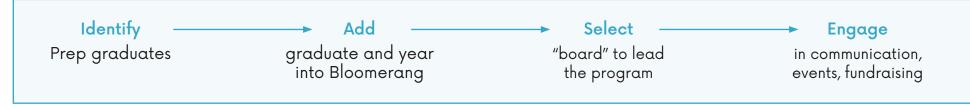
## **OBJECTIVE**

To create an active community which supports and promotes a close relationship between Charlotte Preparatory School and its alumni.

## **ALUMNI ACTION PLAN**



## **EXECUTION OF THE PLAN**

## Outreach

- Send survey/questionnaire to all alumni for whom we have contact information. (i.e., a communication that requires a response)
- Invite all alumni to event at Charlotte Prep – First event includes all alumni
- **Collect** current information from event attendees

### Communication

- Create website tab (main or sub) on Prep website
  - » Class notes
  - » Quarterly alumni newsletter
  - » Meet our alumni
  - » Distinguished alumni awards
  - » Make a gift
- Develop social media pages, as needed
- Send email communications quarterly or more

## Engagement

- Establish alumni board (volunteer)
- Select unique Day of Giving
- Create and foster Mentor Program
  - » Are there internship opportunities?
  - » Where did our alumni go to high school, college?
  - » Where are they currently working?

#### **ENGAGEMENT PLAN**

An opportunity to integrate Charlotte Prep's graduates and current students in an effort to unite Charlotte Prep as a flourshing and ever-growing diverse and inclusive community.

## Network

- Develop opportunities to connect and reach all demographics through panels, speakers, clubs
- **Provide** connection points after events
- Communicate consistently (quarterly or more) highlighting upcoming alumni events and successes

# Volunteer and Lead

- Invite alumni to come back to campus as speakers, experts, judges, etc.
- Allow alumni to lead programs of community service or programs of their choice. (i.e., after school program, Saturday offering, school vacation community service, etc.)

### Commit

- Focus on class recruitment and expectations
- Create and host class reunion programs (i.e., 5 years or 10 years)
- Steward and cultivate prospects
- Improve/increase number of alumni who attend events and make a gift each year