



Alumni Resource Guide and Worksheet

Don't Forget Your Past Campers (Alumni)
...They're More Valuable Than You Think!

1 Decide what is valuable to your camp!

The first step in working with your alumni is to determine what value you would like to see from them. Check off which items below are valuable to you in starting your alumni plan.

- | | |
|---|---|
| <input type="checkbox"/> Campers -- Today and into Tomorrow
Are your alumni a source of increased enrollment? | <input type="checkbox"/> Business Contacts and Mentors
Are your alumni now in a position to help you? |
| <input type="checkbox"/> Fundraising
Simple or complex...it is not just for non-profits! | <input type="checkbox"/> Customer Evangelists
Possibly your least expensive and BEST marketing! |
| <input type="checkbox"/> Summer and Full Time Staff
Alumni can be a great staff recruiting resource! | <input type="checkbox"/> Regional Representatives
Spread the word through regional volunteers! |

2 Choose the information that you want to keep track of!

Now that you know the value you are looking for, make a list of all the information that you need to keep track of in order to realize that value. Some common information tracked is listed for you below.

Maiden Names	Educational History
Nicknames	Current and Past Employment
Multiple Addresses/Emails/Phone Numbers	How They Heard About Your Camp
Previous Addresses/Emails/Phone Numbers	Donations with Historical Records
Family Relationships (Parent, Child, Grandparents, etc.)	Past Event Attendance with Activity Participation
History of Contact with the Camp	Abilities and Awards Received While at Camp

3 Decide on a tool that you can use to generate valuable information leading to your goal!

Once you know the information you need to store, you can start looking at your options for a tool. Your tool has to make sense for your organization and can be as simple as a note card. You can start with these options:

Paper Systems

Note Cards
Files in Filing Cabinets

"In-House" Systems

Microsoft Access Database
FileMaker Pro
Microsoft Excel Spreadsheet

Commercial Software

CampVision by Manage Forward - www.campvision.com
CampMinder - www.campminder.com
CampRegister - www.campregister.com
CampWise - www.campwise.com
EZ-Camp2 - www.softerware.com
The Raiser's Edge® - www.blackbaud.com

4 Review and revise your plan!

After completing the first three steps, you are ready to start implementing a basic plan for your alumni. One key point to remember is that your plan can be as simple as you want it to be. Do not be afraid to start on a plan because it is not perfect. You can (and should) review and revise your plan as your needs change!

5 Continue learning through research and collaboration!

As you have probably figured out by now, reaching out to your alumni base is not an exact science. Some of the best ways to increase the value of your alumni is to keep learning ways in which other camps are leveraging their alumni. This can be done by simply flipping through camping magazines, reading books or talking to other camps in order to see what is and isn't working for them. The ACA is a valuable resource for sharing information and learning new and interesting ways to maximize the benefits that alumni can offer to your camp.

Please take advantage of the Resources section at www.ManageForward.com. It includes a list of books, magazine articles and online references to help you in your quest to further your interaction with your alumni.