COVID-19:
HOW TO CONTINUE TO ENGAGE YOUR CONSTITUENCIES

A. ALUMNI

1. **Virtual Networking Happy Hours**
   a. Two alumni presentations (On Finance and LinkedIn)
   b. Q & A after each speaker
   c. Discussions by decade in Zoom breakout rooms
2. **Virtual meetings with long-time faculty members** to reminisce and check in with alumni
3. Utilize **alumni as tutors** for current students
4. **Virtual Coffee** hosted by young alumni for high school seniors
5. Ask for assistance with **video creation** from young alumni.

B. STUDENTS/CURRENT FAMILIES

1. Deliver graduating **senior lawn signs**
   a. Take photos of kids with signs and post on social media
   b. Create a video of the kids with the lawn signs and post on social media
2. **Virtual Spirit Week** with different daily themes
3. Create a **Business Directory** for businesses owned by school families, distribute it among school community to encourage support for the businesses. (Collect info on Businesses via a Google Sheet.)
4. Participate as a school in **local service projects** (ex. Lunch 4 Life, raising money to provide lunches for medical workers, emergency responders, soup kitchens, etc.)
5. School administrator hosts a **Virtual Lunch Q & A** to connect with families and answer their questions.
6. Use a Google Sheet for people to submit **prayer intention** requests and share with the school community on the website. Link to this page from social media.
7. Regular **student-centered videos** from school president: walking the halls of school; school trivia questions; school song contest, etc. Posted on social media, website, etc.
8. Student faith group, **"Upper Room Group"** has become the "Upper Zoom Group" and continues its meetings virtually.
9. **Clubs** all continue to meet online.
10. **Alumni tutoring** offered online.
11. **"Wellness Wednesdays"** – offer wellness tips from faculty, staff, alumni
12. **Faculty/Staff photos in their workspaces** sent to students to keep them connected as a community.
13. Continue to send **financial aid packages** out and reach out to all those returning families from whom you have not heard.

C. PROSPECTIVE STUDENTS/FAMILIES

1. Don't wait till fall to include prospective families in your email distribution lists. Send **e-newsletter** to prospective families now so they can get a flavor of the school.
2. **Reach out** to every prospective student/family to check on welfare and see if they have any questions or concerns.
3. Staff/faculty recorded the **school song** and distributed the video to current and incoming families. Give them a personal sense of what the school is all about.
4. **Virtual tours** of campus are important – post one on school's website.
5. Create **"Virtual Enrollment" page** on website and link to it from Homepage.

   a. Make it clear that the school is still "open for business" and have links to "Virtual Application," "Virtual Tour," and "Virtual Conversation."
   b. Your website is your new "Front Door." Make sure it's welcoming and easy to use for visitors.
6. Use an **admissions software program** to keep families posted on what is still needed in the file.
7. Host **Virtual Info Sessions** for parents and others for students.
   a. In advance of student sessions, canvas them on their interests so when you schedule their info sessions, you can address those interests or perhaps have appropriate faculty participate. (Ask their favorite pizza place, then send a gift card to that restaurant – a twofer!)
   b. Film each department head and club moderator talking about their areas and splice these videos together for posting on website.
8. **Coaches** can connect with incoming students to answer questions, promote school.
9. Continue with a **"Big Brother/Sister,"** "Little Brother/Sister" initiative and have the current students reach out to the incoming students.
10. Have regular **"Office Hours"** when incoming/prospective students can reach the Admissions staff and use a Google phone number so they don't have to give out their cell numbers.
    a. Host **Admissions "Chat Hours**."
11. Continue to **create an emotional connection** with prospective students or you'll lose them.
12. **Virtual Shadow Days**
13. Ask school **Social Media Ambassadors** to Share, Like and Comment on all school posts.

D. DONORS

1. Many schools are continuing with their **Annual Funds** later in the Spring, and with softened, more sensitive wording.
   a. They will be initiating it digitally, then following up with mailing in the summer.
   b. Segment the appeal to address different constituencies appropriately.
2. **Share** what the school has done to support/educate its students and keep its community safe. Tell the story of that success.
3. **Reach out personally** to all major donors and to as many donors as possible, including Lybunts and Sybunts. Check on their welfare and share the story of the school during the pandemic. (Many will ask how they can help.)
4. Share **school videos** with donors and possibly have a message at end requesting support (maybe from a student, who thanks them for their past support and then asks for their continued support).
5. In upcoming "asks" alert donors to the **increasing need** for tuition assistance as a result of the pandemic.
6. Consider turning events into virtual online experiences. Many schools have hosted **Virtual Events** with considerable success, raising not as much as the in-person event, but a substantial percentage of it. Remember that an online auction or event can involve many more people (including those out of state folks who couldn't attend the gala) and they can last for much more than one night!