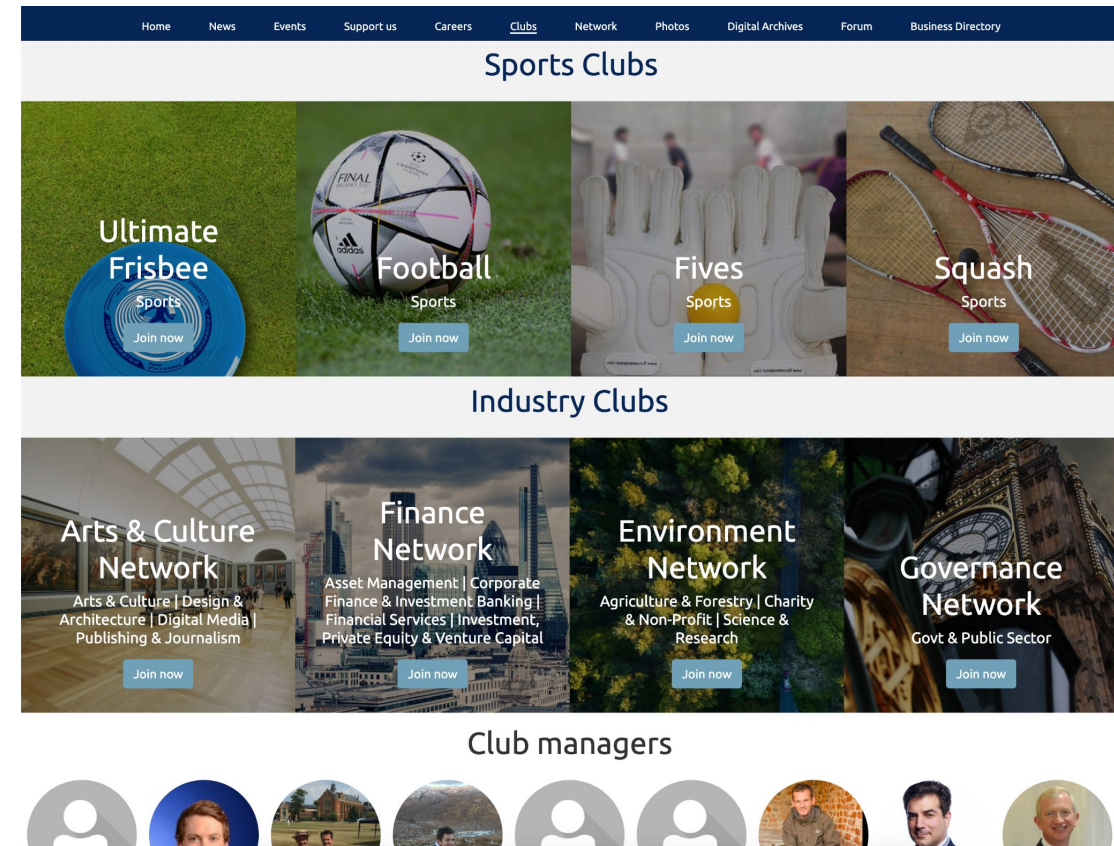


- Churchie feature a 'Search and Reconnect' directory on their alumni network page, encouraging Old Boys to look for former classmates or teachers - the results are teased ('91 matches found') but the results are housed behind the log-in screen
- Another engagement feature is the Churchie Family Tree, which is a really nice way to help people confirm the connections they have across the alumni network, and grow your understanding of family ties

Tonbridge Society clubs: Creating a tailored experience through clubs



- As the Tonbridge Society includes former parents and staff, as well as alumni, creating groups helps members to network based on common interests/experience and view tailored content, and focus the engagement
- They have established clubs such as the Parents Arts Society, university groups, industry & regional networks and sports clubs
- Active members of the community can volunteer to become a 'club admin', enabling them to set up events, post news articles and communicate with members via email for their club (privately if they'd like to)
- Tonbridge Society can promote these groups to alumni who may be more incentivised to join a group for lawyers, hockey players or their year group, rather than a generic invite to the bigger alumni community



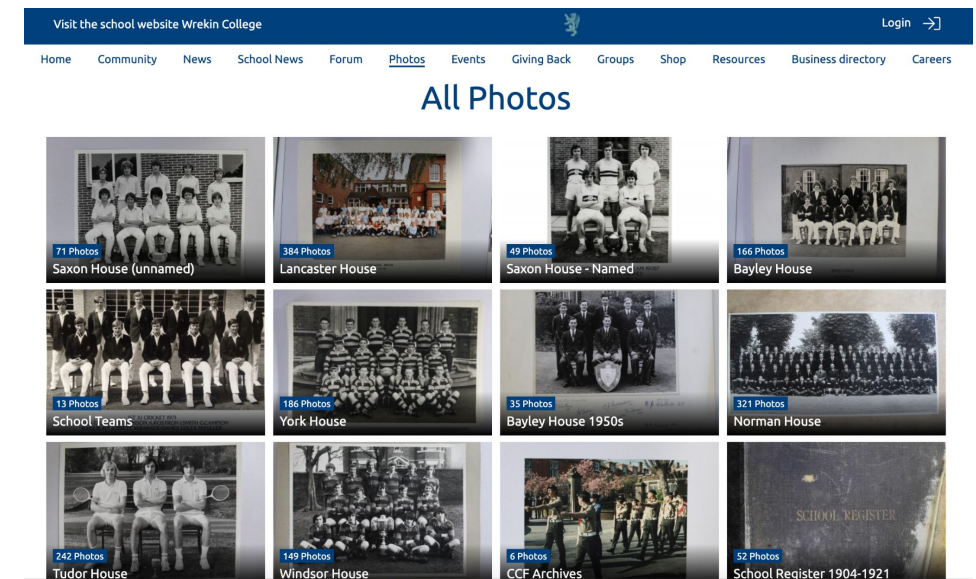
Wrekin College: Using photo archives to encourage sign ups



- Wrekin College used the time during lockdown to archive and upload lots of old photos of the school and students from years gone by, and organise into galleries
- This has been a great engagement exercise to encourage registrations; members must register with an online profile to log in and see the full photo album!

"We found that taking old photos and school reports of alumni to lunches was a really nice way to encourage OWs to reminisce and reconnect with the school. The need to start digitising photographs, magazines and records had been acknowledged but it was clear it would be very expensive to do this professionally. Not being able to run events in person in 2020 gave the perfect opportunity to dedicate time to this, particularly because we knew that uploading the results to our Wrekin Connect site would encourage people to become online members and future-proof the collection."

Sarah Howells, Wrekin College



John Lyon: Encouraging alumni to identify 'lost' alumni from photographs



- As their 60 year reunion could not go ahead in 2020, John Lyon School asked a member of their community to share stories and photos of their school days, which were shared in an article and photo gallery
- Readers managed to identify many of the characters in the photos, and an article was published to share all the responses, and encouraged sharing with anyone featured
- Those with online profiles could be tagged in the article, and received a direct notification



Lyonian News > Reminiscences - 60 Years-On

Reminiscences - 60 Years-On

Because this year's 60 years-on reunion is unlikely to go ahead in the autumn (but will be reorganised), we asked Les Allen-Williams to write about some memories from John Lyon School, 1953 - 1960

15 May 2020

Lyonian News



Other initiatives to encourage alumni to sign up to your online network



SOLIHULL

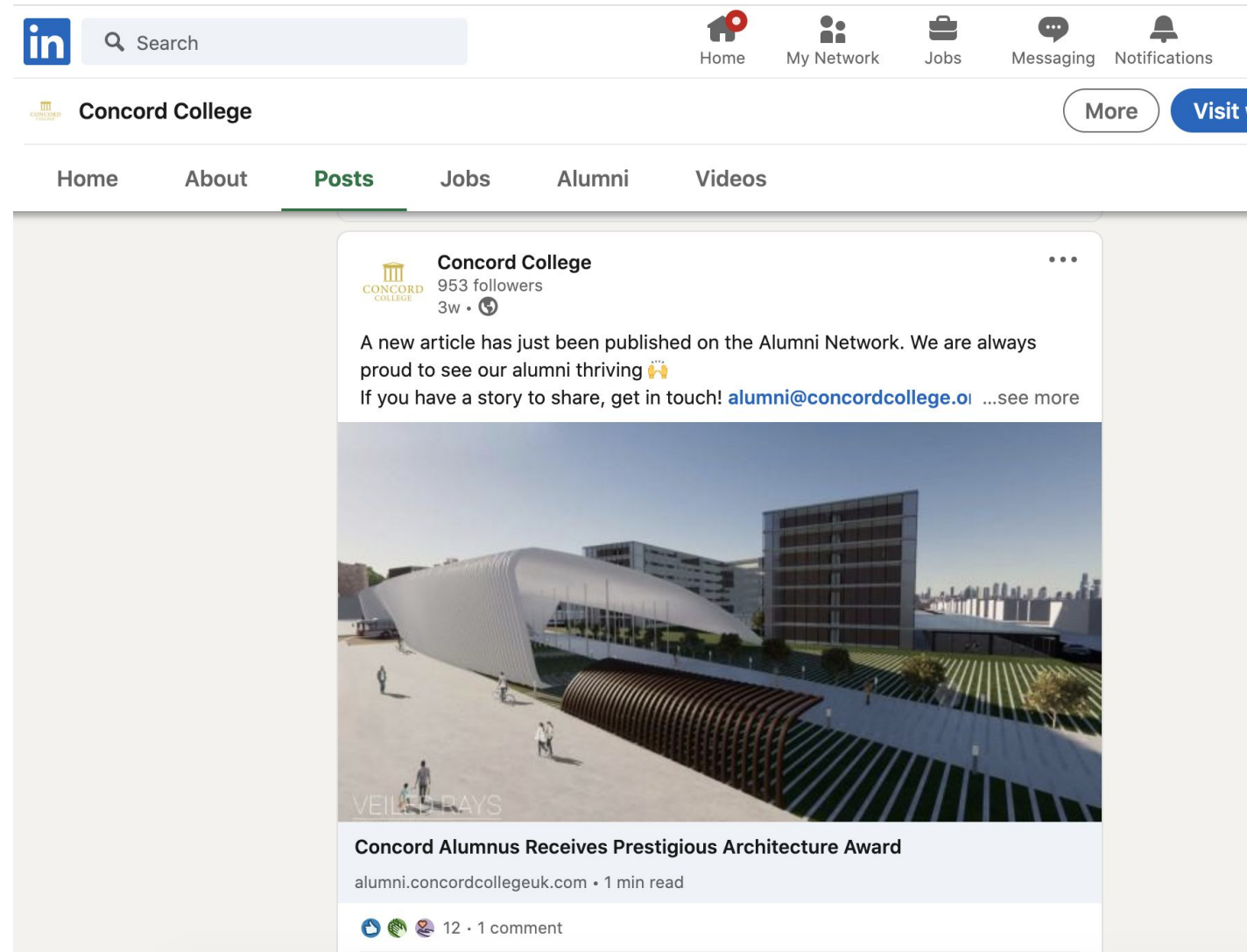
- As they could not share information about the alumni network in person in 2020, Solihull School sent a special gift of a jumper or yearbook to each alum that signed up to their alumni network
- Wells Cathedral School presents every leaving student with a personalised 'Life Membership Token', and has achieved an average 95% engagement with their graduating class



Using social media to encourage members to log in or sign up



- Using your social channels is a great way to connect with alumni that are yet to engage with you directly, or don't have an email address in your database
- You can share all content from your ToucanTech community straight to your social platforms, including news, events, jobs and photo galleries, to prompt some 'lost' alumni to click through and register to access the content, with minimal effort!





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