



Engaging Your Alumni

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Columbus Public Schools Foundation Structure



Relationship Building

- Outflow = Inflow
- Lead with questions
- You can never have enough information about individuals in your database.



What Is Your Brand?

- What is that tag line(s) that pulls everyone together?
- Is there a symbol that everyone recognizes & rallies behind?
- What ignites that positive passion?



What are your buckets?

- How do you view your alumni database?
- How many ways can you group individuals in that database?
- Are you cultivating future alums?



What's Columbus doing?

- New website www.cpsanchor.com
- CPS Foundation gives the reunion tours
- Alumni Association is a marketing arm of the CPS Foundation
- Newsletters
- Events



New Website

www.cpsanchor.com

Avenue to be educated

Avenue to interact and request more information

Avenue to give



Reunion Tours

- It allows you to develop a relationship where someone else will make the ask of their classmates
- You learn a lot about those in your database
- You get to easily show your knowledge of what takes place in your district



What is your
relationship with
your Alumni
Association?



Newsletter

- Email, Printed or Both
- How often do you send it out
- Content & Consistency



Discoverer Dash

- 30 Minute Event before a home football game
- 142 Registrants, 123 Participants
- Raised \$1270 for the CPS Foundation
- Developing the Discoverer Identity in students and families
- Get families out to Memorial Stadium, more likely to check out the football game experience



Questions?



Let's
Brainstorm