

Alumni Relations: a Model of Resource Development

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Teaching Points

1. The importance of Alumni database management
2. The importance to build & maintain Alumni relationships
3. How to build an Alumni Benefits package
4. How to increase Revenue & Resources from your Alumni
5. How to develop a 3 year plan for creating an Alumni Relations committee

Why Singers leave the Chorus?

1. "I don't have enough time"
2. "I don't have enough money"
3. "I need to move away & leave the area"
4. "I'm need to be more committed to my _____"
5. "I don't like the _____"

Why create Alumni Relations?

Choose a Model

1. Friends – Family – Community – Social Network – Fellowship – Camaraderie
2. Preserve Memory – Oral History – Written History – Create a Legacy – Preserve Archives
3. Returning Singers
4. Volunteers for Concerts, Events – Volunteers for Committees, Projects
5. Audience Members – Donors

Alumni Relations is a Development model;

Development is ALL about "**Building the Relationship**"

Revenue Development Model

Build, Cultivate, and Grow the Relationship - Always close with "The ASK"

Never miss an opportunity to do "The ASK" - Ultimately, it's all about the MONEY

"Resource Development" Model

There are other Resources besides money;

Money is really "The Last-ASK" : it is your "The Final Resource"

Resources Script

- Could you be a Returning Singer?
 - Could you be a Committee Volunteer?
 - Could you be a Project Volunteer?
 - Could you be a Concert or Event Volunteer?
 - Could you be an Audience Member?
 - Could you be a Donor?
 - Who else can you introduce us to?

Alumni Benefits

Reduced Tickets – Preferred Seating – Discount Products – Early Released CDs – Coupons

Newsletter - Information, News - Previews - Alumni Chorus - Community Gigs

Family - Community - Sense of Belonging – Recognition - Appreciation

Resources

Returning Singers - Committee Volunteers - Project Volunteers - Concert or Event Volunteers

Audience Members – Donors - Who else can you introduce us to?

Year One: Database Spreadsheet, "Wants/Needs" Survey, Create the Alumni Benefits packages

Year Two: Letters -&- Notification, Newsletters -&- Email Communications,

Year Three: Memory Parties, Written History, Webpage, Anniversary Book, Events

Building the Relationship = The KEY-STONE, Keep it personal / intimate / individual; “INVITE”

Database / Demographics = The Foundation of any Development,
The hardest part of any Development

Update your Alumni Database

Singers, Alumni, Online (Research Sites), Chat Sites, Social Networking Sites

Alumni Database = Know when to Merge your Alumni, and when to keep your Alumni separate

Alumni Database Tools

1. eTapestry.com, Musetta
2. Microsoft Office Suite
3. Open Office Suite

“The Weakest Link” = You must update regularly, and you must stay current

Alumni Benefits:

1. **Surveys** : “Wants-and-Needs” Survey, “Skills” Survey; “Exit” Survey
2. **Snail-Mail Cards & Online E-mail Cards**
3. **Alumni Chorus with Standard Songs**
4. **Alumni Other Singing-Opportunities**
5. **Alumni Karaoke**
6. **Business Cards** = Contact info, Name “optional” / Concert info: Mini-Season Brochure
7. **Info on Concerts & Gigs**
8. **Invitations for “New Season”**
9. **Newsletter**

Retention :

New Singers: first year, 1-3 concerts

Median Singers: 2-3 yrs, 4-9 concerts

Dedicated Singers: > 3yrs, >10 concerts

10. **Emails**
11. **Summer Picnic / Reunion**
12. **Outings / Night Out / Dinner Out / Parties**
13. **Alumni Rehearsals = “Meet-and-Greet” = Preview Rehearsals**
14. **Hospitality Room / Reception**
15. **Dues: Extra Access**
16. **Directory: Search**
17. **Website / Webpage**
18. **Social Networking Sites**
19. **Alumni Appreciation Night**
20. **Alumni Appreciation Banquet**
21. **Alumni “Memory” Parties**
22. **25th Anniversary Album**

Resources

1. **Community Gigs and Booths**
2. **Committee Membership**
3. **Projects** = Time-Limited, Short-Term Projects
4. **Fundraising Events**
5. **Fundraiser Non-Events** : Non-Event is an “As-If” Event, for pure donation
6. **Budget**