



## LEADERSHIP LANCASTER

Connect. Educate. Inspire.

# Alumni Engagement Challenge

### Points System

1. **Meeting Class Members and Posting a Picture:**
  - Points: 5
  - Description: Connect with other alumni by arranging to meet over coffee, lunch, dinner, or any other preferred activity. Capture the moment with a photo and share it on social media using the hashtag #LLAlumni.
2. **Attending a Leadership Lancaster Event:**
  - Points: 10
  - Description: Attend any official Leadership Lancaster event, and earn points for your active participation.
3. **Sharing a Leadership Lancaster Event:**
  - Points: 5
  - Description: Share any official Leadership Lancaster event, and earn points
4. **Donating to Leadership Lancaster:**
  - Points: 15
  - Description: Show your support by making a donation to Leadership Lancaster. Your contribution will be recognized with points.
5. **Posting a Picture of Board Service/Volunteering Inspired by Leadership Lancaster:**
  - Points: 10
  - Description: Share your community involvement inspired by Leadership Lancaster. Post a picture with details and use the hashtag #LLAlumni.
6. **Joining Leadership Lancaster's Board or Committees:**
  - Points: 50
  - Description: Demonstrate your dedication to community development by joining Leadership Lancaster's board or committees. Earn points for your active involvement in shaping the organization's initiatives and fostering leadership growth within the community.
7. **Referring Someone to Leadership Lancaster's Programs:**
  - Points: 20
  - Description: Refer a prospective participant to any of Leadership Lancaster's programs and earn points for your contribution to the community.
8. **Referring Someone to Leadership Lancaster's Core Class:**
  - Points: 80
  - Description: Refer a potential participant to Leadership Lancaster's Core Class program. Earn points when your referral is accepted into the program, showcasing your commitment to growing the community's leadership base.



## LEADERSHIP LANCASTER

Connect. Educate. Inspire.

### 9. Consistent Engagement Bonus:

- Points: 25 (Awarded every 3 months)
- Description: Alumni consistently engaging in various activities such as attending LL events, sharing LL social posts, engaging with LL alumni throughout the month will receive a bonus to encourage sustained involvement.

### 10. Special Challenges/Contests:

- Points: Varying (based on the challenge)
- Description: Participate in special challenges or contests announced by Leadership Lancaster for additional points.

## Annual Awards

### 1. Alumni Engagement Excellence Award:

- **Criteria:** Awarded to the alumni with the highest overall points at the end of the year. This individual consistently participates in various activities, demonstrates a commitment to the community, and serves as a shining example of Leadership Lancaster engagement.

### 2. Community Impact Champion:

- **Criteria:** Recognizing the alumni who have made a significant impact through community service and volunteering, this award goes to the individual with the highest points earned specifically for board service, volunteering, and community-inspired activities.

### 3. Social Media Ambassador of the Year:

- **Criteria:** Awarded to the Social Media Ambassador who excels in promoting Leadership Lancaster on social platforms. This individual consistently shares content, engages with the community, and effectively communicates the values of Leadership Lancaster to a wider audience.

### 4. Dynamic Class Connection Award:

- **Criteria:** Recognizing the class that exhibits outstanding engagement, active participation, and a strong sense of connection throughout the year. It emphasizes the dynamic interactions and collaborative efforts within the class, showcasing their commitment to staying engaged and connected with Leadership Lancaster.