

ALUMNI CLUBS BRAIN SHARE

***Leveraging Tournament Energy and Digital
Tools to Strengthen Engagement and
Scholarship Support***

January 21, 2025



Welcome to our BrainShare!

Concept

- **Opportunity for Club Leaders to strategize and learn by discussing ideas and best practices**
- **Topics relevant to the club cycle will be presented and after, we'll break into group discussions and discuss take aways.**
- **You take the ideas that work for you and your club!**

Example Format

- **Welcome, Agenda overview and Club Updates (10 min)**
- **Topic #1 (10 min)**
 - **Cohort Discussion (10 min)**
 - **Cohort debrief + Quick Takeaways (5 min)**
- **Topic #2 (10 min)**
- **Open Discussion (10 min)**
- **Reminders (5 min)**

Today's Agenda

- **Welcome (8 min)**
- **WhatsApp Usage (10 minutes)**
- **Scholarship Promotion Best Practice Sharing (10 min)**
- **Planning for the Big 10 Tournament and March Madness (12 min)**
- **General Fundraising Ideas (10 min)**
- **Operational Reminders (8 min)**

Best Practice Feature: What'sApp as an Engagement Club

*Purdue Alumni Club of New York City NY Highlight –
Presenter: Ashlyn Smith (Vice-president)*



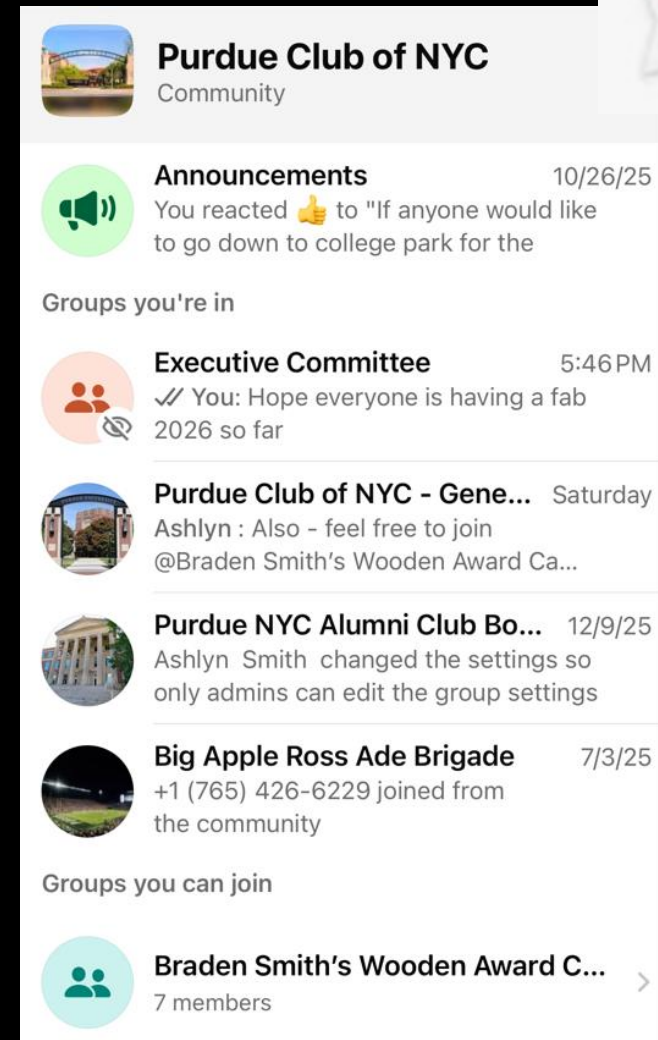
WhatsApp Groups: A Global Communication Tool



- All-in-One Tool:** Combines texting, voice calls, video chat, and document sharing in one encrypted app.

- Platform Agnostic:** Bridges the gap between iPhone (iMessage) and Android users, ensuring everyone in a group sees the same thing.

- Global Standard:** With over 2 billion users, it is the primary communication tool for international alumni and younger generations who prefer "instant" over email.



WhatsApp Basics



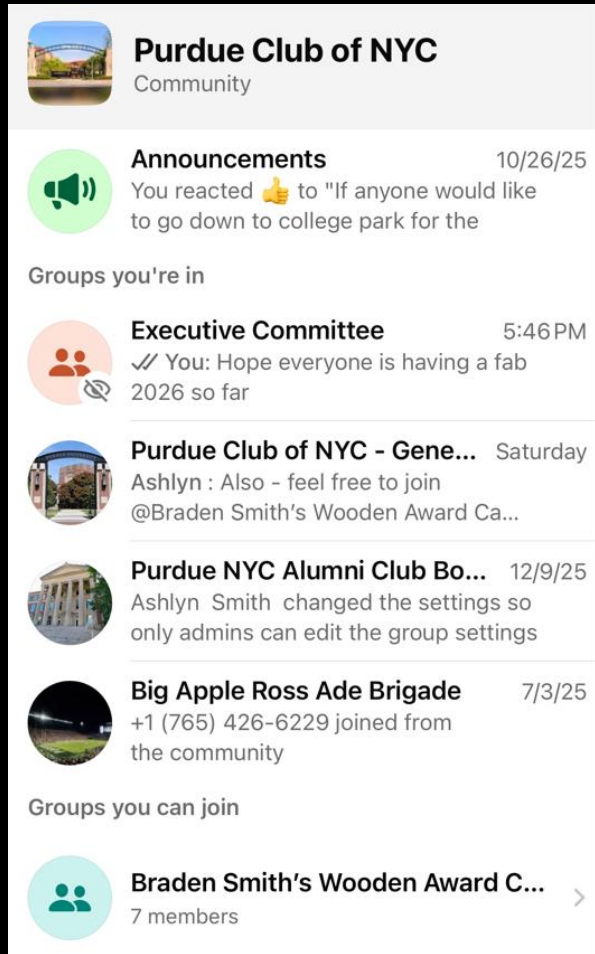
Feature:	Standard Texting (SMS)	WhatsApp
Cost:	May charge for international	Free via Wi-Fi/Data
Group Size:	Often "breaks" between iPhone/Android	Stable for up to 1,024 people
Media:	Compresses/blurs photos	High-Definition sharing
Security:	Minimal	End-to-End Encrypted

Selling Points

- Where your younger alumni already live; they don't check their email, but they check their WhatsApp notifications.
- It's a secure, private way to share photos of grandkids or club events without them being 'public' on Facebook.
- Users control opt-in/opt-out for each What'sApp Group
- Immediate communications, multi-media use, set up of multiple channels to manage who sees messages
- You can create a QR code for people to join or just add their mobile number

Considerations: Requires setup and moderation

Purdue Alumni Club of NYC – What'sApp Layout



Purdue Club of NYC
Community

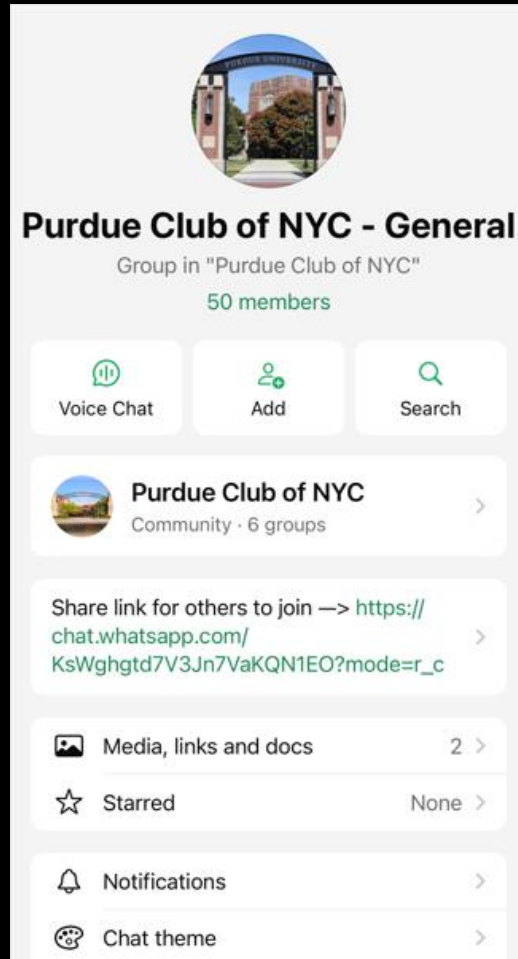
Announcements 10/26/25
You reacted 👍 to "If anyone would like to go down to college park for the

Groups you're in

- Executive Committee** 5:46 PM
✓ You: Hope everyone is having a fab 2026 so far
- Purdue Club of NYC - Gene...** Saturday
Ashlyn : Also - feel free to join @Braden Smith's Wooden Award Ca...
- Purdue NYC Alumni Club Bo...** 12/9/25
Ashlyn Smith changed the settings so only admins can edit the group settings
- Big Apple Ross Ade Brigade** 7/3/25
+1 (765) 426-6229 joined from the community

Groups you can join

- Braden Smith's Wooden Award C...** 7 members



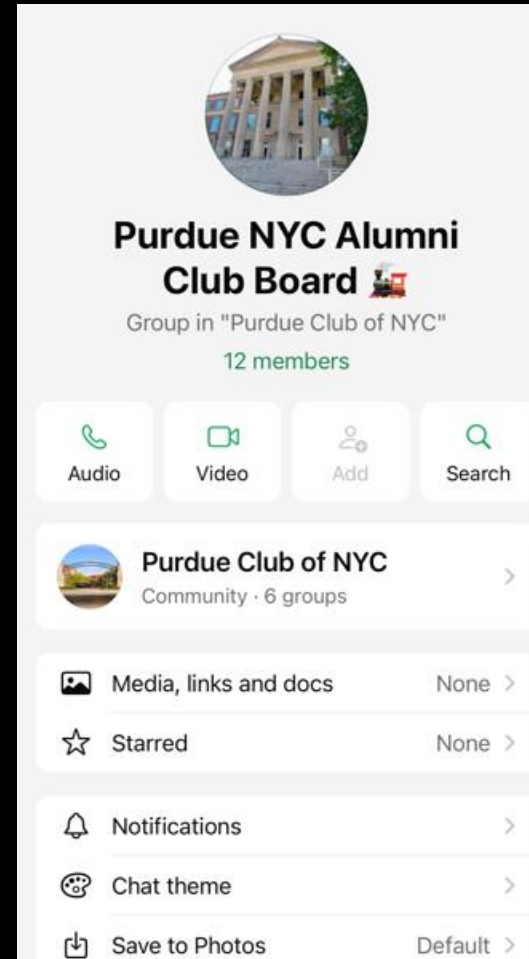
Purdue Club of NYC - General
Group in "Purdue Club of NYC"
50 members

Voice Chat Add Search

Purdue Club of NYC
Community · 6 groups

Share link for others to join → https://chat.whatsapp.com/KsWghgtd7V3Jn7VaKQN1EO?mode=r_c

Media, links and docs 2 >
Starred None >
Notifications >
Chat theme >

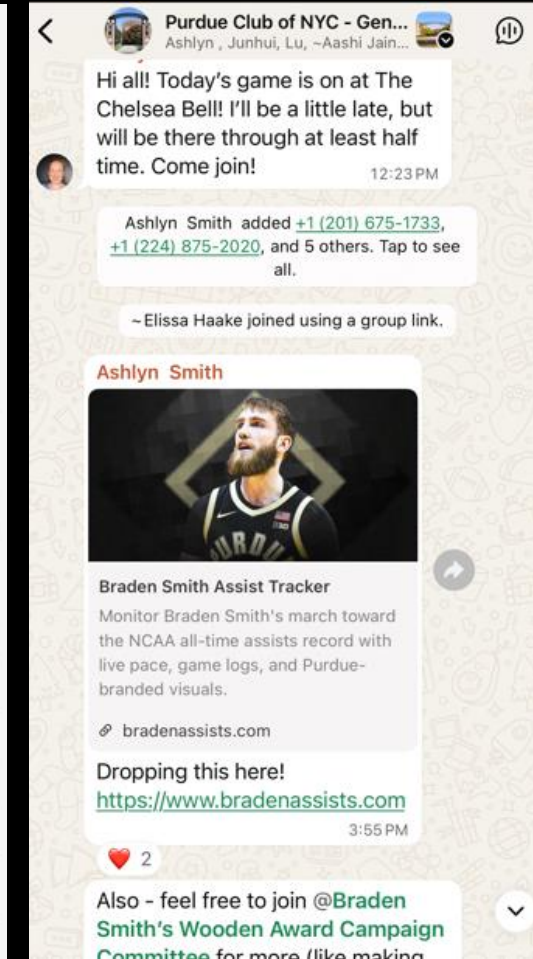


Purdue NYC Alumni Club Board
Group in "Purdue Club of NYC"
12 members

Audio Video Add Search

Purdue Club of NYC
Community · 6 groups

Media, links and docs None >
Starred None >
Notifications >
Chat theme >
Save to Photos Default >



Purdue Club of NYC - Gen...
Ashlyn , Junhui, Lu, ~Aashi Jain...

Hi all! Today's game is on at The Chelsea Bell! I'll be a little late, but will be there through at least half time. Come join! 12:23 PM

Ashlyn Smith added +1 (201) 675-1733, +1 (224) 875-2020, and 5 others. Tap to see all.

~Elissa Haake joined using a group link.

Ashlyn Smith

Braden Smith Assist Tracker
Monitor Braden Smith's march toward the NCAA all-time assists record with live pace, game logs, and Purdue-branded visuals.
bradenassists.com

Dropping this here!
<https://www.bradenassists.com> 3:55 PM

Also - feel free to join @Braden Smith's Wooden Award Campaign Committee for more /like making

Scholarship Promotion

Julie Tovey • 1st
Nonprofit leader and solutions professional
1mo • 🌐

Purdue Alumni Club of Upstate SC has a scholarship opportunity. The application is live on the Student Guide to Scholarships page (<https://lnkd.in/eHX23b3C>). Student submission deadlines are: Admitted Students (Hopeful Boilers): February 1 ...more



Scholarship Application for SC & some NC Students
Application on the Website - Student Guide to Scholarships - 12/1/2025

DEADLINES:
Admitted Students: February 1
Current Students: March 1

Purdue Alumni Association Houston TX + Follow ...
83 followers
6d • 🌐

Hey, current Boilermakers! If you are interested in applying for the Purdue Alumni Club Scholarship, now is the time! The Houston scholarship is available for current Purdue students only.

📅 Deadline: this Saturday, MARCH 1ST

🔗 Apply now on the Purdue For Life website under Scholarship: <https://lnkd.in/g7vnBtWH>

Don't miss out this opportunity - good luck! 🍀 ❤️ 🍀

Houston - Purdue for Life Foundation
purdueforlife.org

Raj Melkote • 1st
Engineering / R&D Leader | Water Tech & Hydrogen | Integrating Diverse & Disper...
1mo • 🌐

Parents of admitted students, as well as currently enrolled Boilermakers--please note that the 2026 scholarship application process is now open! Click on the link below, then on "Apply Here", then select "Purdue Alumni Club of Boston" from the ...more



ALUMNI CLUB Scholarships

Application Deadline:
Feb 1 : Admitted Students
March 1 : Current Students



PFLF SCHOLARSHIP TIMELINE – STUDENTS

**Jan.
15th**

Admission Decisions
for Early Action
Applicants

**Feb.
1st**

Incoming freshman
application deadline

**March
1st**

Current student
application deadline

10 MIN - DISCUSSION



SCHOLARSHIP APPLICATION WHAT'S WORKING

- Have you been promoting the applications? How often?
- Which social media channels are getting traction and engagement?
- Are you pushing scholarship applications during events?
- If awarding to Freshmen, any outreach to local high schools and what was the result?
- Any feedback on the Social Media Calendar or Social Media Postcards? How else can we help you?
- Note: As Early Action decisions were shared, please anticipate that some families may reach out to express disappointment. Let's respond with empathy and support

Scholarship Promotion – Alumni Club Teams Actions

Communications to Students and Parents

- **PSUB December Newsletter**
- **Current Students**
 - Late December Email
 - Next Email: One week before the March 1 application deadline
- **Admitted Students Email**
 - Expected Sent Date: **January 22-25**
 - One week before the February 1st application deadline

PAA and PFLF Facebook, Instagram, and LinkedIn

- **Friday January 16 - Admitted Students Congratulatory Post with Application encouragement**
 - ASK – Please reshare through your Club’s social media.
- **Welcome Center/PASE**
 - Flyer in the Welcome Center with QR code to the application
 - PSUB February Presentation



Tournament Planning

15 minutes

Big 10 and March Madness Pulse

With higher expectations of our Men's BB Team, let's elevate the alumni/fan experience. Clubs are Community Hubs and let's capitalize on engaging new faces

Capitalizing on Tournament Events

Game Attendee Experience

- Any fun games, trivia?
- Spirit Team or Super Fan?
- Thoughtful & intentional interactions (i.e., Welcoming attendees at the door)
- How else could enhance the experience?
- How would you describe your club to guests?

Engagement Strategy

- Any success stories from engaging and converting new faces into regulars or board members?
- Social Media Activation?
- Future opportunities to Connect
- Tournament Engagement Handbook - Coming Soon!

Assets Needed?

Process Improvements?

Tournament Plans?



Fundraising Ideas

10 minutes

Success Stories
Lessons Learned
Creative

Final Reminders



Coming Up Next

January

Scholarships Applications Promotion

- Disbursement of Engagement Funds
- Promote Scholarships
- January 28 –@ 7:30pm Tournament Handbook Rollout Call
- Plan any survey's and begin planning for elections
- Alumni Club to schedule Club Mid-Year Check-Ins

February

Early Action Scholarship Application Selections

- PFLF Event
 - Naples – Feb 11-15
 - Boilermaker Ball – Feb 28
- Feb. 1 – Admitted freshmen applications due
 - Feb. 4 – Tournament Game Watch Prep

Feb. 15 –Admitted freshmen selections and back-ups

PDOG Planning Election Planning

- February 18 Forum @ 7:30pm – PDOG Presentation, Elections Process, Tournament Planning
- B1G/March Madness Prep – Identify game watch locations & engagement strategy (Retaining new attendees)

March

Current Student Scholarships BB Tournament

March 15 – March Madness Selection Sunday

March 16 – March Madness Game watch Info Due

March 18 Forum @ 2:30pm – PDOG Readiness, Events Showcase

March 31 –Current Student application deadline

April

PDOG Elections & Board Transition Planning

March 22 Forum @ 7:30pm – PDOG – last updates, Election Readiness, Recognition Program Status

Mid-April – Purdue Day of Service (Option to plan a local April event – brings out newbies!)

April 24-26 – PDOG weekend events (More to come!)

April 29– Purdue Day of Giving (PDOG)



THANK YOU!

- **Tournament Game Watch Prep will be on Wednesday, February 4 at 7:30pm ET.**
 - Event details and registration will be sent shortly.
- **The next forum will be Wednesday, February 18 at 7:30 pm ET**
 - PDOG Overview. Guest Presenter: Bailey Hailey (Executive Director Campaigns)
 - Elections – High-level readiness and Timeline
 - Game watches – B1G and NCAA tourney schedule
- **Recordings of past forums are available on the Alumni Club Resource Library website (NEW) - <https://www.purdueforlife.org/alumni-leaders/alumni-clubs/leaders-resources/>**

