

BETTER TOGETHER

Leveraging the Alumni Community

HI. MY NAME IS MADI PFAF

WHO ARE "ALUMNI"?

CREATING YOUR ALUMNI WISHLIST

- Past organizers of your hackathon
- Hackcon Organizers
- Technologists with specific knowledge
- Technologists from specific company

EVENT ATTRACTION

How to make your content personable and scalable

<h2 id="howdy-there-">Howdy there!</h2>

<p>This is an example email for reaching out to alumni. This resource is free for you to use and customize to your liking!</p>

<p>Have a beautiful day!

Madi Pfaff</p>

CREATING THE DREAM TEAM

What alumni do you want to be part of your event

WORKSHOP: BUILDING YOUR ALUMNI GAMEPLAN

- Create Alumni Wishlist
- Personalized Messaging and Method of Contact
- Social Media Campaigns
- Event Involvement Opportunities
- Alumni Expectations

THANK YOU!

Resources/slides:

`github.com/madipfaff/hackconV`

Contact: @madipfaff

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