



# FIVE WAYS TO BUILD A STRONG ALUMNI RELATIONS PROGRAM AT YOUR LAW FIRM

Creating a lifelong relationship with your alumni is important for law firms of all sizes. Alumni have unique and tremendous value to your organization from a business development, recruiting and marketing perspective. Departing employees can become boomerang employees in the future. Here are steps you can take to make sure your alumni remain connected to your firm.



## COMMUNICATION IS THE FOUNDATION FOR ENGAGING YOUR ALUMNI NETWORK

Plan for consistent communication to engage alumni and expand your organization's access to information as well as support your brand. Alumni engage when they feel like they are valued, so invest in them by personalizing communication to fit their needs.



## ENGAGE YOUR ALUMNI ASSOCIATION THROUGH EVENTS

Offer a combination of educational and social networking events. Offer online events as well so your long-distance employees can stay connected with your program offerings if they can't attend live events, especially in today's environment. CLE credit is harder to get when you aren't at a law firm, so offer your alumni access to your online CLE library or resources for CLEs that you have for your current lawyers.



## REGULARLY EMAIL YOUR ALUMNI NETWORK CONTENT THAT IS HELPFUL AND BENEFICIAL

Consider creating a newsletter with a "class notes" section – where you report on alumni job moves, promotions and other professional achievements. Encourage them to send in information about themselves – which will help you capture updated contact information. Allowing them to share their successes will enhance your relationship with them.



## OFFER DISCOUNTS OR SPECIAL SERVICES TO YOUR NETWORK

Alumni programs often have discount programs for members or offer special services for their alumni. Housing these programs within your portal is another way to encourage members to return to the alumni platform and stay connected to your organization.



## UTILIZE OUTSIDE RESOURCES TO HELP YOU MANAGE YOUR CONTACT DATA

As your network grows, your ability to track, update and analyze alumni data can be challenging. Tracking the contact information of your alumni and their career progression should be at the core of your alumni relations program. Leopard Solutions' Alumni Tracker tracks your alumni in real-time and provides access to their entire professional history since leaving your firm, saving you hundreds of hours of internet searches and phone calls trying to track down your network.



*Alumni can be a powerful part of your recruiting and retention strategy. Leveraging alumni relationships in achieving your business development, marketing, recruitment, DEI and talent development goals.*

*Knowing where your alumni are, enables you to invite them back to speak at firm events and feature them in alumni profiles.*

## **MEET THE LEOPARD SOLUTIONS ALUMNI TRACKER**

Leopard Solutions' Alumni Tracker is an online database that can **track down your alumni in real-time**. Our database is updated twice every week, so you can be confident that your information is up-to-date and accurate.

You'll have access to their entire professional history since leaving your firm. This first-of-its-kind tool puts your entire alumni network at your fingertips, saving you hundreds of hours of internet searches and phone calls trying to track down your network.

**The Leopard Solutions Alumni Tracker enables you to search for your alumni by:**

- Law school
- Undergraduate school
- Practice area
- Attorney type

Even though you have the contact information of an alumnus when they initially leave your firm, that doesn't mean they are still at that organization two, three or five years later.

To carry out all the components of an alumni program, **you need accurate and up-to-date alumni data**. Tracking the contact information of your alumni and their career progression should be at the core of your alumni relations program.

However, once a lawyer leaves your firm, you may lose touch with them, even if you have a full-time CRM steward or an alumni relations point person.

The Leopard Alumni Tracker takes the guesswork and legwork out of staying informed about a lawyer's job moves during the lifecycle of their career.

***To learn more or to see a sample report of your firm's data, contact Phil Flora, VP of Sales and Marketing at [phil@leopardsolutions.com](mailto:phil@leopardsolutions.com).***