
Scouting America™
Alumni Engagement

# Introductions

**Tripp Clark**

- Eagle Scout, former camp staff & OA lodge chief
- Past CST15 Program Lead
- Current CST15 Alumni Chair

**Steve Jegier**

- Eagle Scout, father of 4 Eagle Scouts
- Past President, Mecklenburg County Council
- CST-15 head of Leadership & Governance

*…at your service!*

# Challenges We Face


**How many of these Scouts will…**

- Become a Scout leader
- Sponsor an Exploring Post
- Contribute to a FOS campaign
- Sponsor a team for golf or sporting clays
- Serve on a Council Board
- Buy popcorn or BBQ from a local troop/scout
- Promote Scouting to their friends and business associates

**Of course, the answer SHOULD be… 100%!**

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# Opportunities We Have

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**Benefits to the Council/Scouting America**

- Funding
- Leadership
- Expertise
- Connections
- They are the “keys” to our success…!!!

**Benefits to the Alumni**

- Giving back
- Family’s engagement
- Physical/mental fitness
- Fun
- Fellowship

**This is the ultimate win/win…IF we can make the connection!**

# Topics

1. **Building and Maintaining an Alumni List:** The foundation upon which Alumni Engagement is built

2. **Two Approaches to Alumni Engagement**
   - Event-Based
   - Continuous Communications

# Building & Maintaining a Strong Alumni Contact List

**Purpose:** Help councils understand *why* alumni lists matter, *where to find alumni*, and *how to keep lists usable over time*.

**Key Points:**

- Alumni engagement lives or dies by data quality.
- Most councils already have more alumni data than they realize.
- Success comes from combining “wide net” approaches with targeted searches.
- Maintenance matters just as much as discovery.

***An alumni list is not a one-time project—it’s an ongoing asset.***

# Two Parallel Challenges: Finding vs. Maintaining

**Finding Alumni**

- Finding alumni in general (casting a wide net)
- Finding specific alumni (targeted searches)

**Maintaining Alumni Records**

- Contact information decays quickly (emails change, people move).
- Maintenance must be intentional, assigned, and audited - *not assumed*.
- Councils should treat alumni data like donor data: living, evolving, **valuable**.

# Finding Alumni: Wide-Net Approaches

**NESA Eagle Scout List**

- Available to councils; already includes contact information.
- Strong Scouting identity and lifelong connection.
- Best initial database for alumni outreach.

**Public Calls for Alumni**

- Newspaper ads, radio, local TV
- Council newsletters and social media posts.
- Reunion announcements ("Eagle Gathering," camp reunions).
- Thoughtful messaging: "We want to reconnect," not "We need volunteers."

# Finding Alumni: Targeted Searches

- **Peer-to-Peer Knowledge**
  - Ask alumni from each decade, especially camp staff and OA leadership
  - “What happened to…?” is often surprisingly effective.
- **Lists of Highly Engaged Alumni**
  - Eagle Scouts
  - Vigil Honor members
  - Camp staff
  - Silver Beaver recipients
  - Former professionals and long-tenured volunteers
- **Online & Subscription Tools**
  - Google searches using name + age + location (decreasingly effective)
  - Facebook & LinkedIn
  - Ancestry.com for addresses and historical data.
  - Professional people-finder tools (LexisNexis Accurint, Thomson Reuters (Westlaw) CLEAR)
  - Understand limitations: emails and cell phones are hardest to find.

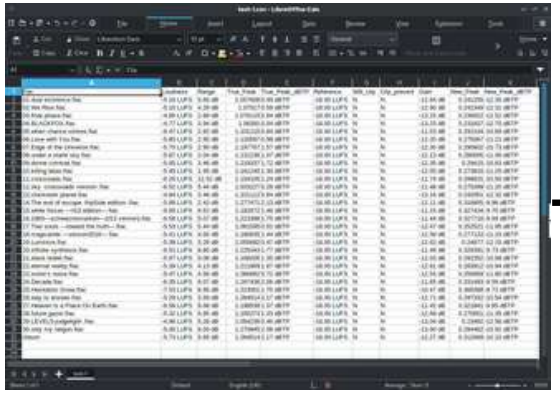
***Be mindful of privacy and perception.***
***First contact should feel welcoming, not intrusive.***

# Maintaining the List

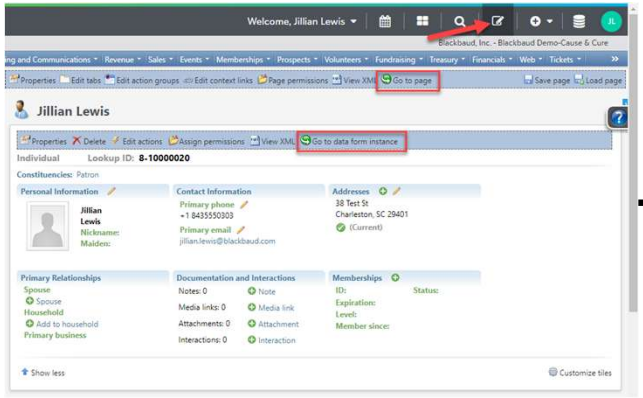
- **Assign Ownership**
  - Alumni/NESA committee should own list maintenance
  - Clear responsibility for updates and accuracy.
  - Coordination with appropriate council staff
- **Keep It Simple but Current**
  - Name & Date of Birth
  - Current contact info
  - Alumni category (Eagle, camp staff, etc.)
  - Engagement history (attended event, volunteered, donated)
- **Encourage Self-Updating**
  - Every email includes “Update your info” link.
  - Event registrations double as data refresh opportunities.
  - Promote national alumni directory tools when appropriate.
- **Maintenance Is Ongoing**
  - Annual or semi-annual list cleanup.
  - Bounce-backs and returned mail are feedback, not failures.
  - Small, regular updates beat major cleanups every few years.

# Technology Support

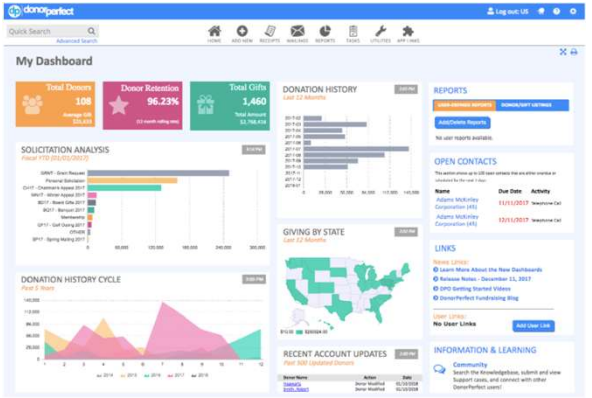
**Spreadsheet**



**Blackbaud**




**Modern CRM**




Ideally, include Alumni program as part of your Council's CRM program – it's not just for fundraising!

# Approaches

## Event-Based

- Engagement events
  - Golden Eagle Summit
  - Habitat for Humanity
- Fun activities
  - Football games
  - Holiday parties
- Council support
  - Scouting for Food
  - Beaver days

## Continuous Communications

- Opportunistic
  - Facebook groups / posts
  - LinkedIn articles
  - Direct emails (targeted and purpose-driven)
- Scheduled
  - Quarterly Newsletters
  - Year-end reports

# Golden Eagle Summit


- **Objectives**
  - Re-engage local Scouts who have "grown up"
  - Identify Scouting alumni that have moved to the area
  - Get them excited about Scouting again
  - Show them the value (for them and for the council) of re-engaging
  - Identify next steps for re-engagement

- **Desired results**
  - Unit leaders
  - Board members
  - Contributions (some were at the event!)
  - Friends (and Champions) of Scouting!

# Golden Eagle Summit


- **Target Criteria**
  - Eagle Scout
  - Personal residence value $1M+
  - Employment – Corporate C-Suite, Consulting Partner, Business Owner
- **Techniques & Tools**
  - National & Council databases
  - LinkedIn Premium
  - Rocket Reach
  - Real Estate Ownership (public records & Zillow)
  - AI searches
  -

# Golden Eagle Summit


- **Venue Set-up**
  - Flags outside
  - Buffet table for food
  - Drinks table at other end of room (or separate bar area)
  - High-top tables for easy networking
  - Scouting theme everywhere – table toppers, etc.
- **Food & Drink**
  - Heavy appetizers:  brisket sliders, mac & cheese balls, etc.
  - Charcuterie boards for grazing
  - Beer & wine; iced tea, sodas & water
- **Other here**
  - What else?

# Golden Eagle Summit


- **Program**
  - Scout Executive welcome & host thank-you
  - Board member introductions
  - Young Scouts to lead Pledge of Allegiance, Scout Oath & Law
  - Food served
  - Scouting Success Stories
  - Volunteer opportunities
  - Thank-you gifts
- **Support**
  - Pre-printed name tags
  - Sign-up sheets
  - Host gifts
  - Leaving gifts

**Eagle Summit @ Dr. Carroll Jone's Home**
**September 25, 2025**

6:00 – 6:05 **Carroll Jones** - Welcome
6:05 – 6:08 **Rich Carter** – connected and committed board (statistics)
6:08 – 6:15 **Mark T** - What Scouting means to me(interview Jack Moose)
6:15 – 6:18 **Steve Jegier** – A True Story
6:18 – 6:23 **Jordan Hitchens** – "Choose your own adventure"
6:23 – 6:30 **Mack Patterson** – The Why?
6:30 – 6:35 **Mark Turner** - Close

**TURNER"S NOTES -CLOSING**

Thank you, Dr. Jones for hosting us!!
Jack Moose – "Knife"
Kendell Jones – "White Orchid"
Carroll Jones – "wine"
Each of you have at least two things in common.

1. You have all slept on the ground your fair share, eaten burnt pancakes and probably hiked in the rain.
2. And You each proudly wear the Eagle Scout rank.

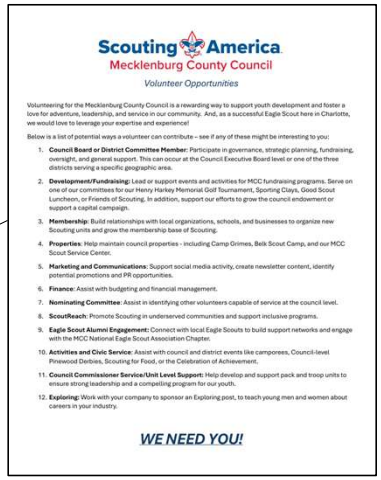
Our mission as a council is to give the opportunity for all youth across Mecklenburg County the same experiences you had as a kid. That includes:

- Foundational character traits - Oath & Law
- Leadership Opportunities
- Outdoor adventure
- Adult role models & Mentors

# Golden Eagle Summit


- **Following up**
  - Quick email thanking for the participation – tailored for a specific conversation and/or interest
  - Invitation to FOS Good Scout Luncheon
  - As appropriate, invitation for a follow-up lunch meeting

- **Lunch meeting**
  - Scout Executive or District Executive
  - Board member with personal connection
  - Share stories, rekindle the fire
  - Offer specific list of opportunities
  - Identify potential areas of interest
  - Agree next steps
  - Follow up with email (or as agreed)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Mecklenburg County Council
*Volunteer Opportunities*

Volunteering for the Mecklenburg County Council is a rewarding way to support youth development and foster a love for adventure, leadership, and service in our community. And, as a successful Eagle Scout here in Charlotte, we would love to leverage your expertise and experience!

Below is a list of potential ways a volunteer can contribute – see if any of these might be interesting to you:

1. **Council Board or District Committee Member**: Participate in governance, strategic planning, fundraising, oversight, and general support. This can occur at the Council Executive Board level or one of the three districts serving a specific geographic area.
2. **Development/Fundraising**: Lead or support events and activities for MCC fundraising programs. Serve on one of our committees for our Henry Harkey Memorial Golf Tournament, Sporting Clays, Good Scout Luncheon, or Friends of Scouting. In addition, support our efforts to grow the council endowment or support a capital campaign.
3. **Membership**: Build relationships with local organizations, schools, and businesses to organize new Scouting units and grow the membership base of Scouting.
4. **Properties**: Help maintain council properties - including Camp Grimes, Belk Scout Camp, and our MCC Scout Service Center.
5. **Marketing and Communications**: Support social media activity, create newsletter content, identify potential promotions and PR opportunities.
6. **Finance**: Assist with budgeting and financial management.
7. **Nominating Committee**: Assist in identifying other volunteers capable of service at the council level.
8. **ScoutReach**: Promote Scouting in underserved communities and support inclusive programs.
9. **Eagle Scout Alumni Engagement**: Connect with local Eagle Scouts to build support networks and engage with the MCC National Eagle Scout Association Chapter.
10. **Activities and Civic Service**: Assist with council and district events like camporees, Council-level Pinewood Derbies, Scouting for Food, or the Celebration of Achievement.
11. **Council Commissioner Service/Unit Level Support**: Help develop and support pack and troop units to ensure strong leadership and a compelling program for our youth.
12. **Exploring:** Work with your company to sponsor an Exploring post, to teach young men and women about careers in your industry.

***WE NEED YOU!***

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# Golden Eagle Summit


- **MCC Results (Year 1)**
  - Added four new board members
  - Added several new volunteers to the golf tournament and sporting clay shoot committee, and event sponsors
  - Recruited volunteer to lead new Accounting Breakfast
  - Recruited new District Chair
  - Recruited host for the 2nd Golden Eagle event
  - Recruited 12 new volunteer leaders
  - Raised $70k raised at the event!
- **MCC Results (Year 2)**
  - Two new board members
  - And, we have acquired our new “VP of Technology”!

# Alumni Events – Other Opportunities


Occoneechee Alumni Association Hosts Successful Gathering at Carolina Exotic Car Club

***You MUST have a value proposition for the alumni!***


- **Objectives:**
  - Make it interesting – exclusive opportunities
  - Provide enough advance notice
  - Charge a nominal fee (or donation)
- **Themes:**
  - Points of interest (e.g. Exotic Car Club)
  - Events (e.g. Football games)
  - Distinguished speaker event
  - Holiday parties
  - Volunteering opportunities

# Approaches

## Event-Based

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## Continuous Communications

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# Continuous Communications




***You MUST maintain a continuous dialogue with your alumni to ensure sustained engagement!***

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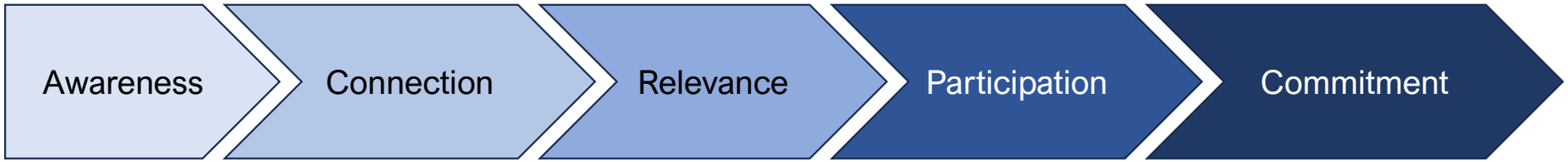
# Alumni Engagement Is a Journey

*Alumni rarely jump from "I used to be a Scout" to "I'm ready to volunteer or donate." Engagement happens in stages and requires consistent, intentional communication over time.*




| Awareness | Connection | Relevance | Participation | Commitment |
|---|---|---|---|---|
| "Scouting still exists and values me." | "I feel welcomed and remembered." | "This fits my interests and life stage." | "I'll attend, help, or support." | "I identify as part of the council's future." |

# Continuous Communication: What Works Best

1. Periodic Alumni Newsletters
2. Direct Emails
3. Social Media
4. Other High-Value Communication Tools

# Awareness & Connection: Periodic Alumni Newsletters

**What Works**

- Short, visually clean, mobile-friendly
- 70–80% storytelling, 20–30% calls to action
- Focus on people, impact, and legacy - not announcements
- Quarterly is ideal

**Effective Content Ideas**

- “Where Are They Now?” alumni spotlights
- Camp memories / throwback photos
- Youth impact stories tied to alumni legacy
- Upcoming alumni-friendly events
- One clear engagement invitation (not five)

# Direct Emails (Targeted and Purpose-Driven)

**What Works**

- Clear purpose: *inform*, *invite*, or *thank*
- Personalized when possible
  - More effective than generic “BCC”
  - Email mail merge programs
- One action per email (RSVP, sign up, reply, attend)
  - When using direct emails related to an event, remember the “Rule of 7”

**What’s Less Effective**

- Generic mass emails
- Emails that sound like development appeals
- Long explanations instead of simple invitations
- “Reply if interested” without a next step

*Alumni are far more likely to read and reply to a **personal note** than a generic “Dear Alumni” email*

# Social Media (via Community Groups, Not Mass Broadcasting)

**What Works:**

- Private or semi-private Facebook groups (Council Eagle Alumni, Camp Alumni, Wood Badge Alumni, Philmont Alumni)
- Consistent posting:  1–2 times per week, or as relevant content allows
- Relevant engagement posts: memories, photos, polls, questions

**High-Engagement Post Ideas**

- “Who was your Scoutmaster and what did you learn from them?”
- Alumni recognition posts
- Event photos with tagged participants

**What’s Less Effective**

- Reposting council marketing content
- Infrequent posting followed by long gaps
- Over-moderation that stifles conversation

# Other High-Value Communication Tools

**1. Alumni Events as Communication Vehicles**

- Events are intentional messages, not just fun programs
- A well-run alumni event communicates: “You matter” and “We appreciate you”

**2. Personal Outreach is Critical**

- Phone calls or personal emails from alumni chairs or peers
- Especially effective for high-potential alumni leaders
- Scales well when shared among committee members

**3. Recognition as the Most Important Communication**

- Public recognition sends a powerful message
- Awards, spotlights, thank-you posts all reinforce engagement

# Moving from Awareness to Engagement

**Start with Low-Barrier Entry Points**

- Social gatherings (like the “Golden Eagle Summit”)
- Camp open houses / “homecoming”
- Eagle boards of review
- Networking or mentoring nights
- Alumni tours or receptions (with value-add)

**Why This Works**

- Alumni need to reconnect emotionally and relationally first
- Removes pressure and perceived obligation – “Just come out and have some fun!”

# Moving from Awareness to Engagement

**Use “Soft Asks” Before “Hard Asks”**

- Soft Asks
  - “Would you be willing to…”
  - “Could we get your advice?”
  - “Would you help us think through…”
- Hard Asks (Later)
  - Formal volunteer roles
  - Financial commitments
  - Long-term leadership positions

# Moving from Engagement to Commitment

**Close the Loop!**

- Tell alumni what happened because of their involvement
- Show outcomes and impact
- Reinforce that their engagement mattered


Example: “Because of YOUR (alumni) support, 14 Scouts attended camp who otherwise couldn’t.”

***Perhaps the most important step…and so often missed!***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Alumni Engagement