An online compendium of strategies, best practices and case studies for those looking to cultivate alumni networks and provide them opportunities for meaningful, ongoing engagement.

What is the Alumni Playbook?
The Alumni Playbook is a hands-on toolkit to foster discussion and action within organizations that are just starting to think about their alumni strategy or simply looking to revitalize their alumni communities. Through best practices, programming ideas and detailed case studies, the Playbook is designed to help community initiators learn from successful alumni programs and provide them with conceptual guidance, practical advice and tactical support as they plan, shape and implement alumni programming and community-building strategies.

The Alumni Playbook was created by the Charles and Lynn Schusterman Family Foundation with significant contributions from AVODAH, Birthright Israel Excel, The Bronfman Fellowships, JDC-Entwine, Moishe House, ROI Community and Tevel b’tzedek. It also features the insights and perspectives of a wide variety of organizations, including Teach For America and Yale University.

While the Alumni Playbook features case studies of Jewish nonprofits, it contains ideas, strategies and models that are applicable to for-purpose, nonprofit and philanthropic organizations beyond the Jewish community.

Why did we create it?
Many Jewish organizations have developed an extensive, sophisticated collective of programs and opportunities that encourage young adults to connect and engage with Jewish values and the Jewish community in meaningful ways. But as programs conclude and “graduates” join their respective alumni networks, these organizations are faced with the daunting task of keeping these networks active.

Alumni represent a critical opportunity: their knowledge of an organization’s mission equips them to connect with peers, broadcast shared values to their networks and provide feedback that fills programming gaps. Ongoing, dynamic alumni engagement not only fosters organizational advancement, but also allows the best and brightest to become enthusiastic ambassadors of individual programs and the larger Jewish community.

While the cultivation of alumni communities is an essential element of organizational expansion and maturation, many lack the means and guidance to develop comprehensive alumni initiatives, and few resources exist to help navigate this crucial challenge. The Alumni Playbook is just that—a tool that will allow professionals tasked with alumni engagement to tackle what comes next.
How can I use it?
Because there is no “one-size-fits-all” approach to alumni programming, the Playbook offers users opportunities for multi-tiered learning and the tools to build programs that meet their needs, objectives and capacity:

» A list of best practices to help construct a vision for their alumni communities, build effective alumni programs and strategize ways to maintain meaningful engagement;

» A programming idea menu that offers high-impact alumni programming options, communications tactics and engagement strategies so users can select the concepts that resonate;

» Seven in-depth case studies that showcase successful alumni programming initiatives and offer readers key insight into what works;

» A toolkit of essential resources, reports and additional readings to help users continue their learning and start setting their plans in motion; and

» A discussion guide to help organizations answer critical questions, reflect on their learning and facilitate meaningful internal dialogue.

When will it launch?
The Alumni Playbook will officially launch on Monday, August 24. After initial launch materials have been distributed, we will foster ongoing engagement by sharing monthly content packages based on individual case studies. These packages include articles, social media content and online discussions and learning opportunities with featured organizations. Stay tuned for our “season schedule,” a list of dates and corresponding topics. We will also be hosting a webinar on Thursday, September 3, for those interested in diving deeper into the concept behind the Playbook.

How can I help promote it?
By sharing the Alumni Playbook website and materials with anyone you feel would benefit! We have also created a digital toolkit of promotional materials to facilitate sharing and printing marketing collateral for use at meetings, conferences and events. Please contact Roben Smolar at rsmolar@schusterman.org with any questions related to marketing and promotions.

Important Links
Alumni Playbook
Promotional Toolkit
Webinar Registration
Season Schedule