

# Engaging Classes for the 200<sup>th</sup> Anniversary of the Alumni Association

## **A Step-by-Step Guide**

### **CAC Members**

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[ with many thanks to Julia Otis, Marisa Goldenberg, and Cathy Phillips! ]

## Today'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 alumni class officer teams?
- How can classes celebrate the 200th?
- How do class leaders apply for Spark funding, and how will applications be evaluated?

# 200<sup>th</sup> Anniversary Celebration Timeline

## Alumni Day

February 21, 2026



- **Kick-off of 200<sup>th</sup>**
- Video debut
- Foam 200<sup>th</sup> installation

## Reunions

May 21-24, 2026



- P-rade unifying item: sunglasses
- 200<sup>th</sup> branding **everywhere !**

## Alumni Association 200<sup>th</sup> 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 & 200<sup>th</sup> 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

## Alumni Class Goals & Metrics



- Increase alumni engagement above the current level in your class, 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 within and across classes

**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 class is now



## New or Dormant

- No website or social media
- Not a lot of engagement



## Moderately Active

- Have website or social media with interactions from classmates
- 1 or 2 events yearly



## Very Active

- TigerNet website
- Regular communications
- Several events yearly

# 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 CAC liaison and other alumni leaders!



## Step 2: Use University resources to support your activities



**Ideas** – Consult past Tiger Tips and the TigerNet Forum for Class Leaders to see what other years 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



# 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](#)

## Adopt a Tiger!



This Austin Tiger was AI-generated for illustrative purposes only

- Celebrate the 200<sup>th</sup> Anniversary of the Alumni Association with your very own custom Tiger
- Order an unpainted tiger directly from our fabricator, then paint your tiger as a group, or use your own artist
- Bring smiles & joy (and awesome photo opps) to your alumni group - wherever you gather





# The 200th Spark Fund

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

Spark magic. Spark connection. Spark imagination.

[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

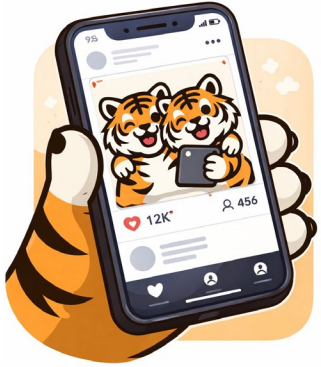
## Step 3: Make the 200th Class-y



**This 200th anniversary is a chance to celebrate every class's distinct identity and contributions, strengthen cross-class community by making new shared memories, and preserve our institutional story so it carries forward—and drive momentum—for the next 200 years.**

***Get creative, collaborate within and across classes, and uplift best practices and lessons learned with other class officers!***

## Step 3: Make the 200th Class-y



**Spotlight classmates or memories** – consider asynchronous social media campaigns to highlight 200 classmates (a photo + “where life took me”), 200 favorite Princeton memories, etc.



**200 Connections Challenge** – Create a class-wide goal to create 200 meaningful, new (or renewed!) connections within the class. Encourage coffee chats and overdue zoom calls.



**Engage your cohort** – Consider including classes within your graduating cohort (+/-3 years), Grandparent: Parent: Child classes, and other meaningful cross-generational connections.

# The 200<sup>th</sup> 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



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



**6 initial exemplar grants were awarded of \$250 to \$2500**

\$1,000 for historical asset gathering and book



\$500 for coffee breaks with new members



\$400 for dinner in new geographic area



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## 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 class?
- **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: Princeton Takes Vegas



## Princeton Takes Vegas

- **Idea:** A 4-Day experiential weekend where Nevada alumni host **recent alumni from across the country** for uniquely Vegas experiences – from non-profit volunteering to Colorado river kayaking to professional talks with local CEOs – creating meaningful cross-generational, cross-regional connections.
- **What makes it Spark:**
  - Bold, multi-day format creates deeper connections in a more novel way than single events
  - Recent alumni focus (classes '16 – '26) addresses strategic priority
  - Potential template for “Tiger City” experiences in other regions
- **What makes it Class-y:**
  - Connecting recent classes and creating space for new connections within and between years!

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# Spark Fund example: St.Louis History Project

→ **Idea:** “StoryCorps meets Antiques Roadshow” collection events preserving 150 year years of club history through oral interviews, digital archives, and keepsake books.

→ **What makes it Spark:**

- Participation catalyzes a shared mission to capture living history, form deep bonds, reflect on favorite Princeton moments and milestones, surface new ideas, and strengthen belonging and institutional memory.

→ **What makes it Class-y:**

- Connection is the method and outcome: being interviewed and interviewing others across classes honors individual experiences and our shared legacy!
- The effort builds the next chapter of the club’s identity while preserving the last 150 years in a way future generations can inherit, feel, and use.



# Step 4: Integrate 200th strategic goals & graphics into every class 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 class emails through TigerNet and provide embedded links for members to click through to your site and the 200th website
- Post events on your class website (consider engaging other classes too!) 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



# Step 4, cont'd: Integrate 200th strategic goals & graphics into every class 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
  - Request and distribute 200th pins at in-person events
  - Co-brand 200th merchandise with your class's name or logo  
<https://www.pustore.com/cobranded-200-alumni-products>

# Step 4, cont'd: Integrate 200th strategic goals & graphics into every class 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 class
- 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 class

#### APPROVAL EMAIL

Confirmation email enabled

This is the email sent when a user joins your group. You can edit it.

From: TigerNet <tigernet-email@princeton.edu>

Edit

Subject: Welcome to the Princeton Club of Southwest Florida! 🌴🍷🍷

Thank you for joining PC of Southwest Florida. We have about 375 graduate and undergraduate alumni in the region, including full-time and part-time residents. Please take a look at our **EVENTS** tab for upcoming gatherings -- we would love to welcome you in person. And please let me know at [info.pcswfl@gmail.com](mailto:info.pcswfl@gmail.com) if there is anything I can do to help you plug into the Princeton network in Southwest Florida.

Kind regards,  
Julia Otis '91

President, Princeton Club of Southwest Florida

# Step 4, cont'd: Integrate 200th strategic goals & graphics into every class 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 years, geographic location, undergrad/grad, gender, etc., so that you can tailor your communications and events to different demographics

Select the list(s) of users you want to target. Users who appear in more than one of the selected lists will be targeted only once.

From the selected user lists, only users who provided their consent to receive email communications and subscribed to related campaign categories (if applicable) will be targeted.

## Select user lists

- All Groups - Graduate Alumni [1980-2025] - Excludes Students
- PC of Southwest Florida -2020s - All Alumni
- PC of Southwest Florida - 1990s - All Alumni
- All Groups - Graduate Alumni Only - Excludes Students
- All Groups - All Alumnae - Excludes Students
- All Groups - Recent Alumnae [2016-2025] - Excludes Students

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

→ **Goal: increase alumni engagement with your class 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 classes to join!)

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

→ **Goal: increase alumni engagement with your class *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 CLASS OFFICERS

- 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 class websites, at events, and in communications

**THANK YOU !**