

Burke Alumni Association Funds Usage/History

In April, 2019, the Burke Alumni Association hired a digital media marketing professional to promote the association and encourage graduates to update their contact information. This was made possible through a generous donation of \$10,000. An additional \$10,000 was donated by the Burke PTO and various other individual donors.

In just 2 years, the association has captured updated contact information for 14% of all graduates from 1964-2021. We also launched the official Burke Alumni website, www.BurkeHighAlumni.com, in March of 2020. The website is a central hub for Burke graduates to update their information, view all past yearbooks, get reunion information/purchase tickets, add memories, make donations, view a list of donors and graduate-owned businesses, see a list of deceased classmates (along with senior picture, if available), and look up which classmates are “missing” – for whom updated information is needed.

The association launched its social media platforms in May of 2020, including Facebook, Twitter, Instagram, and YouTube.

Miscellaneous other projects such as Outstanding Burke Alumni Awards, Burke Bash, reunions, senior class videos and Senior Spotlight page on the website, and more were created.

Moving forward, we would like to continue with the growth of our online community through the website and social media, and increase graduate contact information. The corona virus pandemic certainly halted our efforts for in-person events. Once safe, events such as an all-class reunion will take place, homecoming tailgate, alumni award banquet, golf outing and more!

The Burke Alumni Association is seeking funds to continue the work of the organization. Our goal is \$55,000 to continue and improve over the next 12 months.

Allocation of funds:

- \$36,000: Wages for digital media, website, contact coordinator
- \$5,000: Scholarship(s) for graduating Burke senior(s)
- \$5,000: Technical fees
- \$5,000: Fire-proof safe for yearbooks, school newspapers, other memorabilia
- \$4,000: Burke High support; miscellaneous

In three years, we plan to be self-sufficient and our own 501c3 organization, rather than under the Omaha Public School Foundation umbrella.

Please help us reach this goal!