

## ***Alumni Relations Program***

### **Organizing Your Chapter for a Successful Alumni Relations Program**

- Appoint a chairman and select your Alumni Relations Committee
- Organize your committee and set your goals
- Determine programs/projects to achieve these goals
- Testing and evaluation

### **Locating and Identifying Your Alumni**

- Who are your alumni?
  - Past initiates of your chapter
  - Transfer members
  - Alumni of other chapters living in your area
  - Friends of the chapter
- Alumni Database
  - Files to contain relevant information for future reference (i.e. date of initiation, office(s) held, campus activities, roommates, date of graduation, address, phone numbers, employment, wife, children, birthdate)
  - Use to create Alumni directories
  - Committee member with specific responsibility for maintaining these records

### **Develop Your Mailing List**

- Establish your mailing list
  - Use International Headquarters mailing lists
  - Use university mailing lists
  - Contact past officers
  - Call parents and friends
  - Contact previous neighbors
  - Publish names of "lost" members in newsletter
- Keep it current
  - Obtain alumni assistance for continuity
  - Communicate at least 4 times a year
  - Request address corrections through post office
  - Guarantee return postage for all mailings
  - Forward corrections to university and headquarters
- Minimize time spend on routine activities
  - Use computerized mailing labels
  - Utilize outside sources such as OGC for making address changes and preparing mailings

### **Stimulate Alumni Interest**

- Gather personal information
  - Number of children, hobbies, accomplishments, birthdays, etc.

- Use information cards
- Send Newsletters
  - Emphasize news about other alumni
  - University events
  - Upcoming chapter events
  - "Remember when" column and old pictures
  - Chapter news
- Other Mailings
  - Alumni Membership Directory
  - Notice of initiation anniversaries, ie. 10 years, 25 years
  - Birthday and Christmas cards
- Emphasize chapter anniversaries and reunions

### **Solicit Alumni Support**

- Establish University-Fraternity scholarship funds (tax-deductible)
- Encourage participation in international fraternity activities
  - Lifetime dues
  - Establish international awards
  - International meetings
- Communicate specific chapter needs
  - Rush
  - Building program
  - Chapter projects
  - Inform alumni of what you are doing
- Other Activities
  - Chapter history
  - Local and regional alumni functions
- Follow Through

### **Give Proper Recognition**

- Personal letters of thanks
- University publications
- Use national and local awards