



# Scouting Alumni Reunion Planning Guide

*Helping You Organize a Successful Reunion!*



Camp Tuscazoar Staff Alumni Reunion – Dover, Ohio

***“Once a Scout... Always a Scout”***



# Scouting Alumni Reunion Planning Guide

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### Introduction

Cub Scout Packs, Scouts BSA Troops, Venturing Crews, Explorer Posts, Sea Scout Ships, Scouting America Councils, Order of the Arrow Lodges, Summer Camps, Wood Badge Courses, or High Adventure Bases all share a common element. *The element is **Scouting Alumni**.* Scouting America defines Scouting Alumni as *anyone who has ever been personally and positively impacted by the Scouting program.*

These Scouting groups, as well as numerous other national affiliates and/or career-based affinity groups, often find a reunion of those alumni who share similar experiences and memories can help both strengthen and expand their group, while also serving to introduce it to other like-minded alumni. There is no single best way to organize a Scouting Alumni Reunion. However, the information provided in this planning guide is derived from several successful Scouting Alumni Reunions held around the country and may offer a few proven best practices to assist other alumni reunion organizers in a similar endeavor.

Scouting Alumni Reunions are a fantastic way to share memories, experiences, and laughs with former unit members, camp staff members, OA lodge members, and any number of other personal connections that have been made along one's Scouting journey. Such reunions can be the perfect excuse for coming back to summer camp to have a look around to see what has changed, and to see what has remained exactly as it was. Use this planning guide as a tool for organizing your Scouting Alumni Reunion.



### Benefits of a Scouting Alumni Reunion

There are an infinite number of benefits to organizing a Scouting Alumni Reunion for one or more alumni groups. From reconnecting alumni with today's program to rekindling shared memories, Scouting Alumni are the untapped potential of tomorrow. Reunions can be a wonderful way to seize this significant opportunity.

Organizing a Scouting Alumni Reunion can be a lot of work, but the benefits can make it very worthwhile. The most impactful benefits include renewing friendships, networking with professionals, re-acquainting oneself with former leaders and staffers, revisiting favorite places, learning about program changes, and simply having fun.

This *Scouting Alumni Reunion Planning Guide* is developed to take some of the anxiety and guess work out of organizing a Scouting Alumni Reunion, and to help you plan the best reunion possible. With a good committee, dedicated volunteers, and this guide...your reunion is sure to be a success!

### BSA Alumni Association

The National BSA Alumni Association serves as an umbrella organization for many Scouting affiliations and career-based networks.

#### Our Purpose

The purpose of the National BSA Alumni Association is to develop and implement a comprehensive strategic plan to foster lifelong relationships for alumni and encourage their gifts of time, talent, and philanthropy to Scouting. The association facilitates volunteer service to achieve established goals related to vibrant alumni membership programs, events, communications, awards, scholarships, council service, web stores, and revenue generation.

#### Who We Are

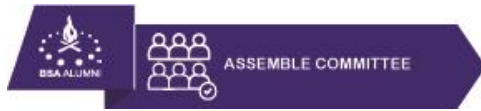
We support and coordinate best practices amongst National Affiliate and Affinity Groups. Notable examples include: the National Eagle Scout Association, the National High Adventure Base Staff Associations, The OA Alliance as well as "Shared Experiences" like American Wood Badge, Alpha Phi Omega, National Organization of Sea Scout Alumni, Venturing Alumni, the Life for Life Program, Catalyst Scouting America, and the Troop Infinity Initiatives.

The association also facilitates the sharing of memories of Scouting within vocational and avocational groups including amongst others, those with interests in the Medical, Legal, Natural Resources, Law Enforcement, Fire, Military, and Education fields.



## Organizing an Alumni Reunion

There are several elements to organizing a successful alumni reunion. To start, the key is assembling a core committee with interested, active volunteers to forge the way from step one through to your post-event reflection.



### Assemble a Reunion Committee

Scouting relies on dedicated volunteers to provide leadership in carrying out the proven program. For a reunion, start by identifying three or four core people for your reunion committee who are organized, good communicators, and are familiar names among your intended Scouting alumni audience. These core volunteers will serve as the nucleus of a successful reunion; however, delivering on all the operational tasks will expand from here. This core group will be the drivers who will keep the momentum going forward.



### Appoint a Committee Chair or Co-Chair

Among the three or four core volunteers on the reunion committee, the Committee Chair, or Co-Chair, must be someone who possess the following characteristics:

- Maintains respect among the other core committee members
- Well known to a good number of your intended Scouting alumni audience
- Exhibits good communication skills
- Demonstrates organization, knows how to delegate, and ensures task completion by deadlines
- Proven leader through planning sessions
- Not shy about making tough calls when the committee is not unanimous
- Collaborative with Council leadership



### Expand the Core Committee

The expanded committee will need both idea people and those willing to take on specific functional aspects of the reunion including:

- Communications (before and during the event)  
*All stakeholders at the event are potentially active alumni. By having them be more informed with effective communication before and during the event, they will be more active and serve in big and small ways.*
- Registration / Check-In  
*Welcome everyone like they are family members. As alumni, they are family! They have made the time in their schedule to attend the event, be cheerful, and show Scout spirit.*
- Health & Safety / Disabilities  
*Make a point to identify the health and safety volunteer(s) for each alumnus attending by being prepared to assist those with special needs and let everyone know your committee planned for the unforeseen.*
- Activities Planning and Campfire Leadership  
*Activities are a drawing point to most gatherings. By having things to do for a wide range of alumni, it helps build group dynamic. Activities may include shooting sports, a hike, fishing contest, Scout games, horseback ride, and tours of the camp.*
- Nametags, T-Shirts, and Memorabilia  
*Each of these items help to bring the group together. Alumni are more likely to greet others and engage in conversation if they see a nametag. T-Shirts are nice for group photos and establish a relaxed communal setting. Patches and other memorabilia giveaways make the event even more special. Promote these options before the event.*
- Food Services / Hospitality  
*Plan for dietary needs but keep it simple. Consider snacks, whether complimentary or not, in addition to meals.*
- Sleeping Accommodations (both onsite and local hotels)  
*You will want to consider both onsite and local sleeping accommodations even if the event is not an overnight or multi-day reunion. Some events are held in town or maybe the camp doesn't have enough room to host everyone at the facility. It is best to decide*

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*on a local hotel and be sure their management is aware of the potential for increased traffic. Consider this early in the planning process and incorporate the details into promotions, so the available options will help alumni plan their stay better and make it more enjoyable.*

**\*Note:** You will find that some alumni are excited to “run with the ball” if given the opportunity; however, they will need a little guidance and follow up. Therefore, your event will be more successful if you find meaningful opportunities for volunteers to help in planning the alumni reunion.





## Planning the Reunion

Once a reunion committee is organized and volunteers are recruited, you can dig into the details for planning a successful Scouting Alumni Reunion. Begin by identifying and stating your reunion goals and outcomes. All other functional elements will follow in accordance with those foundational essentials. By answering the basic questions of *what, when, where, why, who and how*, you can be successful in hosting a reunion.



## Goals and Intended Outcomes

Identifying and stating your reunion goals and outcomes is the essential starting point in planning a successful and impactful Scouting Alumni Reunion. Here are some considerations to help your committee define those goals and intended outcomes:

- Duration – Will the reunion be for an entire weekend, a single day, or a few hours?
- Attendance – Are you focusing on all Scouting alumni, specific groups, certain years, etc.? Will you set a cap for the number of attendees for the event?
- Program – What program offerings will be included? Will there be a campfire to culminate the reunion? Will there be a remembrance service for those who have passed away? Any special recognitions to be made?
- Outcomes – Do you want to hold reunions regularly and recruit volunteers for planning teams? Are you seeking fundraising goals for a specific project or initiative? Will you be able to update contact information and increase communication effectiveness?



***\*Note:*** During initial planning discussions with the reunion committee, do not be afraid to entertain any viable notion. This is the planning stage, and it may just be your best opportunity to identify and play to the various talents and strengths among your committee members. Once you feel all options are on the table, you can begin to weigh each and set priorities.

*If this is your first alumni reunion, be cautious about trying to plan too much or of trying to be everything to everyone. It has been the experience of many who have hosted alumni reunions that the main goal of attendees is to spend time in a familiar place (e.g., a camp that means so much to them), and reminiscing with their friends. Those should be the foremost objectives, and everything else should support them.*



### Identify Target Audience

As your planning gets underway, considering the target audience will be essential for successful planning, communication, and programming. The BSA Alumni Association includes all Scouting alumni – those currently registered in the program and those who were formerly registered in the program for any length of time. To effectively consider the target audience, it is imperative to understand the definitions of Scouting Alumni, National Affiliate Groups (Scouting America Subsidiary Groups), and the National Affinity Groups (Vocational / Avocational Groups).

#### **National Affiliate Groups** (Scouting America Subsidiary Groups)

- Alpha Phi Omega Eagles
- American Wood Badge Alumni
- Association of Top Achiever Scouts (ATAS – USA)
- Charles L. Sommers Alumni Association
- Exploring Alumni Association
- Life for Life
- Order of the Arrow (OA) Alliance
- National Eagle Scout Association (NESA)
- National Organization of Sea Scout Alumni
- NYLT Leadership Academy Alumni Association
- Philmont Staff Association
- Summit Bechtel Reserve Staff Association
- Scouting Historians
- Sea Base Alumni and Friends Association
- Troop Infinity
- Venturing Alumni Network

#### **National Affinity Groups** (Vocational / Avocational Groups)

- Association of Muslim Eagle Scouts
- Educators
- Emergency Management
- Health Care Professions
- Legal Affinity
- Natural Resources
- NESA Firefighters
- NESA Law Enforcement
- NESA Military Affinity
- Scouting Professionals

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In planning your Scouting Alumni Reunion, consider these various groups for your audience. If this is your first reunion, then a broader audience would be appropriate to reach the most Scouting Alumni, communicate your vision, update contact information, and obtain feedback on desired programs for alumni. If your Council regularly plans alumni programs, then you can have a more focused, or narrow, audience for your event.

*Segmentation* is the concept of reaching out to part of your audience based on specified criteria. Be sure to track engagement over time at all programs. This will enable you to use engagement history for segmentation. For example, you may only want to invite Eagle Scouts from the 1980s-1990s, or you may want to invite only Order of the Arrow Lodge Chiefs to a Lodge anniversary reunion. Another example would be to invite only those alumni who have attended a program in the last 3 years.

Considerations:

- Will this reunion be for a specific alumni organization (e.g., Camp/Camp Staff, NESA, Order of the Arrow Lodge, Wood Badge, etc.?)
- Will this reunion be for a specific anniversary (e.g., Council, Camp, OA Lodge, Troop, etc.?)
- Will this reunion be open to all Scouting alumni?

***\*Note:*** *If this is the first time that you have hosted an alumni reunion, you may consider starting with a small alumni group to better prepare you for larger alumni reunions in the future.*



### Location

Another important aspect to your initial planning is consideration of the reunion location. A successful reunion can be held at the local scout camp, community park, civic center, or public venue (e.g., sports grill, brewery).

Considerations:

- How many do you plan to invite?
- What yield do you expect to attend the event?
- Will the reunion be a short event (e.g., 2-3 hours) or a long event (e.g., full day, overnight, weekend)?
- Do you have any venue connections through members of the planning committee?
- Will the reunion need outdoor space for activities and games?

**\*Note:** *Finding the right space for your size will determine the outcome of the group. Too small might distract alumni from attending. Promote the venue as it can be vital to the success of the event or gathering. Give plenty of time for your alumni to make plans, many of your audience may have not been involved in Scouting in years.*



### Date(s) and Time(s)

All our lives are busy with family, careers, community involvement, and much more. This holds true for all Scouting Alumni as well! When determining the date and time of your reunion, there are various questions to deliberate among the planning committee.

It is easy to assume that the selection of an event date is one of the first things to be considered when organizing an alumni reunion. However, experience has shown that (weather considerations aside), having a good reunion plan in place first establishes a level of commitment and confidence by the local council, and helps to clarify needs that might then affect the choice of reunion dates. As an example, if you are planning on having the alumni reunion at a venue such as a council camp, the physical property would need to be available.

Considerations:

- What time of year is ideal for the reunion?
- Are there weather or seasonal impacts to consider?
- Are you going to host the reunion in conjunction with another event/program like summer camp or an Order of the Arrow event?
- Would a weekday evening or weekend date be best for your audience?

For weekday evening events, you may consider a 2-hour event from 6:00-8:00pm. This time allows those working to wrap up their workday, then head to the event venue. For weekend events, one should consider travel time to the venue if not local to your entire intended audience. For example, a reunion at the local scout camp that is 1 hour from the nearest metropolitan area where most of the attendees will come from should not start at 7:00am whereas 9:00am may be better.

**\*Note:** Consider a time and date that does not conflict with many of the Council's activities. The first event could be held a few weeks after summer camp. Send out a gathering interest survey to test your audience. Post event details on your social media site(s), website, and ask to distribute information in the council newsletter or eBlasts.



### Budget

A budget is an essential element to any Scouting Alumni event, especially a reunion. Budgets can be simple, but helpful by providing the boundaries for what is possible versus what is outside of reach.

### Revenues

A list of potential revenues is provided below while not exhaustive. Additional information about key revenues follows.

- Registration Fees
- Contributions/Sponsors
- Memorabilia Sales (e.g., patches, t-shirts, hats, trading post items)



### Registration Fees

Depending on the length of your event, you may wish to establish several tiers for registration fees. If you are having an overnight event, you may have one fee for the entire weekend and one for each day. However, tiers have the potential for becoming too complicated, so be careful. Trying to provide for every situation or combination of issues can become an exercise in diminishing returns.

With most Scouting Alumni Reunions, it is safe to assume that the local council office will be directly involved in accepting and collecting registrations and associated fees. If not, a separate account should be created with multiple signatories. *[This can be cumbersome, so consider a safe and easy way for both the planning committee and your attendees.]* The account can be closed when the event is over. Utilizing a PayPal or Venmo account are other possibilities for collecting fees and paying vendors.



### Contributions/Sponsors

Given the nature of the Scouting Program, many individuals are delighted for the opportunity to be of service to their fellow Scouting alumni. You will find that you can significantly reduce your overhead expenses through generous donations of money, materials, and manpower. Even something as simple as adding a list of needed items on the event's registration form and asking participants if they would be willing to assist in providing any of them, may help to significantly lower your event's costs.



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### Expenses

A list of potential expenses is provided below while not exhaustive. Additional information about key expenses follows.

- Trading Post items and memorabilia for sale or as giveaways
- Facility rental
- Nametags
- Program areas (e.g., shooting sports will need ammunition and clays)
- Fuel for carts and other camp vehicles
- Physical infrastructure (e.g., pop-up tents, table/chair rentals, etc.)
- Discrete funding for those in need

Regardless of the number of attendees, the duration of the event, or the complexity of your reunion activities, you will need to establish a cost for each element. If you are planning a meal, you'll need to determine the cost per person for each meal. If you need nametags, t-shirts, or bottled water, you'll need to determine their cost. Thus, the development and adherence to a realistic budget is critical for the event's success.



### ***Memorabilia***

It is quite possible that one of your committee members or an interested alumnus/a will volunteer to provide such memorabilia as those mentioned above. Give-a-ways help to make event attendees feel welcome and appreciated. Items for purchase help to generate much needed income that can be used to improve the event's program and activities, and/or to off-set expenses.

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### *Use of Nametags*

Nametags at a Scouting Alumni Reunion are a must and may be as simple as a peel-and-stick nametag for events with short timeframes, or something more durable like a stadium-type nametag (in plastic) with a lanyard for longer timeframes. If you use the latter, make sure both the nametag and the lettering are large enough to be easily read from several feet away. Stadium-type nametags can also be useful for the inclusion of additional information such as alumni group names, logos, date ranges, etc. Larger nametags can also be helpful for organizers with identifying specific participants and/or elements of the event (e.g., staff, VIPs, guests, meal shifts, allergies, etc.).



### **Discrete Assistance Fund for Those in Need**

There may be alumni that desperately want to attend, but who may be experiencing some financial difficulties for one reason or another. Make it known throughout the announcement period that financial assistance is available and completely confidential by contacting the reunion committee chair (provide private email address). The registration form could also give individuals a chance to contribute to the assistance fund, or even sponsor an anonymous attendee should they so desire.

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### Sample Budget

Revenues			
Categories	Per Item	Quantity	Total
Registration Fee	\$30.00	100	\$3,000.00
General Donations		Anticipated	\$1,500.00
Patch Sales	\$5.00	100	\$500.00
Hat Sales	\$7.00	100	\$700.00
			<b>\$5,700.00</b>
Expenses			
Categories	Per Item	Quantity	Total
Patches	\$1.25	100	\$125.00
Hats	\$5.00	100	\$500.00
Facility Rental	\$25.00	100	\$2,500.00
Communication	\$1.00	100	\$100.00
Nametags	\$0.10	100	\$10.00
Program – Shooting Sports	\$5.00	50	\$250.00
Fuel – Vehicle	\$25.00	Fixed	\$25.00
Discrete Funding	\$250.00	Fixed	\$250.00
			<b>\$3,760.00</b>

**\*Note:** Other items that increase revenues are soliciting from local businesses that normally don't contribute to Scouting. Identify alumni in advance as some might send a donation to support even if they are not able to attend. Increase the selling price of memorabilia but keep it reasonable. Consider selling a stake in the future project at camp and let them vote on the project. Some camps use this to generate large donations knowing their support will help Scouting programs continue at their camp. A much more detailed weekend budget can be found in the resource appendix.



### Physical Needs

Plan for your alumni to ask for special arrangements. Some will bring their own personal transportation like mobility scooters, golf carts, wheelchairs, walkers, or crutches. Be sure the facility managers and health and safety officers are aware of these alumni. Add this item to the introductory survey or registration form to aid in your planning. By making the alumni with special needs more comfortable, they will feel more welcomed and are more likely to attend an event in the future.



### Accommodations for Alumni with Special Needs

The venues selected for most alumni reunions allow for the use of personal vehicle access. However, arrangements must be made for those who do not. The use of golf carts or UTVs for participant transportation will need to be secured in advance for the event. In addition, overnight accommodations may need to include electricity for CPAP machines, and wheelchair access will also need to be considered.



### Event Timeline Development

Regardless of its size and scope, it is certainly possible to have a successful alumni reunion event with only a few months of preparation. However, many of the expected participants at most events will need more than a few months of notice to consider travel arrangements, school activities, sports schedules, and vacation plans. Thus, the development of the reunion's timeline is crucial during the "initial" stages of the planning.

Also, you should consider what programming will be included in the reunion as well. Whether you are planning a reunion lasting a couple of hours, a full day, or a full weekend, the schedule is important for both planning purposes and for potential attendees.

#### Short Event

For a reunion lasting a couple of hours, your schedule could follow this outline:

- Check-in/Registration
  - Begin 30 minutes prior to the listed event start time
  - Continue until the half-way mark
- Reconnect
  - Attendees informally gather and reconnect
  - Enjoy food and beverage
- Short presentation
  - At the half-way mark, someone should provide some brief remarks on the following:
    - Thank You Acknowledgments
    - Acknowledge vendors and/or donors
    - Provide local updates for the Council
    - Share about ways to engage outside the event
    - Mention future event dates/times
  - Take group photo
- Continue Reconnecting
  - Attendees informally gather and reconnect
  - Enjoy food and beverage
- Event Wrap-up
  - Mention a last call for any food and beverage

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### Full Day Event

For a full day reunion, your schedule could follow this outline. See the resource section for examples.

- Check-in/Registration
  - Begin 30 minutes prior to the listed event start time
  - You should plan to have a central check-in and registration location for your event. Be sure to keep this area staffed and open for at least half of the day, or the entire day.
- Program
  - Activities
  - Program areas open
  - Gathering and reconnecting spaces
  - Snacks and beverages can be provided
- Full attendee gathering
  - At some point on the schedule (e.g., at a meal or key program element), someone should provide some brief remarks on the following:
    - Thank You acknowledgements
    - Acknowledge vendors and/or donors
    - Provide local updates for the Council
    - Share about ways to engage outside the event
    - Mention future event dates/times
  - Take group photo
  - Include a time remember those who have departed
- Meals
  - Note when and where a meal(s) will be offered.
- Event Wrap-up

### Full Weekend Event

You can use the full day event schedule above as a baseline to add additional activities, open program areas, meals, and lodging locations. There is a wide array of full weekend schedule options. See the resource section for examples.





### Service Element or Project

Including a service element or project is a great way to honor the ideals of Scouting while giving back during your reunion event. Is there some kind of clean-up, or good turn project, that alumni could contribute to over the course of the reunion? Giving alumni a chance to give back can go a long way toward inspiring a sense of connection and engagement that can benefit not only the reunion attendee, but also the alumni organization, the council, the camp, and the Scouting program at large.



Examples:

- Can food drive
- Trail clean-up
- Camp facilities improvement project
- Meal packaging
- Scouting clothing closet donations



### Contingency Plans

No matter the amount of planning that goes into organizing a Scouting Alumni Reunion, issues may arise that could change, postpone, or even cancel those plans. Issues such as inclement weather, widespread illness, and even disruptions in the delivery of food and equipment are a few examples of issues that organizers should have a "Plan B" for.

***\*Note:*** "Prior proper planning prevents poor performance." Nothing could be true, so take extra care in using prior experiences to help shape the event around any obstacle. We all want perfect weather, promote the plan and 'in case of' situations to your attendees; they will appreciate all of the details.

## Promoting the Reunion

Communication is a key to success for a Scouting Alumni Reunion. Outreach to alumni through a variety of mediums will lead to a successful reunion.

You may consider establishing an email account (e.g., Google/Gmail) for your Scouting Alumni Committee to use for committee work, including event messages. Assign one of the committee members to take responsibility for distributing information, answering the emails, and forwarding messages to others for answers.



### Multi-Channel Approach

A multi-channel communication plan incorporates various methods like postal mail, word of mouth, social media, electronic communication, email, text messaging, and more. Various elements of the planning phase could benefit from effective communication. These include, but are not limited to, soliciting feedback about what to include in the reunion, determining the best date(s), drumming up interest, offering and promoting registration, imparting information, and more.



### Sources to Gather and Share Information

There are many sources to gather contact information for Scouting Alumni in your local area.

#### SPARK Directory

Check with your council to see if they have an address database you can use to reach out to known alumni or visit <https://directory.scouting.org> (the Scouting America's Alumni Database and Member Portal), to assist with your search.

#### Council Scouting Alumni Committee

Connect with your local Council's Scouting Alumni Committee who may represent or have connections to various affiliate and affinity groups. Just like the national affiliates, your local council may have representation by those groups who maintain their own contact lists.

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### **Local Distribution List**

Assemble a starting email and/or physical mailing distribution list by collecting contacts from committee members or those engaged in Scouting Alumni activities within your local council. As more alumni contact information becomes available, ask recipients to pass it on to their alumni and friends who are not receiving information from the distribution list.

### **Local Council Communication Channels**

Stay connected with your local Council Office and discuss the vision for the Scouting Alumni Reunion with council leadership and necessary staff. Ask them to include reunion information on the council's website, create posts on their social media platforms, and add an article within their eBlast/Newsletter. Once you have a basic outline of the event, it is also a good idea to talk to council leadership to determine how much other support (e.g., financial support, use of facilities, etc.), you can expect.

### **Social Media**

Consider creating a Scouting Alumni Reunion Facebook Page (or accounts on other social media platforms). These platforms allow you to create events, post event developments, share announcements, ask questions/crowdsource responses, confirm attendees, message with interested individuals, and more.

Check for social media pages and groups for Scouting Alumni in your local area. For example, you may find a former camp staff group on Facebook. Try posting on these pages or having several reunion planning committee members post a call to action about the event, ways to update their contact information or how to learn more.

### **Website**

The easiest way to create a webpage for your reunion is to ask the local council to create either an event page on the Council website or to create a reunion page for event specific content. You may already have a Scouting Alumni Committee webpage on their Council's website. So, you can ask for additional pages or information updates to be made from there.

If this resource or option is not available, you can consider purchasing your own domain name and using a simple website platform (e.g., WordPress) to create a simple website. There are many free templates to obtain from a web host that are user friendly to even the most inexperienced Scouter.



### Communication Timeline

Depending on the reunion you are planning, the communication timeline may appear different. If you have a well-established alumni community with regular programming, the timeline could be much shorter. If this is your first event and there are few immediate and reliable alumni, then you may have a longer timeline. Use the *backdating concept* to map out your own communication timeline by starting with the event and working backwards to the present moment.

Here is a proposed communication timeline for a larger reunion event with some established communication channels:

- Pre-Work (*6-8 months in advance*)
  - Gather your sources for Scouting alumni contact information.
  - Consider what communication mediums you have access to and will be effective.
  - Determine how much or how little communication do you plan to do.
  - Evaluate what skills your planning committee has for creating, designing, and publishing the reunion event.
- Initial Invitation (*4-6 months from event*)
  - Save the Date announcement, at a minimum
  - Email Invite
  - Postal Mail Invite [postcard, formal letter, invitation packet]
  - Social Media event and/or post(s) by individuals on pages and in groups
  - Once organizers are confident that the essential elements of the reunion are confirmed (e.g., dates, times, location, registration, costs, etc.), it is time to start advertising the event. The announcement should be as far in advance of the reunion date as possible and be distributed across a variety of media - websites, social media venues, newsletter/eBlast, etc.
- Reminder (*1-4 months from event*)
  - All mediums
  - Open Registration, if possible
  - Personal outreach is effective, such as text messages or phone calls by members of the planning committee or influential stakeholders.
- Last Chance (*1-2 weeks from registration deadline*)
  - All mediums
  - A good tip is to reach out to those who are registered with a request to invite 2-3 additional friends within their circles to grow your registration.
- Event Details (*sent 3-7 days out before the event*)
  - Be sure to include all details
    - Arrival date/time
    - Parking details
    - Where to check-in/register on-site
    - Schedule

## Scouting Alumni Reunion Planning Guide

- Health and safety information
- Weather forecast
- Important contact numbers
- What to pack/bring
- Post-Event Follow-Up (*within 48 hours after the event*)
  - Email attendees of the event
    - Post-event survey
    - Thank you for attending
    - Link to photo repository for event (or link to collect photos)
    - Save the date for the next event, if applicable



### QR Codes

Today, QR codes are very useful and helpful to add to most any print or digital publication. They are easily recognizable by all from near and far. Many individuals will want to learn more by scanning the code to check out the link. There are great tracking statistics to obtain from QR codes as well. You can create custom designed QR Codes as well using your event logo, Council's logo, or simply the Scouting America logo. A great resource is <https://www.qr-code-generator.com/>.



### Shareable Roster

Obviously, everyone registering for the event will need to supply certain personal information. Several of the participating alumni will be anxious to reconnect with old friends as well as making new ones and having a publicized roster will allow them to “communicate with fellow alumni” more easily. However, it's important that everyone registering to have the option of limiting access to their sharable information, if so requested.



### Event Photographer and Photo Repository

There is no doubt that the participants will take hundreds of their own photographs at an alumni reunion. As such, consider establishing a receptacle for them to upload their photos. That way, everyone can enjoy access to all the event's photos. In addition, have a capable photographer take a group photo, and make it available for download to all participants. Be sure to publicize the photo with an article describing the event through both the council's website and social media platforms. A great resource is <https://www.flickr.com>.



### Hosting Virtual Updates May Prove Helpful

Regular updates over a virtual format (e.g., Zoom), may prove to be extremely helpful leading up to the event by sharing information, generating interest, expanding the committee, finding resources, and more effectively spreading the word about the upcoming reunion. Virtual formats tend to whet the appetite of alumni and are likely to get them more excited for the in-person reunion.



## Hosting the Reunion

You have been working tirelessly to get to this point – hosting the reunion event. Whether it is a couple hours, daylong event, or a full weekend, you are ready to execute the plan. Here are several suggestions for effectively hosting the reunion event; this is not an exhaustive list, so rely on your experience in hosting Scouting events.



### Develop a Plan for Set Up, Take Down, and Clean Up

Large-scale events like alumni reunions do not just happen on their own. They need to be planned and coordinated from start to finish. For every pre-reunion plan, there needs to be a post-reunion plan, and neither are more important than the other. If you do not get it set up, there won't be a reunion. Conversely, if you set it up, you must take it down. ***“Leave it better than you found it”***, has always been part of Scouting America ethos, and Scouting Alumni Reunions should epitomize ***“Leave No Trace”***.

#### Set Up

Here are some considerations for event set up, whereas this is not an exhaustive list.

- Check-in and registration area
- Food and beverage area
- Program area(s) – indoor and outdoor
- Signage – indoor and outdoor
- Health and safety area centrally located, staffed, and equipped
- Service project, if applicable
- On-site communication system, if necessary
- Lodging area(s), if applicable

#### Take Down and Clean Up

Here are some considerations for event take down and clean up, whereas this is not an exhaustive list.

- Check-in and registration area cleaned and returned to its normal state.
- Food and beverage area cleaned, and perishable items discarded/donated.
- Program area(s) cleaned, packed up, and returned to their normal state – indoor and outdoor.
- Signage removed – indoor and outdoor
- Health and safety area returned to its normal state.
- Service project, if applicable, should be assigned to a staff member(s) to ensure the project is completed, delivered, and/or tools returned.
- Lodging area(s) vacated and returned to their normal state, if applicable

### Post-Reunion Actions

Once the reunion is over, your planning committee will feel much more relieved to have planned, promoted, and executed a successful Scouting Alumni Reunion! Celebrate this achievement! The work does not end when the last attendee leaves your event, and you clean up before heading home.

All successful reunions must consider next steps...the post-reunion action items.

- Thank you message to attendees
- Update contact lists from attendees at the event
- Resolve any outstanding invoices to vendors
- Ensure equipment is returned and/or stored appropriately
- Post-event survey to gather feedback on the event and next times



### Event Debrief

In this day of virtual meetings, it is easy to set up a debrief meeting with your reunion committee to review what went right, what went wrong, what was learned, and how can the next Scouting Alumni Reunion be better. If the idea of hosting another alumni reunion is welcome, then this would be a suitable time to set the groundwork for that event and get key people committed.



### After Action Report

Create an after-action report that documents your committee's actions from the initial discussion thru the event debrief. This will be useful to the next group that hosts the next Scouting Alumni Reunion.

An after-action report is a strategic document that can be utilized by all stakeholders to summarize observations, actions and key takeaways following the reunion. The exercise objectives are to learn vital details such as how the event went, what went well, and areas for improvement. Then, it provides an outline for improving the reunion should another one be desired.

These reports usually entail meeting with stakeholders (e.g., planning committee, Council leadership, attendees, etc.) to discuss and solicit feedback about the event.

## Scouting Alumni Reunion Planning Guide

However, where reviews are usually kept to just a meeting with some discussion, an after-action report serves as the document of record that breaks down action items and improvement plans.

There are many examples of after-action reports available online that your committee can locate and adapt to your needs.



### Post-Event Communication

A key element of the post-reunion actions is to plan out your post-event communication. These are simple, but highly impactful acts.

#### Thank You Message

Send a simple thank you message by email to your event attendees. This shows the gratitude from the planning committee to each attendee for their time, effort, and energy to attend the event.

Do not forget to send personalized notes to any key individuals like the planning committee members, key volunteers, photographer, professional adviser, vendors, donors and more. This can go a long way in the future for additional volunteers and donations.

#### Survey Attendees

Create a post-event survey to ask for feedback from attendees. Include questions on event promotion and communication, program(s) offered, facilities, food quality and quantity, pricing and more.

You can use a tool like <https://www.surveymonkey.com> to gather this information. They have some templates as well. <https://www.surveymonkey.com/mp/post-event-survey-questions/>

#### Photo Sharing and Collecting

As mentioned before, don't forget to share photos, and collect them from attendees. This is a great way to collect potential promotional graphics for the next time, and to engage your attendees with each other beyond the event.



### Conclusion

The information in this planning guide is by no means meant to be an exhaustive list of action items for organizing Scouting Alumni Reunions. It has merely been provided as a checklist of things to consider when organizing a successful Scouting Alumni Reunion. In some areas, the information provided may generate more questions than answers. However, as previously mentioned, each Council, Camp, and Alumni Organization is unique, and some of the suggestions contained within may not be applicable in every situation. The information has simply been presented as a forum for generating ideas and discussions on how one might successfully organize a Scouting Alumni Reunion.





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### Planning Committee Checklist

Successful events are critical for the growth of the committee and engagement of alumni back into scouting! Planning and communication are vital. Below is a general Event Planning Checklist that covers important factors such as venue, audience, and communication. All events are unique, but the Event Planning Committee Checklist will help you consider important points before, during and after your events. It can be used on a larger scale for a large event, such as a camp reunion. Backdating would need to be adjusted according to the complexity of the event.

Three Months in Advance:

- ✓ Identify an event chair and/or a person to manage registration.
- ✓ Develop a project plan: audience, attendance goal, calendar, timeline, activities.
- ✓ Select a day of the week and time of day that best suits the event - keep in mind potential conflicts, such as holidays. A weekend event poses other things to consider, will there be scouts or units at the camp or venue. Will it be done before, during or after summer camp season.
- ✓ Research venue options and visit prospective sites, a reunion doesn't not have to be at camp, but you are more likely to find more support for a camp visit.
- ✓ Research catering and get bids: recruit kitchen staff, the camp may have a set of volunteers willing to support this effort. You could also lean on the Order of the Arrow Lodge to help lend a hand.
- ✓ Research A/V needs at camp.
- ✓ Research area logistics, parking fees and local transportation.
- ✓ Select a venue and secure contract, in not at camp.
- ✓ Plan out event budget to determine admission costs related to event, include everything (pens, markers, patches, signage, cabin rental fee if applicable).
- ✓ Research potential speakers and contact to secure their availability.

One to Two Months in Advance:

- ✓ Establish one committee member for questions and RSVPs as this should be on all invitations. The Council could establish a specific email address for this and future events.
- ✓ Set up online event registration using the Council website.
- ✓ Send out email invitation and track RSVP's.
- ✓ Share event information on social media channels.
- ✓ Purchase supplies for event. Patches usually take 2 months to produce, from design to delivery.
- ✓ Begin to recruit volunteers to help at the event. Look to the Order of the Arrow and camp staff to help facilitate activities, parking, and general support.
- ✓ Monitor and update the council website as needed.



## Scouting Alumni Reunion Planning Guide

### Two to Four Weeks in Advance:

- ✓ Finalize weekend menu.
- ✓ Confirm all A/V equipment and finalize room(s) and space setups with camp.
- ✓ Confirm speaker's travel/accommodation.
- ✓ Create a speaker briefing, if needed
- ✓ Send out reminder emails to boost attendance, use social media channels and eBlasts.
- ✓ If attendance is low, make phone calls to personally invite alumni.
- ✓ Check registrations and adjust estimate with cook staff at camp.

### Day of Event:

- ✓ Arrive early (30-60 minutes before the start of the event)
- ✓ Set up registration area and nametags, place signage and scouting materials.
- ✓ Learn location of restrooms and handicapped entrance.
- ✓ Check in with event speakers.
- ✓ Take photos throughout the event and send them to websites and social media sites.

### Post-Event:

- ✓ Wrap up your budget: Deposit all checks, make final payments, file for reimbursement (if applicable) and clean up registration list with no-shows, cancellations, and final attendee number.
- ✓ Be sure to send your committee the final attendance list or, if online registration was taken, the names of any persons who registered on-site (walk-ins) for final count.
- ✓ Post information about the event (with photos) on social media.
- ✓ Complete a feedback form for next year. Assessment of how the weekend went and suggestions for improvement.
- ✓ Send a thank-you notes/letter or email after the event to the guest speaker and guests. It is also a nice gesture, although not necessary, to give the speaker a small thank-you gift. Add patches of the event if not received at camp.

## Scouting Alumni Reunion Planning Guide

### Committee Member Roster w/ Contact Information

Create a spreadsheet with contact information or simply create a document. Here are the basic fields needed.

- Name
- Best Contact Phone
- Best Contact Email
- Mailing Address
- Gender
- Age
- Affiliation (e.g., Scouting program, affinity group, etc.)
- Committee Role

### Reunion's Mission / Purpose

[Our Council] Alumni Association is a group of scouts/scouters/supporters who in some ways were impacted by [Our Council] and its camps. We seek to reconnect with as many fellow scouts/scouters/supporters as possible to promote camaraderie and networking among their members while also supporting Scouts and Scouting through [Our Council] Alumni sponsored events and mentoring opportunities.

#### *Networking:*

- Recognizing the value this fraternity of [Our Camp] Alumni, we share a common value for excellence and live by a high standard of integrity that was forged in our Scouting experience.
- Leverage technology to connect and build relationships using voluntary on-line databases (e.g., SPARK, LinkedIn) of professional backgrounds that can be accessed for referrals, advice, and services.

#### *Activities:*

- Host Alumni events such as the Annual Recognition dinner, business breakfast meetings, annual camp reunion and other social events.
- Support existing Council activities to raise awareness for our Alumni throughout the State. Provide opportunities for interaction with our Alumni members and the Scouting community at large.

#### *Recognition:*

- Recognize our outstanding Alumni with the Council Alumnus Award through the auspices of the BSA Alumni Association. We encourage our committee members to earn the BSA Alumni Award Knot.

## Scouting Alumni Reunion Planning Guide

### Alumni Outreach Plan

- 280 days prior to event. Identify all camp alumni using lists, spreadsheets, social media pages and develop a master list for future communications. This list should include staff, participants, weekday and weekend volunteers, neighbors, and general supporters of the camp.
- Set up a website landing page for Alumni Event, duplicate on social media page.
- Use social media ads or reach out to current friends list to increase volume of views on social media pages. Recruit Alumni Committee to do as well.
- Use “Save the Date” flyer as landing page or announcement on social media page.
- Send out e-blast to all unit, district, and council volunteers. Encourage them to spread the word to their friend groups. Drive them to the website and registration pages.
- Specifically design periodic eBlasts to current registered and non-committed alumni. Send the following suggested communications to build momentum. Every Communication should include a registration link.

Type	Time
Save the Date Flyer/Email/Social Post	ASAP
Pre-Event Survey	1 week after Save the Date flyer
Periodic Update Based on Survey	5 months before event
Highlight-Activities	4 months before event
Highlight-Speakers	3 months before event
Highlight-Come Back to Camp	2 months before event
Highlight-Voting on the next project for camp	1 month before event
Last Chance (Not too late to join the fun)	2 weeks before event
Post-Event Survey	1 week after event

**Pre-Event Participant Survey**

1. How excited are you about the events being offered?
  - a. Very
  - b. Minimal
  - c. Not at all
2. Would you be more likely to attend if you had a vote on the next project at camp?
  - a. Yes
  - b. No
3. Do you prefer a virtual option for attendance?
  - a. Yes
  - b. No
4. How did you hear about this event?
  - a. Website
  - b. LinkedIn
  - c. Facebook
  - d. Instagram
  - e. Twitter
  - f. Friend – Fellow Alumni
5. Why would you like to attend this event?
  - a. Sponsor
  - b. Alumni Supporter
  - c. Activities
  - d. Food
  - e. Guest Speakers
6. Tell us if you have any special needs to attend.
  - a. Mobility
  - b. Hard of Hearing
  - c. Sight Impaired
  - d. None
  - e. Other \_\_\_\_\_

## Scouting Alumni Reunion Planning Guide

### Reverse Timeline Development

Step to be completed	Days Before/ After	Event Date
Select a chair or co-chair	-210	9/27/2023
Expand core committee	-190	10/17/2023
Gather rosters of alumni	-180	10/27/2023
Select date and venue - develop budget	-180	10/27/2023
Develop social media, patch design and print materials	-160	11/16/2023
Promote SAVE THE DATE eBlast/social media	-150	11/26/2023
Use social media - send pre-event surveys	-140	12/6/2023
Get quote on patches and hat – Scouting America vendor	-135	12/11/2023
Turn in bill of materials	-135	12/11/2023
Do walk thru of venue with committee- Develop map for activities	-120	12/26/2023
Develop program of activities - Promote in eBlast and social media	-120	12/26/2023
Order patches and hats	-120	12/26/2023
Promote event in eBlast and social media	-90	1/25/2024
Open online registration - Promote in eBlast and social media	-60	2/24/2024
Gather registration materials - nametags - pens marker	-30	3/25/2024
Promote event in eBlast and social media	-30	3/25/2024
Promote event in eBlast and social media	-14	4/10/2024
Assemble materials, patches, and hats	-7	4/17/2024
Cut off registration for event	-5	4/19/2024
Day of the Event - Staff arrive at venue to setup registration - 3 hours in advance	0	4/24/2024
Post photos of the event on social media	2	4/26/2024
Send out post event surveys	7	5/1/2024
Send out staff thank you notes - patches for paid non-attendees	9	5/3/2024
Collect surveys and develop event report	14	5/8/2024
Submit report of event with profit-loss statement	20	5/14/2024

## Scouting Alumni Reunion Planning Guide

### Budget

A simple sample budget was provided earlier and is provided again below.

<b>Revenues</b>			
<b>Categories</b>	<b>Per Item</b>	<b>Quantity</b>	<b>Total</b>
Registration Fee	\$30.00	100	\$3,000.00
General Donations		Anticipated	\$1,500.00
Patch Sales	\$5.00	100	\$500.00
Hat Sales	\$7.00	100	\$700.00
			<b>\$5,700.00</b>
<b>Expenses</b>			
<b>Categories</b>	<b>Per Item</b>	<b>Quantity</b>	<b>Total</b>
Patches	\$1.25	100	\$125.00
Hats	\$5.00	100	\$500.00
Facility Rental	\$25.00	100	\$2,500.00
Communication	\$1.00	100	\$100.00
Nametags	\$0.10	100	\$10.00
Program – Shooting Sports	\$5.00	50	\$250.00
Fuel – Vehicle	\$25.00	Fixed	\$25.00
Discrete Funding	\$250.00	Fixed	\$250.00
			<b>\$3,760.00</b>

A more complex budget is provided on the following pages.

## Scouting Alumni Reunion Planning Guide

VARIABLE COST ITEMS				
	Number of People	Cost per person	Variable Cost People	Subtotal
<b>Venue Fees</b>				
	25			
Fuel				
Golf cart rental				
Cabin				
				\$0.00
<b>Food Costs</b>				
Breakfast Day 2				
Continental Breakfast Day 3				
Lunch Day 2				
Dinner Day 2				
<b>Food Subtotal</b>				\$0.00
<b>Beverage Costs</b>				
Non-Alcoholic Beverages				
Cups				
Non-Alcoholic Beverages				
<b>Beverage Subtotal</b>				\$0.00
<b>Entrance Fees/Admission</b>				
Non-Camp Event				
<b>Entry Costs Subtotal</b>				\$0.00
<b>Printing</b>				
Program Handouts				
<b>Printing Subtotal</b>				\$0.00
<b>Souvenirs</b>				
Souvenirs				
Souvenir Shipping (from vendor)				
<b>Souvenirs Subtotal</b>				\$0.00
<b>Online Registration Fees</b>				
2.5% Credit Card Transaction Fee				
<b>Online Reg Fee Subtotal</b>				\$0.00
<b>TOTAL VARIABLE COST</b>				<b>\$0.00</b>



## Scouting Alumni Reunion Planning Guide

FIXED COST ITEMS		
	Cost	Subtotal
<b>Communications</b>		
Post cards		
Post-event thank you letter		
<b>Communications Subtotal</b>		<b>\$0.00</b>
<b>Special Activities, Set-ups &amp; Other (refer to College Price List for pricing)</b>		
Alumni Photo/Video Booth		
Shooting Sports		
<b>Special Activities Subtotal</b>		<b>\$0.00</b>
<b>Misc. Expenses</b>		
Registration Supplies (stapler, paper clips, pens, etc.)		
Decorations/signage		
Discrete Assistance (for alumni in need)		
Other Committee Expenses (conf calls, gifts, etc.)		
<b>Misc. Subtotal</b>		<b>\$0.00</b>
<b>TOTAL FIXED COST</b>		<b>\$0.00</b>
<b>Plus Total Variable Cost</b>		<b>\$0.00</b>
<b>GRAND TOTAL</b>		<b>\$0.00</b>
<b>Cost Per Person</b>		<b>0</b>

## Scouting Alumni Reunion Planning Guide

### Bill of Materials (BOM)

<b>BILL OF MATERIALS</b>			
		<b>BOM #</b>	<b>DATE</b>
		<b>1234</b>	<b>10/27/2023</b>
<b>REQUEST FROM</b>			
Joe Scouter Alumni Committee Held at Camp - Your Camp [City, ST ZIP] 222-555-1212 Alumni@yourcouncil.org			
<b>DESCRIPTION</b>	<b>QTY</b>	<b>UNIT VALUE</b>	<b>AMOUNT</b>
8 Foot tables	8	60.00	480.00
Easel	4	15.00	60.00
Portable Amp for PA system	1	250.00	250.00
Nametags 150 ct	1	61.00	61.00
Pens	1	5.00	5.00
Poster Board	4	5.00	20.00
			-
		<b>TOTAL</b>	<b>876.00</b>



## Scouting Alumni Reunion Planning Guide

### Promotional Flyers / Communication Venue Options

**MAY**  
**24 - 25**  
**2024**

**ALUMNI WEEKEND**  


*We invite all alumni for an exciting weekend of events and fellowship!*



## SCOUTS BSA CAMP



Chair - Mike S.

Come on back to camp as we celebrate our past and our future! This is your chance to be a part of a great weekend planned full of fellowship, fun and most of supporting camp as we move our camp forward!

Most of all tell your scouting friends, fellow staff alumni and those who just love the camp!

Register TODAY!

We will have the shooting range open all day Saturday along with hayrides to show you what our camp has been up to since your last visit. Scout Executive Joan will be laying out the Council Boards vision of the future Scout camping and some very neat additions which we will debut at this event. Of course, if you register, you will receive a cool patch and even get to vote of the next projects which will make out camp event



Ranger Joe

This gathering will be hosted at our camp and best of all, the activities, food and housing are included in the price. We want to make your stay enjoyable. We almost forgot, bring your old camp photos and stories, there will be a video and photo booth to record your memories of our camp.

We look forward to seeing you at our camp!



Scout Executive Joan

PLEASE REGISTER BY  
**THURSDAY, APRIL 25TH**

Go to [alumni.bsa.camp.org/](https://alumni.bsa.camp.org/)  
to register or call  
555-222-1111  
E-mail: [YOURCAMP@scouting.org](mailto:YOURCAMP@scouting.org)

Event Schedule / Program Offerings / Activities List



**FRIDAY, MAY 24, 2024**

**Registration Table Hours**

5:00 - 6:30 pm

The registration table is located in the Moose Room at the main dining hall. Cabin assignments will be given out at this time.

*Check in to cabin and drop off gear for weekend.*

*Light refreshments available in dining hall.*

**Dinner and Program**

6:45 - 8:45 pm

The Alumni Committee will welcome you while also entertaining you with stories and photos from years past. We will present our Alumni Award during dinner.

*Stay as long as you like, we will have a video booth setup to capture your scouting story.*

**Lights out**

11:30 pm

**SATURDAY, MAY 25, 2024**

**Registration Table Hours**

8:00 - 11:30 am

The registration table is located in the Moose Room at the main dining hall. Cabin assignments will be given out at this time.

*Check in to cabin and drop off gear for weekend.*

**Chairman Breakfast**

9:00 - 10:30 am

The Alumni Chair welcomes you to enjoy an assortment of breakfast favorites to start the day off right.

**Activities Begin**

10:30 am - 1:00 pm

*See poster of Activities and locations posted in the dining hall.*

**Scout Executive Lunch**

1:15 - 2:30 pm

Our Scout Executive will be presenting the state of the council and introduce some projects and vision for the camp. Everyone will be able to vote on which project they would like to see in the coming year.

**Activities Resume**

3:00 - 5:00 pm

**Ranger Joe's Big Dinner**

5:30 - 7:30 pm

Ranger Joe will discuss volunteer opportunities at camp and how you can contribute with just a few hours a week. Voting ballots will be given out and results announced during dinner.

**Cracker Barrel**

9:30 - 10:30

Grab a snack and a beverage and share stories of your experience at camp. Video booth will reopen.

**SUNDAY, MAY 26, 2024**

Meeting for Worship - Check out A light continental breakfast will be available at the camp chapel. There will be a check out table on location to wish everyone a fond farewell.

**PLEASE REGISTER BY  
THURSDAY, APRIL 25TH**

**Go to [alumni.bsa.camp.org/](https://alumni.bsa.camp.org/)  
to register or call  
555-222-1111**

**E-mail: [YOURCAMP@scouting.org](mailto:YOURCAMP@scouting.org)**

### Post-Event Participant Survey

1. How excited were you with the activities being offered?
  - a. Very
  - b. Minimal
  - c. Not at all
2. Would you be more likely to attend a future Alumni event?
  - a. Yes
  - b. No
3. Do you attend virtually? How would you rate your experience?
  - a. Best
  - b. Moderate
  - c. Not what I expected
4. Did you encourage a friend to attend this event?
  - a. Yes
  - b. No
5. Why would you like to attend this event?
  - a. Sponsor
  - b. Alumni Supporter
  - c. Activities
  - d. Food
  - e. Guest Speakers
6. Tell us if you had any special needs assisted by our staff while attending, and how we did to help?
  - a. Great
  - b. Moderate
  - c. Not what I expected
7. What was your favorite experience or moment of the event?
  - a. Activities
  - b. Photo Booth
  - c. Guest Speakers
  - d. Voting on next project
  - e. Ranger's Joe Dinner
  - f. Scout Executive Lunch
  - g. Cracker Barrel
8. Did the event meet your expectations?
  - a. Yes
  - b. No

All Participants of this survey will receive a special Ranger Joe helper patch.



### Committee Post-Event Debrief

1. Write an executive summary. Recap the alumni event, highlight successes, and conclude with a set of future improvements, and “what to do better next time” moments. Make sure the summary is less than one page. Use bullet points and short sentences to get your point across.
2. Include all the facts such as main objectives of alumni event/gathering, timeline you used to plan, budget before and after, all revenue collected (registration/activities/photo-video booth and patches), event dates and timelines, include the weather for the event and names of the committee members, vendors, and key staff.

This is your chance to give the details. Include photos of the event, swag/patches, and contests or giveaways. Sell the event and why.

3. Summarize attendee from Post event Survey. Use quoted feedback. Including Twitter, Facebook posts, and LinkedIn reviews from attendees. You can also include quotes from Alumni that commented throughout the event.
4. Describe the event schedule, its structure, and speakers. Explain how the event schedule is structured and what strategy was behind it in a sentence or two. Why did you do what you did?
5. Articulate the pros and cons of the alumni event venue. Was there enough space? Did the staff meet your needs? Did you need more space? What worked best?
6. For example, you can summarize the ways in which your photo/video booth placement was helpful or not utilized based on foot traffic. Could it been placed in a better location so more could use it?
7. Share important marketing analytics and relevant KPIs (Key Performance Indicators). Use figures and event KPIs such as the total number of social media posts that used the event hashtag, email list and subscriber count increases, and unique website visitors over the course of the event. Dynamic QR Codes can also be a way of knowing how many people used the link to learn more about the event. These are in many cases, first person contacts with your alumni event.
8. Include Post-Event Survey results and report responses based on number of alumni in attendees. Describe the return on investment based on the beginning and final reconciled budget. Did you recruit staff or camp volunteers? Did you grow your alumni committee.



## Scouting Alumni Reunion Planning Guide

9. Evaluate event staff performance and satisfaction. Were there too many or too few alumni event staff present? How many more staff did you need to make the event better? Did the alumni event staff meet expectations? Did they feel supported and appreciated by the alumni committee throughout the event?
10. Conclude with recommendations for future events. Provide a list of takeaways and advise the next person who may want to plan this type of event on improving it next time. Make sure you can prove your discoveries with the data in this report. This will help support your recommendations and the council will have a much better idea of how to manage an alumni event.
11. Design an infographic to help tell the story. Use key facts from the event and be sure to key demographic information related to the conclusion of the alumni event.