

ALUMNI RELATIONS MANUAL

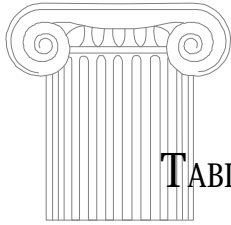


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OVERVIEW

The goal of this manual is to help Triangle chapters develop effective alumni relations by considering alumni priorities, interests, and expectations. The manual also offers alumni programming tips and sample pieces of communication to use when requesting alumni attendance or assistance.



OBJECTIVES

With the help of this manual, Triangle Brothers will be able to:

- ❖ Strengthen their relationship with alumni members by focusing on alumni interests and expectations.
- ❖ Organize effective alumni events by following proven program planning steps and implementing clearly defined roles and responsibilities.
- ❖ Discuss new alumni programming ideas and opportunities within their chapter.



ALUMNI PRIORITIES

If you are currently an active in Triangle Fraternity, what will you expect as an alumnus of your chapter? That's probably the best place to start talking about alumni relations. You are likely to want and to expect some of the same things that current alumni expect. How often will you expect to receive communication from the chapter? How frequently will you expect to be invited back to chapter activities? What activities should be planned for alumni? What type of news will you be most interested in reading about in your chapter newsletter? How far in advance will you want to know about important dates like Homecoming, Founders' Day, Ritual and initiation, rush or recruitment events, etc.? How much financial support will you be willing to give?

Perhaps it's a bit difficult for you to envision what you might expect or want from the chapter; so let's take a look at a list of priorities for a typical Triangle alumnus:

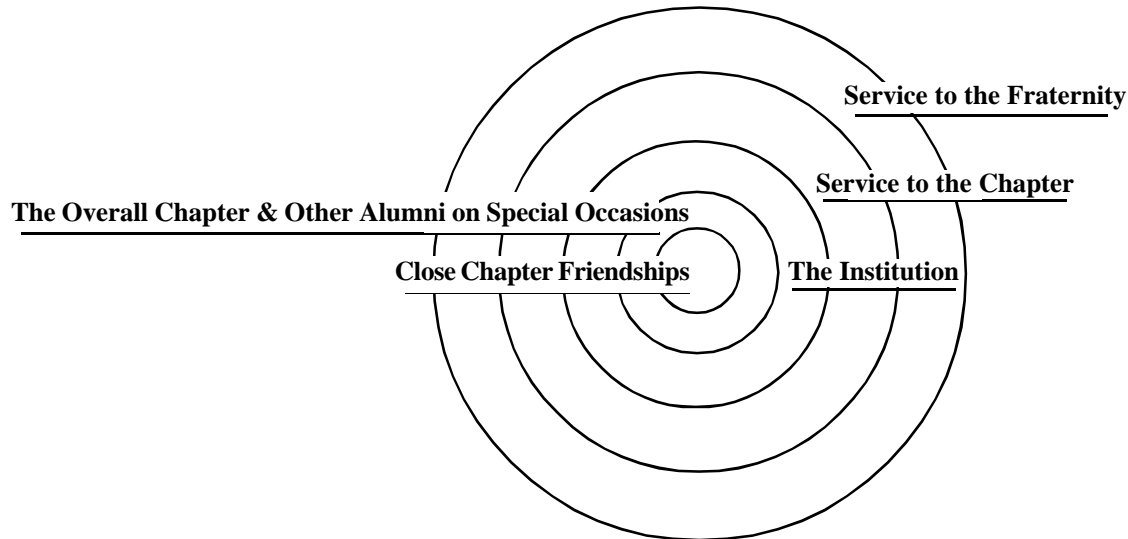
1. Family (significant other, spouse, children, relatives)
2. Job or profession (and related peers)
3. Religion and church involvement
4. Local community activities
5. Personal leisure
6. Fraternity.

In reality, #6 could be a "maybe." Most people probably leave the chapter intending to stay involved and certainly to keep in touch. As the reality of new time demands sets in, however, fraternal commitments get challenged. For many alumni, Fraternity activity is likely to take less of a priority, and the time that it does receive will probably be spent communicating with your closest friends from the chapter.



ALUMNI LAYERS OF INTEREST

So what are the Fraternity-related interests of most alumni? Imagine a bulls-eye. The circles of the bulls-eye can be likened to the various layers of alumni interests. The bulls-eye represents the closest chapter friends of an alumnus. The next layer represents the overall chapter itself followed by other friends and organizations from the college or university and, finally, the National Organization. Let's take a closer look at each of these layers of interest:



Close Chapter Friendships

When time is limited, we tend to keep in contact with the Brothers who are most important to us or with whom we have the strongest friendships. Alumni are most likely to stay connected to the individuals they joined the chapter with, their roommates in the house, other members who served as officers at the same time, and those Brothers they consider good friends. Their connection to these individuals will probably remain stronger than their connection to the overall chapter.

The Overall Chapter and Other Alumni on Special Occasions

Even if an alumnus has a chapter close to where he lives, his chapter of initiation will always be a special place for him. He's going to remain interested in the stability of the chapter and be curious to see how things have changed since he was in the chapter. He is probably most concerned with the chapter's academic performance, its positive reputation on campus, safe and fun events for members, and a strong alumni relations program. After members graduate from college, many find it increasingly difficult to stay in contact with their old friends; but they will want to be able to connect with them when they can. The easier the active organization can make this happen, the more they will appreciate your efforts and most likely stay in touch with the chapter.

The Institution

Alumni are proud of their alma mater. They will look for information about the status of the college/university through the institution's alumni newsletters and magazines. They will look through the alumni update section to get caught up on the lives of their friends or classmates. Athletic programs, new buildings, academic programs, faculty, and new institutional developments are of interest to them.

Service to the Chapter

Alumni enjoy helping continue the legacy of the chapter and volunteer their time and energy to see that happen. Serving the chapter as an advisor will prove rewarding for an alumnus if he is able to see appreciation for his efforts and knows how his role fits into the overall success of the chapter. Actives will also need to be prepared to answer questions regarding how much time is involved? How long the commitment is? Who else is helping?

Service to the Fraternity

Alumni remember what they gained from their chapter experience and want to make sure they can help continue the legacy of the Fraternity by serving at the national level. They will be willing to serve the Fraternity but on their own terms. Here again, they will want to know: How much time is involved? How much money will I need to invest? Will the undergraduates appreciate my efforts? Who else is helping out? How long is my term of involvement?

ALUMNI TURN-ONS AND TURN-OFFS

Remember that alumni are in a different phase of life than undergraduates. Their ideas of appropriate behavior and how things should be done, regardless of how they may have behaved or felt during their college years, will have taken on new perspectives. Following are some hints on understanding alumni.



Turn-Ons:

- ❖ A clean chapter house and a respectful attitude towards it
- ❖ Adequate notice of events (at least 4-6 weeks for minor events; 3-6 months for major events)
- ❖ Events starting on time
- ❖ Acknowledgments (in person, by phone, by letter, or by newsletter)
- ❖ Old scrapbooks, etc.
- ❖ Being invited to and involved with the Ritual
- ❖ Contact by other alumni for requests for help/donations (as opposed to contact by actives)
- ❖ Improving the image of the chapter/Fraternity
- ❖ Opportunity to help actives develop
- ❖ Pride in being a member
- ❖ Being asked!
- ❖ Staying in touch with Fraternity friends
- ❖ Making new Fraternity friends
- ❖ Enthusiasm of other involved alumni
- ❖ *Regular* communication (newsletter, web site, etc.)
- ❖ Personal and professional networking opportunities
- ❖ Reminiscing about Fraternity experiences
- ❖ The opportunity to purchase Fraternity logo items
- ❖ The opportunity to visit casually with Fraternity friends



Turn-Offs:

- ❖ Loud music
- ❖ Irresponsible drinking
- ❖ Last-minute invitations
- ❖ Not being paid attention to at alumni events
- ❖ Requests for money, especially if this is the only contact in a long time
- ❖ Not being thanked for time or money
- ❖ Feeling uncomfortable bringing significant other or children
- ❖ Foul language and off-color humor
- ❖ Drunken behavior
- ❖ Stories or pictures of drunken behavior
- ❖ "In your face" attitudes
- ❖ Poor relations between the chapter and school



ALUMNI TIME AND MONEY

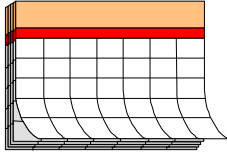
While individual differences always exist, we can draw some general conclusions about the time and money that alumni have available to use with the chapter. If we examine the various age groups of our alumni, we discover the following:

Age	20-25	26-30	31-50	51-60	61+
Disposable Time	25%	10%	5%	25%	75%
Disposable Income	5%	5%	2%	20%	50%

Generally, recent graduates are more likely to share their time through attendance at, or participation in, chapter events and possibly by serving as informal or formal advisors to the chapter and officers. As they settle into their careers, have families, and get involved in their local communities, the time they are willing to share with the chapter is likely to diminish. They may only return for Homecoming or another annual event or simply keep abreast of the chapter and their alumni Brothers through the chapter newsletter. As they approach retirement, however, their time becomes freer, and they potentially become excellent prospects for increased involvement with the chapter. Because more and more individuals continue to work part-time even after they retire, it remains to be seen whether or not this will affect the involvement of older alumni in the chapter. Since older alumni may be less tolerant of the younger generation (particularly language, music, appearance) than more recent graduates, the task of getting and keeping their help must be approached through a well thought out and executed plan.

Finances are a bit different. Most people are leaving college with large amounts of debt and are more likely to have significant start-up expenses upon graduation. Their ability to contribute financially to the chapter or the National Organization is limited. Establishing a pattern of small but frequent donations with these alumni is more important than trying to get significant contributions. If they begin a pattern of donating while younger, they are more likely to make larger contributions when their financial resources are sufficient. Generally, financial giving will increase after one becomes successful in his chosen career and family expenses are more manageable.

It is generally considered best to have alumni contact other alumni both for financial contributions and for involvement of their time. A peer talking to peers almost always results in a better response. Certainly, the chapter can and should reach out to potential volunteers and advisors; but when it really matters, an alumnus is more likely to influence another alumnus' decision to get involved. The same is true for finances. Alumni are more likely to donate to the house corporation or the national foundation than simply turning a check over to the undergraduate treasurer. They get greater security knowing that the funds will be used appropriately when another alumnus makes the request and oversees the disbursement of the funds.



PLANNING ALUMNI PROGRAMS

Alumni programming involves all of the features required for successful event planning. When done properly, an alumni relations program can:

- ❖ Illustrate the value of life-long membership in Triangle.
- ❖ Develop a stronger sense of history for the undergraduate members.
- ❖ Provide advice and guidance to chapter leaders.
- ❖ Assist the chapter in obtaining more alumni support and involvement.
- ❖ Assist the chapter in utilizing alumni resources.
- ❖ Assist individual members with career counseling.
- ❖ Create new relationships between undergraduate chapter members and alumni.
- ❖ Supplement the chapter's recruitment program by providing testimonials.
- ❖ Provide a well-rounded chapter experience for members.
- ❖ Keep alumni ready and willing to provide extra financial support when needed.

Consider the following eight steps when planning an alumni event/program:

1. Define the purpose of the event.

Why is it being considered? Why would people want to attend? It should be fun and attractive to people. Ideally, the event should also:

- ❖ Involve alumni volunteers
- ❖ Promote communication among all members
- ❖ Show the value of life-long membership
- ❖ Be consistent with individual alumni interests
- ❖ Result in additional suggestions for events/activities which meet alumni needs/interests
- ❖ Strengthen the relationship between undergraduates and alumni

2. Coordinate responsibilities.

Since the event is being hosted by the chapter but for the alumni, both undergraduate members and alumni should be involved in the planning. It is important to discuss from the very beginning the roles and responsibilities of all committee members. For large events, it may help to have a chairman, a program coordinator, a treasurer, and a publicity person. The alumni may want to be responsible for the advance communication, promotion, and on-site hosting. The undergraduate members may want to take care of the logistics, special touches, and the entertainment. This discussion is extremely important for good communication and so there are no loose ends on the day of the event. A specific budget should be established and agreed upon ahead of time, with sources of funds identified.

3. Determine the target audience and method of contact.

Who should participate? Is this an anniversary event? Should specific alumni be invited in person rather than merely mentioning the event in the alumni newsletter or in an email message? Will this be a fund-raising event? If so, should significant donors be involved in the planning?

4. Select appropriate activities.

Involve alumni at every possible opportunity. They will know their peers' interests and personalities. Think about what you want to accomplish. Carefully examine all of the options and activities and set a date for the event.

Sample activities:

- ❖ Campus sporting event
- ❖ Pot-luck dinner
- ❖ Special recognition event
- ❖ Cook-out
- ❖ Chapter anniversary
- ❖ Big Brother's weekend
- ❖ Founders' Day
- ❖ Campus Greek week
- ❖ Alumni Weekend
- ❖ Fund-raising phone-a-thon
- ❖ Graduation dinner for seniors
- ❖ Officer training and transition
- ❖ Annual alumni officer election
- ❖ Wine and cheese party
- ❖ National award presentation
- ❖ Golf tournament
- ❖ Host a regional workshop
- ❖ Pledge class or "family" dinner
- ❖ Host a leadership school
- ❖ Graduation

- ❖ Homecoming
- ❖ Resume writing or job search workshop
- ❖ Initiation
- ❖ Alumni club start-up
- ❖ Guest speaker
- ❖ Host the National Convention
- ❖ Reunion
- ❖ Parents weekend
- ❖ Alumni vs. actives sporting event
- ❖ Spring carnival

5. Determine the length and time of the event.

When will the program be held? How far will alumni have to travel? Is the event long enough and important enough to be perceived as valuable (especially for alumni who must travel a long distance to get there)? Will the chapter event be held in conjunction with a university/college event (athletic event, Homecoming, etc.)?

Block out a time when the undergraduate chapter can devote its entire attention to the alumni. Don't schedule other overlapping activities during this time that might make it seem that alumni are in the way or an unwanted bother. For instance, don't schedule a trade party with a sorority in the rec room while hosting alumni in the living room. Also, don't plan to be cordial to alumni the morning after a big party that trashes the house and causes everyone to sleep until noon (no matter how much the Social Chairman promises to have the house cleaned by nine o'clock in the morning!).

6. Choose a location for the event.

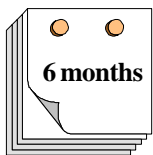
What is the best location for the program? Is it the chapter house? Is it on campus? Do you take the event to the city where the greatest concentration of alumni live? Go to a location which is conducive to the theme and tone of the activity. Consider the distance and suitability of facilities for your purpose. Determine your costs associated with the event site. Work out the necessary details for food, beverage, valet service, etc. Again, remember to involve the alumni in planning the event so they will feel like they have a stake in whether or not it succeeds.

7. Promote the event.

Make sure to promote the event numerous times throughout the year, starting **at least six months in advance**. Any communication to alumni should include an update of specifics for the event, from time of announcement until time of event, so as to increase attractiveness and awareness of event. Does the chapter newsletter have a lead article on the event? Are there testimonials and quotes from individuals planning on attending? Are the coordinating committee members listed in the promotional materials? Think about creative ways to get the attention of alumni. Special invitations, postcards, small gifts, and novelty items could add a fun element to the event planning and build anticipation for the program. Many chapters have had great success with alumni phone trees for promotion. They can create some fun challenge for alumni to call peers from their era in the chapter. Alumni will enjoy talking directly with other alumni and those called will appreciate the personal invitation. Don't forget about using the *Triangle Review* as a publicity tool.

Send out specific announcement of all events, costs, registration form, time, date, place, and final date for registration. Either include this in a separate mailing/invitation or on a separate page in the alumni/chapter newsletter. Responses and fees should be sent to the treasurer by a certain date which should be clearly stated in the announcement.

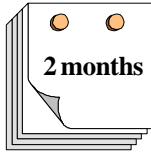
8. Line up necessary communications, materials, and resources.



Six months in advance:

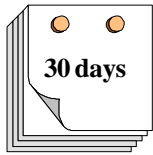
- ❖ Reserve a block of hotel rooms at cost appropriate to your group and event.
- ❖ Plan and book "culmination event," preferably at the same place.
- ❖ Decide price; menu; favors (glassware, T-shirts, other items); type of dress (casual, formal, semi formal); who is welcome to attend (Brothers only, wives, girlfriends, family members, children).
- ❖ If a Saturday event is planned, decide if there should be a Friday event? Examples:
 - ◆ Have a reception in hotel suite (booked by planners) as part of event from 6:00 p.m. to 8:00 p.m., then off to a no-host dinner or dinner on your own.
 - ◆ Have a reception at the chapter house followed by dinner.
 - ◆ Groups of alumni get together for dinner on their own and stop by the chapter house.
- ❖ Buy blocks of tickets for the event. Consider offering a package price with related events and pricing them out separately.
- ❖ Designate an official photographer to take group and candid shots.
- ❖ Organize official program. Head table or not? Who sits at head table? Master of Ceremony; Entertainment (DJ/band); Awards; Speakers; Oath; National Anthem; Introduction of special guests; Songs; etc.
- ❖ Hire the entertainment.
- ❖ Invite school officials at no charge, and possibly ask them to speak at the event.

- ❖ Invite national representatives: Councilmen, Field Directors, Consultants, Education Foundation members, BLF, Members, National Headquarters staff, etc. and perhaps ask them to speak.
- ❖ Make arrangements to secure event favor.



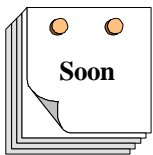
Two months in advance:

- ❖ Follow up on attendance. If it's exceeding estimates, modify the event if required.
- ❖ Have active organization members phone alumni.
- ❖ Have alumni organization members phone alumni.
- ❖ Call presidents of previous pledge classes and convince them to call their pledge Brothers.
- ❖ Encourage undergraduate attendance, which is important for any alumni event.
- ❖ Finalize all meal functions and arrange for cash bar.
- ❖ Confirm block of tickets for event.
- ❖ Consider an audio visual presentation of Fraternity activities.



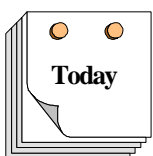
Thirty days in advance:

- ❖ Constant coordination with chapter, alumni, hotel, restaurant, etc.
- ❖ Confirm attendance of speakers and VIPs.
- ❖ Confirm band and photographer.
- ❖ Discuss with hotel when to release room blocks which won't be used.
- ❖ Confirm with hotel that you can use its sound system/AV equipment. If not make alternative arrangements.
- ❖ Mail out confirmation and tickets (including directions), note tickets are only to be distributed to individuals that have paid; individuals who have not paid will have to wait and receive their tickets at the event.
- ❖ Mail out a final announcement to non-attendees (postcard recommended - "Last Chance").
- ❖ Print the program.
- ❖ Confirm event favor, awards, delivery dates, other requested items.
- ❖ Confirm availability of athletic or other event facilities.
- ❖ Check with hotel for lectern, easels, podiums, etc.



Immediately prior to event:

- ❖ Set up welcoming table at hotel or chapter house. Include a sign-in book, calendar of upcoming events, tickets, name tags, pens, address update forms, place card settings, photo scrapbooks, historical photos, thank you gifts for alumni volunteers, etc.
- ❖ Confirm all meal counts with the hotel or the chapter cook and check with the hotel as to the latest possible time to add people.
- ❖ Provide to hotel the favors and programs to be placed on tables.
- ❖ Make sure head table is appropriately set—including banner/crest if necessary.
- ❖ Check out sound system and remind DJ/band.
- ❖ Confirm program agenda with speakers and master of ceremonies.
- ❖ Bring awards.
- ❖ Remember the check book to pay bills.
- ❖ Adjust last minute head counts with hotel/restaurant.

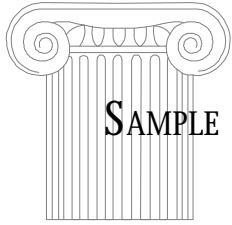


On the day of the event:

- ❖ Make sure photographer takes photos.
- ❖ Pay all necessary bills.
- ❖ Announce next event.

9. Evaluate how well the program met its intended goals.

Discuss ways that the program could have been improved for future reference. Ask some of the alumni directly for suggestions, along with reactions from other undergraduates. Keep the evaluation in a file on record for the next alumni relations chairman.



SAMPLE PHONE SCRIPT FOR AN ALUMNI EVENT

“Hello, may I speak with (his name) please?”

(Once the Brother is on the phone and says hello)

“Hello, is this (his name) initiated into (chapter name) of Triangle Fraternity?”

(Wait for response)

“This is (your name) calling. I am a member of (name of your chapter) from the (name of your school). I’m working with other Triangles who are calling alumni on behalf of the (name of chapter) alumni event scheduled for (date) and I’d like to talk with you for a few minutes.

“The first thing I’d like to do is make sure we have your correct mailing address. (Read address, verify spelling and class year, confirm as correct, and note any changes.)

“Thank you. As I mentioned, I am volunteering my time tonight, along with a group of other (name of chapter) Brothers to call alumni all over the country. I’d like to let you know that we are doing well! (Use facts to tell him how well we are doing i.e. # of pledges, house renovation occurring, working to make your house the best chapter on campus—support of alumni and actives, many Brothers involved in campus activities including (name activities).)

“As I stated in the beginning, we are having a chapter/alumni event on (date) at (where event is being held). We have the following planned (tell what it is). You should have received the mailing by now. If not, I’ll mail another one.

“Great! I look forward to meeting you on (date).”



ALUMNI RELATIONS COMMITTEE CHAIRMAN

The Alumni Relations Committee Chairman promotes goodwill and cooperation between alumni and the chapter, works in conjunction with alumni volunteers to plan events, and manages the chapter's alumni relations programs.

These are some of the typical responsibilities of the Alumni Relations Committee Chairman:

1. Attend alumni event planning meetings as the chapter representative.
2. Read all leadership materials pertaining to this office.
3. Promote goodwill and cooperation between alumni and collegians.
4. Publish a newsletter that will be sent to all alumni at least once a year.
5. Plan specific alumni functions (Founders' Day, Homecoming, etc.)
6. Plan activities and programs for alumni by preparing yearly and monthly chapter calendars and making copies for members as well as the alumni.
7. Work closely with alumni to develop career networking opportunities for the chapter.
8. Maintain the alumni mailing list and personal files on alumni including:

- ❖ Name, address, phone, email address
- ❖ Birth date
- ❖ Job information
- ❖ Nickname
- ❖ Significant other/spouse
- ❖ Children's names and birthdays
- ❖ Initiation date and graduation date
- ❖ Special interest areas (allow them to list)

9. Maintain programming records in a notebook that contains:

- ❖ Alumni Relations Committee Chairman and committee job descriptions
- ❖ Updated copy of the chapter by-laws
- ❖ Short and long term goals
- ❖ Copies of the chapter/alumni newsletter
- ❖ Budget
- ❖ Event descriptions and program evaluations
 - ❖ Calendar of events



ALUMNI RELATIONS COMMITTEE MEMBERS

The purpose of the committee is to develop a year-round program designed to strengthen interpersonal relationships with the chapter's alumni. The committee also works to support the activities and programs for alumni. Some common responsibilities of an alumni relations committee are to:

1. Help develop and maintain a chapter alumni relations program by developing short and long-term programming objectives.
2. Help plan and organize special alumni events (Founders' Day, Homecoming, etc.)
3. Help with developing, printing and distributing the alumni newsletter.
4. Present awards to alumni members who positively contribute to the chapter's success.



OTHER ALUMNI PROGRAMMING IDEAS WORTH CONSIDERING

Inviting seniors to attend alumni board corporation meetings

Seniors should start thinking about ways in which they would like to serve the chapter. Take advantage of this time while their interest is still high and they are thinking about how they can help the younger members that they know personally. Share job descriptions for various alumni volunteer roles from advisory positions to house corporation leadership positions.

Arranging for the alumni board corporation to take seniors to dinner

Seniors are probably feeling a little anxious about their impending graduation and the beginning of a new life outside of college. Help them in this transition period by creating opportunities for them to start networking. They may meet some terrific alumni members that may soon become professional colleagues.

Sending seniors to alumni chapter meetings in the area

Encourage seniors to visit alumni associations or interest groups in the geographic area they plan to live or work after graduation. Alumni groups have varied interests, programs, projects, and activities and continue to connect members with each other. Seniors will feel more comfortable with an alumni group if they get to know some of the members before they graduate.

Using alumni to influence and encourage other alumni

Alumni are interested in ways to positively affect the chapter. Ideally, all alumni programming should be suggested by, coordinated by, and promoted by alumni. Remember, alumni want to reconnect with their chapter Brothers in addition to meeting the undergraduate members. Alumni will be your best promoters and recruiters for alumni events and activities.

Involving past presidents

Many fraternities, and other organizations, benefit from a "Past President's Club." These individuals feel particularly invested in the organization because they once helped guide the leadership team of the chapter. They have similar experiences, challenges, and leadership lessons to share. Think of creative ways to involve these influential and proud members. Ask them what interests them most about alumni involvement. They will surprise you with their time, money, and recommitment to the organization.

Displaying alumni pictures in the house

One way to make alumni feel immediately comfortable when they visit the house is to display various pictures representing the history of the chapter. Think about your old high school yearbooks. You probably look for friends and teachers that you knew. Alumni will do the same with posted photographs. They will be able to share the stories behind the photos as well! Remember, if they do know the individuals and the chapter has lost contact with the alumni, be sure to write down the names of each member in the photograph and include that photo in the next chapter newsletter.

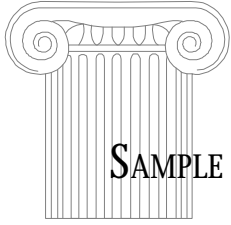
One call, one alumnus, one day

Call one alumnus every day and communicate information about the chapter. It is an easy task to accomplish. Ask each member to call just one alumnus every week to establish a relationship and to get a two-way communication going. This can be more effective than sending out newsletters. Alumni will feel valued. They will know one more person in the chapter. And, they will get their questions answered about upcoming alumni events.

Adopting an alumnus

Some chapters have a meaningful "pen pal" program. Others match individual undergraduates with alumni members. Alumni will appreciate the personal connection that a single undergraduate member can provide. Most upperclassmen enjoy this program because their career pursuits are clear and, if matched with alumni in their profession, they can ask them about what to expect in the first job and talk about challenges of the profession.

Some chapters match new members with alumni so they can understand the true value of life-time membership.



SAMPLE COVER LETTER FOR ADOPTING AN ALUMNUS

Date

Alumnus Name

Address

City, State, Zip

Dear Mr. Alumnus:

The Alpha Beta chapter members hope this letter finds you doing well. My name is Pat Lee and I live in Philadelphia, PA. I joined the chapter two years ago and now serve as the treasurer. Our chapter created a new program where individual chapter members “adopt” an alumnus. I adopted you! I will be sending you chapter updates on occasion, informing you of upcoming chapter/alumni events, and personally inviting you to our upcoming spring alumni weekend. I wanted to introduce myself now and, hopefully, we can meet in person soon.

Our chapter is doing well this year. We completed our first wave of recruitment and have 20 new members with strong grade point averages and a desire to keep Alpha Beta an important part of campus life. The chapter has changed since I joined. We’ve become more focused on community service and leadership development. Our executive board has encouraged all of us to participate in another campus organization in addition to the chapter. With this added emphasis on campus leadership, we’ve found that many of our members are now leaders in those organizations. As treasurer, I’m very proud to say that our accounts receivable are the lowest in three years. Our members have a better understanding of their financial responsibilities in addition to the friendships they are developing in the chapter.

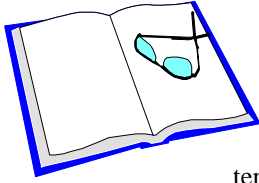
That’s a quick glimpse into the Alpha Beta of today. I am very interested in hearing about your chapter experience and look forward to talking with you in person.

I hope to see you at the Alumni Weekend on April 4. I will call you before that time to make sure that you have received the promotional materials and registration forms. I am really looking forward to meeting you, (Alumnus Name). I can be reached at 219-111-2222.

Sincerely,

Pat Lee

Treasurer, Alpha Beta Chapter



IDEAS FOR ALUMNI NEWSLETTERS

Besides specific programs, most chapter alumni efforts involve an active newsletter program. Remember who makes up your target audience, and tailor your content to meet their needs and interests. Too many chapter newsletters contain an abundance of news about the undergraduate chapter and little to no information about alumni. At least 70 percent of your newsletter should contain information of direct relevance to alumni.

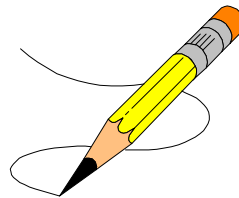
The objectives of an alumni newsletter are to:

- ♦ Help alumni communicate with each other.
- ♦ Provide chapter updates.
- ♦ Create a pool of interested and contributing alumni members.
- ♦ Provide a leadership opportunity for active members to get involved in alumni programming.
- ♦ Complement chapter fund raising efforts.
- ♦ Communicate upcoming chapter events and activities.
- ♦ Introduce the alumni to the undergraduate members.
- ♦ Show the alumni that the undergraduate members value them.

So, how do you do make the newsletter relevant to alumni?

1. Have both an undergraduate and alumni editor for the newsletter, and be sure that they collaborate.
2. Think about what alumni would like to know about the chapter when collecting information. Also consider including bits of information or statistics about the campus that they might not learn from other alumni publications (particularly good as filler material when you need an extra three or four lines to complete a page).
3. Establish an “alumni profile” in each issue. Have an undergraduate member briefly interview an alumnus and write up an interview summary for publication.
4. Include an Alumni Update self-addressed reply card or sheet in every issue. This is an easy and excellent way to gather current information about alumni. Consider asking for the following information and printing the most up-to-date responses you have on file for each person:

- ♦ Name
- ♦ Job title
- ♦ Employer
- ♦ Job description
- ♦ Current address
- ♦ Phone
- ♦ Email address
- ♦ Big Brother
- ♦ Little Brother(s)
- ♦ Spouse’s name
- ♦ Children’s names and birthdays
- ♦ Personal news
- ♦ News about other chapter alumni
- ♦ Information you would like to see in the newsletter
- ♦ Internships or career opportunities in your company
- ♦ Names of high school graduates we should contact with college/Fraternity information



5. Once you get responses, publish them in a list organized by either last name or year in school. This will make it easier for alumni to find their friends. Keep the responses on file. Be sure to also let National Headquarters know about alumni updates.
6. Include a “Career Capsules” section including brief notes or career tips relevant to alumni. Get content for this section from the campus career center, newspapers, business magazines, and invite alumni to send in their own tips to share.
7. Always include a calendar of upcoming events. Remember, most alumni have limited time and need advance notice to plan their participation in university or chapter activities. Announce dates for events a least a semester in advance.

8. Include some news about general Greek life activities and trends on campus. Many alumni experienced a different campus environment; help them understand the one in which you operate.
9. Always include a chapter or officer report section in the newsletter offering brief highlights of significant chapter activities and accomplishments. Include pictures when possible; however, make sure that they all are in good taste.
10. Have a “Help Wanted” section listing ways alumni can support the chapter or get involved.
11. Solicit alumni to write brief columns for the newsletter.
12. Include a report from your chapter advisor(s) and the board corporation officers.
13. Acknowledge any alumni who have recently donated time or money to the chapter.
14. Include home and email address updates provided by alumni. Help them keep in contact with each other.
15. Create an email version of your newsletter to send electronically to your alumni, and provide an email address for responses and news from your alumni.

For more information on putting together a chapter newsletter, refer to the Public Relations Manual in your chapter.



RECRUITING AND WORKING WITH ALUMNI VOLUNTEERS / ADVISORS

Alumni offer the potential for maintaining the excellence of a chapter by providing continuity, explaining positive traditions, and offering their experience and guidance for chapter operations. Many have been chapter leaders and can help you learn from their mistakes. Their professional experience can translate well into particular chapter advisory positions.

Alumni can provide assistance in planning and carrying out the chapter's alumni communications and activities. They can help with telephone calls, mass mailings, and recruiting other alumni to be involved with the chapter. Alumni can provide experienced supervision of chapter housing, including related legal and financial affairs. Individuals who own their own homes are great resources for corporation boards. They have the knowledge and experience in dealing with challenging housing maintenance and repair issues, taxes, insurance, etc. Alumni members can also provide special support for the chapter in emergency situations.

In order to increase participation of alumni in your chapter, there are several steps you can take:

1. Determine the needs and characteristics of your volunteers.

- ❖ They want to feel their service is wanted—Alumni want to feel wanted. They will not readily volunteer their time and efforts if they feel that the chapter does not want them involved. We need to remember to work as hard “rushing” our alumni as we work for new members.
- ❖ They must feel there is a need—Alumni want to help the chapter in significant ways. While they may not have a lot of time to donate, they do want to feel like they can contribute in some productive way.
- ❖ Time commitment—Think back to the time when you ran for a leadership position in the chapter. Or, think of the time when an older member started convincing you that you would be an effective leader for a particular chairmanship or officer position. You wanted to know how much time was involved so you could balance your academics, job, relationships with friends, family, other organizations, future job search, etc. Alumni also need to know how much time is involved in their chapter volunteer role so they can balance the competing demands in their lives.

How will their involvement affect their time? How much time must they dedicate and for what purposes? Are the other volunteers putting in comparable amounts of time? Does the active organization use its time wisely.

- ❖ Friendships—Alumni want to enjoy the company of those that are also working on the committee, advisory board, or project. They want to rekindle the interest in the organization and participate in meaningful ways. They will not want their volunteer responsibilities to be a heavy burden in their lives. Are there true bonds of Brotherhood being formed in the chapter? Do the alumni and actives reach out to each other? Are the new members included? Do the members of the chapter make an honest effort to get to know and like one another or are there just a bunch of cliques?
- ❖ Structure in which to operate—They will want to know if there is a committee structure. They will want to know if they have to submit written reports. They will want to know how they fit into the chapter and alumni structure.
- ❖ Competence—Are the other alumni who are involved doing their jobs? Are they doing them well? Will they be trained properly to do the tasks that they are requested? Is there an open channel of communication to the active organization? To the National Organization? What resources can they tap into (which ones are already in place, which ones can easily be developed)? Does the active organization care about its alumni? Is the active organization pulling its weight?
- ❖ Freedom from liability—America is a very litigious society and these people have worked very hard to provide for themselves and their families. They don't want to see everything they have earned disappear. Does the alumni board isolate its members from risk? Are the volunteers covered by insurance? Does the active organization do its share to minimize risk?
- ❖ Ability to Influence People—No one likes to get involved if their opinions or actions will be ignored. If the volunteers don't feel like they can affect change in the chapter, they won't volunteer for very long. Why should they get involved if everything will remain status quo.

- ❖ Information—What is the situation? How did it get to this state? What has been attempted to improve it? What worked, what failed? Who are the important contacts and how can they be reached? What resources are available? What am I expected to do?
- ❖ Community—Do the alumni and actives work together or are they constantly bickering? Is the chapter in good standing with the university? What is the university's (or key university members') opinion of the Greek system? Does the chapter get along and get involved with the other members of the Greek system? How are we perceived by our neighbors?
- ❖ Recognition—Are the volunteers ever recognized and rewarded for the time, effort, and dedication they put in? Does the recognition only come from other alumni or do the actives see the importance of the volunteers?
- ❖ Authority/Power—If they are put in a situation where they have to make a decision or reprimand members or the chapter will they have the ability to do so? Will their reprimand have any weight? Will it be backed by the alumni board or active organization?
- ❖ Creativity—Will this person be doing the same tasks over and over, or will he be able to try new things, or try old things in different ways?
- ❖ Challenge—How will this person be kept interested? You don't want things to get boring or stale for your volunteers, so try to challenge them and make them rise to the occasion.
- ❖ Advancement—After a person has served as a volunteer for a period of time, is there room for him on the alumni board? Will he have the opportunity to become an officer?

2. Get commitment

You don't just want time from these people—you want emotional involvement. Our members need to expect the best and should look for it every day. The alumni can show this to them.

3. Focus

Get the volunteers to do only what you need them to do at first. Don't try to give them too many tasks right away. You don't want to burn them out or scare them off.

4. Remember the keys to a strong alumni board or group of volunteers:

- ❖ Find out who they are!
- ❖ Assess the current makeup of your volunteers.
- ❖ Orient your volunteers and board members.
- ❖ Plan for ongoing volunteer efforts.
- ❖ Involve your volunteers.
- ❖ Acknowledge and recognize your volunteers and board members.

5. Keep a volunteer profile

Ask your volunteers to fill out a form so that you will have their information on file.



SAMPLE LETTER TO SOLICIT ALUMNI INVOLVEMENT

Date

Alumnus Name
Street address
City, State, Zip

Dear (Alumnus Name):

For years the members of Alpha Beta chapter of Triangle have valued the continued involvement of our alumni members. We've had the good fortune of working with alumni volunteers such as:
(List volunteers with initiation date and graduation date)

We are continually looking for alumni members who care about our chapter, are experienced leaders, and who want to reconnect with undergraduate Brothers. There are several opportunities for short-term and long-term involvement with the Alpha Beta chapter. We know you are very busy and we know that you have a great deal to offer our members. We want to make sure that the time you invest in our chapter is worthwhile to you.

These benefits are not just for the undergraduate members. You will benefit from:

- ❖ Opportunities to work with other alumni and continue friendships gained in school.
- ❖ Opportunities to develop new friendships with other Brothers.
- ❖ Satisfaction in helping the chapter grow and develop under your influence.
- ❖ Serving as a positive role model for young Brothers.

If you are interested in working with us, or know of other alumni members who would be interested, please let us know. We have provided a feedback form for your convenience. We would enjoy talking with you about specific involvement opportunities. We can be reached at 219-111-2222.

Sincerely,
John Smith
Alumni Relations Chairperson

YES. I am available and interested in serving the chapter. Please call me at these times for more details on how I can become involved.

_____ 8 a.m.-12:00 p.m. _____ 12:00-1:00 p.m. _____ 1:00-4:00 p.m. _____ 7:00-8:00 p.m.

NO. I am unable to serve the chapter at this time. I would like to recommend another Brother, however.

Alumni's Name: _____

Address: _____

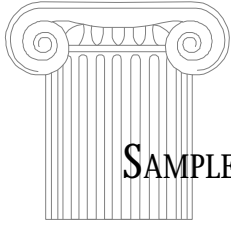
Phone: _____ (h) _____ (w)E-Mail: _____

Your Name: _____

Address: _____

City, State, Zip: _____

Phone: _____ (h) _____ (w)E-Mail: _____



SAMPLE ALUMNI VOLUNTEER PROFILE

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Date: _____

I prefer to receive Triangle mail at _____ home _____ work. (Please check one.)

Telephone numbers:

home: (____) _____ work: (____) _____

cellular: (____) _____ pager: (____) _____

fax: (____) _____

E-Mail: home: _____ work: _____

Employer: _____

Address: _____

Job Title: _____

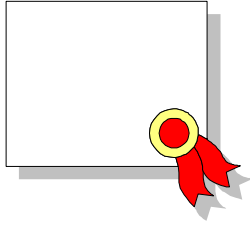
Memberships and Associations (professional, social, honorary, religious, etc.)

Preferred Meeting Times: _____

I would particularly like to help the chapter in the following ways (check all that apply):

- _____ Enhance the image of the chapter
- _____ Offer personal development workshops
- _____ Work on the newsletter
- _____ Participate in physical improvements
- _____ Attend university meetings
- _____ Raise money
- _____ Elected position on the board
- _____ Others, please specify:

My immediate concerns are: _____



RECOGNIZING OUTSTANDING ALUMNI

The chapter can never recognize and thank its own alumni enough. Think about what would be most meaningful to the alumni volunteers. Would they want to be recognized at a special chapter event? Would they like to be recognized in the college/university alumni publication? The alumni relations committee should take some careful time thinking about the many ways the chapter can thank alumni for their contributions. Here are a few to consider:

- ❖ Outstanding Alumni Volunteer—This can be for an alumnus who contributes time, energy, and talents on behalf of the chapter.
- ❖ Outstanding House Corporation Officer—Specifically for someone who volunteers working with housing issues.
- ❖ Outstanding Advisory Board Member—For individuals serving in advisory capacities.
- ❖ Outstanding Committee Member—For active involvement in implementing and executing specific tasks and responsibilities.
- ❖ Contributorship Award—for individuals who do not hold formal leadership positions as alumni but contribute time, money, or expertise on behalf of the chapter.
- ❖ Seniors in Newsletter—Recognize all seniors and a listing of their major and preferred professional endeavors.
- ❖ Distinguished Service Award—For long term service on behalf of the chapter. This may also go to an alumnus who represents the chapter at the national level.
- ❖ Interfraternalism Award—For an alumnus who contributes to the entire Greek community on campus.
- ❖ Don't forget to use the National Awards already in place.

101 WAYS TO CREATE GOOD VOLUNTEERS

1. Meet them
2. Greet them
3. Orient them
4. Introduce them
5. Appreciate them
6. Acknowledge them
7. Educate them
8. Inform them
9. Enrich them
10. Make them feel welcome
11. Make them feel needed
12. Make them feel worthwhile
13. Make them feel wanted
14. Make them feel interesting
15. Make them feel capable
16. Make them feel talented
17. Make them feel comfortable
18. Make them feel valued
19. Make them feel heard
20. Make them feel helpful
21. Facilitate their learning
22. Offer them assistance
23. Offer them training
24. Offer them your friendship
25. Offer them your help
26. Be prepared
27. Be knowledgeable
28. Be interested
29. Be organized
30. Be open
31. Be receptive
32. Be honest
33. Be non-judgmental
34. Administer wisely
35. Seek their opinions
36. Seek their ideas
37. Seek their biases
38. Seek their knowledge
39. Seek their cooperation
40. Acknowledge their ideas
41. Know yourself
42. Develop your skills
43. Orchestrate skillfully
44. Implement workable suggestions
45. Provide reasons to feel proud
46. Provide growth experiences

47. Provide avenues for accomplishment
48. Provide for public acclaim
49. Provide a chance to socialize
50. Provide support for their efforts
51. Use their skills
52. Use their intelligence
53. Use their motivation
54. Use their enthusiasm
55. Use their offerings
56. Use their time (wisely)
57. Use their interest
58. Use their capabilities
59. Use their knowledge
60. Provide an opportunity to make friends
61. Let them have fun
62. Show consideration
63. Acknowledge their individual needs
64. Don't abuse them
65. Don't abuse their time
66. Don't abuse their intelligence
67. Don't abuse their friendship
68. Don't abuse their priorities
69. Don't abuse their good will
70. Don't abuse their good intentions
71. Give them a chance to have an impact
72. Give them a chance to demonstrate commitment
73. Offer a listening ear
74. Offer your time
75. Offer your guidance
76. Help them to grow
77. Help them meet new people
78. Help them face new challenges
79. Help them feel involved
80. Help them feel a part of things
81. Help them learn new skills
82. Help them feel significant
83. Help them to become self-directed
84. Help them to understand themselves
85. Help them sort out their values
86. Respect their need to be heard
87. Respect their need to have some control
88. Respect their need to be recognized
89. Respect their need to be praised
90. Respect their need to experience success
91. Respect their need to fit in
92. Respect their need to contribute
93. Respect their need to be acknowledged
94. Respect their need to have a say in decisions
95. Respect their need to prepare for other roles
96. Respect their need to be respected
97. Respect their need to be admired
98. Respect their need to be seen as valuable
99. Develop their leadership skills
100. Recognize them as individuals
- 101. Believe in them**



POSTSCRIPT

Information in this edition of the Alumni Relations Manual was generated from work done by Brothers Paul Boyle, Rick Overman, and Bill MacAdam. Much of the information also came from Like Minded People: *Alumni Relations Manual*.