ROTARY ALUMNI ENGAGEMENT STRATEGIES

Rotary alumni wish to engage with Rotary along the same lines as Rotarians, by joining leaders, taking action, and exchanging ideas. The key to strong engagement is to create lasting connections with current program participants that endure throughout their lives as alumni. Use these suggestions to guide engagement activities with former program participants.

JOIN LEADERS

Connect with leaders from all continents, cultures, and occupations.

Alumni are interested in acquiring and expanding their leadership and professional skills. Many alumni fall within a prime age range for joining Rotary and show a strong interest in membership.

- Connect alumni with a Rotary club that meets their needs.
- Create and maintain an alumni association.
- Invite young alumni to join a Rotaract or Interact club.
- Invite alumni to participate in Rotary Youth Leadership Awards.
- Promote Rotary Peace Fellowships to interested alumni.

EXCHANGE IDEAS

Expand networks and worldviews.

Alumni are interested in connecting with a diverse group of professionals.

- Invite alumni to join discussion groups on Rotary.org.
- Encourage alumni to subscribe to Reconnect and to participate on Rotary's social media networks.
- Promote Rotary Youth Exchange to alumni, encouraging them to participate and to mentor other students.
- Make alumni aware that they're eligible to join Rotarian Action Groups.
- Invite alumni to attend the annual RI convention, being sure to tell them they're eligible for a special rate.
- Include alumni on your club and district mailing lists and on social media.
- Invite alumni to mentor current scholars and program participants.

TAKE ACTION

Create lasting change in communities around the world.

Alumni are volunteers and show a strong interest in international service.

- Include alumni in your next project.
- Encourage alumni to contribute to support Rotary's work.
- Provide scholarships that enable alumni to develop their skills.

- Alumni make skilled vocational training team participants.
- Include alumni in your Rotary Community Corps.
- Nominate alumni and alumni associations for alumni awards.
- Promote awareness and opportunities within Rotary's six areas of focus.