Each year, CORA provides a limited number of grants to regional associations looking to achieve the next level of success. “Take Your Association to the Next Level” grants contribute toward the financing of activities and initiatives that support an association’s long-term strength and sustainability. We checked in with past recipients to see how their grants have benefitted their associations.

Princeton Alumni Association of Nevada

The newest regional association, the Princeton Alumni Association of Nevada (PAAN), was formed in March 2009. With the unique challenge of uniting alumni over a large geographical area, PAAN needed a way to reach all of their constituents, especially the 50% that did not have registered email addresses on TigerNet. Nick Donath ’83, past president of PAAN, applied for the CORA grant to fund a “snail mail” campaign with PAAN letterhead and return envelopes. The mailing increased membership by more than 20%, and annual donations saw a 50% increase.

Princeton Alumni Association of Eastern Connecticut

The Princeton Alumni Association of Eastern Connecticut (PAAEC) was also awarded a CORA grant to pay for a surface mailing to reach alumni. According to PAAEC President Barry Nann ’57, the purpose of this mailing was to increase membership dues and to promote an ambitious schedule of activities, including events with neighboring regional associations in Connecticut, Rhode Island and Boston. It also enabled the association to reach more than 300 constituents that did not have e-mail addresses on file, which resulted in updated contact information from many alumni.

Princeton Alumni Association of Beijing

The PAA of Beijing (PAABJ) has been awarded two CORA grants since 2008. According to PAABJ President Alex Edmunds ’09, the first grant was used to create an interactive website with a “Jobs” section where alumni could post job openings. The grant helped to pay for the website development and server space while PAABJ Vice President Alex Galimberti ’09 contributed his talents to the design and layout of the site. Although there are no official statistics, Alex has heard from several Princetonians who have found jobs or internships via the website – paabj.org. PAABJ’s more recent grant is being used to help establish an entity in the People’s Republic of China so they can create a bank account to accept donations from alumni and pay for events. Administrative issues surrounding non-profits are costly and the grant money will assist PAABJ in covering approximately 20% of the entity’s set up costs.

Princeton Alumni Association of New Hampshire

In January 2011, the Princeton Alumni Association of New Hampshire (PAANH) received a $500 grant to expand activities and outreach” for its constituents. The PAANH, revived in 2007, had hosted two successful football game rallies and one “Meet the New Matriculants” summer picnic, but had failed to generate support for an annual spring dinner/lecture.

According to PAANH President Bruce Dicker ’74, the CORA grant allowed the club to initiate the annual dinner around the idea of a Granite Tiger Award. The grant covered the cost of Granite Tiger trophies for five years, as well as a substantial event discount for young alumni. On April 14, 2012, the first annual dinner was held with guest speaker Professor Anthony Grafton and the Granite Tiger Award recipient Dr. Richard Barth ’81. In addition to previously engaged alumni, more than 20 new participants, alumni and guests, also attended the evening. It was a great success and the next dinner has already been planned for April 2013. Fittingly, the PAANH was awarded the John Maclean Cup at Reunions 2012 for the “most improved” alumni association.

Photo of the PAANH Granite Tiger Award
Princeton Alumni Association of Nashville and Middle Tennessee

The Princeton Alumni Association of Nashville and Middle Tennessee (PAAN) was awarded a CORA grant in 2012. The goal of the club was to raise awareness and participation in the PAAN amongst young alumni in the area. The funds awarded to PAAN have been used to partially or fully cover the costs of alumni events created for this purpose. Their first event was a Nashville Sounds minor league baseball ball game that took place this past summer. Dues paying members in attendance were granted ‘Sounds Bucks’ for refreshments during the game. According to PAAN Young Alumni Co-Chairs Betsy Bernstein ’04 and Rankin McGugin ’06, the event was a huge success, and Princeton was even recognized on the intermission jumbo-tron! The second event was a social gathering at an alumna’s home where young alumni gathered to prepare a meal for the Ronald McDonald House in Nashville. The CORA grant paid for the ingredients used to prepare the meal for the families with hospitalized children, as well as provided food for all Princeton alumni who participated. The event was well-attended and a lot of fun. An upcoming event will involve gathering spirited alumni to watch a Princeton basketball game. Thus far, the CORA grant has successfully fostered fellowship amongs new-to-Nashville or previously uninvolved young alumni in the area.

Has your Regional Association been the recipient of a CORA grant? Tell us how the funds have helped to take your Association to the next level.

CORA Teleconference Call dates

January 16, 12:00 p.m. ET - “Events Planning: Innovative Ideas and Nuts and Bolts of Success”

February 12, 1:00 p.m. ET - “Governance: Cultivating Leaders and Building a Succession Plan”

Call-in Numbers: (609) 258-2607 or toll-free (800) 635-1257

Join CORA’s discussion group for regional officers and share information and best practices.

Photo of the attendees at the PAAN Ronald McDonald House event.