

# Connecting With Alumni & External Stakeholders

Engaging Enactus alumni and external stakeholders can significantly enhance your team's success and impact. Their expertise, networks and resources are invaluable for your projects and overall development. Here's a guide to making the most of their involvement:

## Identifying Potential Stakeholders:

- **Leverage Alumni Networks:** Reach out to former Enactus, SIFE and ACE members who have achieved career success. Use LinkedIn to search for alumni and connect with those who can offer valuable insights and inspiration.
- **Connect with Local Business Leaders:** Identify prominent figures in your community or industry who align with Enactus values. Engage them through networking events, professional associations or referrals.
- **Partner with Organizations:** Collaborate with local non-profits and organizations that share your mission. Their involvement can enhance your project's credibility, sustainability and impact.

## Crafting a Value Proposition:

- **Communicate Your Goals:** Clearly present the team's objectives, projects, and their positive outcomes. Show how their support can make a meaningful difference.
- **Showcase Success Stories:** Highlight past Enactus projects to demonstrate the effectiveness of your program and inspire stakeholders to get involved.

## Building Relationships:

- **Host Meetings and Events:** Invite stakeholders to team meetings and social events to build connections and showcase your team's commitment.
- **Engage in Project Development:** Involve stakeholders in brainstorming sessions or "think tanks" to co-create new projects and foster long-term partnerships.

## Defining Roles:

- **General Advisors:** Engage stakeholders as advisors providing strategic guidance and mentorship. Clearly define their roles and contributions.
- **Project Specialists:** Assign stakeholders with relevant skills to specific projects where their expertise can offer targeted support.
- **Competition Coaches:** Recruit alumni to help with competition preparations, providing feedback and refining strategies.
- **Business Advisory Board:** Consider establishing a business advisory board with experienced professionals to offer ongoing strategic advice and support.

## Recognizing and Celebrating Their Contributions:

- **Public Acknowledgment:** Regularly thank and recognize stakeholders for their contributions through newsletters, social media, or team events.
- **Foster Gratitude:** Encourage team members to personally thank stakeholders, reinforcing relationships and ongoing support.

## Tips for Effective Engagement:

- **Frequent Meetings:** Schedule bi-monthly meetings or as needed to maintain effective communication initially to familiarize new stakeholders with your team and projects.
- **Varied Opportunities:** Invite stakeholders to a range of events, including social gatherings and project activities for diverse involvement.
- **Set Expectations:** Clearly communicate what you need and set realistic expectations for their involvement.
- **Plan Ahead:** Schedule meetings and events in advance to ensure attendance. Establish a regular schedule to facilitate commitment.
- **Maintain Communication:** Keep stakeholders updated on ongoing developments, even if they miss a meeting or event.
- **Seek Input:** Involve stakeholders in strategic decisions and project planning, showing that their expertise is valued.



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