




**Planning the Ultimate Alumni Event**  
**ACA New England Camp Conference 2017**  
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For Your Consideration:	Ideas Collected:	Notes:
Anticipated Outcomes?	*Reconnect with camp *strengthen camp friendships *make new camp friends *increased off-season help from alumni *increased alumni referral enrollment, etc. *building and expanding network to various locations	
Time of Year?	<b>Before camp</b> - camp is ready <b>During camp</b> - housing? (hotel block) <b>After camp</b> - hire some staff to stick around, more relaxed at end of summer	
When to start planning?	A year OR MORE!!	
Resources?	People and time needed before/during/after event?	
Duration of Event?	Most are a long weekend (Friday-Sunday)	
Age Limit?	<b>no age limit</b> <b>21 and older</b> - if serving alcoholic beverages <b>25 and older</b> - not including current staff	
Include spouse/family?	Offer activities for camp age kids; babies?	
Cost to attend?	<b>Minimal</b> - most just want to cover cost (\$50-\$375/person); can have "a la carte" fee structure	
Meals?	*Most camps include all meals in registration *Cook onsite or cater?	
Nametags!	Ways to show if camper, CIT, staff, etc. and years attended - be creative!	
Lodging?	Most stay at camp - older generations may opt to stay in town or camp "reserves" appropriate lodging for this group	
Give-aways? Reunion "swag"?	Mugs, drawstring bag, special alumni t-shirt, etc. Alums love to go shopping! (10% discount for alumni anytime at camp store)	

Marketing?	<ul style="list-style-type: none"> <li>*Need to consider various age groups attending and their preferred method of communication</li> <li>*most rely on social media or email programs</li> <li>*some send out paper mailing (save-the-date)</li> </ul>	
Tracking down alums?	<ul style="list-style-type: none"> <li>*Update alumni database</li> <li>*form a committee of varying generations/decades</li> <li>*post on Social Media (send address to receive holiday card)</li> </ul>	
Schedule?	Most try to offer as many camp activities as possible + options just to “hang out”	
Activities Offered?	<ul style="list-style-type: none"> <li>*Some offer special trips on arrival day (hiking, canoeing, etc.)</li> <li>*What are your liability considerations/waivers needed?</li> <li>*Rain plan?</li> </ul>	
Traditions?	<ul style="list-style-type: none"> <li>*Mock “color war” or team games</li> <li>*Campfire - skits/songs planned by each decade</li> <li>*Council Ring, etc.</li> <li>*Crew Race</li> <li>*Have scrapbook/museum areas to view camp history</li> <li>*Singing - create a “special” anniversary song that becomes part of songbook</li> <li>*Co-Ed Show Performance</li> </ul>	
Fund Raising? (foundations/not-for-profit)	Most do this to boost \$\$ for campership funds: Chicken Bingo, live/silent auction, 5K race, etc.	
Testimonials?	<ul style="list-style-type: none"> <li>*Ask certain alumni to share memories throughout</li> <li>*print testimonials shared from online alum directory</li> <li>*show video of testimonials during group gatherings</li> <li>*set up area to videotape alums during event</li> <li>*Group photo</li> <li>*”I Heart Camp” poster and photos for Feb 1st</li> </ul>	
Collect feedback?	<ul style="list-style-type: none"> <li>*Informal and formal</li> <li>*ask if interested in writing blog</li> <li>*inquire about camp prospects (kids, grandkids, nieces/nephews, neighbors, etc.</li> <li>*If you could write a letter to (name of camp legend), what would you like to tell him/her?</li> </ul>	