



Building a Thriving Advancement Culture in Elementary Catholic Schools



STRENGTHENING SCHOOLS
THROUGH MISSION AND ADVANCEMENT

ST. FRANCIS^{OF} ASSISI
CATHOLIC SCHOOL

WHY ALUMNI ENGAGEMENT MATTERS



Alumni relationships strengthen school identity and tradition because they remain part of our parish and school family.

Engagement encourages future volunteerism, enrollment referrals, attendance, and donations.

Alumni become ambassadors for the mission of Catholic education.

BUILDING THE FOUNDATION FOR ALUMNI ENGAGEMENT

Start With What You Have:

- **Registration Forms**
- **New Family Applications**
- **Graduating Students**
- **Parish Database**
- **Faculty and Staff**
- **Social Media Followers**
- **The Unofficial Parish Historian**

CREATING PERSONAL CONNECTIONS

Inviting Alumni Back Into School Life



Volunteering

Giving the gift of time through Career Day, Fun Night, Spiritual Retreats, Resource Room, Classroom help, etc.



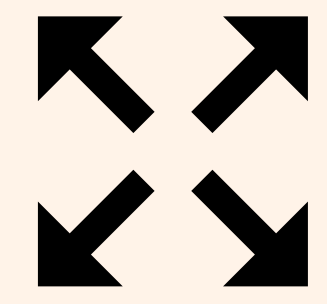
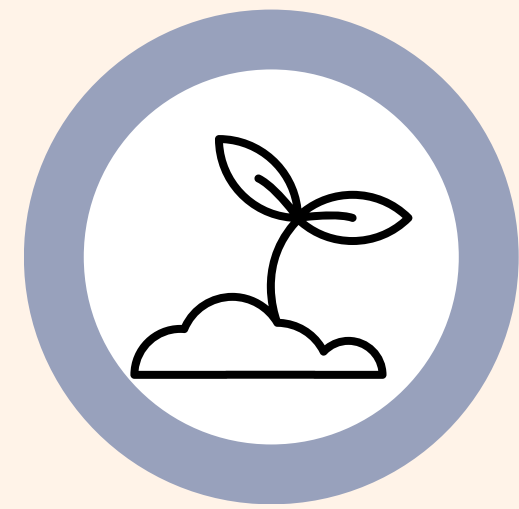
Inviting

Attending our school events such as:
-May Crowning
-Pet Blessing
-Fun Night
-Musical
-Jam for the Lamb

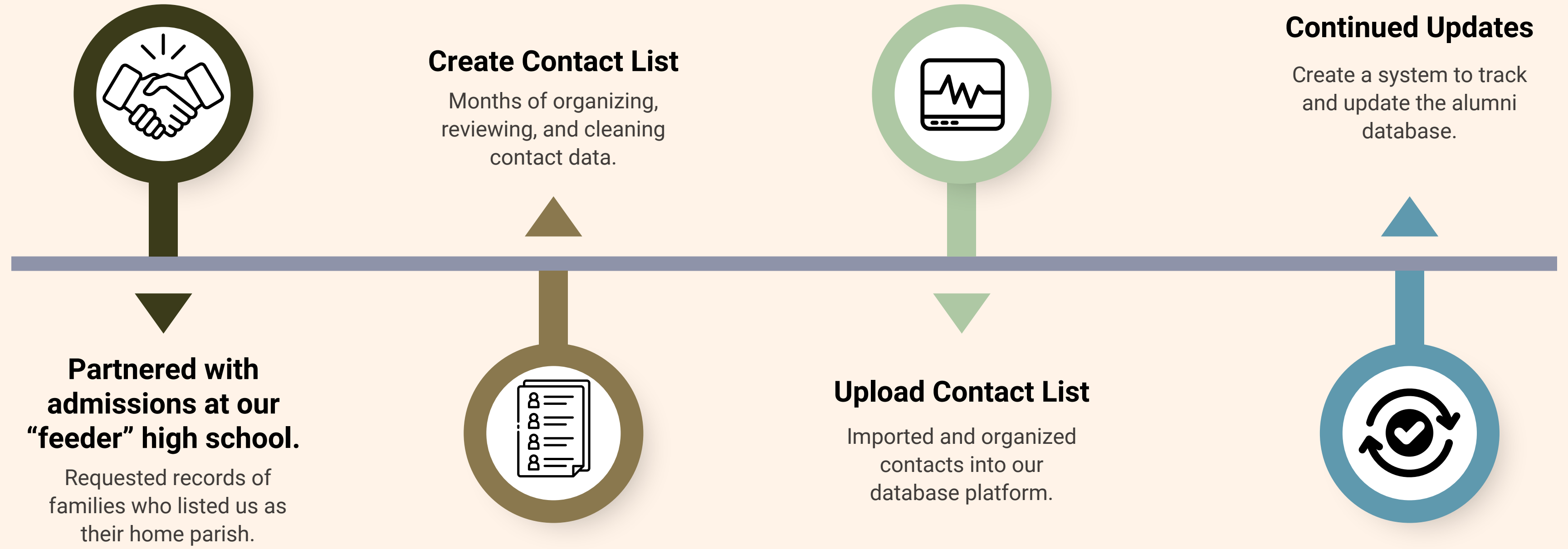


Engaging

Use digital updates to bring alumni into the daily life of the school:
-Newsletters
-Social Media



BUILDING THE ALUMNI DATABASE



Partnered with admissions at our "feeder" high school.
Requested records of families who listed us as their home parish.

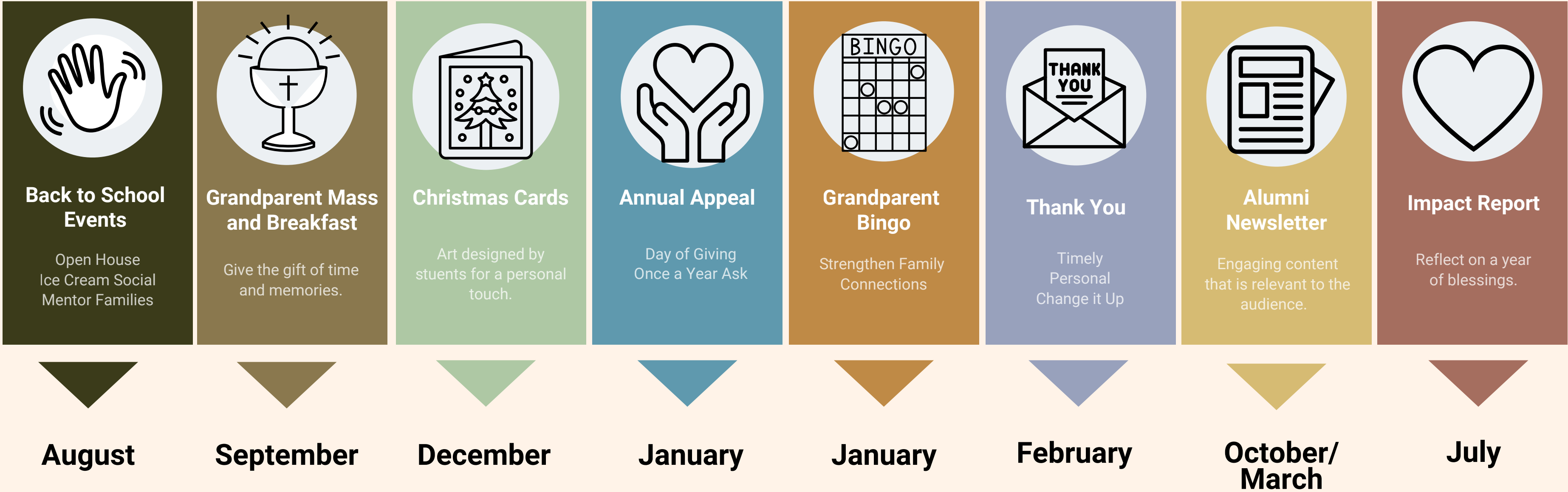
Create Contact List
Months of organizing, reviewing, and cleaning contact data.

Upload Contact List
Imported and organized contacts into our database platform.

Continued Updates
Create a system to track and update the alumni database.

CONSISTENT COMMUNICATION

Our Annual Points of Contact



DAY OF GIVING OUR ANNUAL APPEAL

Keeping Alumni Informed and Invested

- Annual campaign appeal mailer sent to alumni households.
 - Letter from Principal & Pastor
 - Includes success stories at SFA
 - Ends with our “ask” and list of items that will be funded with donations.
- Goal: Help partners see the ongoing mission and encourage contribution.



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ANNUAL IMPACT REPORT

Keeping Alumni Informed and Invested

- Stick to only one page.
- Annual impact report highlighting:
 - Amount raised
 - Every gift matters
 - Student achievements
 - Schoolwide awards
 - School growth
 - Faith formation
 - Stewardship impact




Alumni News

St. Francis of Assisi Catholic School

Happy New Year, Alumni!




So many amazing things have happened this year. We have enjoyed our beautiful church updates, new space, and educational rooms to open. We are so happy to give you a tour!


We have been honored with award recognition for our ticket fundraising. We love to work hard for you!



Our Annual FAITH FORMATION IMPACT

STATS FROM 2023-2024 SCHOOL YEAR

 124 STUDENTS RECEIVED SACRAMENTS	 19,503 TOTAL ATTENDANCE AT ALL-SCHOOL MASS	 1,360 MINUTES IN C.G.S. FAITH FORMATION	 90 HOURS OF CLASS ADORATION	 01 SCHOOL-WIDE FEAST DAY RETREAT
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Alumni RELIGIOUS VOCATION REPORT

16 DIOCESAN PRIESTS	05 DIOCESAN SEMINARIANS	01 DIOCESAN DEACON
03 RELIGIOUS SISTERS	04 WOMEN IN RELIGIOUS FORMATION	



MEMORY Lane

Let's Take a Trip Down SFA Memory Lane!

During Catholic Schools week we will be sharing alumni's favorite pastimes and **WE NEED YOUR HELP!** If you have any photos from your glory days at SFA that depict one of your favorite memories, activities, or experiences please send them our way! **Requesting photos from Pep Rallies, Fun Night, School musicals/pageants, minefield, field day** - just to name a few!

Email your photos to our communications director at jnielsen@stfranciswichita.com



Scan to view example



ALUMNI NEWSLETTER

Celebrating Our Alumni Community

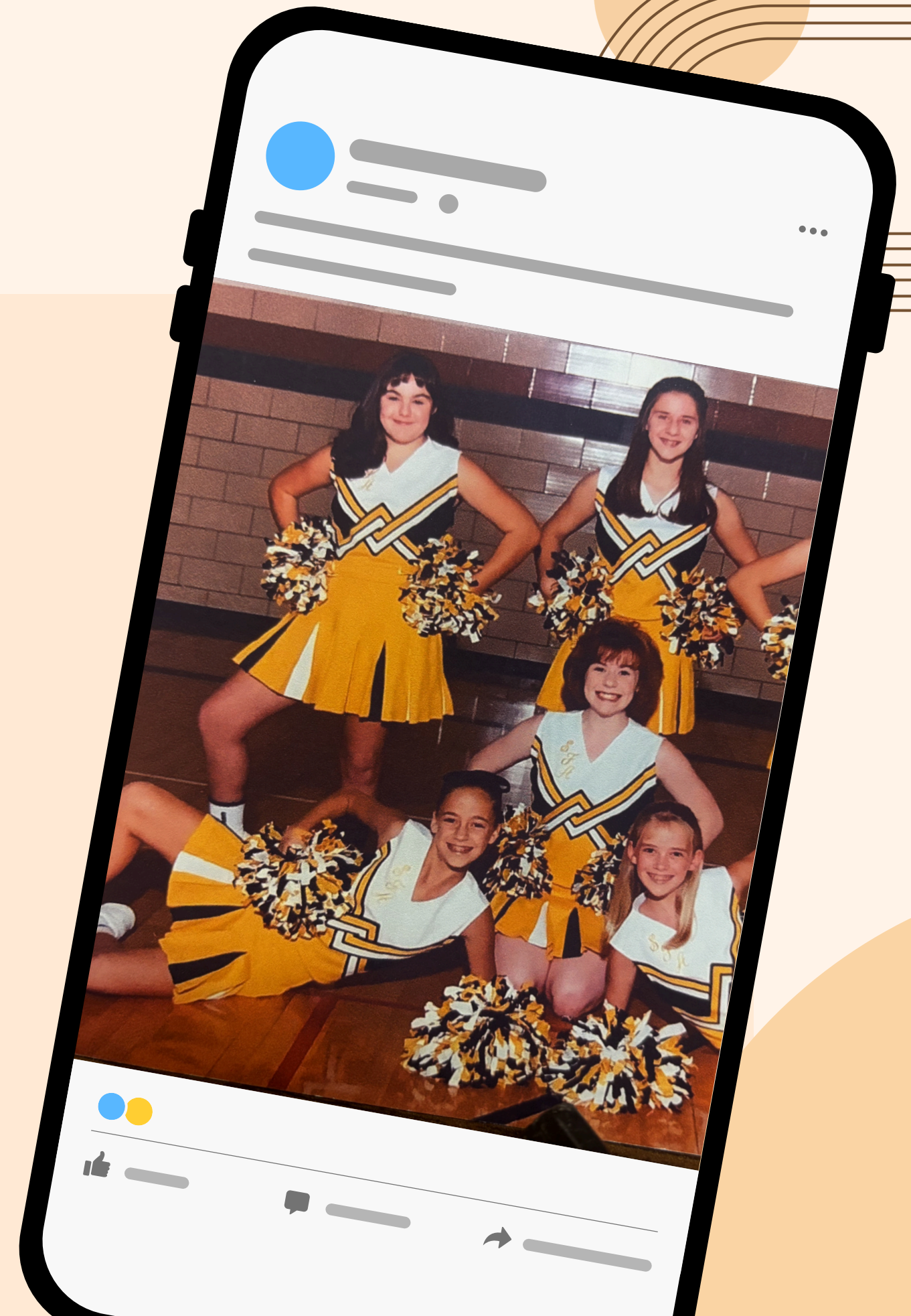
- Alumni memory lane
- School updates
- Upcoming events
- Faith formation impact
- School accomplishments

[Click To View Newsletter](#)

SOCIAL MEDIA ENGAGEMENT

Interactive posts help alumni participate, not just observe.

- Throwback Thursday
- Flashback Friday
- Alumni Testomonies
- Favorite teacher memories
- Favorite school traditions
- Old yearbook/class photos
- Prize giveaways for post engagement



HOSPITALITY FIRST

- Hospitality serves current and new families, not just guests
- Prioritizing family and multi-generational engagement
- Ensuring every visitor feels noticed, valued, and appreciated before they leave
- Staff members learning and using family names whenever possible
- Set the stage for lasting memories
- Easy visitor check in procedures that are welcoming
- Communicate clearly and stay flexible
- Create a welcoming atmosphere with greeters and guides
- Be ready with answers to common questions
- See challenges as opportunities
- Keep the purpose of the event at the center
- Respond with gratitude



LESSONS LEARNED

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Engagement takes time

Personal connection

creates lasting loyalty & builds
a long-term community

Nostalgia is powerful

Relationships matter

more than polished marketing

Always show gratitude

after contributions
& volunteering



TIPS FOR SCHOOLS GETTING STARTED

■ **Collect Data**

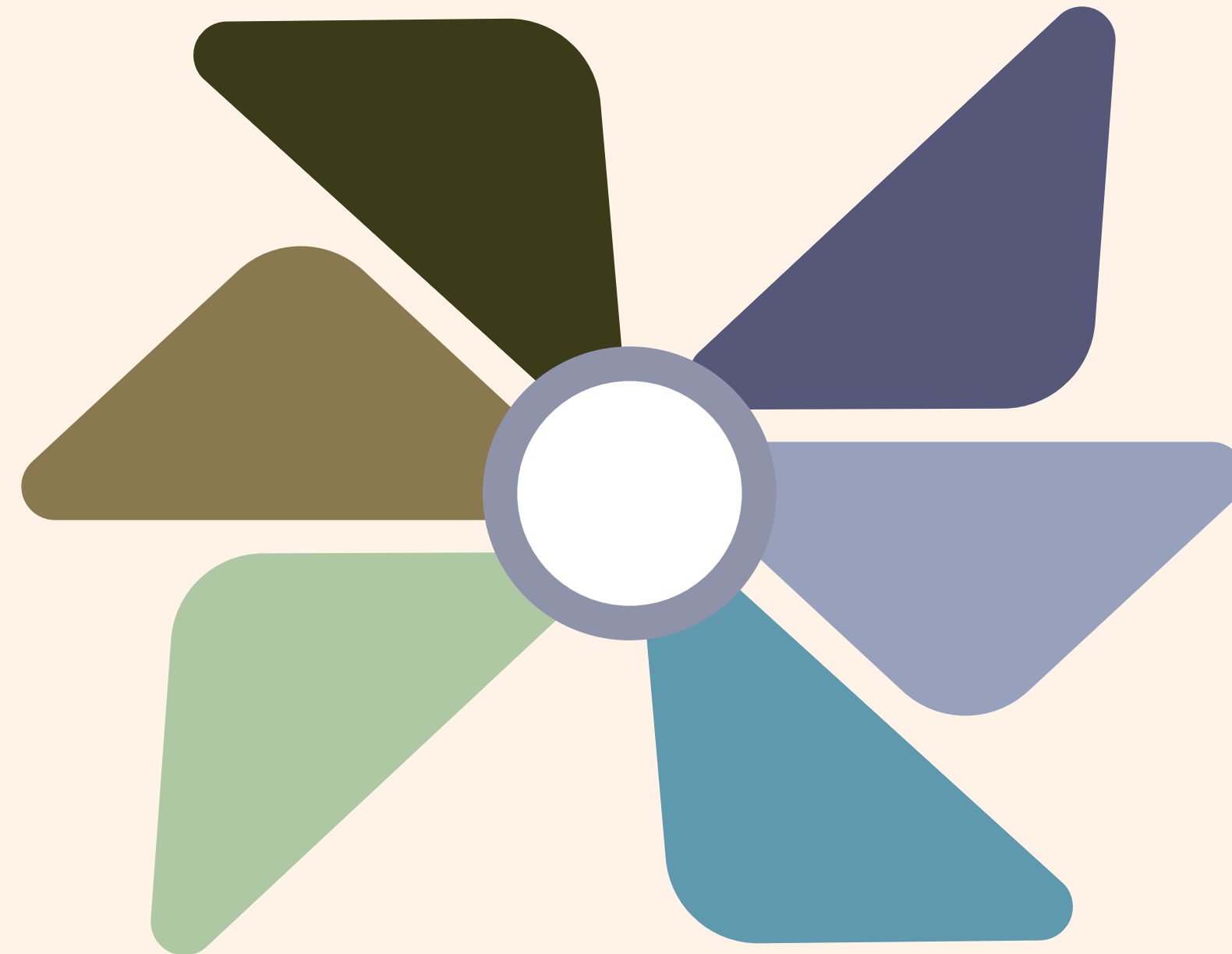
Add alumni and grandparent information to registration forms. Build and maintain a database (CRM's).

■ **Make Engagement Easy**

Social media interaction, digital newsletters (Smores), invitations to annual events

■ **Hospitality First**

Welcome your partners with open arms! Give them multiple reasons to return physically and digitally.



■ **Planning With Purpose**

A few reliable, meaningful touchpoints throughout the year can make a lasting impact.

■ **Resources**

7-Figure Fundraising Partners in Mission

■ **Ask Only Once**

Alumni want connection, memories, and mission. Make your financial ask minimal.

QUESTIONS?

