



The International Clubhouse Alumni Network

LOCAL ALUMNI CHAPTER STARTER GUIDE

“Once a Member, Always a Member!”

An alumni community is an integral part of a successful and sustainable youth program in which young adults draw continued support from their network and their peers. A local alumni chapter is a place where members, who are aging out of Clubhouse programming, can continue to stay connected to your local Clubhouse community as well as the global Clubhouse Network, while building leadership and professional skills for life-long learning.

We hope this Alumni Chapter Starter Guide will provide you with ideas to help you launch a new Alumni Chapter at your Clubhouse or to help amplify and refresh your existing Chapter. We look forward to hearing about all your activities and staying connected to your Chapters!

- *The Clubhouse Network defines a member as a young person, age 10 – 18, who attends The Clubhouse and has signed and completed a Membership Agreement.*
- *The Clubhouse Network defines Alumni as a Clubhouse Member who has reached the age of 19 and therefore has “aged out” of programming for ages 10 -18.*

1. Host an In-Person Alumni Gathering

Whether creating your first alumni gathering or preparing to bring an existing group together who have not met in some time, these best practices can help you plan your next event.

- Design an initial launch activity at your Clubhouse and promote the activity at least three weeks in advance on various social media platforms, via phone calls, emails as well as word of mouth.
- *Examples of launch events:*
 - ✓ Create and Connect Night at The Clubhouse
 - ✓ Dinner, brunch, or a holiday shared meal at The Clubhouse
 - ✓ Professional development workshops featuring an alum or guest speaker
 - ✓ Skill-share or teach-in featuring alumni
- Ask each alum to invite at least two other alums to the launch activity.



- Create a paper or digital sign-in for alumni participants and ask them to register or update their information at <https://theclubhousenetwork.org/programs/alumni/update-alumni-information/>, also accessible via theclubhousenetwork.org/alumni.
- Collect feedback about the event, suggestions for future events, and ask about interest in officially joining the Alumni Chapter at your Clubhouse.
- Ask for permission to take photos and videos. This is a great time to collect alumni stories and highlight them on your Clubhouse website and have them featured on the International Clubhouse Alumni Network page.

2. Host an Online Alumni Gathering

Given the uncertainties of the ongoing COVID-19 pandemic, it may be necessary to host some or all your meetings virtually. Here are a few helpful tips to do so.

- Decide on a virtual platform that is accessible to all. Zoom and Google Hangouts are often good free options.
- Invite alumni to the virtual gathering at least three weeks before the event. Ask if any accommodations need to be met before you prepare to host the event. For example, some alumni may need accommodations for hearing and visual impairment or language support.
- Consider having several breakout sessions (if using Zoom or a similar platform). This allows for conversations to occur in small groups.
- Invite past coordinators or other Clubhouse staff that many alums would know to participate in the meeting.
- Allow for “stretch breaks” or a silent moment of reflection as necessary.
- Make it fun! Music, a photo slide show from Clubhouse Member days, and other creative points of connection are encouraged.



Alumni Gatherings can occur monthly, quarterly, or yearly to recruit more members and continue community and connection.

Host as many Alumni Gatherings as needed to build a strong Alumni Chapter (a minimum of five Members is recommended).

3. Recruitment and Sustainability

To ensure that an alumni chapter is robust and inclusive, it is helpful to have a group of alumni who are committed to hosting events, welcoming incoming alumni and stepping into (and helping others step into) various leadership roles. Recruitment is an activity that all alumni Members can do to help grow the Chapter. Here are some strategies you might try to recruit new alumni:

- ✓ Showcase your events on social media channels to spark excitement and interest!
- ✓ After each event, contact alumni through social media channels, email lists, group texts or whatever form of communication was established to connect and gather feedback.
- ✓ Ask each Chapter member to bring a friend to the next meeting or event.
- ✓ Consider hosting an Open House or Welcome New Member meeting periodically.
- ✓ Create a survey to understand what your alumni need or want and tailor activities to their interests.
- ✓ Tap into the skills and talents of your alumni and align them with roles that are needed in the Chapter.

For Chapters to be sustainable over time, it may be helpful to establish an Alumni Chapter Charter that outlines the formation of the group. A Charter creates leadership opportunities for those who want to step into an Officer role. Eventually, collecting dues, donations or hosting fundraising opportunities to support future meetings may be desirable.

- With at least five Alumni Chapter Members, establish a “Charter,” or set of guidelines, for the purpose, frequency, and logistics of meetings. Feel free to [consult the template](#) or create your own.



- You may want to identify at least three Officers for your Alumni Chapter: *President*, *Secretary* and *Treasurer* and vote on the positions following the guidelines set in the Charter.
- Determine with your organization if there is a budget (for example, funded by a grant) for alumni chapter activities, or if member dues need to be collected, or perhaps some combination of both. A treasurer can be responsible for alumni chapter spending, providing grant reporting and/or collecting member dues.

TCN Program Assistance

The Clubhouse Network Youth Leadership Program Manager will provide support to Clubhouse staff to assist in recruiting and launching an Alumni Chapter that meets your current needs and considers potential Clubhouse capacity challenges.

If you have questions, please reach out to:

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