

Engaging Alumni:

Why it Matters to your Student Organization

Leadership Revolution

February 13, 2010

The sooner you start making contact with alumni members of your organizations, the sooner you both will start receiving the benefits. It is better to start building those relationships now!! Every organization has alumni that can provide great resources to the current members and they are often an untapped resource. Alumni enjoy maintaining a connection to the organizations they enjoyed during their time at Illinois State and are often looking for a way to give back to those same groups. The goal of this handout is to give you some basic knowledge on how to begin building those relationships as well as contact information for different campus resources.

Why is it important?

Alumni can serve as great resources for:

- Financial support
- Networking potential
- Encouragement
- Mentorship
- Time
- Promoting tradition

It gives them a chance to continue to be active with the club/university

If current active members see alumni participating, the chances of them continuing to be active when they graduate/leave campus will increase

A good way to hold the club accountable

Discussion Points for the RSO:

- How much effort are you going to put in as an Organization?
- How involved do you want your alumni to be?
- Once that is decided create a plan of action.

Getting Started:

(Start small; you can always add things later)

- Turn in membership list to Donor & Info Services
- Create a position for alumni relations (or add task to an existing position)
- Recognize graduating members or those who are leaving
- Have students who are leaving fill out a questionnaire
- Facebook
- Send minutes from meetings
- Regular newsletters
- E-blast updates
- Start an alumni chapter
- Develop a website for alumni (or add information to an existing website)
- Invite alumni back for banquets, ceremonies, homecoming, service projects, etcetera...
- Invite alumni back as guest speakers
- Service projects
- Student Alumni Council is a great resource
- Projects/info related to Career Services

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General Contact Info:

Alumni Relations

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<http://www.advancement.ilstu.edu/>

Student Involvement Center

309-438-3212

studentorganizations@ilstu.edu

http://www.deanofstudents.ilstu.edu/about_us/rso.shtml

More Specific Information...

Donor & Information Services

1101 N. Main Street
Campus Box 8000
Normal, IL 61790-8000
Phone: (309) 438-2294
Fax: (309) 438-4450
update1@IllinoisState.edu

University Marketing & Communications

1101 N. Main Street
Campus Box 3420
Normal, IL 61790
(309) 438-8404
<http://www.universitymarketing.ilstu.edu/>

Planning a Reunion

<http://www.advancement.ilstu.edu/involved/homecoming/reunion.shtml>

Starting a Network

<http://www.advancement.ilstu.edu/networking/networks/>

Student Alumni Council

http://www.advancement.ilstu.edu/involved/student_alumni_council/
sac@ilstu.edu

