



PRIZMAH

Center for Jewish Day Schools

Keeping Graduates Close While Socially Distancing: An Alumni Engagement Round Table

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Agenda

- Who's in the room?
- Communication
- Stewardship
- Programming
- Alumni Giving/Fundraising



We know your time and capacities are limited...

How can you scale, add onto or repurpose something you or the school is already doing with your alumni in mind?





EMAILS

- Including alumni in all-school communications
- Dedicated emails to alumni
 - Newsletters
 - Program promotion or re-cap

SOCIAL MEDIA

- Posting school updates in alumni Facebook groups or on Instagram
- Example: TBTs and alumni spotlights on social media (shout out thank you's to first-responder and essential worker alumni)



Gann Academy

Event Promotion and Follow Up

Getting the word out and building a team

- Utilize class reps or host committees to help push out information and spread the word
- Consider whether or not to have a registration form. If you do, it's an opportunity to collect information from your alumni

Follow up steps

- Record any virtual alumni events and take screenshots. Share the recording in a future communication or social media post
- If you feel like you don't have good contact info on alumni, make a quick Google Form and include a 'call for action' to collect lost alumni contact information



Katz Yeshiva High School

If your communication tactics are broad stroke, what are you doing to connect with your alumni one-on-one?

Like we do with donors, check in with the alumni you already have relationships with.

- Pick up the phone, send a text
- Invite an alum to a Zoom call
- Send them an individual email (not sent through a mail merge email (no hello “first name”))!



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What we're hearing from the field

We've been reaching out to them [alumni] to see how they are holding up.
*Esther Mogyoros, King David High School
Vancouver, BC*

We reached out to all of our alumni to submit reflections on the current pandemic and we've been sharing them every day on our social media pages. (Many of them are front line workers).
*Racheli Spiegel, Bnai Akiva Schools
Toronto, ON*

We are using this time to reconnect with alumni. As we are all at home, we have a better chance of getting in touch with them. Our marketing is that now that we all are physically social-distancing, let us help you reconnect with old friend and teachers.
*Rachel Wolf, B'nai Shalom Day School
Greensboro, NC*

We're working on alumni to alumni phone trees.
*Benjamin Flax, Gann Academy
Waltham, MA*

Guiding question when thinking about alumni programming:

What is something you'd turn Netflix off for?



Programming: Connecting College Aged Alumni with Young Professionals

College info nights

- Invite alumni currently in college to serve as a panelist for an info and Q&A sessions for your rising seniors who are missing out on campus visits

Networking/Mentoring Opportunities

- Peer-to-peer industry specific mentoring or invite an industry specific speaker to present and offer virtual one-on-one coffee connecting with them after
- Host a networking night or industry night. Invite 3-4 young professionals to participate in a virtual panel with a strong moderator and Q&A from the viewers



Rochelle Zell Jewish High School

Programming: Reunions

- Think creatively
- Set an intentional and strong structure
- Ask your alumni how they want to engage



Lefell School



Denver Jewish Day School

Programming: Town Halls

Communicating the facts

- For some, in particular young professionals or recent grads- your school community is may be the place they trust and where they feel a part of. With social media and the news flying COVID-19 info from every direction, invite your alumni to hear from a medical professional alum, ask questions and learn in a comfortable space.

If your school is hosting virtual town hall meetings (community updates), invite alumni!

- Maximize the time you have with your alumni and invite them to stay on 30 minutes after the close of the community town hall for a follow up conversation.
- Use any alumni follow up time to announce upcoming programs, opportunities for alumni to help, get involved, etc.

Alumni only briefings

- Invite alumni to a school briefing with a few members of your admin team to share information and get that insider access

Programming: Things to Consider

Utilizing programs you already have and repurposing them for alumni

- SAR has an education program run every spring for our college alumni. We decided to take our adult education classes we're offering to our community and repurposing them for college age alumni.
- When gap year alumni came back, we invited them to our tish as a fun, spiritual thing for them to do.

We all have that favorite teacher

- Invite a fan-favorite faculty member (or bring back a beloved retired teacher!) to lead a study session with alumni.

Ask alumni to present their expertise

- Create a little bit of "celebrity" status! Ask an alum to lead various evening programs for alumni.
- Invite alumni to host an event for current students or alumni and teach their expertise. Maybe you have a yoga instructor or a professional home organizer who can share with your community.

What we're hearing from the field

We've invited alumni to join school Zoom t'filah as special speakers.
Stephanie Sanderman, Rochelle Zell
Jewish High School
Deerfield, IL

Live @ 5 –a weekly zoom call featuring alumni. It's a way for the entire community to engage, including current families, parents, grandparents and alum.

Wendi Kaplan, Charles E. Smith Jewish Day School
Rockville, MD

We've invited teachers to attend Zoom reunions.
Elisheva Mayerhoff, Solomon Schechter Day School of Bergen County
New Milford, NJ

We are planning an alumni and school spirit week.

Susan Stern, RASG Hebrew Academy
Miami Beach, FL

We hosted a virtual community Havdalah and featured alumni as musical guests.

Alexandra Kadoche, Sinai Akiba Academy
Los Angeles, CA

We paired high school aged alumni with current younger students for online interaction, games, relationship building and homework support

Rebecca Skelton, Heilicher Minneapolis Jewish Day School
Minneapolis, MN

Alumni Giving

What we're seeing in the field

- Focus on major donor stewardship and gifts
- Launch of community wide, softer in nature campaigns
- Campaigns of gratitude and appreciation
- One campaign for the community rather than multiple at this time of year

For alumni, the focus now is still engaging, stewarding, checking in, building community. They are included in community campaigns, but not necessarily targeted for an alumni campaign.



SAR High School



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Thank you

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