GAPS AREA MEETING PLAN

*May: Alumni Newsletters*

**Goals:**

* Prepare to send alumni newsletters.
* Cast vision for the importance of alumni newsletters as a part of GAPS.
* Ensure GAPS Data is current and identify areas of improvement.

**Prep Needed:**

* Locate & review [alumni newsletter resources](https://drive.google.com/drive/folders/1uXxh75wWRWFwJJZS6fmh8wdLxxoRqUCd?usp=sharing). Specifically, walk through the [alumni prayer letter flow chart](https://drive.google.com/file/d/1_UHYaxT95872qHZAZKPA5XKB7VNuMSsZ/view?usp=sharing) for each chapter in your area (you could ask staff to do this as prep for the meeting).
* Set deadlines for your team.
* Access and preview videos included in meeting plans below.
* Review GAPS Data for your area, identify areas that need attention.

**Meeting Plan:**

**Vision Cast/Teaching Skill of the Month** *(10-15 Minutes)*

Before we dive into the task of the month, I want to take a second to remind you all of the vision for GAPS. Let’s watch [this video from a Pennsylvania](https://vimeo.com/490758671) and see how GAPS has impacted their area. As we watch this together, think about what the impact on your campus and in our area would be if this we are faithful to executing each aspect of GAPS. *Show video and then debrief together using following questions.*

* So what did you notice in the video that you would like to be true of our area?
* Was there anything that you saw in this story that you found to be particularly compelling?

We have already done a great job of inviting alumni to partner with us, but we want them to continue to partner with us for the long haul. Just like all ministry partners, we need to communicate effectively the impact of their partnership. We need to implement a system to communicate vision, stories, and impact on the ministry regularly. That’s where alumni newsletters and thank you notes come in. Alumni Prayer Letters allow us to effectively communicate with alumni who are partnering with us. They are also a key place to invite alumni to partner with us in prayer as we share requests for what is happening on campus.

**Workshop Space for Skill of the Month** *(30-40 Minutes)*

Let’s watch this video to be reminded of how to do alumni prayer letters effectively. *Show the* [*Alumni Prayer Letter training video*](https://vimeo.com/463041195)*.* Let’s talk about what this could look like in our context. *Here’s where you can communicate your expectations for the area. When/How often are alumni newsletters sent? Who is responsible for doing this?*

Now that we know the expectations. I’d like to give you all some time to get started on alumni newsletters. I’d like you to work through this flow chart, and ask me if you have questions of where to go next (if they didn’t do this for prep). Things to be working on during this time:

* Setting up chapter email and Mailchimp account
  + Request chapter email address: [How to](https://stafflife.intervarsity.org/special-email-addresses) and [fill out form](https://stafflife.intervarsity.org/request-campus-email-address)
  + Download list of alumni from the portal: [How to](https://mpd.intervarsity.org/how-download-your-alumni-list).
  + Upload contact information into an audience.
* Download [alumni prayer letter templates](https://mpd.intervarsity.org/alumni-newsletter-templates-1).
* Start working on an alumni prayer letter. Schedule a time to finish.

**Communal Q&A** *(5-10 Minutes)*

Allow space for staff to ask questions regarding GAPS this month. There may be questions about: senior programming, transition interviews, days wage, or alumni newsletters. You may want to consider asking about data points that seem to need improvement.

**Update GAPS Data** *(5 Minutes)*

Give staff time to update their GAPS data in Donor Elf.

**Meeting Action Steps & Follow Up:**

* Send out Alumni Prayer Letter by 5/31.
* Complete Any outstanding transition interviews, GAPS Asks, Alumni Forms.
* GAPS Data Updated by 5/31.