

Rotary District 9815

Clubs: Recommendations for Engaging with Alumni

'Rotary Alumni' refers to those people who have been selected for, and taken part and completed (graduated) involvement with the programs of Rotary International, the Rotary Foundation and/or programs run by Rotary Districts including:

- Early Act
- Interact
- Rotaract
- Rotary Youth Exchange
- Rotary Youth Program of Enrichment (RYPEN)
- Model United Nations Assembly (MUNA)
- Rotary Youth Leadership Awards (RYLA)
- Rotary Peace Fellowships
- Rotary Global Grant Scholarships
- Vocational training teams (members and leaders)
- District Grant scholarships
- New Generations Service Exchange
- Rotary Foundation awards to individuals in former TRF programs, such as:
 - Ambassadorial Scholarships
 - Grants for University Teachers
 - Group Study Exchange (GSE) (members and leaders)
 - Rotary Volunteers

Rotary Clubs are encouraged to appoint a Club Alumni Officer and/or Committee to assist in:

- Maintaining a record of the Club's Rotary program Alumni
- Developing and implementing strategies to connect and engage with Rotary Alumni

Please find below some recommendations on how to engage with a prospective and actual Rotary Alumni.

When engaging with a program applicant prior to their participation in a Rotary program:

- Abide by the youth protection policy, if applicable.
- If the Club is to be selecting the applicant rather than the District, then for the Club to undertake, where possible, an in person interview and/or meeting so as to assist in developing awareness and connection between the applicant and the Rotary Club and its members.
- Provide the applicant with a brief summary or explanation of what Rotary is and does as well some information about your Club. You may want to create a 'Rotary Participant' pack using Club and Rotary International resources.
- Advise that they are welcome to attend any of the Club's meetings and/or events. Provide them with the details of the Club's meeting dates, time and venue. If the applicant is under 18, consider inviting their parents/carers.
- Considering inviting them to a Club meeting and any other Club events that may be of interest and/or showcases Rotary's work.

- Ensure the applicant agrees to share with the Club about their experience following completion of their participation.

After their participation in a Rotary program/opportunity:

- Abide by the youth protection policy, if applicable.
- Formally contact and/or greet all Rotary Alumni upon their return home from their Rotary experience.
- Invite them to speak at the Club about their experiences or at least write a piece for the Club's newsletter and/or website.
- Include them in the Club's bulletin distribution list.
- With their permission, add them to a secure Alumni contact list for Club reference. Ensure they are aware to update their contact details with the Club in the event they change. Keep this record up to date where possible.
- Invite them to "Like" your Club's Facebook page, Instagram account, twitter account, LinkedIn page and other social media accounts.
- Encourage Alumni to create My Rotary Profiles and keep their information up to date – and register as Rotary Alumni.
- If the Alumnus is under 18, consider engaging with their parents/carers.
- Consider contacting your Alumni when seeking future applicants for the same program/opportunity as the Alumnus participated in and/or to assist in promoting the program.
- If appropriate, invite Rotary Alumni to participate in the Club's recruitment and selection process for outbound program participants.
- When seeking applications for other Rotary programs or scholarships consider inviting Alumni to apply or where a nomination is required consider nominating one of the Club's Alumni.
- Considering involving Alumni when creating marketing material about the Club and opportunities available through Rotary.
- Help Alumni recognize what opportunities fit best with their means, their interests, and their lifestyle. Do they want information about how to join a club right away? Even if they are not ready, do they want to volunteer, speak at a meeting, or offer their professional expertise?
- Invite them to assist with participate in Club projects/volunteering opportunities where appropriate and as per their interests.
- Provide scholarships to enable Alumni to further develop their skills.
- Promote awareness and opportunities within Rotary's six areas of focus.
- Consider inviting Alumni to Club meetings and key events including District and International Rotary Conferences.
- Provide avenues for Alumni to network with one another and with Rotarians, such as by holding specific events for the Club's Alumni.
- Link the vocational interests of Alumni with similar interests of Rotarians and other Alumni
- Consider offering vocational mentoring to Alumni.
- Provide opportunities for involvement in Rotary's educational and humanitarian service projects.

- Consider approaching an Alumnus if they have a particular skills that could assist the Club (whether it be general training or assistance with a specific project related to having connection with a cause the Club wants to support or being a guest speaker).
- Encourage Alumni to contribute to the Rotary Foundation and/or make donations to Rotary related ventures.
- Invite to them join Rotary as a member, when and if appropriate. Alternatively, you may wish to recommend Rotaract, subject to their interests.
- Consider discounting the Club's joining and/or membership fee, at least for the first year of membership, for Rotary Alumni. Parameters could be applied, for example if they are student, not-working or join within a certain number of years following their Rotary program experience.
- Encourage Rotarians to regularly attend meetings of Rotaract/Interact clubs. Consider appointing one or more Rotarians (or a committee) to be Rotaract Liaisons and/or implement a roster system.
- Recognize and celebrate Early/Interact/Rotaract Club's anniversary.
- Consider promoting/recognizing Alumni such as through:
 - Inviting Alumni to act as guest speakers at Club and District events.
 - Featuring alumni in club or district newsletters
 - Provide interesting/engaging alumni stories to the local media
 - Recognize the alumni's birthday, graduation, significant appointments, marriage or baby arrival as you may for a Club member
 - Consider appointing worthy Alumni as an Honorary Rotarian
 - Consider recognizing outstanding contributions of an Alumnus with a Paul Harris Fellow recognition.
- Engage with your Alumni in particular during Reconnect Week (annually held the second week of October). Contact the District Alumni Committee for engagement suggestions.
- Ensure Alumni are aware of Rotary Action Groups, Rotary Fellowships and Rotary Community Corps.