

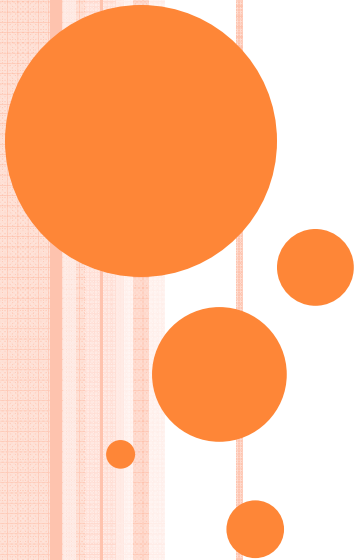


# Beyond Sail Training:

*NSTO and Affiliated  
Organizations Opportunities  
for Alumni Involvement*

# Agenda

- **Presentation 1**
- **Application Ideas and Questions**
- **Presentation 2**
- **Questions and Comments**



## MAIN FOCUS

- To encourage your sail training organization to **provide opportunity for further organizational involvement**, for trainee alumni, once trainees have had a sail training experience.



## SAIL TRAINING QUIZ

- How did you become involved in sail training?
- How many of you are former sail trainees who just couldn't get enough ?
- **In YOUR experience**, what is the “shelf-life” of a typical sail trainee?
- **In YOUR experience**, how many trainees stay involved past a single voyage?
- How many people here have a program for actively retaining sail trainee alumni?



# SAIL TRAINING ORGANIZATIONS *WITH* TRAINEE ALUMNI ACTIVITY IN THE USA:

- SEA (Sea Education Association)
- St. Georges Academy
- Ocean Classrooms
- Flagship *NIAGARA*



# ALUMNI RETENTION

- Mailings (*email, newsletters, annual appeal*)
  - Choose wisely, don't overload them with information.
- Social Media (*Facebook, Twitter, etc*)
- Website (*keep it FRESH!*)
- Reunion Sail
- Hiring Preference (*to program alumni*)
- Promote Legacies (*“pay it forward”*)
- Reunion Weekend (*accessible to your target demographic*)



# TRAINEE ALUMNI RETENTION UMBRELLA



**Professional  
Development**

**Organizational  
Growth**

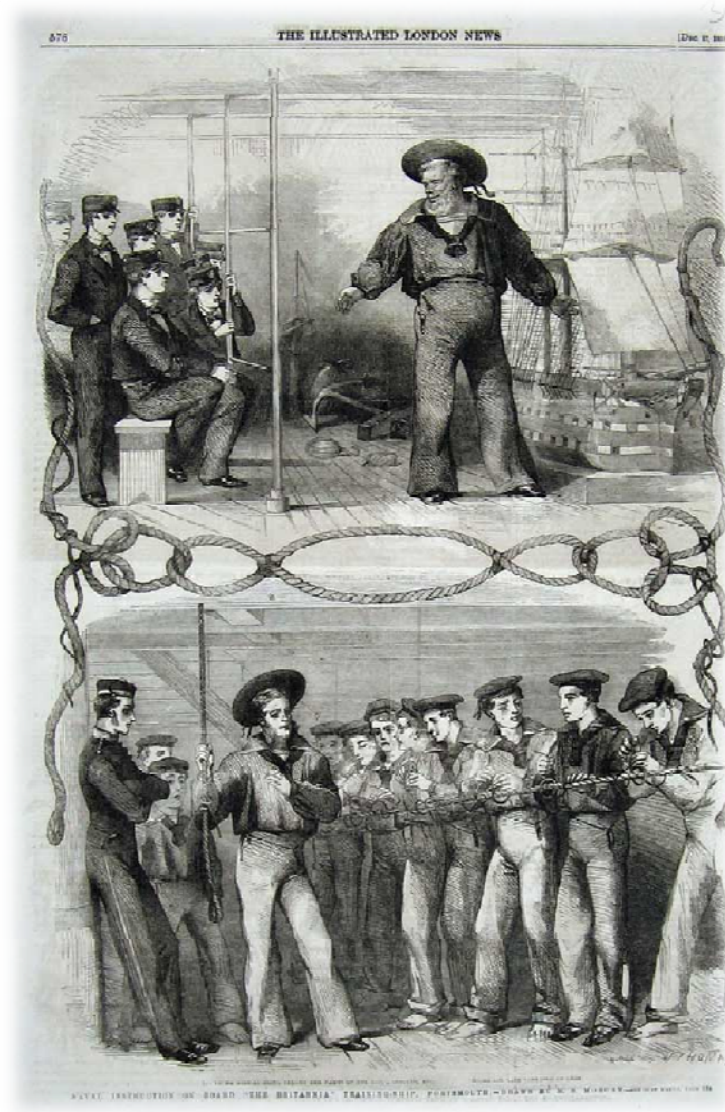
**Education and  
Outreach**





# PROFESSIONAL DEVELOPMENT

- So they like to sail...  
Make them your captain or mate.
- Create easy opportunities for trainee alumni to get involved in the sail training community.
- Identify exemplary sail trainees *while they are still TRAINEES!*





# ORGANIZATIONAL GROWTH...\$\$\$

- Alumni Networks
- Grant Writing/ Charities
- Fund Raising
  - Personal or family gifts.
  - Gifts given through the alumni's current organization.
  - Alumni can create fundraising events.



# EDUCATION

- Dockside learning opportunities
- Themed day sails
- Lecture series
- Educational Partnerships with schools
- Empower alumni to infuse their passions into YOUR organization.



# OUTREACH

- Volunteer!
- Alumni “word-of-mouth”
- Social Media
  - Don’t bog them down...
- Alumni community initiatives
- **Have you asked how they want to be involved?**





# Application Ideas and Questions

