

# Resurrection Christian School | Alumni Association



# ALUMNI ENGAGEMENT PLAN

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2023 - 2026

# From the Superintendent & CEO



Dear RCS Alumni,

As Resurrection Christian School is preparing to celebrate our founding and 25th Anniversary during the 2023-2024 academic year, we are excited to share that your alma mater is launching a formalized alumni program.

A vital component in this celebration and journey forward is listening to and serving you, our treasured alumni. We want to hear from you. We want to hear your stories. We want your input.

RCS has a uniquely storied history. “Roots” is the theme for our 2023-2024 academic year. As we launch our Association, we believe this will be an educational and spirited-filled journey of “tracing out roots” through the experiences of RCS alumni.

No matter how long ago you graduated or how distant you are from our campus, my prayer is for all alumni to think of Resurrection Christian School as your family and as home. We sincerely desire a lifelong relationship with you and want you to feel connected with your alma mater and RCS family, no matter where you find yourself in life. We envision our family as a global one.

Because you are family, I am committed to ensuring that RCS “gives back” to you by finding meaningful ways for you to strengthen the bond with your alma mater. I believe each and every alum has talents and experiences that can bless our students and mission, and that these programs will enrich the lives of alumni and their families.

Roll Cougs!





# Building Valuable, Lifelong Relationships

*Alumni live at the heart of every educational institution, serving as an invaluable bond between a school's academic community and the world in which it prepares students to lead and serve.*

As the landscape of education and culture continues to evolve at a rapid pace, alumni have become a fundamental part of a school's brand experience. Alumni can make a uniquely qualified impact as loyal advocates, ambassadors, and mentors who actively contribute to the way people think, feel, and act toward a school and the communities it serves.

Today, a school's relationship with its alumni is more important than ever. Developing meaningful and lifelong relationships with RCS alumni is paramount. Alumni sharing their alma mater's story, supporting it financially and with their skills and experience, and engaging with current and future students, is momentous.

RCS launching this program is grounded in the value proposition that provides mutual benefit to alumni and alma mater. RCS will vigorously strengthen its relationships with alumni while pursuing a path that not only advances the School's strategic objectives, but will also empower the personal, professional, and spiritual growth of alumni around the globe.

This is the beginning of a new journey together. We hope you will join us every step of the way.



# Measures of Success

*The RCS Alumni Association will be a service-oriented enterprise, striving to deliver quality services to alumni and students. Measurements for success will be based on defined outcomes, especially those outcomes that illustrate the meaningful growth and impact the Association will make in the lives of RCS students and alumni.*

RCS will actively measure alumni engagement activities, which provide tangible and countable metrics and meaningful indicators of the impact we are having on alumni and students. Activity tracking will also help us demonstrate accountability and progress toward key benchmarks and goals that are set in alignment with the RCS 2021-2026 Strategic Plan and Development Department Annual Plan.

RCS will define success measurements through three key performance indicators based on:



## **PARTICIPATION**

*Increasing alumni participation*



## **VOLUNTEERISM**

*Increasing the annual number of volunteers and hours*



## **DONATIONS**

*Increasing the annual number of alumni donors and dollars*

Key performance indicators will be annually reviewed, and adjusted in accordance with direction from the Alumni Council, changes in budgets, and staff resource allocations.





# GOAL 1: ENGAGEMENT

**Educate, engage, and mobilize alumni to be advocates to advance a lifelong relationship with RCS.**

## **Launch a Formalized Alumni Program that Aligns with the Interests of our Constituents**

- Conduct an interest survey and focus group meetings that will accurately assess alumni interests.
- Establish an Alumni Council that provides strategic volunteer leadership and service.
- Create and execute a comprehensive marketing plan for alumni programming.
- Create a multi-year strategic Alumni Relations plan in coordination with alumni leadership.

## **Build a Network of Communities through Outreach Programs that Connect & Serve Alumni**

- Cultivate a vibrant community that engages alumni purposefully, personally, spiritually, and professionally.
- Provide opportunities for volunteer alumni involvement to support communication, engagement, and student experience programs.
- Collaborate with campus partners to integrate existing and current student programs where alumni participation adds value.
- Develop affinity group activities (Debate, Forensics, Theatre, Athletics, etc.) to broaden alumni participation with students, teachers, coaches, and each other.

## **Design Special Events that are Meaningful & Tailored to the Identified Interests of Alumni**

- Welcome alumni to campus by offering avenues to participate, serve, and lead in activities associated with Homecoming, reunions, performing arts, speech and debate, athletics, cultural and student life, spiritual life, and other school events.
- Expand RCS Fall Homecoming Weekend by adding elements that build interest and increase participation.
- Develop a reunion program structure that represents the interests of alumni, strengthens traditions and heritage, and contributes to the growth and quality of the school.

## **Create Award Programs that Recognize the Service & Achievement of Alumni & Friends**

- Create a Distinguished Service Award and an Alumni Service Award, each awarded annually, and explore the merits of awards for ministry, young alumni of distinction, and leadership.
- Effectively market award nominations and selections, along with story-telling of RCS alumni impact through multi-channel communications.

## **Charitable Giving**

- Foster a sense of pride and philanthropic interest among alumni through targeted communications, events, and fundraising programs.
- Focus on donor participation programs and giving percentages vs. total dollars raised during the infancy of launching our first formalized alumni program
- Develop correlations between engagement behaviors and philanthropic support.

# GOAL 2: COMMUNICATION

**Be the catalyst for two-way communication with our alumni.**

## **Lead with Digital**

- Establish on-demand, accessible programs, where all RCS alumni have exposure to personalized and tailored experiences.
- Make programs accessible and relevant across digital platforms.
- Offer virtual options for alumni engagement activities. Ease and accessibility are no longer confined to event attendance and formal or in-person volunteering.

## **Develop and Scale Customized Online Alumni Engagement Opportunities**

- Select and implement an online community portal that effectively serves the interests of RCS alumni and provides them with connectivity to each other, and a platform for RCS to communicate in a targeted fashion.

## **Create and Follow a Comprehensive Communication Plan, Including the Use of Technology to Broaden the Reach of Interested Alumni**

- Define, develop, and extend the RCS brand messages using creative content and targeted approaches by audience segments to communicate and demonstrate the features and benefits of alumni engagement.
- Increase focus on a social media interaction plan, mainly through affinity networks including consistent use of Facebook, Instagram, and Twitter with a balance of traditional print, broadcast, and website media methods.

## **Collect and Share the Stories of RCS Alumni**

- Deploy the use of impact stories in student recruitment and admissions efforts.
- Share via the new RCS Magazine, listing class notes, alumni spotlights and feature stories, event marketing, and reporting.
- Create a digital and physical archive that serves as a repository of RCS history, pictures, video, and memorabilia.
- Leverage the power of nostalgia.

## **Alumni Data**

- Strengthen alumni data management, and maintain accurate records and up-to-date contact information.
- Develop methods and processes to track and recognize alumni annually for matters beyond financial giving.





## GOAL 3: STUDENT EXPERIENCE

**Enrich the student experience with alumni leadership and participation.**

### **Connect Alumni with Current Students and Teachers**

- Integrate with current or new initiatives including Symposia, Cougar Institute, Internships, and mentoring.
- Integrate into the graduating senior breakfast for students and their parents with alumni relations messaging and creative recognition.

### **Design and Implement Programming that Educates Students to Become Engaged Alumni**

- Alumni returning to campus to speak and serve, modeling behavior for students.







## OUR MISSION

**To develop students who are boldly Christian, academically equipped, and globally prepared.**

**Resurrection Christian School | Alumni Association**

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