

# The Alumni Bunch





# BUILDING ALUMNI ASSOCIATIONS

That Drive Engagement and Support

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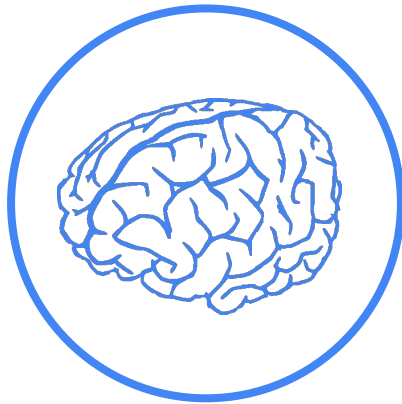
Today's Innovator



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# House Rules



# AARON



# DAVE



# DISCUSSION OBJECTIVES

- ▶ Why alumni associations matter and how they drive engagement/support.
- ▶ Key insights into alumni behaviors and motivations for giving.
- ▶ Practical strategies and ideas for building vibrant alumni networks.

# How Alumni Associations Can Drive Real Support

# IDENTITY

Alumni associations sustain identity over time.  
The alumni association becomes a living memory bank—a way to preserve and activate that identity long after the summers end.

People support what they feel part of.



# VOLUNTEERISM

Volunteerism is philanthropy.

When we treat alumni volunteerism with the same care and gratitude as monetary giving, we grow trust and deepen involvement.

Recognized volunteers become loyal champions.



# BELONGING

Alumni want belonging before they want a donation form. One of the most common disconnects: alumni want connection, but camp leaders want contributions. Relationships come first.

Connection first, contribution follows naturally.

# INNOVATION

Alumni associations thrive when they invite ideas, support, and leadership from outside the usual circle. Reaching out to less-involved alumni often uncovers new energy, skills, and perspectives.

Inclusion fuels innovation, engagement, and support.

# Alumni Archetypes

# The “Community Champion”

## Key Traits

- Highly invested in the camp’s culture and mission
- Sees the alumni community as an extended family
- Often volunteers, attends events, and actively leads initiatives

## Motivations

- Desire to preserve and pass on the camp’s legacy
- Gains personal fulfillment from contributing and being recognized as a leader

**Engagement Opportunities:** Committee roles, event-planning tasks, encourage them to invite their networks, serve as ambassadors on social media, and champion campaigns



# The “Nostalgic Lurker”



## Key Traits

- Fond memories of camp but limited day-to-day connection
- Rarely engages with camp communications but still feels a warm sentimental attachment
- Doesn't immediately see how to get involved or why it matters

## Motivations

- Feels nostalgic about past experiences and friendships
- Might engage around milestone anniversaries or reunion events

**Personal Invitation** : Direct outreach for a low-commitment opportunity, like a casual alumni meet-up or a digital “memory share.”

# The “Transactionally Engaged”

## Key Traits

- Willing to give financially or sponsor initiatives, but less interested in social or community-building aspects
- Views support largely as a way to “give back” but expects clear results and acknowledgment

## Motivations

- Strong sense of loyalty but primarily sees involvement as a philanthropic act
- Looks for measurable impact (e.g., scholarship funding, infrastructure improvements)

**Tailored Communication** : Offer meaningful recognition or updates about funded projects, so they see the ROI of their contributions



## The “Casual Connector”



### Key Traits

- Enjoys socializing and networking with other alums, but doesn't want heavy responsibilities
- Prefers fun, low-pressure events like happy hours, reunions, or online gatherings

### Motivations

- Stays engaged if the experience is enjoyable and convenient
- Primarily driven by friendships and lighthearted social connections

**Short-Term Volunteer Roles:** Quick bursts of help (e.g., set-up for an event) rather than ongoing leadership



# The “Sporadic Superfan”

## Key Traits

- Periods of intense involvement (volunteering or donating) followed by lulls of limited engagement
- Engagement spikes around certain times (e.g., personal life milestones, camp anniversaries)

## Motivations

- Emotional attachments triggered by specific life events or camp-related celebrations
- Enjoys contributing when they feel personally connected, but may drop off when other life priorities arise

**Invite at the Right Time, Offer the Right Fit:** Use life or camp milestones to reconnect—and provide flexible ways to get involved.



## The “Detached Doubter”



### Key Traits

- Minimal sense of community affiliation; might question the camp’s current relevance or leadership
- Often feels their camp experience is in the past and doesn’t see the ongoing value of staying connected

### Motivations

- May have had neutral or mixed experiences at camp, or simply moved on in life
- Needs a strong reason to see how the alumni association benefits them or future campers

**One-on-One Connection:** A personal ask from a respected peer or staff member can break through skepticism

# The “Glory Days Guardian”

## Key Traits

- Minimal sense of community affiliation; might be deeply attached to their version of camp—usually from 20–40 years ago
- Skeptical or openly critical of any changes to traditions, staff, programming, or facilities

## Motivations

- Strong identity tied to the past version of camp
- Often feels like a protector of legacy—but can become a gatekeeper instead

**Offer Low-Stakes Involvement:** They may be unlikely to adapt, but they still care. Give them roles that tap into pride without requiring philosophical alignment—like sponsoring scholarships named after beloved former staff



## The “Embedded Alum”



### Key Traits

- Often overlooked as part of the alumni community because they’re “still around”
- Balances respect for tradition with firsthand insight into what today’s campers need

### Motivations

- Committed to evolving camp for the next generation
- Craves connection to alumni they look up to—staff they admired, legends they heard about, people who shaped camp’s legacy

**Equip Them as Alumni Ambassadors:** Support them in creating bridges—helping current staff identify as alumni and showing older alumni what camp has become.

Show & Tell

# DIGITAL ENGAGEMENT

- Cory.camp website
- Home for 100<sup>th</sup> artifacts
- Cory News
- March Madness Brackets
- Cory-tine ♥
- Cample
- Virtual Programs
- Social Media

# OTHER ENGAGEMENT ACTIVITIES

- History and Legacy Preservation
- Alumni Visits
- Reunion Design/Hosting
- Holiday Parties
- Summer Involvement (Training, Banquets, Checkout Table)
- Volunteer Weekends
- Staff Thank Yous
- Awards and Recognition



# ORGANIZATIONAL INFRASTRUCTURE

- Behavioral Covenants
- Governance/Association Charter
- Open Association Meetings
- Database Management
- Gear Sales

# SHOW & TELL

The camp database is not our database

IF YOU ARE CHASING DOWN ALL CAMPERZ YOU MIGHT NOT BE CHASING A REALITY

We don't reach out to minors

ANYONE who has been at camp is an alumni

We have monthly activities!

Interview alumni and write article about them!

ALUMNI WEEK at the end of the summer!

HOW DO YOU WORK IN TANDEM WITH AN ASSOCIATION (YMCA)?

the Amazing Hawaiian Race • Art Heist • Asteroid Mining • Battleship • Bermuda Triangle • Big  
Camp Cory • Jeopardy • Carnival • Casino • Catch that Caveman • Civilizations • Clue • The  
Classic • Cory Commando • Counselor Auction • Counselor Hunt • Crackerjack • Da Vinci Cod  
astardly Deeds • Dinner Party - Luau • Discovery of Fire • Do Automaton's Dream of Electric  
dominate the Caribbean • Eco Challenge • Elf the Game • Enter the Machines • Escape from T  
kal • Escape from TX5000 • Espionage • Evil Amulet • Exodus from Africa • Fairytale Challen  
family Feud • Find the Hollywood 10 • Fix the Master Harvester Master 39000 • Fix the Time  
The Flight to Neverland • Fortz • Fountain of Youths • Future War • Gamehenge • Gold Rush  
ear Hunt • Great Quest of the Elves • Gulliver's Travels • In the Shadow of the Colosseum • I  
ventions • Iran Contra Affair • The Island of Jaws • Journey of Lewis and Clark • Jungle Escap  
Jungle Fiddler • Jurassic Game Hunter • Lord of the Rings • Lost City of Atlantis • Lost in Atlan  
st in the Renaissance • Mindbender • Murder Mystery Dinner • Musical Challenge • The Occ  
ame • Proxy War • Quest for the Holy Grail • Raft Building • Raiders of the Lost Cup • Reef E  
obot Wrestling Match • Roman Civil War • Safari Tour • Save the Bearded Lady • Scavenger H  
cience Fair • Scramble for Africa • Security Clearance • Shipwrecked • Slay the Dragon, Save  
incess • Soccer Game • Spaceship Race • Staff Show • Survival • Talent Show • Temple Run  
ony Hawk, Pro Skater • Trojan Horse Hunt • Tuesday Down on the Bayou • US National Park  
eavenger Hunt • Viking Raiders • Vinland Bound, A historically accurate account • Wagons E  
anted Dead or Alive • War for the Trees • Water Olympics • Where in the World? • Why, I cou

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# Thank you

Please fill out the  
survey



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