

Central Catholic “Once a Saint, Always a Saint” Alumni Project

What: Initiating the Central Catholic “Once a Saint, Always a Saint” Alumni Project by using social media posts to drive alumni to our new [Alumni Website \(alumni.blmcchs.org\)](http://alumni.blmcchs.org) so they can create a profile and provide their contact information

Why: Our goal is to:

1. Capture 100% of our alumni contact information
2. Communicate via a new Alumni Newsletter (at least 2 times a year) and social media for us to
 - a. inform alumni of what is happening at Central Catholic and
 - b. to be informed about what our alumni are doing.

How: We will send the following request to our alumni via email, Facebook, Twitter, and our website:

The Central Catholic family is feeling nostalgic this Homecoming. We want to connect with all of our past Saints and facilitate an ongoing virtual family reunion. Come register and create your profile at our new [Alumni Website \(alumni.blmcchs.org\)](http://alumni.blmcchs.org) so that you can connect with other Central Catholic alumni and we can keep up with all the important things that are happening in your life. We want to ensure that everyone in our community - past, present, and future - can “Aspire to Be a Saint.”

After you’ve created your online profile, we ask that you tell other Central Catholic alumni by “challenging” them to create a profile as well. You can communicate this information to other alumni through Facebook, Twitter and/or email. Just share/retweet/forward our original post saying that you registered and created your profile. You can also respond to one (or more) of the following prompts to share your story with us either in the same post or in a new one. Be sure to use the hashtag #SaintsFam so we can track everyone’s posts. We look forward to hearing from you!

1. I’m proud to be a Central Catholic Saint because...
2. My greatest memory at Central Catholic is...
3. Central Catholic prepared me to...
4. The teacher who inspired me the most was...

When: Monday, October 5th, 2015 - the first day of Homecoming Week. We want social media to explode with #SaintsFam posts throughout the day. (Re)post frequently throughout the day and throughout the week so we can reach as many alumni as possible.

Thank you for your help in getting the word out about our new Alumni Website and contact database!

Examples of Alumni Posts:

Joey Head - Class of 2009 on Twitter:



Kathy McEldowney (Taber) - Class of 2001 on Facebook:

