



# DISTRICT ALUMNI CHAIR GUIDE

## YOUR ROLE

This guide will introduce you to your role and specific things you can do to make a difference as a district alumni chair. The accompanying [toolkit](#) offers more resources on each topic covered in this guide.

Our alumni are a valued part of the Rotary family. Your responsibilities as district alumni chair are to develop and promote opportunities for alumni to engage with Rotary in your district and globally and to maintain relationships with alumni in your district. Encourage Rotarians to build relationships with alumni and to work with them on projects and fundraisers. When alumni are engaged with Rotary, it can lead alumni to become Rotary members or donate to The Rotary Foundation. If nothing else, it connects alumni and Rotary with capable leaders in the community.

Your primary tasks as district alumni chair are:

- Making sure that club and district leaders know about alumni in your district and recognize that they are an important part of the Rotary family
- Telling alumni in your district about the good that Rotary does and about any alumni events that take place

You can help clubs:

- Develop an action plan for keeping alumni involved in Rotary activities and inviting them to become members
- Encourage alumni to start new Rotary clubs or satellite clubs
- Involve alumni in other programs (for example, encourage a Youth Exchange alumnus to join a Rotaract club)
- Involve alumni in club and district activities like service projects, meetings, and conferences

## WHO ARE ALUMNI?

Rotary alumni are people who have participated in one or more of these programs:

- [Interact](#)
- [Rotaract](#)
- [Rotary Youth Exchange](#)
- [New Generations Service Exchange](#)
- [Rotary Youth Leadership Awards \(RYLA\)](#)
- [Rotary Peace Fellowships](#)
- [Rotary Scholarships](#)
- Ambassadorial Scholarships

- Grants for University Teachers
- Group Study Exchange (members and leaders)
- Vocational training teams (members and leaders)
- Some other regional programs

## **FINDING ALUMNI**

To succeed in your role, you need to know who the alumni in your district are. You can find information about alumni by checking the Program Participants and Alumni Report, available on [My Rotary](#). Under the Manage menu, choose Club & District Administration and go to Reports. Scroll down to the Alumni section. Your district governor, club presidents, and most other committee chairs can also download this report.

The report includes contact information, details about the Rotary programs alumni participated in, and whether or not they are Rotarians. Use this information to email alumni about interesting events in your district or other ways they can get involved in Rotary. Encourage Rotary clubs to use the report so they can invite the alumni to their meetings and events. Keep [Rotary's data privacy policies](#) in mind when you share information on the report.

By using the report to contact and getting to know alumni, you might also discover some who would be good ambassadors for Rotary programs or strong candidates for a [Rotary Alumni Global Service Award](#).

## **ENGAGING WITH ALUMNI**

As the district alumni chair, you are the expert who can help alumni find the role that is right for them. Show them that Rotary offers what they're looking for: opportunities to join leaders, take action, and exchange ideas.

This graphic shows the opportunities that alumni have to connect with you and other Rotarians.

# RECONNECT!

Make your Rotary experience truly beneficial by creating lasting connections.



## USING SOCIAL MEDIA

Social media platforms can showcase Rotary’s accomplishments and make Rotarians feel more connected to the organization and their fellow members.

On LinkedIn, [Rotary Alumni Relations](#) connects alumni around the world, updates them on Rotary, and tells their stories. Throughout the year, watch the [Rotary Magazine](#), the [Rotary Voices blog](#), and Rotary’s [Facebook page](#) for alumni-focused articles and blog posts that you can easily share on social media.

You may find other ways to keep up with alumni, but social media is a powerful tool that can produce wonderful stories and keep alumni connected to Rotary.

## COLLABORATING WITH ROTARIANS

Many Rotarians in your district can help you engage alumni. Likewise, you can help a lot of others with their work, too. You should make it a point to build strong relationships with Rotarian leaders throughout the district. Understand the role that each leader plays in your district and how others can support alumni, all with the goal of fostering engagement opportunities for alumni.

Look outside your district, too. You may find opportunities to collaborate with alumni chairs in neighboring districts on projects and events. When alumni that you know move, help them connect with Rotary in new cities.

You can work with these district leaders to engage alumni:

- **Governor** — The district governor provides you with the authority to do your work throughout the district. When the governor recognizes the value alumni can bring to projects and supports your activities, other Rotarians in your district are more likely to support you. Watch for opportunities for the governor to celebrate alumni.
- **Governor-elect** — It is important to create a long-term plan to engage with alumni. Work with your governor-elect so that they also understand the value of alumni and makes plans to engage alumni in their year. Even if you are not selected to continue as alumni chair, it's important that they understand that someone should be appointed to succeed you and that there be a plan to continue to engage alumni.
- **Grants subcommittee chair** — Alumni may have great ideas for grant projects that your district will want to pursue.
- **International service chair** — Alumni can offer a wide range of expertise that Rotarians can use in developing grant projects. Help the district international service chair to understand the value that alumni can offer as individuals and as a group. You may meet alumni with special skills. Connect them with your international service chair.
- **Membership chair** — When alumni are polled, up to 67 percent tell us they may be interested in joining Rotary in the future. Help the district membership chair think of innovative ways that alumni could contribute to new and existing clubs and then help the membership chair contact alumni, especially those who express interest in becoming members.
- **District Rotaract representative or chair, Rotary Peace Fellowships subcommittee chair, scholarship subcommittee chair, Youth Exchange chair, and RYLA chair** — Meet with all these chairs. Try to find opportunities to meet with program participants to talk about how they will be Rotary alumni and that they are embarking on a lifelong journey with Rotary. It is also important for chairs responsible for Rotary programs to involve alumni in the planning and administration of programs. Encourage them to offer alumni as mentors to current program participants.

## **SUPPORTING ALUMNI ASSOCIATIONS**

Your district likely has enough alumni that, if motivated, they could plan their own events and activities. Help them form an alumni association. More than 100 [Rotary alumni associations](#) bring these worldly community leaders together and use their unique perspectives and skills to enhance their districts' local and international service projects – or plan and execute projects of their own. Although alumni take the lead in running alumni associations, as the district alumni chair, you are a valuable source of encouragement and Rotary knowledge and a direct connection to district leadership. If a new alumni association is forming, help it find motivated alumni leaders and work with it through the chartering process. You will likely be the primary Rotarian adviser to established associations. Act as their advocate in the district and help them collaborate on Rotary initiatives.

## **PROMOTING ALUMNI AWARDS**

Your district undoubtedly has exceptional alumni who should be recognized for their service to humanity and to Rotary. Make sure your district is represented when Rotary gives alumni awards! The [Rotary Alumni Global Service Award](#) recognizes outstanding alumni whose humanitarian service and professional achievements demonstrate the impact of Rotary's programs. The [Rotary Alumni Association of the Year Award](#) recognizes an outstanding alumni association that has increased awareness of alumni's impact on our organization.

Anyone can nominate alumni or alumni associations for these awards. As the district alumni chair, you are in the best position to promote these awards in your district and tell Rotarians how to nominate candidates. You are also well-positioned to identify worthy candidates and nominate them yourself.

## **MANAGING ALUMNI DATA**

Encourage alumni and current program participants to create My Rotary profiles and keep their information up-to-date. This is the best way for alumni to manage their data. By updating their My Rotary profiles, alumni grant Rotary permission to use and share their data. Great features of My Rotary, like discussion groups, can be of interest to alumni.

When alumni have created My Rotary profiles, their information will appear on the [Program Participants and Alumni Report](#), which lists all alumni that were sponsored by, were hosted by, or reside in your district. When you use this report, be sure to follow Rotary's [privacy](#) and [youth protection policies](#) as well as local law.

## **RECONNECT WEEK AND ALUMNI EVENTS**

Inviting alumni to take part in projects or meetings with a Rotary club or district can be the key to making them feel that they have a place in Rotary, encouraging them to pursue membership, or just keeping them involved in other ways.

The goal of Rotary Reconnect Week, which falls in early October each year, is to invite alumni to take part in something that a Rotary club hosts — whether it is a club project, a party that celebrates the alumni of the district, or simply one Rotarian having coffee with one alumnus. Many alumni crave a personal connection to Rotary after their program experience, so encourage clubs to host events that involve area alumni.

This toolkit includes images you can use to promote Reconnect Week on social media. Post your Reconnect Week event on our [Reconnect Week website](#). Share the [Event Planning Guide](#) from Rotary to help clubs host events for alumni during Reconnect Week or anytime throughout the year.

## **ALUMNI RELATIONS STAFF**



**Mike Pfriem | Alumni Relations Senior Supervisor**

Mike manages Rotary's alumni relations efforts. He works with Rotarians and alumni to develop strategies that foster engagement between Rotary, Rotarians, and former participants in Rotary programs. He is the main point of contact for Rotarians and alumni on most alumni-relations questions and activities.



**Bill Rintz | Alumni Relations Specialist**

Bill supports Rotary's overall alumni relations strategy and is the contact person on initiatives including alumni associations and Rotary's annual alumni awards. His focus is on promoting alumni from the Rotary Peace Fellowship program and creating opportunities for peace fellow alumni to engage in service and connect with Rotarians.