



Camp Yale Emeritus

reaching young alumni around the world

- Why is it so hard to involve young alumni?
- How does Camp Yale Emeritus help Yale Clubs engage young alums?
- *(What is Camp Yale anyway? And what is the Camp Yale work around?)*



aka

“Feb Club Summer Session”

from mid-June to beginning October

- Day-time, out-door, and family friendly local events
- *Plus Feb Club style meet-ups at restaurants*
- Club-based, SIG-based, or individually run
- Plus easy-to-access funding for BOLD events (Bulldogs of the Last Decade): *\$100 per event*

6 Countries, 21 Yale Clubs, 42 Events, 500+ Young Alums, 1000+ Attendees



Camp Yale Emeritus 2018

***Engaging Bulldogs
of the Last Decade
... in the summertime***

Why is it hard to reach young alums?



- Yale does not know where young alums really live!
 - Young alumni move frequently,
 - Don't always send updated contact info to Yale,
 - Still receive Yale snail mail at parents' homes.
- Many young alumni are reachable by Yale through email and social media.
- BUT, Yale cannot tell which young alumni actually live in which region.

The Camp Yale work-around



- Organize enough events across the world to justify sending monthly summer email blasts to ALL BOLD alums promoting ALL upcoming summer events.
- Promote enough fun events in enough locations in each email to give BOLD alums a good reason to read each email.
- Create buzz by uploading posts for every event to Facebook and Instagram, then re-posting to Yale-centric social media – both before and after events.

Events designed by young alums,

for young alums



- Recruits BOLD alumni to organize simple events geared to their peers
- Provides easy-to-access subsidies (*\$100 per event*)
 - Remove risk (*from young alum host & Club*)
 - Attractively price events for young alums
- Coaches young alumni organizers
- Makes virtual introductions to Club leaders

How Clubs can leverage Camp Yale



- Organize your own Camp Yale funded events
 - Contact Camp Yale
 - Recruit young alum(s) to co-host
 - Register with Camp Yale 4 – 6 weeks in advance
- Coach young alum volunteer organizers
- Promote Camp Yale events locally
 - Club calendars, social media, blast emails
 - Encourage your active young alums connected to the Club to spread the word
- Collect names of young alumni who come



Camp Yale Emeritus

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- Website: <https://campyale.net>
- Facebook:
<https://www.facebook.com/CampYaleEmeritus>
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