

# Tailored to fit – making your alumni relations programme work for all your audiences

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# Context

- ▶ Aston University and the University of Birmingham
- ▶ 90,000/300,000 alumni – very different institutions
- ▶ Key features of the programme – magazine, e-news, events
- ▶ Objectives and measures – fundraising, employability, student recruitment
- ▶ Model of a core programme, tweaked for audiences
- ▶ Dream would be a life-stage programme e.g. University of Washington

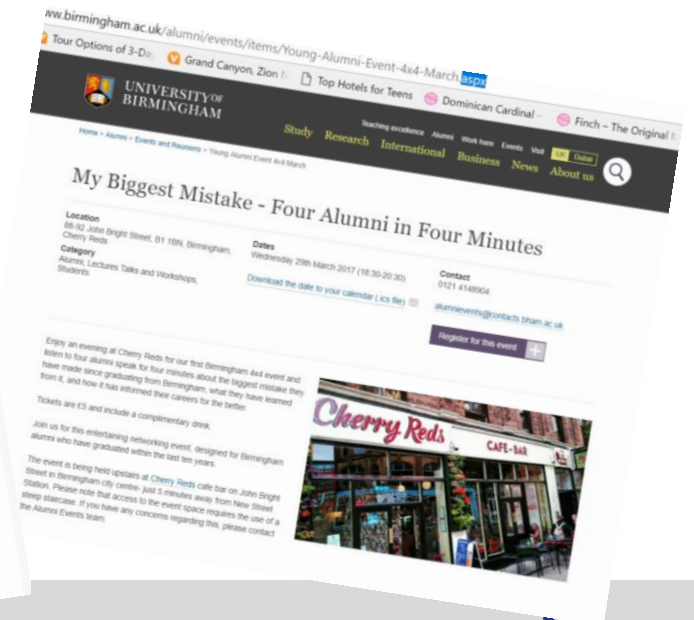
# Case Study 1 – Young alumni

- ▶ Who are they?
- ▶ Objectives: sustainable future, rankings and league tables, student recruitment
- ▶ Challenges:
  - Perception that alumni are just the successful graduates
  - Competing priorities
  - Awareness

# Case Study 1 – Young alumni

## The Approach

- Start early – engage while they're with you, set the expectation, celebrate the alumni community
- Graduations focus
- Tailored communications
- 4x4 event





# Case Study 2 – International alumni

- ▶ Who are they?
- ▶ Objectives:
  - Fundraising (US, Hong Kong)
  - Student Recruitment (South East Asia, China)
- ▶ Challenges:
  - The world is a big place!
  - Not culturally homogenous
  - It's expensive

# Case Study 2 – International alumni

## The Approach

- ▶ Include international alumni in core programme
- ▶ Identify defined priority countries, and your objectives for each
- ▶ Tailored programme – a country-specific e-news, holiday e-cards, tailored regular giving, connect with student societies, pre-departure/welcome back events







# Tips

- ▶ Before you get fancy, you need a solid overall programme to be your foundations/building blocks
- ▶ Should you tailor? If you only have a small resource and your focus is major gift fundraising, maybe just focus on that for now
- ▶ If you want to tailor to different audiences, who are they? What do you want from them? What do they want from you?
- ▶ Don't run separate programmes. Overlay with your main programme and switch on and off.
- ▶ Have fun with it!



BE A  
FRUIT  
LOOP  
IN A  
WORLD  
OF  
CHEERIOS

- Sit down dinner
- Drinks reception
- Informal bar night
- Return to school
- Be as far away from school as possible
- Play / watch sport matches
- Catch up with old friends
- Make new connections



*“I’m worried I won’t know anyone there...”*



**Solution: Decade Reunions**

*“I’m worried I won’t know anyone there...”*



Solution: Decade Reunions





## *Put yourself in their shoes...*

- Are you comfortable?
- Do you have enough time?
- Can you get to where you need to be?
- Do you know where you're going?
- Do you need childcare?
- Are you happy?
- Would you come again?



*Look for opportunities to do something different...*



## *More than Reunions...*

- Sports (cricket, rugby, golf, badminton, netball, hockey, football)
- Art lessons
- Choir
- Business Club





# *Rydal Penrhos Business Club*

- 100 members
- Free to join
- Advertise in an online brochure
- Termly networking events
- Alumni / parents / community
- Provide auction / raffle prizes
- Provide work experience opportunities
- Donate products / services
- Attend careers events



*A simple hello could lead  
to a million things...*