Family Fun

How to Engage Tigers of All Ages

May 14, 2013
Topics for Today

- Understanding Your Constituency
- Leadership
- Types of Events and Venues
- Invitations and Communication
- Discussion and additional suggestions from participants on the call
Understanding Your Constituency

- Are families with children part of your alumni base?
  - Analyze your demographics
    - Pull the full list of alumni in your region
    - Alums in their 30’s and 40’s tend to have younger children
    - Look for alums who graduated in the late ’80s, ’90s, and low ’00s (Class of 2004 about 30 years old)

- Are they interested in family/kid-oriented events?
  - Conduct an alumni and/or member survey
  - Or, try it and see what happens
Leadership

- Look again at your alumni base
  - Museum board members
  - Park, zoo employees
  - Teachers
  - Athletes

- Look at regional association life events and leadership transitions
  - Parents’ Committee or Networking Group
  - Family/Kids Committee

- Identify alums willing to host events at their homes or clubs
  - Princeton spirit
Types of Events and Venues

- Family-Friendly Events
  - Annual Summer picnic
  - New to the area events
  - Softball/T-ball game

- Kid-Centric
  - Outings to Children’s Museums, Zoos
  - Princeton Pee Wee Play Dates – Playgrounds, Gyms

- Sporting Events

- Theatre

- Community Service

*Offer something special or unique*
Family-Friendly Events
Kid-Centric
Sporting Events

NHL Player George Parros ‘03

Tigers Away Athletic Schedule
Theatre

- Triangle Tour
- Singing Groups
- Improv
- Dance

PC of Switzerland, Entertained by the Tigertones
Community Service

- Park Clean Up
- Food Drive
- Improvement Projects
  - Gardening, Painting
- Animal Shelters

Resource: www.yeskidzcan.com
Invitations and Communication

- Change the look – Invitations vs. Announcements
  - Consider “invitation” vs. announcement
  - Party-style, special event
  - Kid-style fonts

- Target Your Audience
  - Send e-mails to particular groups based on demographics
  - Location, communities, by decade

- Choose family-friendly days and times
Show Princeton Spirit
PA3 has found that we needed to have a parent or two who has been willing to make it his or her "thing" to stay on top of organizing playdates or the like in order to have events happen. Without that driving force behind them, the events don't really happen.

– Jim Robertson ’91

In Austin, the vast majority of our events are family-friendly, at least in part because the vast majority of our board members have young children. If anything, in Austin we are attempting to put on more events that do not have kids, but frankly we find the kid-friendly events better attended.

– Rowena Dasch’97

JOIN the CORA Discussion Group