



ROTARY ALUMNI ENGAGEMENT STRATEGIES

Rotary [alumni](#) wish to engage with Rotary along the same lines as Rotarians, by joining leaders, taking action, and exchanging ideas. The key to strong engagement is to create lasting connections with current program participants that endure throughout their lives as alumni. Use these suggestions to guide engagement activities with former program participants.

JOIN LEADERS

Connect with leaders from all continents, cultures, and occupations.

Alumni are interested in acquiring and expanding their leadership and professional skills. Many alumni fall within a prime age range for joining Rotary and show a strong interest in membership.

- [Connect](#) alumni with a Rotary club that meets their needs.
- Create and maintain an [alumni association](#).
- Invite young alumni to join a [Rotaract](#) or [Interact](#) club.
- Invite alumni to participate in [Rotary Youth Leadership Awards](#).
- Promote [Rotary Peace Fellowships](#) to interested alumni.

EXCHANGE IDEAS

Expand networks and worldviews.

Alumni are interested in connecting with a diverse group of professionals.

- Invite alumni to join [discussion groups](#) on [Rotary.org](#).
- Encourage alumni to subscribe to [Reconnect](#) and to participate on Rotary's social media networks.
- Promote [Rotary Youth Exchange](#) to alumni, encouraging them to participate and to mentor other students.
- Make alumni aware that they're eligible to join [Rotarian Action Groups](#).
- Invite alumni to attend the annual [RI convention](#), being sure to tell them they're eligible for a special rate.
- Include alumni on your club and district mailing lists and on social media.
- Invite alumni to mentor current scholars and program participants.

TAKE ACTION

Create lasting change in communities around the world.

Alumni are volunteers and show a strong interest in international service.

- Include alumni in your next [project](#).
- Encourage alumni to [contribute](#) to support Rotary's work.
- Provide [scholarships](#) that enable alumni to develop their skills.

- Alumni make skilled [vocational training team](#) participants.
- Include alumni in your [Rotary Community Corps](#).
- Nominate alumni and alumni associations for [alumni awards](#).
- Promote awareness and opportunities within Rotary's six [areas of focus](#).