

SUGAR and SPICE

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Purdue Alumni Leaders Conference 2020



Top Three Hacks to Recruiting, Retaining, and Engaging the Best Boilermaker Alumni Leadership



#1: BUILD A VOLUNTEER PIPELINE

#2: MENTOR PROSPECTIVE VOLUNTEER LEADERS #3: ENGAGE WITH VOLUNTEERS (AT THE RIGHT TIME, THE RIGHT PLACE, AND IN THE RIGHT WAY)

BUILD A VOLUNTEER PIPELINE

Meet

Get out there and MEET Purdue Alumni!! (if you can)

Use Tech Covid: Use Virtual Events, Social Media, Word of Mouth to continuously meet Purdue Alumni

Ask

Ask people directly if they would be interested in getting more involved

Benefits

Focus on the benefits of volunteering:

- Making a difference (especially for Student Scholarship)
- Using their skills and talents for good
- Meeting GREAT Purdue Alumni and friends of Purdue!!

MENTOR PROSPECTIVE VOLUNTEER LEADERS

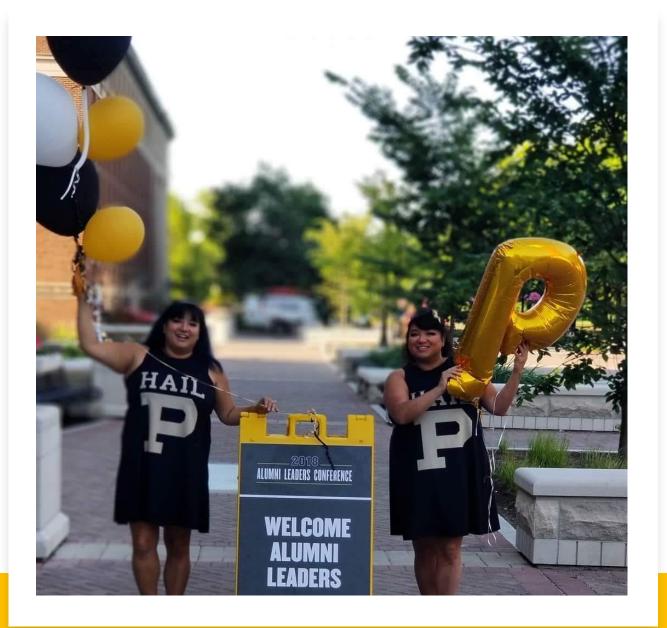
- Ask volunteers what they are interested in (i.e. sports, networking, student scholarship, etc.)
- Create short term projects (i.e. plan an event) within a specific committee (i.e. communications, social media, suburbs, young alumni, etc.) if they aren't ready to fully commit
 - Spend quality time with your volunteer board outside of meetings

ENGAGE WITH VOLUNTEERS (AT THE RIGHT TIME, THE RIGHT PLACE, AND IN THE RIGHT WAY)

Get to know your volunteers – what place are they in life?

(i.e. newly graduated, starting a new career, busy with a new career or business, starting a new family, kids off to college, ready for retirement, etc.) This may determine their possible time, treasure and resource allotment to leadership opportunities They may not be ready today, but may be ready in the future to step up and help

HAVE FUN!!!



Q&A

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