

Marketing to your alumni: which channels generate the best results

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#IDPE19

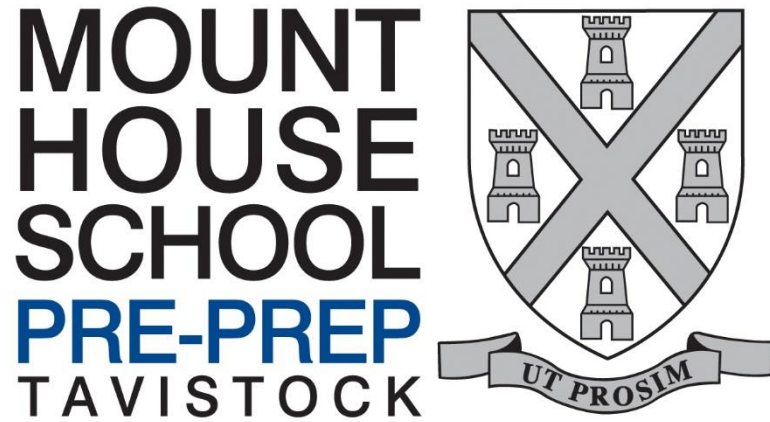
- Introduction
- Background to Alumni Association
- Programme of Events
- Communications & Publications incl. Social Media
- Top Tips/Thoughts

Mount Kelly Foundation



IDPE 2019 Annual Conference

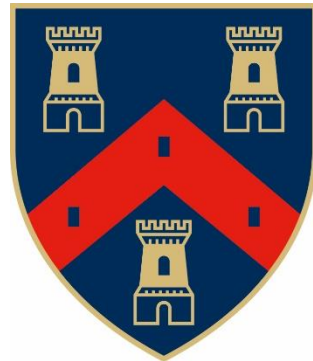
- Mount House



- Kelly College & Prep



- Mount Kelly



MOUNT
KELLY

Boarding and Day School
Boys and Girls, Aged 3-18

- September 2014 – Two alumni associations: OMH & OK
(Both collected ‘subs’ from parents via fee billing – a lot of ‘opt outs’ by parents)
- June 2015 – newly merged OMK Society
- October 2015 – Development Office opened and Manager appointed
- Primary Aim of Development & Alumni Office:
 - bring management in-house, to re-invigorate and boost the events programme
 - to re-engage alumni from all former schools after negative response to the merger

- May 2016 – Small OMK Advisory Committee – volunteers who actively engage or help with events
- No fee charges to parents: proportion of fees now allocated to the Development Budget
- Limited budget – to deliver a dynamic programme of events, communications and services to OMKs
- The Development Office: two part-time staff covering 5 days a week, term-time only

Where to Start?

We talked to OMKs and former staff (new committee for ideas)

We canvassed current staff with historical knowledge

Looked at combination of budget/school calendar/contacts and set about adding new events to the programme

We decided to be brave and bold – nothing to lose!

Use peer power to spread the word/recruit guests

Now we host approx 14 events throughout the academic year, attended by some 350 alumni and friends

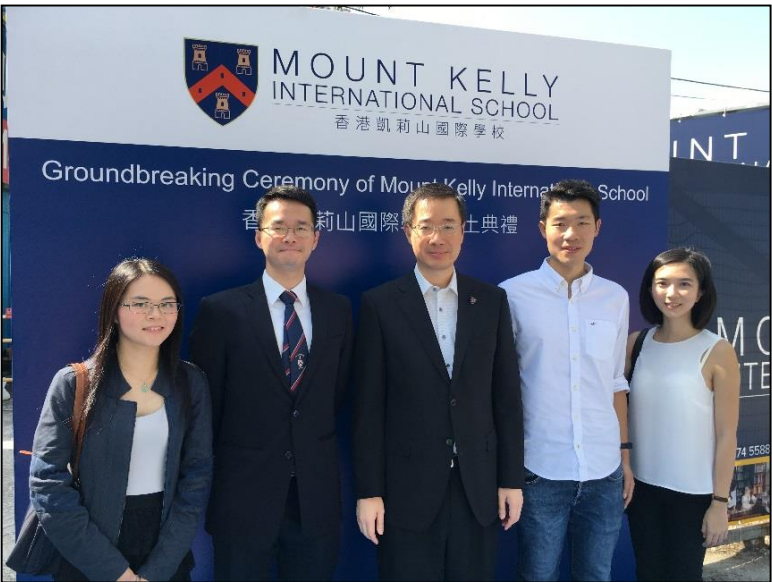
- Flagship: **OMK Day & Dinner**
- Sport: Alumni hockey, golf, cricket and netball
- Social & Networking:
Drinks – **London**, Bristol, Dubai, Australia, Hong Kong, Lagos
County Shows | **Anniversary Reunions**
- Leavers' Brunch for our Year 13 leavers | Careers Event for Sixth Formers

My Secret Weapon: Former Housemistress and much loved by all!





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Publications & Communications

- OMK Magazine – annual
- E-Newsletters – every term [\(link\)](#)
- Events E-Bulletins – x 2 p/a [\(link\)](#)
- Tailored emails and invitations to events
- Last year we averaged about 17 emails in a year to an OMK with email

Social Media & Marketing

Facebook

LinkedIn

Website

Instagram

Twitter

Alumnet

Social Media – Alumnet

Easy to use social and careers networking platform

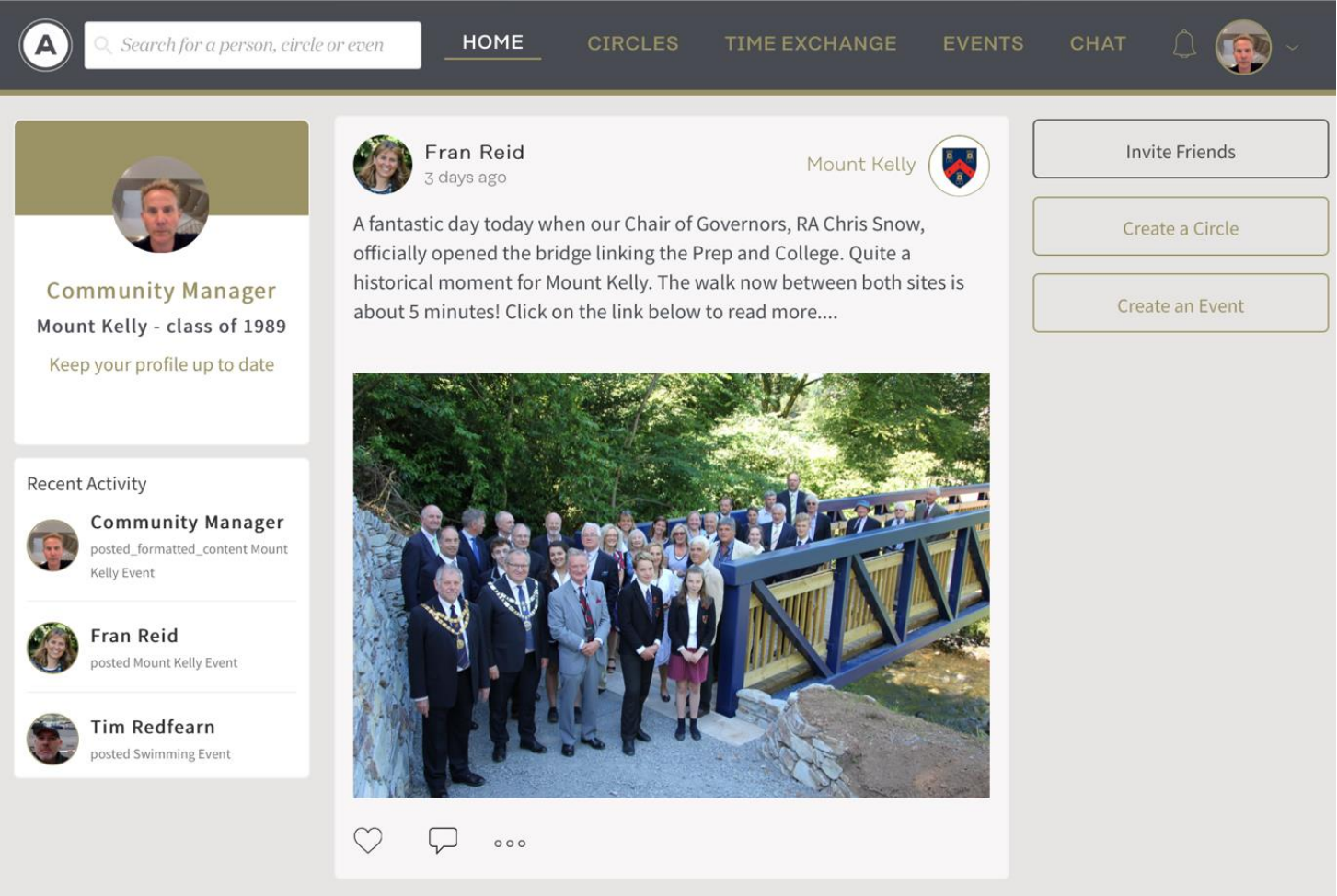
Allows alumni to share knowledge and insights, collaborate and communicate directly with one another.

They no longer have to use us as a go-between

Adds real value to OMKs of all ages – esp younger ones for careers

Summer 2018: 160 members, now 420 members

An easy to use networking platform that allows alumni to share knowledge and insights, collaborate, connect, chat, arrange events and make the most out of experiences shared at Mount Kelly.



Top Tips

- Be flexible
- Listen to alumni
- Persevere
- Have courage
- Seize Opportunities
- Communicate via different channels
- Special Events
- SECRET WEAPON – use it/him/her! 😊