

Lasallian Volunteers Alumni Association: 3-Year Strategic Plan

Year 1 (August 2011 – July 2012)

- Identify and use ‘targeted language’ program wide (i.e. cohort which is the year an LV entered the program)
- Be intentional about seeing/speaking with alums when staff is in any given city
- Acquire 100% of currently missing contact information
 - Make a concerted effort to locate missing contact information, especially live postal and e-mail addresses
 - surf/search social networks
 - ask alums/Brothers possibly still in touch with MIA alums
 - look for ways to empower alums to lead or carry out this task
- Publicize results of Alumni Survey and 3-year strategic plan for Alumni Association
- Successfully match Alumni Matching Grant
 - Enlist current LVs to make calls to alumni to share their story, update on state of program and solicit alumni matching grant pledges
- Explore feasibility of a Alumni Association Chair that could work directly with Alumni Association Cohort Representatives and sit on the Lasallian Volunteers Advisory Board as an Alum point person
- Invite exiting LV cohorts to raise up a Cohort Representative to be point person between cohort and program for future years
 - Flesh out responsibilities of Alumni Association Cohort Representatives with LV Staff
 - Collect updates for cohort members
 - Inform cohort members of important happenings/developments with Lasallian Volunteers program
 - Be in communication with Alumni Association Chair to ensure Alum voice has presence on LVAB
- Encourage annual and/or more frequent automatic donations to ensure annual re-enrollment into Ed’s Club
- Empower alums to plan and implement and recognize alums fund and/or friend-raising ideas (i.e. NCAA March Madness competition)
- Lift up and celebrate alums that are fund and/or friend-raising (i.e. those that gather for with one another/ Brothers/ current LVs)
- Regularly seek out, offer to and inform alums of spaces, resources and opportunities for reflection
 - Volunteers Exploring Vocations
 - Catholic Volunteer Network
 - Lenten/Advent Mailing
 - St. Vincent Pallotti Center

Year 2 (August 2012 – July 2013)

- Ongoing:
 - Promote use of ‘targeted language’ program wide (i.e. cohort)
 - Be intentional about seeing/speaking with alums when staff is in any given city
 - Encourage annual and/or more frequent automatic donations to ensure annual re-enrollment into Ed’s Club
 - Empower alums to plan and implement fund and/or friend-raising ideas (i.e. NCAA March Madness competition)
 - Regularly seek out, offer to and inform alums of spaces, resources and opportunities for reflection
- Intentionally engage older alums
 - gather their stories
 - invite to share resources with program, LVs, partner programs and one another
 - soliciting donations
- Launch a website wiki for easily self-updating contact information
- Further develop and advertise benefits of belonging to Ed’s Club
- Consider feasibility of one or more local associations of alums
- Arrange for current LVs to write letters to Alumni cohorts (sharing current LV experience and inviting alums to reflect on their own past/current experiences; update on program)
- Create opportunities as a staff and/or Invite and empower alums by city groups to plan and implement local outreach
 - Potlucks
 - Service Mornings/ Social Afternoons in collaboration with current LV service sites
 - Reunions
 - Retreats
 - 10/21 Day of Peace
 - National Day of Service
 - Local Welcome new LV events

Year 3 (August 2013 – July 2014)

- Ongoing:
 - Promote use of ‘targeted language’ program wide (i.e. cohort)
 - Be intentional about seeing/speaking with alums when staff is in any given city
 - Encourage annual and/or more frequent automatic donations to ensure annual re-enrollment into Ed’s Club
 - Empower alums to plan and implement fund and/or friend-raising ideas (i.e. NCAA March Madness competition)
 - Regularly seek out, offer to and inform alums of spaces, resources and opportunities for reflection

- Consider feasibility of one or more local associations of alums
 - Create opportunities as a staff and/or Invite and empower alums by city groups to plan and implement local outreach
- Reach out to alums marking their 10th & 20th Anniversary
 - Offer special congratulations
 - Publicly recognize said cohorts
 - Invite to share how their LV year(s) impacted their lives great or small
- Continue to identify specific methods of outreach to Alums by city group as well as Cohort group
- Be aware of the 'season of life' each cohort of alums is in and how that impacts ways and timing of our connection to them
- Offer prayer partner opportunities for alums/LVs; alums/Brothers
- Gather information about how other similar programs/colleges/universities reach out to their Alums for possible ideas
- Create focus group of alums to identify need(s) of alums as this strategic plan comes to a close and need to create an updated plan
- Establish a resource list of Alums and their skills/talents as they relate to needs of the program/LVs (i.e. retreat facilitators, presenters, etc)