



# Plan, Connect, Thrive: Alumni Chapter Success Strategies

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# Why Alumni and Supporters Chapters Matter

Provide long-term support to current members and communities

Strengthen the FFA network through mentorship, advocacy, and service

Offer meaningful engagement for graduates and supporters

Create stability across generations of leaders

Strong alumni chapters = strong organizational impact



# Mentor Match-Up

1. Find someone not from your chapter and partner up. This is your chance to meet someone new and learn what helped shape them as a leader. Feel free to stand or sit wherever you like around the room.

2. Partner Discussion (3 Minutes)

- Who was a mentor who made an impact on you?
- Why did they influence you? (teacher, coach, advisor, etc.)

3. Quick Share (3 Minutes)

- Partner's Name
- Who their partner's mentor was
- One reason why that mentor was meaningful



# Mentor Leadership

- Officers
  - Past President, President, President-Elect
  - Vice President
  - Assistant/Jr. Treasurer
  - Membership





# Forever Blue Network

- ForeverBlueNetwork.org
  - Jobs and Internships
  - Groups
    - States, Corporate/Local Chapters, Affinity Groups
- App
  - iOS- Gradway App then choose National FFA Organization
  - Android- Forever Blue Network App
- Find **mentors** by job function, company or industry
  - Alumni can chat online with Skype or Google



Willing To Mentor Network

6,392



# Impact FFA: Women Growing Women

- Group in Forever Blue Network
- Virtual and in-person events, including convention
- [mentoring@ffa.org](mailto:mentoring@ffa.org)





# Officer Training



## Retreats

## FFA

- <https://www.ffa.org/media-center/>
- <https://www.ffa.org/ffa-video-center/>
- <https://brand.ffa.org/>

## FFA.org resources

## Roster System

- <https://help.ffa.org/>

## Taxes

- <https://www.irs.gov/charities-and-nonprofits>

## Online workshops

## RDCs

## National FFA Convention & Expo



# Goal Setting

**S M A R T Goal Planning**

**S** **SPECIFIC** What EXACTLY do you want to accomplish?

**M** **MEASURABLE** How will you know when you meet your goal?

**A** **ATTAINABLE** Is it possible to meet this goal with effort by your timeline?

**R** **RELEVANT** Is this goal worth working hard to accomplish?

**T** **TIMELY** What is the deadline you set to meet your goal?

*A goal without a plan is just a wish. ~Antoine De Saint Exupery*

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- Define your chapter's mission and purpose
- Identify 2–3 priority goals for the year (membership, fundraising, events, communication, etc.)
- Align goals with chapter capacity and community needs
- Establish leadership roles that support goal execution
- Clarity drives action, consistency, and results



# Building Sustainable Engagement

- Chapter profile updates
  - EIN, W9, Constitution, Bylaws, Leaders, Roster
- Tracking volunteer activity
  - # volunteers, # hours, \$ raised
- Less Time, More Impact Resources:  
<https://ffa.app.box.com/v/AlumniResources/folder/49893614854>

✓ Program of Activities

☎ Communication

👥 Regular meetings, virtual option

📅 Meeting agenda

🕒 Time limits

📁 Minutes, budgets



# Building Sustainable Engagement



SHOW CONSISTENT  
VALUE TO ALUMNI  
AND SUPPORTERS



RECOGNIZE  
VOLUNTEER  
CONTRIBUTIONS AND  
CELEBRATE  
MILESTONES



ENSURE NEW  
MEMBERS FEEL  
WELCOMED AND  
CONNECTED



ENGAGEMENT  
GROWS WHEN  
PEOPLE SEE  
THEMSELVES AS PART  
OF SOMETHING  
MEANINGFUL



- Committee Chair
- Chapter office
- State board position
- National FFA Alumni and Supporters Advisory Committee
  - Corporate Chapter Rep
  - Young Alumni (18-24)
  - Application due Sept. 1
  - <https://www.ffa.org/alumni-and-supporters/join-alumni/>
- Leadership positions
- Training
  - RDCs
    - Register by March 8<sup>th</sup> for RDC in Minn., March 20-21
    - Remote Development Conference, April 21-23
    - <https://www.ffa.org/alumni-and-supporters/events/>
- National FFA Convention & Expo

# The Next Level

LEARNING to DO | DOING to LEARN | EARNING to LIVE | LIVING to SERVE

NATIONAL FFA  
**ALUMNI AND SUPPORTERS**  
ADVISORY COMMITTEE

TOP ROW: Chuck Benson, Will Clark, Corynn Flood, Tammy Glascock, Jill Goedeken, Anthony Hernandez, Karyon Huntington  
BOTTOM ROW: Jenna Large, Nelson McCracken, Justin Preddy, Katie Ramsey, Matthew Rounsley, Wendy Warner, Ryan Williamson



# National FFA Week!



*National* **FFA WEEK**  
FEBRUARY 21-28, 2026

**SATURDAY:** Happy National FFA Week!

**SUNDAY:** SAE Sunday

**MONDAY:** National Days of Service

**TUESDAY:** FFA Alumni Day

**WEDNESDAY:** Ag Teacher Appreciation Day

**THURSDAY:** Give FFA Day

**FRIDAY:** National Wear Blue Day

**SATURDAY:** National FFA Week Ends

Share your stories! | @NationalFFA | #FFAWeek | #FFAAlumni | #GiveFFADay



- **Sunday—SAE Sunday:** Members and alumni are encouraged to post about their SAE projects.
  - [SAE Stories from FFA New Horizons and FFA in the USA](#)
- **Monday—Day of Service:** Share FFA service projects that you find inspirational. Nothing demonstrates our members' impact better than seeing them doing good works in their communities.
  - [Living to Serve Archive](#) Plenty of great service projects for you to share.
- **Tuesday—Alumni Day:** Share stories of FFA alumni or, if you are an alum, share a post about your FFA experience and what it meant to you.
  - [FFA Alumni Archive](#)
- **Wednesday—Advisor Appreciation Day:** It's one of our most active days on social media. Pay tribute to your FFA Advisor, or one you know.
  - [Stories about FFA Advisors](#)
- **Thursday—Give FFA Day**
  - [Give FFA DAY Toolkit](#)
  - [Stories From FFA in the USA Reporters](#)
- **Friday—Wear Blue Day:** Show your FFA pride!



# Our Takeaways

1. What strategy will your chapter use first?

- Identify one actionable step your chapter can begin implementing within the next 30 days. (Examples: mentor training, officer training, goal setting, engagement)

2. How will you help strengthen alumni engagement?

- Think about your role as a leader: communication, outreach, mentorship, event planning, or supporting other members.

3. What support do you need moving forward?

- Consider resources, training, partnerships, or tools that would help your chapter thrive.

Together, we grow stronger chapters and communities

- A reminder that sustainable alumni engagement is built through collaboration, consistency, and shared purpose.



# Questions

FFA.org/alumni  
[alumni@ffa.org](mailto:alumni@ffa.org)