

WRITING YOUR ALUMNI INTO YOUR STORYLINE




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Alumni relations begin with their experience at your institution...and those relations only continue if your constituents feel like they're a part of your continuing story. We'll chat about **how** you meaningfully engage them...and then discuss **best practices** once they're "in"!






1

WRITING YOUR ALUMNI INTO YOUR STORYLINE



Our mission today: writing your alumni into your storyline



2

NOW WHAT'S THE WHY?



**Alumni:
Brotherhood**

**CP, PP, GP, Friends:
Their Young Man**

**The Department:
All for One so that he
can be One for All**

3

MEANINGFUL ENGAGEMENT: Meet them where they are



YOU ARE HERE

YOU ARE HERE

YOU ARE HERE

YOU ARE HERE

4

MEANINGFUL ENGAGEMENT



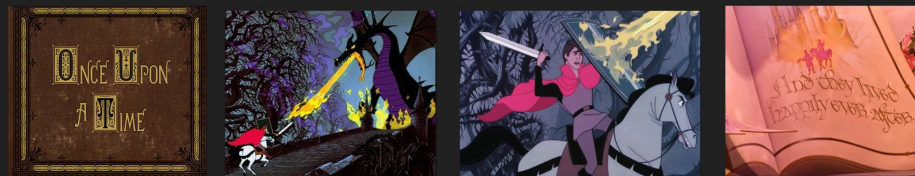
HOMECOMING

WHEN THEY COME HOME...

1. Remind them
2. Little things = big things
3. Deliver an experience

5

Your storytelling framework



6

Language: Get on the other side of the desk



7

Language: No more generics



- No more "on behalf of the Board of Directors, staff, volunteers, and clients of Agency X..." Make your story **specific** to your school and your alumni (*unique differentiation*).
- Speak their language....**especially if they gave it to you!**



"Be better than The Gap."
Crazy Stupid Love

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Direct Mail 1 (Fall 2022)



YOUR SUPPORT OF THE EYRE FUND PROMOTES A BETTER EDUCATION—AND ALL IT ENTAILS—REMOVES BARRIERS TO FINDER MEN THROUGHOUT THE KANSAS CITY REGION.

Dear <Name>,

Greetings from State Line Road!

It's always wonderful to hear alumni stories like those you share of your time here. Whether it's time spent with a team, co-curricular, faith group, or your band of brothers, proud Rockhurst men like you have meaningful memories.

A common thread weaves its way through just about every story...

It's the feeling that Rockhurst helped each of you learn to think, pray, serve, and work hard. Your rich experiences provided a foundation of faith, intellect, and service from which to go out into the world and succeed.

Every year, young men come to Rockhurst to receive a world-class education. But as you know, they receive much more than that. Here in our eyes—the word for the next where Hawklets are raised—they find strength, guidance, and inspiration.

And it's all made possible in large part by annual gifts from donors like you to our annual fund, which we now reintroduce to you as the Eyre Fund.

<Name>, as you know, "men for others" is not simply a tagline. It's a mission. A promise to serve and help bring out the best in those around us. Your gift to the Eyre Fund of <SASK1>, <SASK2> or even <SASK3> will ensure today's young Hawklets succeed just as you did.

Could we cover the logo?

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Are we speaking the brotherhood language?

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Also, this:



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Thank you for ensuring young men today can learn, grow and soar just as you did.

May God bless you and those you love.

Me:You Ratio

Talk about the alumnus (or other) recipient of your appeals at least 2x as often as you talk about your school.

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Examples: client samples



- Linda Hall Library (The art & science of everyday life)
- NAF/NAA (Your shoulder at life's pivotal moments)
- Oakhill Day School (Right Here, Right Now)
- Bra Couture (It's not about the bra, but the bravado...)
- First Tee Greater Kansas City (On Course For Life)

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THANK YOU!



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