

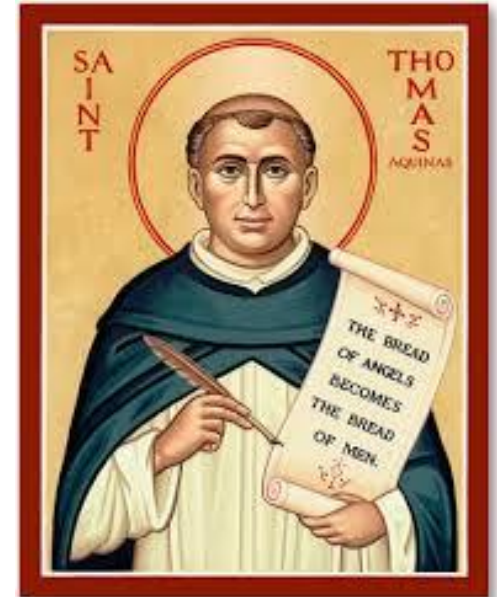
Class Ambassadors Kick Off Gathering



The Prayer of St. Thomas Aquinas



Grant me, O Lord my God,
a mind to know you,
a heart to seek you,
wisdom to find you,
conduct pleasing to you,
faithful perseverance
in waiting for you,
and a hope of finally
embracing you.



St. Thomas of Aquinas
Pray for us

Welcome & Introductions

**Welcome Lake Catholic Class
Ambassadors!**

Alumni Decade Leaders

Lake Catholic Team

Why Alumni Engagement is Important

Once a
Cougar,
Always a
Cougar?



Why Your Role as a Class Ambassador is Important

- **Lead the Way**
 - **Help us build this Class Ambassador Program**
- **Stay in Touch & Share Memories**
 - **Peer to peer communication is 10x more effective than general outreach from the school.**

Why Your Role as a Class Ambassador is Important

- **Build the Bridge – Keep Classmates Informed**
 - Promote all the good things happening at Lake Catholic.
- **Help Lake Catholic Update Alumni Information**
 - Lake Catholic needs correct information to communicate with alumni.



Why Your Role as a Class Ambassador is Important

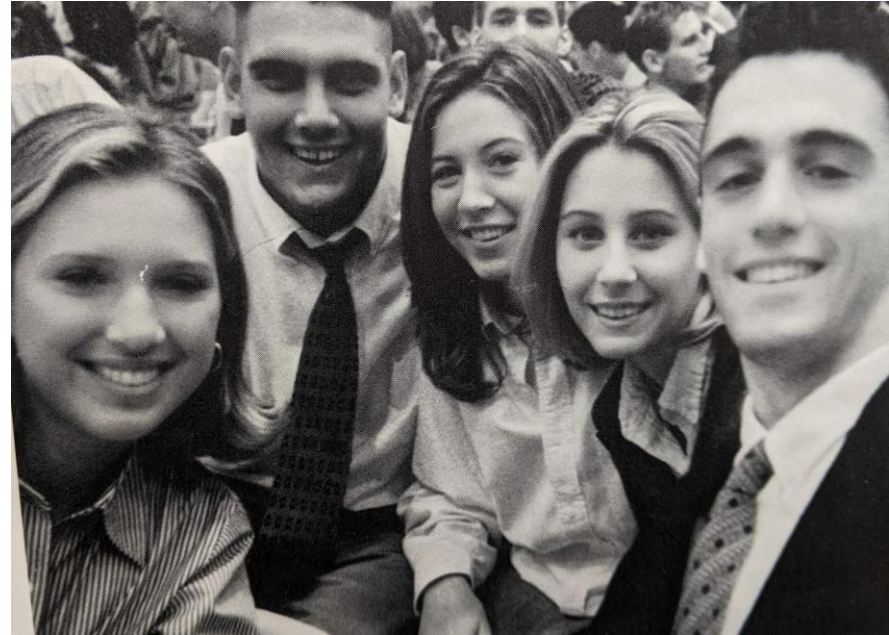
- **Encourage Support of Lake Catholic**
 - **Time, Treasure and Talent**
 - **Career Day**
 - **Alumni Mentor Network**
 - **Senior Project**
 - **Volunteer Opportunities**
 - **Alumni Spotlight**
 - **Class Challenge**
 - **Alumni Association**



Alumni Support of Our Alma Mater

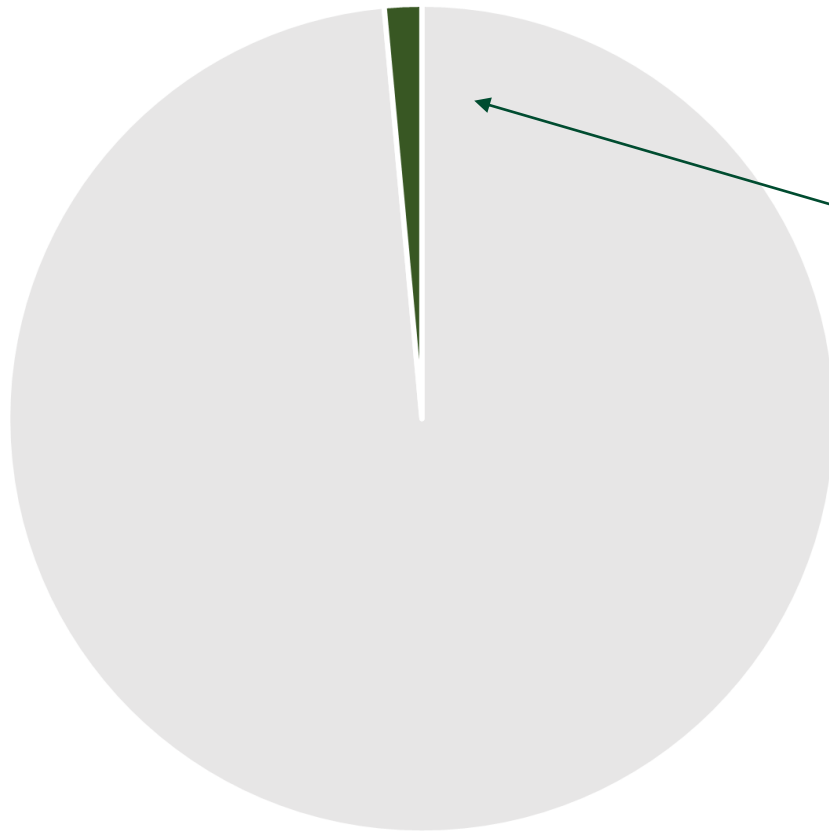
Lake Catholic has over 10,000 Alumni who remain passionate about their experience within the halls, however, those who stay connected to the school are very limited.

Now is the time we need alumni support. Now is the time to give back to our alma mater.



Alumni Support of Lake Catholic High School- The Fund for Lake Catholic

Alumni Support of the Fund for Lake Catholic



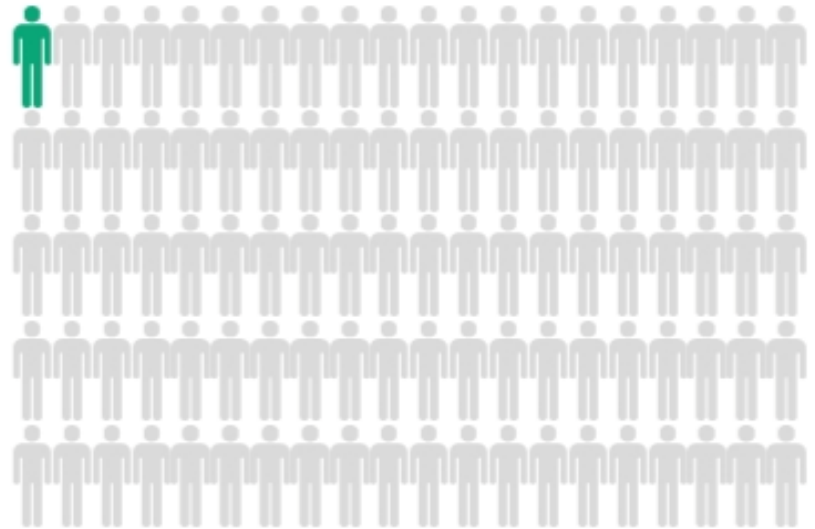
1.46%

■ Non-Donors ■ Donors



Alumni Support of Lake Catholic High School – The Fund for Lake Catholic

- About 1 out of 100 alumni support the Fund for Lake Catholic.
- The highest percentage of giving for 2021-2022 was 5.43% from the Class of 2022 --- for a BROWNIE BAR.
- Five classes had ZERO support.
- Seven classes had ONE donor.
- Eleven classes had TWO donors.
- Among all alumni classes, average support was roughly 1.5%



**We KNOW we can do
better than 1.5%.**

Class Ambassador Initiative: Annual Class Challenge

What is the Annual Class Challenge?

- The Annual Class Challenge is a way to engage alumni in each graduating class to give back to Lake Catholic High School and support the Fund for Lake Catholic.

Each class will work toward a common goal: Raise funds to support the students and community of Lake Catholic High School.



Annual Class Challenge: The Fund for Lake Catholic

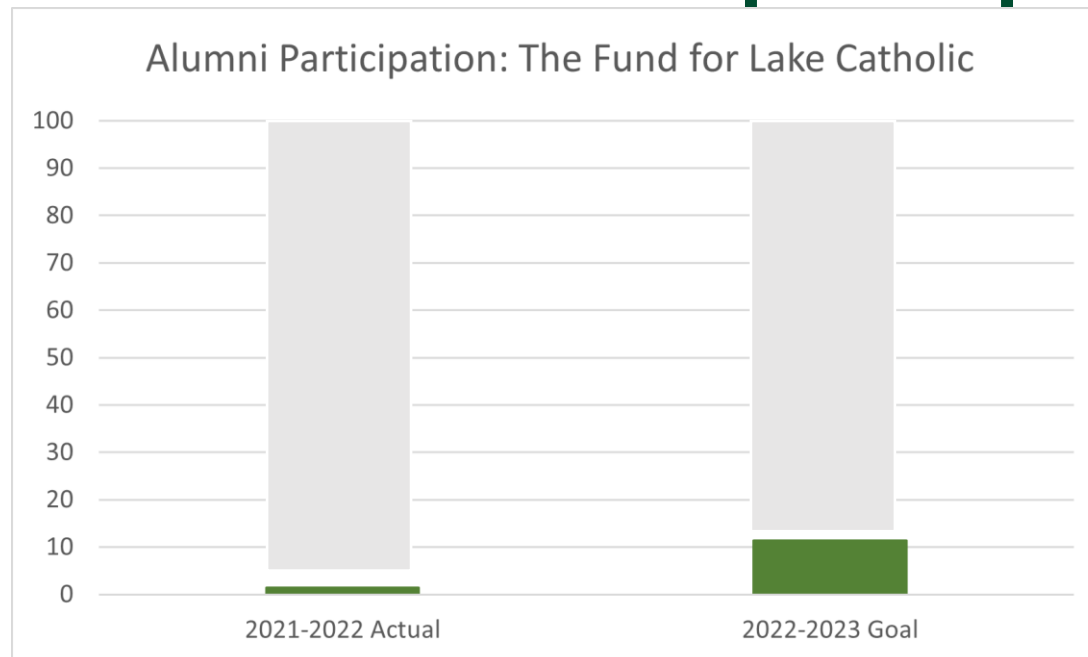
The Fund for Lake Catholic is *the priority* if you are considering a gift to Lake Catholic High School. The Fund for Lake Catholic supports the Lake Catholic community in a variety of ways, including, but not limited to:

- Tuition Assistance
- Merit Scholarships
- Academic Programs
- Extra-curricular Activities
- Athletic Support
- And much more



Annual Class Challenge: What is the Goal of the Class Challenge?

The goal is to engage **MORE** alumni by **RETAINING** previous year donors and **ADDING 10% alumni participation.**



Annual Class Challenge: What is the Goal of the Class Challenge?

1975: Retain 9, Add 29

1983: Retain 6, Add 30

1995: Retain 4, Add 19

2000: Retain 2, Add 18

2007: Retain 3, Add 23

SMALL STEP
+ SMALL STEP
+ SMALL STEP
BIG RESULTS

**If all classes could
add 10%
participation at \$50
= \$57k**

**If all classes could
add 10%
participation at \$100
= \$114k**

Annual Class Challenge: How to Give & Class Leaderboard

Class Challenge
AN EVENT FOR LAKE CATHOLIC HIGH SCHOOL

\$2,180 raised
VIA 5 FUNDRAISERS & 11 DONORS

FUNDRAISING DEADLINE
3 months left

\$125,000 GOAL

DONATE

LAKE CATHOLIC HIGH SCHOOL

Annual Class Challenge: Communication & Incentives

Lake Catholic will email ambassadors each week to provide updates and notify you of any additional incentives.

Lake Catholic will share leaderboard stats via social media and email to all alumni.

Hello, Hello!!!
It's Me Again!



Annual Class Challenge: Outreach to Classmates

You Know Your Classmates Best. How Do You Communicate with Your Friends?

- Phone
- Email
- Text
- Direct Messages
- Class Facebook Group
- GroupMe Text Thread



Annual Class Challenge: Recognition

**Highest Class
Giving Total
and
Highest Class
Participation
Percentage
Receive
Plaque & Reception**



How Can We Make You Successful as a Class Ambassador?

**TIME, TALENT
AND
TREASURE!**

How Can We Make You Successful as a Class Ambassador?

You are a part of something special and we need your insight to ensure we are doing everything we can to engage alumni and keep them connected to Lake Catholic.

- Career Day
- Alumni Mentor Network
- Senior Project
- Volunteer Opportunities
- Alumni Spotlight
- Class Challenge
- Alumni Association
- What else?

What's Next? What Ideas Do You Have? We Are All In This Together!

We would love to hear your ideas. Email Bill Weaver, Director of Alumni Relations, at bweaver@lakecatholic.org or 440-578-1020 *230.

