

## *Alumni Newsletter Planning*

What is the purpose of an alumni newsletter?

- To stimulate alumni interest in your chapter.
- To keep alumni informed of your activities.
- To solicit alumni support for your chapter in various ways:
- Help during rush.
- Recommendations for rushees (including legacies).
- Assistance in chapter management and programming.
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What should you include in your newsletter or publication?

- Information on individual alumni - marriages, job promotions, births, awards, etc.
- Upcoming university events - Homecoming, Greek Fling, sports, etc.
- Upcoming chapter events which would involve your alumni, such as Founder's Day.
- Community service projects.
- Lists of new members/associates and hometowns.
- Alumni address changes.
- Recognition of alumni who are supporting your chapter.

Where can you obtain newsworthy material?

- Alumni Relations Chairman.
- President or secretary of alumni chapter.
- House corporation officers.
- University alumni office.

Chapter Advisor or District Representative.

- Compile all material, edit, and decide what is newsworthy. (What will the alumni want to read?)
- Articles to publicize a remodeling campaign or Homecoming event should be the lead (main) story.
- If you placed 6th in basketball it may not be newsworthy. If you feel it is, put it on page two in the lower half.
- Remember - An Alumni Newsletter is for your alumni. Include stories that interest and involve them.

Where to place articles.

Front page - Special projects, Alumnus of the Year, Homecoming.

Place main story in columns two and three - Headline across top of page under logo.

Use a good picture pertaining to main story or secondary feature.

Picture should have a cutline or caption to explain and identify people and events.

Use only black and white sharp glossy pictures, high contrast prints or negatives.

Use items of less importance at bottom of page.

Articles should be short so that you don't have to continue on to the following page.

Page two.

Should contain a masthead telling of the publication, with the chapter address and names of editors and writers at top of column one.

Editorials should be placed at top of column two and three.

Editorials should be short and to the point.

Use facts not opinions.

List current chapter officers.

List alumni chapter officers and how to contact them.

Page three.

This page is reserved for Alumni and outstanding accomplishments of your members.

Alumni address changes.

Special recognition to those alumni who have helped your chapter physically, morally and financially over the past term.

Fraternal who are accorded academic honors and those graduating in what discipline of study.

Page four. (Use sample survey below to get data.)

This page features several alumni and their personal and professional lives.

List job promotions, marriages, births, civic organizations, special honors and awards.

List alumni and what they are doing.

You can also present comments from the alumni office and include pictures of new buildings, presidents, deans, etc.

Where to have your newsletter printed.

International Headquarters - with substantial savings.

University services.

Private printing service - costly - in business for profit. (Camera ready copy usually allows a 20% savings.)

What is the approximate cost of mailing?

First Class - \$0.32 and up.

Bulk rate (third class) minimum of 200 pieces required.

Disadvantage is that third class sometimes takes up to three weeks for delivery - Plan ahead!

Advantage is a considerable savings - Plan ahead!

General Do's and Don'ts.

An alumni newsletter is written for and about alumni.

Remember that your newsletter must be of interest to your alumni for best results.

AVOID making it a "brag letter."

Type all copy - avoid delays with the printer.

Have camera ready if possible.

Give specific instructions on date to be finished, how to be mailed and to whom.

Use only black and white high contrast prints and half-tones.

Do be sure of spelling of all names.  
Plan ahead - Give the alumni notification of events well in advance.

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S A M P L E

(USE CHAPTER LETTERHEAD)

TAU KAPPA EPSILON ALUMNUS INFORMATION UPDATE

This data sheet is part of the (chapter name) Alumni Relations Program. Information we receive will be used to make our alumni publications as interesting and enjoyable as possible for all Tau Kappa Epsilon alumni to read.

I. NAME:

II. MAILING ADDRESS AND PHONE NUMBERS:

III. PRESENT CAREER SPECIFICS:

IV. WIFE'S NAME AND CAREER SPECIFICS:

V. CHILDRENS' NAMES, AGES, AND SCHOOLING INFORMATION:

VI. OFFICES HELD AND ACTIVITY IN TAU KAPPA EPSILON:

VII. ALUMNI YOU'VE BEEN IN CONTACT WITH:

VIII. NEWSLETTER FEATURES YOU'D LIKE TO SEE:

IX. OTHER SUGGESTIONS:

Thank you for taking the time to help us make our Alumni Relations Program better.

Yours in the Bond,

S A M P L E