

## 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 flourishing 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