

PyeongChang | an alumni engagement opportunity

idea
in
brief

your golden opportunity

Government support of our National Sport Federations is becoming more competitive, and the future of funding is uncertain and restricted. This changing landscape makes it difficult for NSFs to adequately plan for future growth. With many of our nation's NSFs poised for large-scale growth in the area of fund development, few take advantage of a varied funding model, leaving NSFs at risk of not being able to fulfill their missions.

Building a well-rounded alumni relations program is the first step in helping NSFs connect with their community in an authentic, meaningful way. Deepening and enriching relationships with your alumni will allow your organization to successfully deliver on its strategic plan, and eventually invest in a robust fund development strategy that will provide sustainable success.

alumni: an olympic investment

Alumni are the heart of every NSF.

The Olympic Games give your organization a perfect opportunity to provide some focus to your alumni relations portfolio. Easy ways to gain some traction with your alumni over the next six months include:

1. Use the Games as an opportunity to re-engage your alumni and make them feel a part of the journey
2. Identify opportunities to include alumni in upcoming events and programs with your organization
3. Ask alumni to share words of wisdom with athletes – connecting alumni as mentors with current athletes is an authentic, effective relationship tool
4. Host a send-off event and invite your alumni, don't forget - they are still a part of the team!
5. Make sure to communicate specifically with alumni throughout the Games - ask for their feedback, opinions and engage with them on social media and with quick, authentic email updates that make them feel like connected insiders

2018 and beyond

Make sure you continue to engage with this incredibly important group long after the flame goes out. Use the Olympic Games as a launching point, and build your alumni relations portfolio to help your organization further its strategic priorities and mission. By intergrating an alumni program into your strategic plan, you create the space for a fund development program to grow. Alumni are a rich resource that your NSF can't afford to ignore.

Good luck! We join all Canadians in wishing you the best in PyeongChang – we will be watching and cheering from here at home!

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