

# Untapped Treasure : Your School's Alumni

**1**

Alumni have a pool of knowledge and experience to share with your current students.

**2**

Nostalgia and Gratitude make your Alumni active contributors for Fundraising activities.

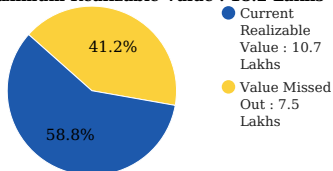
**3**

Alumni are the REAL Brand Ambassadors for your School and can endorse for Admissions.

## Your Alumni's Current Realizable Value vs Maximum Realizable Value

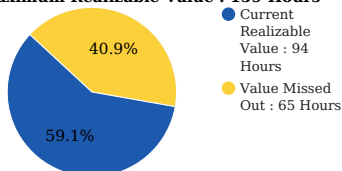
### Value to the School (INR)

**Maximum Realizable Value : 18.2 Lakhs**



## Total Hours of Alumni Assistance (Yearly)

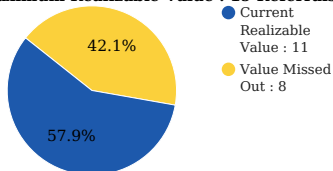
**Maximum Realizable Value : 159 Hours**



## Alumni led Admission Referrals

(#Admissions/Year)

**Maximum Realizable Value : 19 Referrals**



## Alumni Engagement benchmark:



## Parameters based on which the max Realizable Value of your Alumni base is estimated :

The major factors on which the Alumni Value you can create is estimated are:

- The number of Alumni who have passed out from your school
- Age group of your Alumni base
- Average annual Fee paid by Alumni
- Location of your School and proximity of Alumni to the School campus

## Parameters based on which the Current realizable value of your Alumni base is estimated:

School Engagement with the Alumni is the predominant predictor of Alumni giving back to the school:

- Do you actively seek to bring your Alumni back to the campus through meets etc.?
- Do you encourage Alumni to keep in touch with other Alumni?
- Do you promote Alumni interaction with current Students?
- Do you recognize Alumni achievements and highlight them?
- Do you inform Alumni of School developments?

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