



ALUMNI CLUB ELECTIONS: BEST PRACTICES FOR BOARD MEMBER RECRUITMENT OUTREACH STRATEGIES

RECRUITING STRATEGY FOR ALUMNI CLUB ELECTIONS

You may think recruiting new board members could be a challenge however, with a few consistent steps each year, you can help create a pipeline of engaged volunteers, ready to step into leadership. To recruit passionate and engaged alumni for your alumni board, we recommend using a multi-channel approach that includes direct outreach, digital marketing, and strategic events.

Identify & Target Ideal Candidates

- **Engaged Alumni:** Those active in your events, donations, mentorship, or regional alumni groups
- **Emerging Leaders:** Young professionals or mid-career alumni seeking leadership experience (including past PASE members, who are encouraged to get involved in their local clubs upon graduation.)
- **Experienced Professionals:** Alumni with industry influence who can bring strategic value
- **Past Student Leaders:** Former student government, club leaders, or athletes who stay connected

How to find them?

- **Host Leadership Callouts:**
 - Host a casual info session (virtual or in-person) about board service
 - Consider hosting one lunch time and one evening session for a wider audience reach
 - Ask current board members to personally invite alumni they know
 - Allow alumni to meet current board members and ask questions
 - Work with PFLF Staff: The Alumni Clubs team can help you coordinate leadership call outs for your community. The easiest way is to make a virtual call out, and a PFLF staff member can join the meeting virtually to help you walk through the process
- **Recruit Engaged Members:** Review past event sign-ups, social media interactions, or LinkedIn activity
 - PFLF Alumni Clubs staff can help you make direct contact with alumni for whom you may not have contact information, or reach out via social media
- **Ask for Staff Referrals:** PFLF Engagement staff, professors, and career services may know strong candidates. One great place to start is with the individual college or school alumni boards
- **Past Volunteers:** Tap into previous club and/or regional chapters, Greek life, and cultural organizations
- **Encourage Self & Peer Nominations:** Encourage alumni to nominate themselves or others who would be a great fit



How to excite alumni to run for leadership and board positions?

Clearly Communicate the Value of Serving

- Highlight leadership opportunities and networking benefits
- Share testimonials from past board members about their experience
- Emphasize how serving contributes to advancing Purdue and Purdue's legacy of alumni service
- Showcase board members in newsletters and social media channels
- Highlight how board service can help with career development
- Connect board service to university initiatives and leadership training programs
- Offer opportunities to engage with faculty, administration, or industry leaders
- Show the impact this service has on future generations: Share success stories of board-led initiatives (e.g., mentorship programs, scholarships, reunions)

Examples:

Highlight Leadership & Professional Development: *"Looking to boost your leadership skills and expand your network? Get involved in the Purdue Alumni Club of [City]! Serving on the Board offers hands-on experience in event planning, fundraising, and strategic decision-making—valuable skills for any career!"*

Emphasize Giving Back & Making an Impact: *"Passionate about strengthening our alumni community? As a board member, you'll have the opportunity to create meaningful engagement programs, mentor younger alumni, and shape the future of our alumni network!"*

Outline Responsibilities & Expectations

- Be transparent about meeting commitments, term lengths, and duties. This helps attract serious candidates
- Offer flexibility for members with different availability
- Address concerns about workload by showing how responsibilities are shared
- Pair potential candidates with a mentor on the board to guide them

Foster Fun

- Ensure board meetings are engaging, not just business oriented. Consider building in social time prior to planning meetings. This also helps foster stronger relationships between volunteers, leading to increased commitment

OUTREACH

Personal & Direct Outreach

- Send Personalized Invitations: A direct email, phone call, or LinkedIn message from a current board member makes a strong impact



- PFLF Alumni Clubs staff can help you make direct contact with alumni for whom you may not have contact information, or reach out via social media
- Have a current board member reach out to prospective alumni they know in their own circles of influence

Social Media & Digital Engagement

- Share alumni impact stories through newsletters and social media
- Create a club community in [PurdueTies](#). PFLF staff can help
- Create short Instagram video testimonials from past or current leaders to inspire candidates
- Post engaging content about board opportunities on LinkedIn, Facebook, and Instagram
- Create short videos showcasing the fun and impact of being on the board
- Use alumni newsletters to reach a broader audience

Club Facebook Group or Instagram post Idea - Share a Personal Testimonial

“Before I joined the alumni board, I felt disconnected from my university. Serving on the board not only reconnected me but also introduced me to lifelong friends and professional contacts. It’s been one of the most rewarding experiences!” – Alumni Member Name (Major ‘08), former Board VP

Election Process

Timeline

- March/April
 - Call outs
 - Deadline to complete – April 15
- May – Elections
 - Submit survey request by April 30
 - Election results due to Alumni Clubs team by May 31
- June – Leadership Transition
 - June 15 – leadership roster due to Alumni Clubs team
 - June 25 – Club Agreement signed by President and Treasurer and Statement of Integrity signed by all board members
- July – Bank Account Transition
 - July 15 – 4th quarter bank statements due
 - July 30 – If a new president and/or treasurer are elected, names on the bank account need to be transitioned to the new officers. An updated ACH form (if the club utilizes) needs to be submitted to Alumni Clubs with the new treasurer’s information



Ways to Recruit

- Survey – the Alumni Clubs team can create this for you
- Create a call-out event virtually or in-person. Whatever you think will work best in your area
- Utilize an email request, newsletter, and social media posts to include a blurb for people interested in joining the board. Include contact information for a current board member or two they can contact with questions or to learn more about what is involved
- Event invitations – a link to your board election survey or a call to action (*Submit your name and email if you are interested in serving on the club board!*) can be added to the registration page leading up to elections. Use the email request form for this. Reach out to LeAnne Williams, lewilliams@purdueforlife.org with questions
- Talking about board positions at club events such as game watches and networking events
- Invite potential leaders to a board meeting

Election Process

- Option 1
 - All constituents vote on for each board position
 - Nominations – can self-nominate or be recommended by another constituent
 - Voting is done for all positions – officers, committees, general board members
 - Anonymous
 - Survey – best practice is a two-week voting period. The Clubs team can create the survey. Reach out to LeAnne if you need help with this
 - Open voting – in person or virtual – ballot/hand raise/yay or nay
 - Host a dinner or social event with a vote
 - Hold a special board meeting to vote and invite all constituents to vote
- Option 2
 - All constituents vote for general board members
 - Nominations – can self-nominate or be recommended by another constituent for the general board
 - Voting is done only for general board members
 - Anonymous
 - Survey – best practice is a two-week voting period. The Clubs team can create the survey. Reach out to LeAnne if you need help with this
 - Open voting – in person or virtual – ballot/hand raise/yay or nay
 - Host a dinner or social event with a vote
 - At the first board meeting, those elected vote on the specific board positions
 - Leadership – president, secretary, treasurer
 - Committees
 - Preferably the elected members will meet in person and elect positions by ballot or yay/nay hand raise



- Option 3
 - Only current board members vote
 - Nominations – can self-nominate or be recommended by another constituent
 - Voting is done for all positions by the board
 - Anonymous
 - Survey – best practice is a two week voting period. Clubs team can create the survey. Reach out to LeAnne
 - Open voting in-person or virtual – hand raise/ballot/yay or nay
 - Host a dinner or social event with a vote
 - Hold a special board meeting to vote

Board Members Stepping Down – President/Secretary/Treasurer

- Club can utilize of of the Options to hold an election to replace the outgoing leader
- If there was a survey, consider using that to reach out to nominees who weren't elected
- Board can elect from the existing board – Option 3
- Can work with Clubs team to send an email call for volunteers for the position
 - Hold a callout in person to find a new volunteer
- Utilize an email request, newsletter, and social media posts to include a blurb for people interested in joining the board. Include contact information for a current board member or two they can contact with questions or to learn more about what is involved
- Other board members stepping down – events chair or social media chair
 - Do you need to replace or can another board member cover for the rest of the fiscal year
 - If you want to replace, see the options above

Involving Young Alumni

- Young Alumni board position
 - Consider adding to your board
 - Can be a good resource for social media platforms
 - Engaging with other young alumni who may be new to the area
 - Create a “welcome to the area” document to include things such as where to live/dining/things to do, etc.
 - Networking events to share life after Purdue experiences
- PASE (Purdue Alumni Student Experience)
 - Consider working with a PASE student – inviting them to a board meeting
 - They can provide ideas/suggestions on send-offs and young alumni focused events
 - Mentorship opportunity for the young alumni board position to partner with a PASE student



- Work with LeAnne or Susie if you are interested and we can connect you with PASE leadership

PAA Membership – Board Leaders

- PAA membership is required for all board members
- Leading by example – your actions set the tone for alumni engagement
 - Membership reinforces the value of membership and can inspire others to do the same
 - It strengthens the connection between leadership and the organizations mission
 - It directly supports club engagement and programming
- Engagement funds are based on the number of PAA members in a club area
- Membership benefits
 - Discounts at events
 - Voting rights for the Purdue Alumni Association and Purdue Trustees
 - Access to research databases
 - Discounts at University Bookstore and Follet’s Bookstore