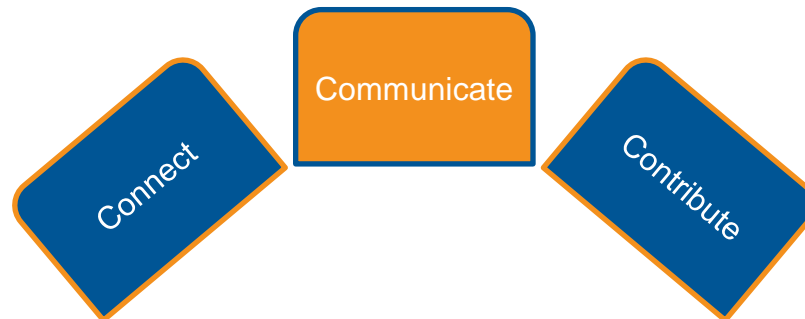


Team Tip of the Month

Engaging Your Alumni

Alumni are one of the greatest resources available to your SIFE team. As members of your Business Advisory Board, mentors, volunteers or even financial contributors, alumni can play an important role in the success of your team and its projects.

Below are tips on how your team can successfully engage your alumni.



- **Connect:**
 - Maintain current contact information for your alumni.
 - Utilize social media such as Facebook, LinkedIn or Twitter to create a SIFE Alumni group for your team. This provides a way for your team to communicate with alumni, as well as a way for alumni to connect with one another.
 - Hold networking events where alumni can meet with current team members. Ask an alumnus to speak during the event, or use this opportunity to practice your competition presentation and receive feedback.
- **Communicate:**
 - Publish and maintain an alumni calendar with regularly scheduled opportunities for alumni involvement.
 - Create a team newsletter to keep alumni informed about achievements and projects.
 - Email and online communication are key, but should not be the only way you communicate with your alumni. Send thank-you notes to alumni for their financial support, volunteer activities, or other contributions.
- **Contribute:**
 - Ask members of your alumni group to serve on your Business Advisory Board.
 - Connect interested alumni with current members for mentoring
 - Seek advice from alumni in the development and continuation of projects.
 - Have alumni speak at team meetings on a professional development topic related to their expertise, for example: effective leadership, environmental sustainability or utilizing technology.