

# CLUB SPOTLIGHT

## Coweta/Fayette Georgia Tech Club

### *“Tie”ing it all Together with Friends*

Just this month, the Coweta/Fayette Georgia Tech Club kicked off the first of their monthly Yellow Jacket Hangouts. These meet and greets, to be held the first Monday of each month, will serve as an opportunity for alumni and friends from all over Coweta and Fayette counties to gather in a central location for good food and fun.



*John Christ, GT Parent  
Coweta/Fayette Georgia Tech  
Club*

To encourage event participation, the club advertised a “grand prize” to the person who brought along the most friends. The winner this month was John Christ for bringing three people to the event. He has the high honor of enjoying the “grand prize” Georgia Tech tie until the next event and during the next event. At that time, John will be able to crown the next champion and continue a proud tradition.

The Coweta/Fayette Club’s “bring a friend” initiative is part of their strategy to build a strong alumni community. Research conducted by the Alumni Association shows that people are more likely to attend an event if they know their friends will be there as well. Providing incentives for people to bring friends to an event is a key element of building a dedicated alumni base. These incentives could range from the wearing of a Georgia Tech tie or button to having their picture posted on the club website. Other ways of building a Yellow Jacket community include:

- Creating events to attract specific groups, such as recent graduates or young alumni
- Creating hype via Facebook, Twitter or other online forums
- Incorporating philanthropy and community service into events
- Following up with an email summary of the most recent event and sharing its success

While people may come and go from an area, there are steps clubs can take to build an alumni community no matter its size or life stage. For additional tips on growing or enhancing your alumni base, look over the GTAA Young Alumni Handbook at <http://gtalumni.org/media/pdfs/groups/youngalumnihandbook.pdf> and specifically turn to pages 17—18 for suggestions on communities.