Regional Association Engagement for the 200th Anniversary of the Alumni Association

A Step-by-Step Guide

CORA Members
Julia Otis '91, President, PC of SWFL
and
Jane Shidler '96, Immediate Past President,
PAA of Essex & Hudson Counties (PAAEHs)

Tonight's Presentation

- What is the celebration of the 200th anniversary of the Alumni Association (the "200th") all about, and how will the University measure its success?
- What resources are available to regional associations?
- How can regions celebrate the 200th?
- How do regional leaders apply for Spark funding, and how will applications be evaluated?

200th Anniversary Celebration Timeline

Alumni Day

February 21, 2026

- **Kick-off of 200th**
- Video debut
- Foam 200th installation

Reunions

May 21-24, 2026

- P-rade unifying item: sunglasses
- 200th branding everywhere

Alumni Association 200th Anniversary

September 27, 2026

- Home football game against Lafayette (9/26)
- ACEC meeting to coincide with anniversary weekend

Orange & Black Day

October 22, 2026

- Orange & Black Day & 200th anniversary–themed regional celebrations
- Conclude 200-day arc

Alumni Association Goals & Metrics

- Goal: **Engage as many alumni as possible** in the 200th celebration throughout the Tigerverse, both in-person and virtually, and both on-campus and off.

- Key Performance Indicators (KPIs) include:
  - Alumni participation in 200th celebration activities
  - Increased alumni usage of TigerNet

Regional Association Goals & Metrics

- **Increase alumni engagement above the current level in your region, including outreach to non-participants.**
- Funding is available for new (or “new to you”) and creative efforts to inspire alumni engagement both virtually and in-person.
- Measurements for success include new member participation, event attendance, email opening and click-through rates, dues payments, volunteer hours, and increased TigerNet usage.
- Any activity should be executed primarily, if not entirely, by alumni volunteers.

What exactly is “engagement”?

Incremental Engagement – reaching alumni who haven't recently participated

Cross-Pollination – connecting different groups/demographics/geographies

TigerNet Adoption

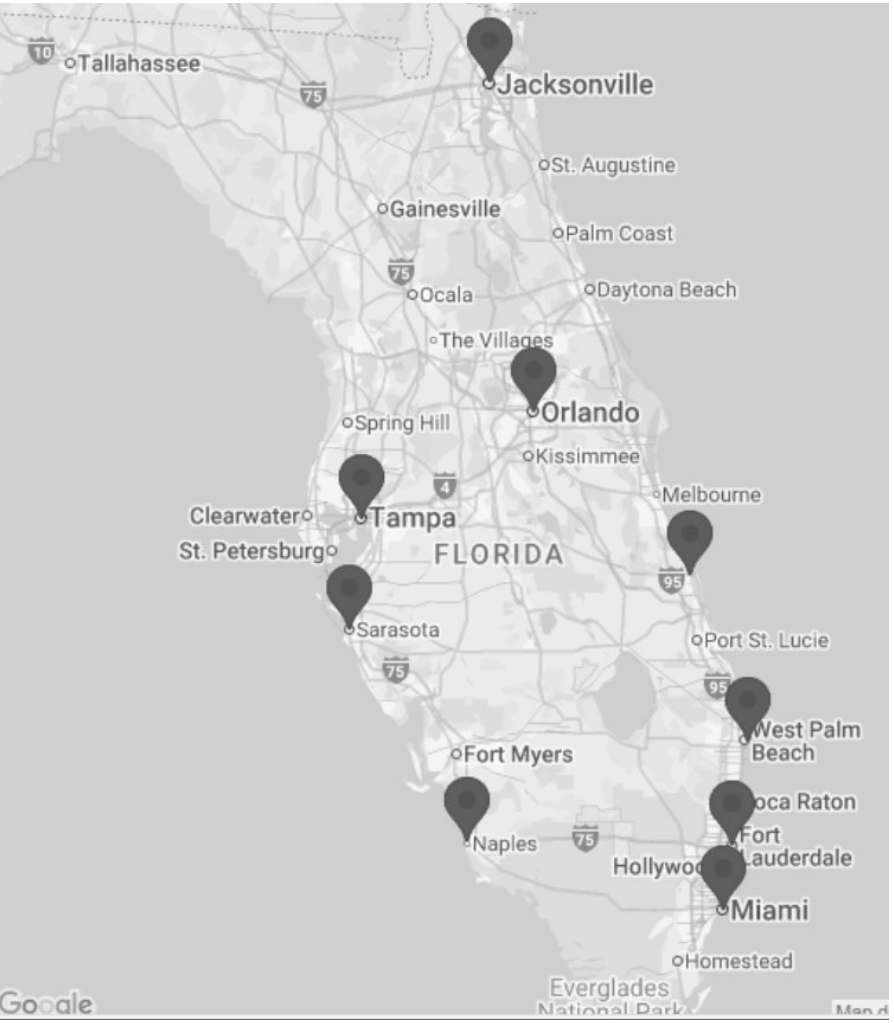
- Count profile updates before/after your event (ask attendees to update at event)
- Measure level of discussion forum activity before vs. after your initiative

Event Participation – who attends & how many; survey attendee satisfaction

Non-Event Initiatives

- Number of groups that download/use a template you created
- Number of digital assets collected (documents, photos, interviews)
- Distribution reach (e.g., 100 books distributed to alumni + libraries)

Step 1: Assess where your region is now (metaphorically)



New or Dormant

- No website or social media

Moderately Active

- Have website or social media
- 1 or 2 events yearly

Very Active

- TigerNet website
- Regular communications
- Several events yearly

Country United States (US)

State Florida

United States (US)

Florida

PC of Ft. Lauderdale
No websites or social media found for this group. Find regional leaders using TigerNet (login required).

PC of Central Florida (Orlando area)
No websites or social media found for this group. Find regional leaders using TigerNet (login required).

PC of Vero Beach

PAA of Northern Florida (Jacksonville area)
No websites or social media found for this group. Find regional leaders using TigerNet (login required).

PAA of Palm Beach

PC of Sarasota

PC of South Florida (Miami area)

PC of Southwest Florida (Naples/Ft. Myers area)

PC of Tampa Bay
No websites or social media found for this group. Find regional leaders using TigerNet (login required).

https://alumni.princeton.edu/our-community Our Community | Princeton Alumni

Step 1a: Enlist help if you need it

- **Recruit volunteers** – use the Alumni Directory to find Tigers with particular skills or past experience volunteering for the University, or put out a call for regional volunteers to brainstorm and plan 200th engagement. **If you're going solo, that's ok too!**
- **Create or expand your regional TigerNet website** – the TigerNet Tech team can help with next steps
- **Not sure about how to proceed?** Talk to your CORA liaison and other regional leaders!

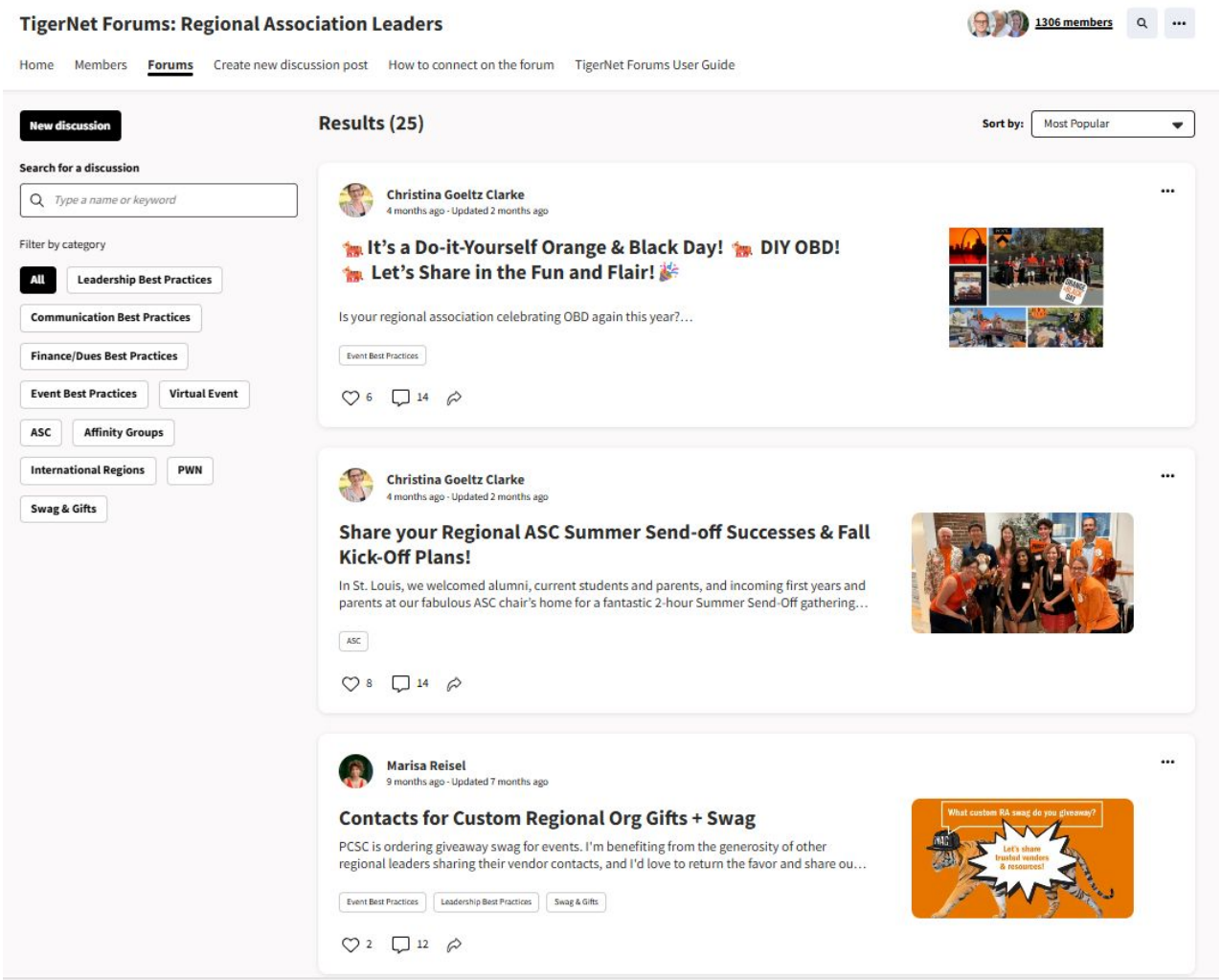
Step 2: Use University resources to support your activities

Ideas – Consult past T-Quads and the TigerNet Forum for Regional Association Leaders to see what other clubs have done and are doing, and to ask questions and get feedback

Tools – The 200th website has an interactive map of events, a toolkit of graphics for your use, 200th pins to distribute at your events, and links to 200th U-store swag

Funding! Spark Funding is available to help take your alumni engagement to the next level – details are on the 200th website

Step 2 cont'd: Find ideas in past T-Quads and the Leaders Forum



Past CORA T-Quads, Zoom programs & Webinars

- Leveraging Many Minds, Many Stripes and the Graduate School's 125th to Engage Alumni
- TigerNet Relaunch: Many Regional Associations, One Paw-some Platform!
- Revitalizing Your Regional Association: From Re-Starting to Expanding
- Introducing the Regional Association Leaders Forum on TigerNet!
- Princeton Women's Networks and Regional Associations: How Synergies Strengthen Regions
- Princeton Internships in Civic Service (PICS): How Regional Associations Can Help Bring Students, Alumni, and Nonprofits Together in Service
- From Campus to Community: Ideas to Engage Graduate Alumni
- Communication Best Practices for Regional Associations
- Making the Most of Your Region's Geography
- Partnering with Affinity Groups: Association of Latino Princeton Alumni (ALPA)
- The Alumni Council Invites You to Celebrate Princeton Pride!
- Taiwan Stories: Lessons and Tips for a Small Club

EVENTS FUNDING VOLUNTEERS "TIGER TALES" TOOLKIT PARTNERS

Add an Event

Submit a 200th anniversary event for inclusion on our interactive map.

Log your Volunteer Hours

Help us meet our goals by reporting your volunteer efforts below in service of Princeton and the community.

Submit your "Tiger Tales"

Your contributions will be compiled into an interactive story!

Partners

Show your Princeton spirit and support local vendors participating in the 200th anniversary festivities!

Digital Toolkit

Use these design tools to promote your 200th anniversary events & show Tiger spirit!

Backgrounds | GIFs | Banners | Logos

EVENTS FUNDING VOLUNTEERS "TIGER TALES" TOOLKIT PARTNERS

The 200th Spark Fund

Spark magic. *Spark* connection. *Spark* imagination.

Submit your proposal for Round 1 by February 22, 2026 @ 5pm ET

Apply Now

In celebration of our 200th anniversary, the Spark Fund fuels innovative alumni initiatives that transcend traditional programming.

What We're Looking For

We're seeking ideas that spark meaningful connections, inspire creative engagement, and have the potential to light the way for others. From ambitious pilots to scalable templates—if your idea can help reimagine what brings Tigers together, we want to help ignite it.

Incremental Engagement

Initiatives that drive new connections and participation beyond your group's regular activities

Ripple Effect Potential

Experiments and approaches that can inform, inspire, or be replicated in other alumni communities

Creative Formats

New or innovative approaches to alumni engagement—virtual, in person, or hybrid experiences

Clear Measurement

Well-articulated goals and metrics for success that demonstrate impact

Volunteer-Led

Initiatives that can be planned and executed primarily by alumni volunteers

Anniversary Spirit

Proposals specifically tied to 200th Anniversary goals, celebratory elements, or branding

The 200th Spark Fund

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$150 - $5000 Grants Available in 3 Rounds

Application Due Dates: February 22nd | May 31 | August 30

$2,500 ($50 pp) for multi-day event targeting GOLD

$1,000 for Shabbat dinner party packs in new cities

AJPA
ASSOCIATION OF JEWISH PRINCETON ALUMNI

$250 for post-Reunions swag swap in new geographic area

6 initial grants of $250 to $2500

$1,000 for historical asset gathering and book

$500 for coffee breaks with new members

Asian American Alumni Association of Princeton

$400 for dinner in new geographic area

Step 3: Apply for Spark funding if appropriate

- **Does the event or initiative engage alumni in new ways, or ways that are new to your region?**
- **Basic requirements:**
  - Clear connection to the 200th anniversary (celebratory elements and/or strategic 200th anniversary goals)
  - Defined success metrics or KPIs so you can measure impact
  - Primarily alumni volunteer-led execution
- **Timing requirements:** Your initiative must take place between **Alumni Day (February 21, 2026) and Orange & Black Day (October 22, 2026)**.

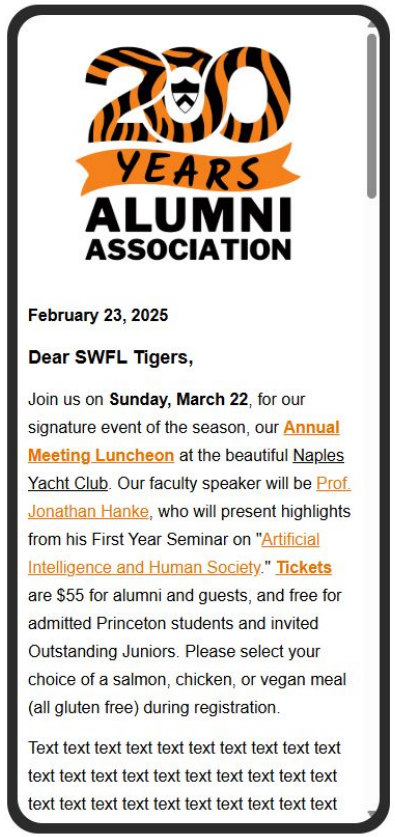
Spark Fund example: Southwest Florida

- **Idea:** a new event for us – a family-friendly post-Reunions gathering and swag swap in Fort Myers brings Princeton to Lee County
- **What makes it Spark:**
  - Strategic outreach to underserved geographic area (⅓ of SWFL alumni are in Lee County, but no events since pandemic)
  - Use TigerNet to segment & target communications, and follow-up to solicit feedback and engage newly-active alumni
  - Tie-in to major Princeton event taps into the enthusiasm for Reunions
- **Timing:** Takes place in mid-June, within the roughly 200 days of the 200th celebration, and integrates SWFL's 50th anniversary with the alumni association's 200th anniversary

Step 4: Integrate 200th strategic goals & graphics into every regional activity Feb. 21 – Oct. 22

- **Goal: increase alumni engagement with TigerNet**
- **Tactics:**
  - Encourage your members to update their TigerNet profiles and add profile pictures
  - Send regional emails through TigerNet and provide embedded links for members to click through to your site and the 200th website
  - Post events on your regional website (and share with neighboring regions) and have alumni register through the site – remind them to log in first so event registrations are saved to their profiles
  - Use 200th graphics on your website and in all communications

Mobile preview


200 YEARS
ALUMNI ASSOCIATION
February 23, 2025
Dear SWFL Tigers,
Join us on Sunday, March 22, for our signature event of the season, our Annual Meeting Luncheon at the beautiful Naples Yacht Club. Our faculty speaker will be Prof. Jonathan Hanke, who will present highlights from his First Year Seminar on "Artificial Intelligence and Human Society." Tickets are $55 for alumni and guests, and free for admitted Princeton students and invited Outstanding Juniors. Please select your choice of a salmon, chicken, or vegan meal (all gluten free) during registration.
Text text text

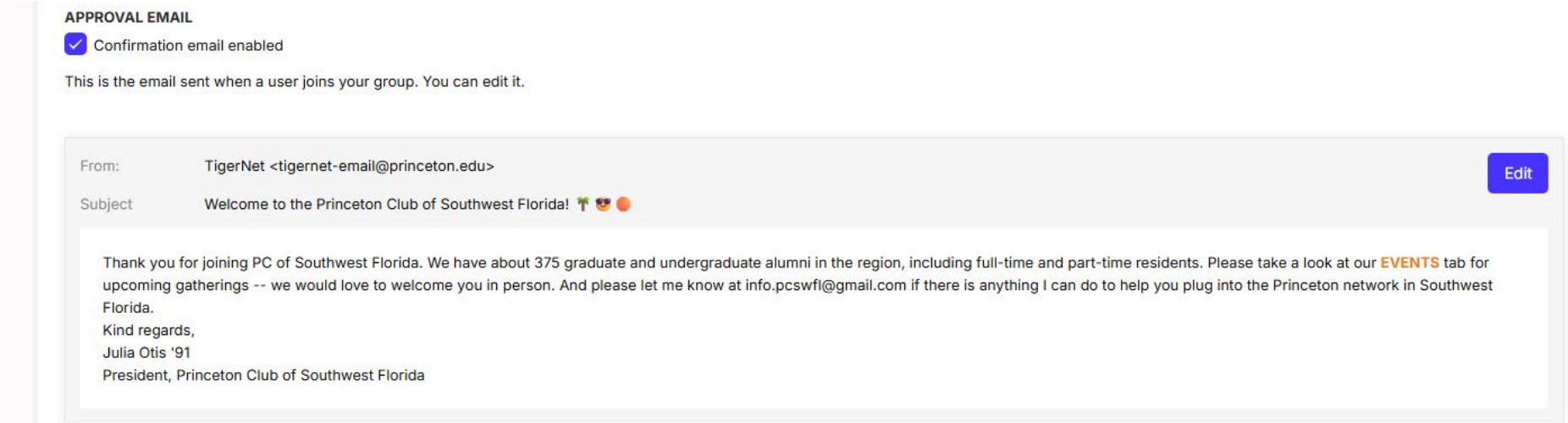
Step 4, cont'd: Integrate 200th strategic goals & graphics into every regional activity Feb. 21 – Oct. 22

COLLECTOR LAPEL PINS

- **Goal: integrate 200th graphic elements into your events**
- **Tactic:**
  - Use 200th Zoom background for virtual events
  - Print name tags with a 200th graphic
  - Distribute 200th pins at in-person events
  - Co-brand 200th merchandise with your club's name or logo https://www.pustore.com/cobranded-200-alumni-products

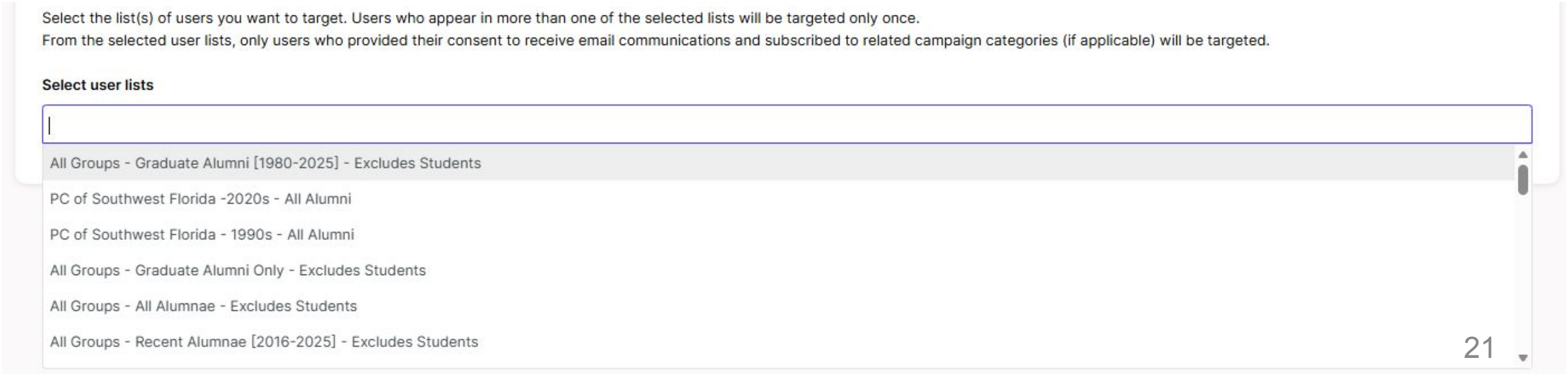
Step 4, cont'd: Integrate 200th strategic goals & graphics into every regional activity Feb. 21 – Oct. 22

- **Goal: increase engagement with new members**
- **Tactics:**
  - Enable an automatic Approval Email to welcome new members when they join your club
  - Send a personal "welcome to the club" email to new members inviting them to your next activity – you can find them by running a membership report in TigerNet and looking at the date they were added to your club



Step 4, cont'd: Integrate 200th strategic goals & graphics into every regional activity Feb. 21 – Oct. 22

- **Goal: reach under-engaged segments of your membership**
- **Tactic:** The TigerNet team can segment your alumni mailing list by graduation year, geographic location, undergrad/grad, gender, etc., so that you can tailor your communications and events to different demographics



Step 4, cont'd: Integrate 200th strategic goals & graphics into every regional activity Feb. 21 – Oct. 22

- **Goal: increase alumni engagement with your regional association virtually**
- **Ideas:**
  - **A virtual book club** to discuss the annual pre-read - perhaps a local alumnus is a subject-matter expert and can lead the discussion. In TigerNet, you can search the alumni directory for your local region + academic major to find possible leaders and attendees
  - **A virtual brown-bag lunch** - invite a subject-matter expert to discuss a regional issue with a local alum interviewer
  - Reach out to the **Princeton Speaker's Bureau** to book a member of the faculty or administration to address your group virtually (and invite other regions to join!)

Step 4, cont'd: Integrate 200th strategic goals & graphics into every regional activity Feb. 21 – Oct. 22

- **Goal: increase alumni engagement with your regional association inexpensively**
- **Ideas:**
  - **A pot-luck** at a local library, park, private home, or the common room of an apartment building – the O&B Day Virtual Party Pack has ideas for Tiger-themed food & beverages
  - If any **Princeton athletic teams** are coming to your region, designate a particular seating section for alumni to buy their own tickets, and meet for pay-as-you-go pizza before or after. Or organize a viewing party for a televised game
  - Is the **Triangle Show, the Glee Club, or one of the a cappella groups** coming to your region or a neighboring region? Invite local alumni to go together, followed by an outing for coffee/dessert and discussion
  - Organize volunteers for a **local charitable cause** **and post volunteer hours on the 200th website!**
  - Is there a local alum who could **lead a tour** of a cultural institution, or a local hike or walking tour? Or perhaps a wine tasting (a bit more pricey but very popular in many regions)?

NEXT STEPS FOR REGIONAL LEADERS

- Right now: submit events to 200th website & request pins
- Log service hours on 200th website (both service to Princeton and community service)
- Share photos & Tiger Tales on 200th website
- Apply for Spark funding!
- Between Feb. 21-Oct. 22, use 200th branding on regional websites, at events, and in communications

THANK YOU!