



Wednesday Workshop Sessions

- Membership Recruitment & Retention
- Reunion Frequency and Organization
- Fundraising and Scholarships
- Instruments, Apparel, Archives
- Relationships between Univ. Band, Alumni Band, Athletic Dept.
- Communications, Marketing and Social media
- Alumni Band Uniforms, Music Selection, Distribution and Access
- Miscellaneous topics
- Close Remarks and Conclusion



GOOGLE DRIVE

We created a Google Drive share folder for all participants to upload presentations and content to share with attendees present and others unable to attend.

Here is the Google Drive URL

<https://drive.google.com/drive/folders/1yFlbIMDC9KjgdP8nUtZlrELb01dMZhWz?usp=sharing>



2018 NATIONAL
ALUMNI ATHLETIC BAND
SYMPOSIUM

The University of Texas at Austin | May 29 - 30, 2018

SESSION 1

MEMBERSHIP RECRUITMENT AND RETENTION

Panel members:

Florida / Georgia / Texas

NAABS2018



SESSION 1

Take away tips

CHALLENGES

- Alumni Associations keep email as proprietary lists to them only
- Building relationships with millennials
- Older alumni using out of the box thinking to reach younger alums
- Generational knowledge being passed down from decade to decade
- Older generations adopting new members newer traditions familiar to their time in band
- Tracking Metrics of members
- Create and maintain a good database
- KKY/TBS contacts as resource
- Communications campaign using Facebook, email, letters
- Recruiting table at games
- Coordinate with Development Office
- Band Day memories and archives
- Reach out to those unable to attend
- Keep non-attendees engaged
- Create board members from each decade
- Have member liaison with band
- Post Band Day questions / surveys



2018 NATIONAL
ALUMNI ATHLETIC BAND
SYMPOSIUM

The University of Texas at Austin | May 29 - 30, 2018

SESSION 2

REUNION FREQUENCY AND ORGANIZATION

Panel members:

Cincinnati / Georgia / Tennessee
Texas

NAABS2018



SESSION 2

Take away tips

- Create “Save the Date” notifications
- Stay active with alumni for all dates
- Create follow-up messaging, be timely
- Create Milestone Chart or timetables
- Band Day 30/60/90 day plan in place
- Sectional reunions or throughout year
- Coordinate halftime show with Band Dir. and resolve any show logistics in advance
- Past Drum Majors/Section Leaders to help
- Working out logistics for Band Day
ie: practices, tickets, meals, game, etc
- Create Band Day Committee for jobs
- Coordinate any lodging issues in advance with local hotels, and use in messaging
- Use KKY/TBS contacts as resource
- Coordinate parking on game day and morning games where alum are on campus early for preparation of alumni day
- Recruiting table at games
- Use memories and archives in messaging
- Reach out to those unable to attend
- Offering free items on Band Day
- Be flexible and agile in creating Band Day experiences – keep exciting and be fluid.



2018 NATIONAL
ALUMNI ATHLETIC BAND
SYMPOSIUM

The University of Texas at Austin | May 29 - 30, 2018

SESSION 3

FUNDRAISING AND SCHOLARSHIPS

Panel members:

Florida / Georgia / Tennessee

Washington / Texas

NAABS2018



SESSION 3

Take away tips

- Get people involved! Just do it!
- Develop “named scholarships” for donor
- Know your donor demographics, and know who you’re talking to and when
- Get University “buy-in” and knowledge of your goals, plans and timetable
- GOOD DATA of all donors and alumni
- Stakeholder buy-in. Do they know plan?
- Lead by example for others to follow by and make sure YOU are giving \$ too
- Develop personal relationships with donors to include Band Director building relationships
- Rate your donors by giving levels and nurture
- Create short-term & long-term goals for fundraising and giving \$\$ campaigns
- Incorporate band alumni carefully & intently
- Build SOI, sphere of influence/network
- Don’t be afraid to ask for \$\$
- Break down the silos on old ways
- Create communication plan to tell everyone about giving, annual plans, ways to donate
- Make giving \$ easy on webpage
- Create recurrent donations by credit cards



2018 NATIONAL ALUMNI ATHLETIC BAND SYMPOSIUM

The University of Texas at Austin | May 29 - 30, 2018

SESSION 3

Take away tips (page 2)

Fundraising ideas:

- Band spells donor name on field
- Donor appreciation/acknowledgment events
- Donor recognition letters (timely)
- Unique \$\$ events – conducting alma mater at game, halftime sponsorship, memorials
- Alumni Band playing events to raise \$\$
- Sell T-Shirts or ball caps, etc for game days, special events, benchmark dates (40th anniv.)
- Golf Tournaments with band and alumni
- Branding royalties

Fundraising ideas:

- Matching grants
- Legacy giving from wills
- Corporate matching donations for employee donors
- “The Big Ask” video (Florida) as part of giving campaign – use a known or local celebrity in vignette
- Corporate sponsorship of Band Day
- Silent donor campaigns with key donor commitment in advance
- Commission musical piece for band and donor pays composer stipend



SESSION 4

BUILDING AND MAINTAINING INSTRUMENT AND APPAREL INVENTORY CARE AND STORAGE OF ARCHIVES

Panel members:
Clemson / Georgia / Texas



2018 NATIONAL ALUMNI ATHLETIC BAND SYMPOSIUM

The University of Texas at Austin | May 29 - 30, 2018

SESSION 4

Take away tips

- Work with local HS/MS bands to borrow or buy old instruments (usable)
- Build relationships with area music stores to get help for instrument sourcing, repairs, and storage and distributing on band day
- Scour auction sites on eBay, Craigslist, local and state auction sites, estate sales and warehouse lot sales for instruments too buy
- Instrument storage (drums, low-brass) should be climate controlled and accessible
- Maybe a donor sponsorship opportunity for equipment purchases or storage costs
- Create Band Day equipment check out-in process and deliver from storage for ease
- Coordinate with band KKY/TBS to assist on band day equipment needs
- Institute an instrument rental fee on Band Day's for fees deferral to assoc. and for future equipment repair fees
- Solicit archives from old members
- Band Hall & Game Archive Display Cases to showoff memorabilia
- Monitor Obituaries of older members and create memorial wall, annual program, recognize in newsletters
- Solicit "*Band Memories*" letters from members for newsletters, FB, website.



2018 NATIONAL
ALUMNI ATHLETIC BAND
SYMPOSIUM

The University of Texas at Austin | May 29 - 30, 2018

SESSION 5

FOSTERING RELATIONSHIPS WITH
UNIVERSITY BAND, ALUMNI BAND,
AND ATHLETIC DEPTS.

Panel members:
Georgia / Texas

NAABS2018



SESSION 5

Take away tips

- Create a network and SOI (sphere of influence) with University key personnel
- Ensure key donors build relationships with university leadership, meetings, networking events and regular ongoing discussions
- KNOW YOUR AUDIENCE: relate to their interests and know their motivations
- Avoid the “US vs THEM” mentality – we are all on the same team to promote University
- Value-Added: become an asset to the University and help them meet their goals
- Focus on both needs, band and university
- Speak with a Unified Voice of the “entire” band program and University
- HELP – be an asset to band director, athletics dept., University, alumni assoc.
- KNOW THE DATA - how many band members are season ticket holders, how many are donors of any kind, leverage this data in conversations
- Support the Band – directors, staff, etc and don’t be needy! Provide help!

CREATE BAND DAY TO BE AN ENJOYABLE, MEMORABLE EXPERIENCE



2018 NATIONAL
ALUMNI ATHLETIC BAND
SYMPOSIUM

The University of Texas at Austin | May 29 - 30, 2018

SESSION 6

EFFECTIVE COMMUNICATIONS AND SOCIAL MEDIA PRESENCE

Panel members:
Georgia / Texas

NAABS2018



SESSION 6

Take away tips

“If you’re not talking about your Alumni Band, nobody is....”

- Communicate with regularity and ongoing cycle to keep members engaged
 - Have an Annual Communications Plan
 - Create reasons to message to audience
 - Methods to use: Newsletter, Phones, email, Twitter, Facebook, Blogs, Instrgram, mailers
 - Call local broadcasters on Band Day to get story on TV, Radio, Print
 - Create media list – send out media alerts
 - Use vintage, historical material to create a reason to recognize event, person, era
- Speak with a Unified Voice of the “entire” band program and University
 - Monitor all social activity, be responsive, stay positive and inclusive.
 - Be good listener to constituents – be timely
 - Ensure Facebook followers know the difference between Official Page vs user group page.
 - Welcome new members; recruiting video; newsletter, special ceremonies, etc.
 - Links to school sites, cross-link to others, etc.
 - Presentations to local HS bands
 - TALK THE TALK – WALK THE WALK!



SESSION 6

Take away tips – page 2

Using Social Channels for Alumni Band

Respond timely – it's a social channel
Stay positive, take the high road, be engaging

Facebook: more activity, more posts, more shares by others. Use hash-tags, handles.
Have engaging, interactive, meaningful post
Use Video and Photos regularly
Monitor Facebook Insights metrics on page

Twitter: Duplicate FB posts, be timely, retweets, comment and quote tweets; Follow other alumni bands, university, music vendor outlets.

Instagram: Post visual activity and live videos to increase engagement

Periscope: Post live events, let people know in advance on other channels

General Suggestions:
Monitor activity and messaging
Train admins to manage message
Know what is being said and when
Use younger members as admins

**CREATE BAND DAY TO BE AN
ENJOYABLE, MEMORABLE EXPERIENCE**



2018 NATIONAL
ALUMNI ATHLETIC BAND
SYMPOSIUM

The University of Texas at Austin | May 29 - 30, 2018

SESSION 7

SELECTING AND MANAGING ALUMNI UNIFORMS, MUSIC MANAGEMENT

Panel members:

Clemson / Georgia / Texas
Washington

NAABS2018



SESSION 7

Take away tips

DISCUSSION ON UNIFORMS

- Variety of uniforms used: Polo's with caps; T-shirts, standard black pants, white tops, vests, important aspect is UNIFORMITY
- Sourcing vendors to help affordability and consistency in color and design schema
- Distinct image - representative and positive
- Band Owned versus member owned discussions were held on pros & cons
- Having multiple uniforms for difference band occasions and events
- Being consistent on uniformity and policies

MUSIC MANAGEMENT AND LIBRARY

- Using printed music versus online library
- Keep library updated always and use board/council member as librarian
- Keep up with current bands music and repertoire of fanfares, stand tunes, etc.
- Transcribe old handwritten parts into new digital formats to post online
- Coordinate with Band Director, staff to ensure copyright laws maintained

**CREATE BAND DAY TO BE AN
ENJOYABLE, MEMORABLE EXPERIENCE**



2018 NATIONAL
ALUMNI ATHLETIC BAND
SYMPOSIUM

The University of Texas at Austin | May 29 - 30, 2018

SESSION 8

MISCELLANEOUS TOPICS

Relations with Alumni Associations

Role in Today's University Structure

Role in Alumni Band Career Services

Panel Members:

Georgia, Cincinnati, Washington, Texas

NAABS2018



SESSION 8

Take away tips

Discussions on Alumni Association relations

Pros and Cons & Benefits of being a part of the university alumni associations

Pros: legal, data, contacts, bids, liaison rep, development contact, consistency, turnkey, liability insurance, abundant resources)

Cons: contact sharing, red-tape, meeting alumni demands and not bands needs, difficult to get email lists

Being Separate from the Alumni Association:

Autonomy, agility, own rules, careful planning, ensure own existence, similar pros/cons as above with being a part of alumni assoc.

Miscellaneous discussions to close workshop

- Generational concerns – accommodating the older members, accessibility, marching
- Guest tickets to games, creating family environment while taking care of business
- Buddy system – match older member with younger member to create synergy
- Band playing events throughout year to keep members playing and engaged
- Trailers for parades for older members
- Dealing with Volunteerism issues

CREATE BAND DAY TO BE AN ENJOYABLE, MEMORABLE EXPERIENCE



We come as volunteers in an organization we're passionate about. We do this by finding answers to YES and by overcoming obstacles. We champion our cause by creating a rewarding, enjoyable and memorable experience for our members.



Proposal

To create the National Association of Alumni Bands (NAoAB) with attending members of NAABS-2018 as Charter Founding Members focused on the following mission:

- Serve as an indispensable advocate and supporter to members
- Enrich the experience of collegiate and volunteer alumni bands with the consideration of adding high school alumni bands later
- Assist in fostering relationships with alma mater and alumni members
- Communicate and Promote the value of alumni bands
- Foster and Preserve the traditions of the alma mater
- Convene and share ideas, discuss lessons learned, and grow the organization on a biennial meeting cycle of NAoAB Symposium.



NAoAB Organizing Considerations

- Goal is to gain unanimous support of charter members and bands
- Charter members are requested to get alumni band leadership vote of approval for membership and joining NAoAB
- Survey Monkey poll for voting will be sent for final vote of membership by June 15 to facilitate time for organizational discussion among its group
- Organizational mission statement, by-laws and structure to be formed over Q3-Q4 of 2018 by email, conference call, Skype systems.



2018 NATIONAL
ALUMNI ATHLETIC BAND
SYMPOSIUM

The University of Texas at Austin | May 29 - 30, 2018

CLOSING REMARKS

THANK YOU
FOR ATTENDING!

NAABS2018