ENGAGING YOUR ASSOCIATION'S ALUMNI

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Back to Basics -- Simple Tools for Engagement

- Brainstorm Who Your Alumni Are and What They Want
- Host Welcoming Leadership Gatherings
- Streamline Event Planning
- Design Newsletters to Encourage Alumni Involvement
- Leverage Successful Events
- Facilitate Participation and Networking
Who Are Your Alumni?

- Wide range of classes vs. concentration in certain years
- Career concentrations – finance in NYC and high tech in Seattle
- Recreational interests – cultural vs. outdoors
- Gender, ethnicity
- Geographic differences within geographically large associations
Princeton Association of NYC (PANYC)

- Large number of alumni with significant diversity, except geographic
  - Alumni are in the five boroughs of NYC
- Mixers are popular with younger classes
- Forty Plus Salons started for older alumni
  - Dinner in a home with an engaging speaker
- Princeton Women’s Network (PWN) of NYC active since 1995
  - Information about starting or growing a PWN: http://alumni.princeton.edu/communities/regions/pwn/
- Hosted LGBTQ events
Princeton Alumni Association of Nashville & Middle TN (PAAN)

- Who Are We?

- Mid-Sized Regional Association (260+ undergrad alumni, 50+ grad alumni) – Size facilitates alumni getting to know each other and feeling connected when gather.

- Lots of Young Alumni – “hip” town to come to after, in grad school at Vandy, families with small children, etc.

- Significant Group of Older Alumni – very supportive, but less involved in general activities

- Mixed Bag of Careers: Medical Professionals, Health Care Businesses, Music Industry, Entrepreneurial (start-ups), Vanderbilt associations (grad school/teaching/research), etc.

- Many into Outdoors and Athletics – lots of sports’ fans (pro teams and college), triathletes, runners, tennis players, swimmers, cyclists, hikers (large park system, greenways), etc.

- Much Support for the Arts – great symphony hall, Frist Center for Visual Arts (exhibits), concerts (Ryman, Grand Ole Opry, Bridgestone, downtown ampitheater, monthly art walks, arts & crafts festivals, etc.

- Very Charitable City – friendly, informal, volunteer-oriented environment; all involved in numerous endeavors

- City with Small-Town Feel, But Different for Those on Outskirts of Region – those who live close in find it easy to gather. However, the reach of our region is about a one-hour drive in each direction, so it is cumbersome for some to volunteer or come for events.
What Alumni Want

- Make new friends
- Reconnect with old friends
- Contribute to the local Princeton community
- Career networking
- Intellectual stimulation
- Cultural enrichment
- Community service opportunities
- Expand their horizons
What Do We Want from the Princeton Connection? What Draws Us In to Participate?

- **Young Alumni-Sponsored Events** – Ronald McDonald House, Take Me Out to the Ballgame, Princeton Tiger Spring Fling (cook-out), All Ivy League Young Alumni Trivia Night
- **Traditional Annual Events** – Annual reception/student send-off, ASC reception for accepted students
- **Alumni Schools Committee Interviewing** – popular; like interaction with applicants
- **HS Award Involvement** – Princeton Book Prize, PAAN Princeton Prize in Race Relations Awards Ceremony and Luncheon
- **Community/Civil Service** – Second Harvest Food Bank, Ronald McDonald House, Princeton Prize Committee
- **Sports Events** – Nashville Sounds game, gatherings to watch Princeton sports on TV
- **Family Events** – PAAN picnics, sports’ events
- **Visitors from Princeton** – Triangle Show, Footnotes (singing groups), Speakers, President Eisgruber

What to Consider in the Future:

- Leadership Gatherings to find what else is desired!
Leadership Gatherings

- Extend Invitations Broadly
- Get Participants Connected
- Discuss More Than Nuts and Bolts
- Brainstorm Programming – Bird Watching to Balls
- Brainstorm Volunteer/Leadership Interests and Needs
- Be Decisive and Proactive
- Have Fun
Streamline Event Planning

- Use Multiple Ways to Authorize Events
- Have Standing Events
  - Quarterly Dinners in Neighborhood Restaurants
- Have Subgroups Plan Their Own Events
  - Book Groups, Professional Groups, Parents, Writers
- Encourage Flash Mobs
- Use Tigernet, Facebook, and LinkedIn Notices
- Encourage Nimble Blast Email Editors & Space Czars
- Provide Event Planning and Notice Templates
- Allow Easy Financing
Factors Affecting Smaller and/or Distant Associations in Event Choice and Planning (Ex: PANYC v. PAAN)

Possible Problems

- Less members/volunteers to create and organize events
- Less money to support hosting events (dues)
- Fewer visits from faculty, athletic teams, Triangle, singing groups, etc.
- Less attendance at events
- Less alumni-connections to venues, speakers, special events, etc.
- No PWN, APGA, or other affiliated groups formed

Possible Solutions

- Recruit alumni to help; contact Office of Alumni Affairs for demographic info to target volunteers to develop optimal events
- Create stable dues-paying system to assist with hosting events
- Strategize on low cost and easy-to-plan events
- Plan joint events (All-Ivy)—share in planning and boost attendance
- Contact CORA liaisons for assistance and advice
- Check out Princeton online resources for Alumni Volunteers!
Newsletters and Event Notices

- What’s the Tone?
- Make It Easy to Skim
- Use Different Voices for Variety
- Consistently Encourage Alumni to Participate
  - Solicit Event Suggestions
  - Ask for Event Space
  - Advertise Volunteer Positions to Fill
- Showcase Range of Class Years and Graduate Alumni Participation
- Strive for Frequent Distribution to Build the Brand
- Thank People
PAAN Broadcast E-Mail Invitations

Lecture

Princeton Alumni Association of Nashville Event
Enjoy An Art Lecture by a Princeton Professor, and Stay for Dinner!

Join us on November 4, 2019, at 6:30 pm at the Frist Center for the Visual Arts for the opening lecture of *Samurai: The Way of the Warrior*, delivered by Thomas D. Conlan, Professor of East Asian Studies and History at Princeton University, and then gather afterwards for a private Princeton dinner with Professor Conlan.

The Princeton Alumni Association of Nashville will have special seating at the lecture, which is FREE, and anyone who wishes to join us for dinner following Dr. Conlan's talk is welcome.

Simply e-mail Chris McPherson '99, Club President, at nashvilletigers@mac.com if you are able to attend either or both events, and we will finalize plans.

DEADLINE TO RESPOND: Friday, October 25th.

We look forward to seeing lots of Tigers at the Frist on November 4th!

About Dr. Conlan

Engagingly and humbly, Dr. Conlan will review what Imperial art reflects about the lives of samurai warrior-monks between 1200 and 1750. The show will open at the Frist Center for the Visual Arts from November 4th through February 10th. His publications include *Rashomon: The Hidden Work of Fourteenth-Century Japanese Art*.conlan@princeton.edu

Triangle Show

PRINCETON'S FAMOUS
TRIANGLESHOW
121 YEARS AND STILL KICKING!

COMING TO NASHVILLE!
Thursday, January 31st at 7:30pm
Paschall Theater at Montgomery Bell Academy
4001 Harding Road, Nashville
Tickets $20 – Students only $10!
For tickets: www.triangleshow.com

PRINCETON Tiger Spring Fling

The Princeton Alumni Association of Nashville invites you to a young-alum sponsored cook-out!

Let's enjoy the spring with burgers, beer and backyard Princeton cheer. Bring your family and a side dish or dessert to share!

Sunday, May 19th at 6pm
600 Westview Ave, 37205
RSVP to rankin.mcgugin@gmail.com

Misc.

The Young Alumni Committee of the Princeton Association of Nashville & Middle Tennessee is hosting another social!

WHEN: Sunday, October 27th, 6:00 pm
WHERE: Rankin’s house: 2124A Woodland Ave, Nashville 37212
WHY: Will be making enchiladas! The Young Alumni Committee will provide all ingredients for the meal, as well as pizza for everyone once the work is done. Bring your apron, a friend or significant other if you’d like, and a beverage or dessert to share with the group.

RSVP to Rankin McGugin (’06) rankin.mcgugin@gmail.com or 615-416-1312. (Join us even if you don’t like cooking...we’ll have plenty of snacks and football on TV!)

The Ronald McDonald House Charities provides a home away from home for families of critically ill children. Join us to help prepare a meal for these families!
Leverage Successful Events

- Use Event Greeters
- Pair Focused Activities with Opportunities to Connect
- Advertise Upcoming Events
- Ask for Event Ideas, Hosts and New Volunteers
- Depending on Event Size
  - Give everyone a couple of minutes to introduce themselves to the group
  - Select a few classes to introduce – oldest or youngest?
  - Take Pictures
PWN OF NYC 2016 EVENTS

Viola Chocolat

Welcome to NYC Wine & Cheese
PAAN Events - Follow-Up

Thank You E-Mail

Thank you, thank you, thank you...

"Trips of Company, Rein's A Crowd"
was an absolutely drear and exciting show!

The Triangle Club members were truly delightful
to chat with and look forward!

Montgomery Bell Academy's Baseball Thuya was a perfect
locale, and the staff and students helping us out
could not have been nicer!

The alumni reception at Ingram Industries was a fine gathering
with delicious food and great camaraderie:
Thank you so much,
John Ingram '65 and Craig Phillips '75!

Attendance at the show was over 300—a phenomenal turnout.
It’s always fun to see so much orange and black in one locale
and to discuss ugly vs. cool Reunion jackets.

Thank you to all of our sponsors,
who helped make the evening even possible!

And, a huge thanks to all for supporting the event and
encouraging others to come, as well.

Overall, an incredibly successful night for the
Princeton Alumni Association of Nashville!
We need to get together like this more often!

Sincerely,
The PAAN Triangle Committee

Event Photos (for FB, website, twitter, marketing, etc.)
Princeton Alumni Association of Nashville
Calendar of Events

Jan/Feb/March
- Princeton v. Harvard Basketball Watching Party
- Nashville Zoo Run

April/May/June
- Princeton Prize Awards Ceremony, Luncheon and Speaker
- ASC Reception for Admitted Students
- June Young Alumni All-Ivy Trivia Night
- Spring Fling Cookout (YA)
- Annual Giving Telethons (x2)

July/Aug/Sept
- PAAN Summer Reception/Student Send-Off
- Sept YA All-Ivy Happy Hour

Oct/Nov/Dec
- The Princeton Footnotes Performance and Reception
- Oct, Nov, & Dec YA All-Ivy Happy Hours
Facilitate Participation and Networking

- Personal Outreach Goes Both Ways
- Find a Spot for All Volunteers
- Consider Good Event Ideas Related to An Alum’s Expertise
- If Proposed Event Idea Won’t Work, Offer Alternatives
  - Posting Appropriate Information on Tigernet, Facebook or LinkedIn
- Consider Making Sign-up Information Available
- Nominate Tigers of the Week: https://paw.princeton.edu/webform/nominate-next-tiger-week
Engaging Your Association’s Alumni

- No magic sauce or management technique.
- Get the most of what you’re already doing!
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