



ENGINEERS | ARCHITECTS | SCIENTISTS

Triangle Fraternity Founders' Day 6-Month Communications Guide

Purpose: To provide chapters with an outline for effectively and professionally communicating their Founders' Day plans to actives, alumni, and guests.

This document should be used in conjunction with the Founders' Day Planner.

Month	Actions	Notes
November	First 2 weeks <ul style="list-style-type: none"> Committee formed of actives/alumni Last 2 weeks <ul style="list-style-type: none"> Committee meets and divides up workload 	November is a suggested starting point, but the earlier the better
December	<ul style="list-style-type: none"> Determine event details: Budget/When/Where/Food/Cost/Speakers/Etc. 	Contact HQ for help identifying speakers
January	First 2 weeks <ul style="list-style-type: none"> Develop communication plan Send Save the Date (mail, email, social media) Update event info with HQ Last 2 weeks <ul style="list-style-type: none"> Email follow up Phone calls to bounce backs, alumni with unlisted emails Update HQ with bad/new contact info 	Edit a sample save the date HERE HQ can provide contact lists and perform email blasts Themes are easy way to organize and brand your messaging – pick a precept or a part of the Code of Ethics to highlight!
February	<ul style="list-style-type: none"> Finalize event details Send invite (mail, email, social media) Biweekly social media post 	Edit a sample invite HERE Edit a sample social media post HERE
March	<ul style="list-style-type: none"> One month reminder email Biweekly social media post 	Edit a sample reminder HERE
April	First 2 weeks <ul style="list-style-type: none"> 1 week reminder email Weekly social media posts Last 2 weeks <ul style="list-style-type: none"> Post photos on social media, share with HQ 	If possible, use a high quality camera to take photographs. This makes it easier to share in publications like the REVIEW
May	First 2 weeks <ul style="list-style-type: none"> Thank attendees (social media, email, phone if necessary) Survey attendees for feedback 	SurveyMonkey is a free and easy-to-use tool for creating and distributing surveys