

Chapter Histor Guide

Your responsibilities are many but when performed well, the rewards to your chapter are invaluable.

We suggest that you become familiar with your duties as outlined in the Black Book and learn about those activities for which you are responsible.

You should also consult the V.I.P. Manual and read Chapter 7, which deals with Communications.

Beginning on page 60 of the Manual, you will benefit from a "quickie" course in journalism, learn the preparation of news releases and the art of getting your message in print. A sample of News Release stationery is provided; if you need more, write the Offices of the Grand Chapter.

The Alumni Association Handbook and TKE Fund Raising Manual are also excellent reference sources.

Much of the material in this kit is prepared to assist you in producing interesting and attractive newsletters on a regular basis (seasonally four times a year) for members, alumni, parents, other fraternities/administration, community leaders, other chapters, the Grand Officers, and Offices of the Grand Chapter Staff. We hope you will be able to use the art work (available from the Offices of the Grand Chapter as a separate booklet entitled *Histor's Art*). These graphics files may be e-mailed to you upon request.

Type set and filler copy in your newsletter

When preparing a publication, about half of the space should be devoted to news about alumni members. Alumni are interested in reading about those individuals with whom they attended college when you print this news; you are giving a real service. A sample of our Who's Who form for obtaining information from your alumni is in the "alumni" section of the TKE web page. Additional supplies of this form are available free from the Offices of the Grand Chapter.

If you wish, we will be more than happy to critique your newsletter or chapter rush brochure, offering suggestions to improve the publications. We can also send you examples of chapter newsletters or rush brochures from which you can gain ideas. These are gratis services; just ask.

Yours in the Bond,

Timothy J. Murphy, CFC

Executive Vice President/CEO

TO: CHAPTER HISTORS, CHAPTER ADVISORS, BOARD OF ADVISORS
CHAIRMEN, DISTRICT OFFICERS

FM: EXECUTIVE VICE PRESIDENT/CEO

RE: ALUMNI MEMBERS

The International Fraternity maintains records of all members of Tau Kappa Epsilon, and of particular importance are the records of our alumni fraters.

Most of you have heard that TKE alumni include such successful people as: Ronald Reagan, William Shirer, Digger Phelps, Charles Walgreen, Terry Bradshaw, and the late Conrad Hilton and Danny Thomas.

Your help is needed in maintaining information on the distinguished TKE Alumni. Please take a few minutes and look through the membership list of the fraters from your chapter. Please list those alumni from your chapter who have distinguished themselves in their respective fields of endeavor.

The Offices of the Grand Chapter will follow-up with those fraters that you indicate on this list. We hope to obtain biographical information from them that can be used by the Fraternity to: (1) develop feature articles for THE TEKE Magazine on the accomplishments of alumni, (2) update our alumni records, (3) increase alumni involvement in our Fraternity, and (4) to help the Fraternity best utilize our most talented fraters.

Your help in the completion of this project will be appreciated.

WHAT IS A CHARTERED

ALUMNI ASSOCIATION?

An Alumni Association consists of all of the members of a particular chapter that are no longer undergraduates.

A Chartered Alumni Association is one that has met the requirements outlined in the Black Book and has received a charter from the Grand Council.

Once an Association receives its charter, it may become eligible for a vote in the Grand Chapter by meeting five requirements.

The International Fraternity provides a variety of services to Chartered Alumni Associations designed to assist them in increasing the involvement of all of the chapter's alumni.

All of TKE's chapters are encouraged to establish a Chartered Alumni Association, which can be chapter-based or geographically based.

ADVANTAGES OF CHAPTER ALUMNI ASSOCIATIONS

- TO continue the friendships made while in college
- TO encourage the alumni to return to campus reunions
- TO generate support and help for the undergraduate chapter
- TO publish a regular newsletter, with the undergraduate chapter, keeping all alumni informed
- TO assist in maintaining accurate addresses of all alumni
- TO promote the Fraternity by exemplifying the fact that TKE is . . . the Fraternity for Life

ADVANTAGES OF A CHARTERED CHAPTER ALUMNI ASSOCIATION

- TO have a vote and a voice in the Grand Chapter
- TO maintain involvement in insuring a successful future for Tau Kappa Epsilon
- TO provide support for the expansion of alumni programming
- TO obtain new ideas on stimulating alumni support and involvement
- TO provide an example of dedication and participation

REQUIREMENTS FOR OBTAINING A CHARTER FOR YOUR ALUMNI ASSOCIATION

1. A signed petition by at least 20 of the chapter's alumni, indicating their desire to obtain a charter for the Association.
2. Payment of the \$55.00 charter fee. This covers the cost of the charter, as well as the cost of registering the Association.
3. Payment of the \$25.00 Association fee. This covers the cost of the following services:
 - a. A listing of the chapter's alumni, including address and scroll number. A new list is sent to all Chartered Associations each year.
 - b. A copy of the Alumni Association Manual, as well as several other resource publications.
 - c. An open charge account for your use in ordering supplies from the Offices of the Grand Chapter.

A copy of the application form, as well as further information, may be secured by writing to the Executive Vice President or the Director of Alumni Services at the Offices of the Grand Chapter.

SUGGESTED ACTIVITIES FOR A

CHAPTER ALUMNI ASSOCIATION

Hold an annual reunion for all alumni
Publish a directory of all chapter alumni
Sponsor a scholarship through the TKE Educational Foundation
Publish newsletter with news of the chapter's alumni
Secure recommendations of rushees for the undergraduate chapter
Host a rush event for the chapter
Serve as honorary big brothers for the new members
Provide support and assistance to the Chapter Advisor and Chapter Board of Advisors
Establish awards for the recognition of outstanding undergraduates and alumni
Sponsor a delegate to each Conclave
Sponsor a delegate to a TKE Leadership Conference
Encourage excellence through support of undergraduate chapter activities
Demonstrate the meaning of the motto that TKE is . . . the Fraternity for Life

MAINTAINING YOUR CHAPTER MEMBERSHIP FILES

First, purchase enough index cards so that there is one address per card, with enough extras to accommodate added members and enough room to allow for changes to be made. Second, purchase a file box large enough to hold all of your cards, leaving some room for expansion. Then, arrange your cards according to classes:

1. Current active members
2. Alumni members
3. Honorary members
4. Other (deceased, expelled, etc.)

Keep the file in a safe or other fire-safe place in the chapter house. The Histor, Alumni Relations Chairman, and Alumni Association should have easy access to the file.

As the frater's status changes and you receive additional information, make the necessary changes on your cards.

Once you have all the "hard copy" files in order, you are now ready to enter them into an ALUMNI DATABASE. Many chapters use Microsoft ACCESSÒ , ACT!Ò Database software, or other software of your choice and comfort. There are about 25 good "off-the-shelf" database software products available at your college bookstore or "office" superstore-type retailers.

The Offices of the Grand Chapter requests that you send diskette(s) of your alumni database so that our staff can enter the changes into the master TKE database for the future use of your chapter. That way, when the chapter Histor from your chapter calls and needs an address file 5 years from now, the work you did is preserved ad infinitum.

AND DO IT BEFORE YOU FORGET!

RECORDING CHANGES OF ADDRESS FOR ALUMNI

Maintaining current addresses for the alumni members of your chapter is vitally important. A complete list of members with good addresses is an essential ingredient of your alumni communications program.

The Offices of the Grand Chapter provide annually a computer printout or tab-delineated data disk of the total membership of your chapter which includes the best addresses we have on record. This print-out or data disk is provided in three forms: alphabetically, by scroll number, and in zip codeorderorder.

Your most current listing should be maintained on the printout, which is provided by the Offices of the Grand Chapter. Each time you receive a new address from an alumnus, you should record the change in pencil on both your list and the alumni file card, then send that change to the Offices of the Grand Chapter so that the General Fraternity address list can be updated. If you notice errors in spelling or other information on your printout, you should advise the Offices of the Grand Chapter so they can be corrected.

Each September chapter Histors will receive, on request, a new listing of their initiates which includes the latest information to that date. This new list should be placed in the cover binder after checking it against your old list then the old list should be destroyed.

You can order a new listing or a set of names and addresses on gummed labels at any time. These services are available to ease the burden of your alumni correspondence effort.

CHAPTER ALUMNI DOSSIER FILE

You should also file additional biographical information on each of your members. Chapter Membership Record cards and databases can be utilized upon which you can record such data as: college courses, date graduated, activities, degrees, offices held, wife's name and date of marriage, number of children, involvement codes, gift history, etc. This record can be extended with the use of file folders in which the chapter includes such things as photographs, correspondence from the member, completed Who's Who forms, and other information you would like in your chapter's permanent record.

Many chapters now ask alumni to e-mail them graphics files of photos of themselves that the Histor can load into his database or keep on disks or CDs. Or, Histors can borrow a photo, scan it into a graphics file, and return the original.

A BRIEF FACTUAL PICTURE OF TAU KAPPA EPSILON INTERNATIONAL FRATERNITY

Founded January 10, 1899, at Illinois Wesleyan University, Bloomington, Illinois
Over 282 active chapters and colonies - largest college social fraternity
Over 9,800 undergraduate members
Staff of 8 volunteer International Officers, more than 200 Province Volunteers, 100 committee members, 23 professional employees provide services to chapters and members
Educational venues, several times per year, to assist and develop all segments of the membership
A Chapter House Loan/Mortgage program to assist chapters with housing
No restrictive membership clauses are maintained, or ever existed in TKE
An Educational Foundation to assist members attain scholastic excellence
A magazine published four times yearly
Over 5,000 men initiated annually
Lifetime membership granted upon initiation
Over 231,000 total initiates since founding
A General Liability insurance program offered to members; the finest in Corporate America
Centrally located Offices of the Grand Chapter in Indianapolis, Indiana

TO THE HISTOR:

Often when you are working on your chapter publication, you need some extra copy to fill a small space on the page. This sheet contains filler copy that can be used for that purpose.

This filler copy is designed to give your alumni the most up-to-date information about the fraternity and other fraternities. By using this filler, you are helping to keep your alumni informed.

DID YOU KNOW? Since 1934, over 11,000 men have been initiated into fraternities every month.

TKE became an international fraternity in March of 1958.

On an average, national fraternities grow at the rate of 12 chapters a month . . .
FRATERNITIES LIVE!

TAU KAPPA EPSILON FRATERNITY WAS FOUNDED OVER 100 YEARS AGO.

Over 231,000 college men have been initiated into Tau Kappa Epsilon Fraternity.

Jim Slavin (Alpha-Gamma), Washington State, was the 100,000th initiate.

TKE is the largest college social fraternity in the world with over 282 active undergraduate chapters and colonies.

TKE has more trained Province Volunteers than any other college social fraternity.

TKE is the fastest growing fraternity on the continent and has pioneered more new fraternity systems than any other fraternity.

TKE pioneered with its fraternal presence on the World Wide Web, as one of the first fraternal organizations to provide this member and public service; and it was all volunteer-driven.

TKE is what YOU help make it.

Tau Kappa Epsilon Fraternity operates on an annual budget in excess of \$2,300,000.

A SPECIAL TKE VISA OR MASTERCARD IS AVAILABLE TO QUALIFIED APPLICANTS THROUGH THE TEKE EDUCATIONAL FOUNDATION.

Tau Kappa Epsilon became an international fraternity on March 15, 1958. When Zeta-Iota Chapter was installed at the University of Manitoba, TKE became the 27th International fraternity.

Milestone chapters: 100th TKE chapter is at the University of Northern Colorado; 200th at Centenary College, and number 300 at the University of South Alabama.

For instant service from your International Fraternity, call the ACTION LINE (nights andweek>ends) and leave your message on voice mail, 317/872-6533. You may E-mail TKE at TKEOGC@tkehq.org

TKE observed its 100th Anniversary Celebration in 7 North American cities on January 9, 1999; all cities were satellite-linked, creating a unified event with thousands of members on the continent, simultaneously. This has been cited as the largest single event in the history of the fraternity world.

Send rushee recommendations to the chapter or the International Fraternity! Help us have a better tomorrow!!

TKE was the second fraternity to use computerized data processing equipment to handle membership records, address changes, and a variety of office tasks with speed and efficiency.

This year Tekes will contribute imagination, energy, money, and thousands of hours in service to their campus, community and nation. It's brotherhood in action.

CHAPTER ALUMNI RELATIONS

The Class Secretary System

If one member of each graduating class can be persuaded to oversee and coordinate the efforts of his classmates; keep in touch with one another; with the chapter and Alumni Association, you then have another channel of communications with the general membership, additional members participating (even though located far from the campus) and maintaining their interest, and another source for future leadership.

Class Secretaries may be appointed or elected for a specific term (one-year) and asked to do specific things, for example:

1. Report news items and address changes for publication.
2. Stimulate attendance at Homecoming and Spring Reunion.
3. Interpret Tau Kappa Epsilon favorably to the public.

Recognition might include announcements of acceptances in the newsletters, publications of names on letterheads, in newsletter mastheads, in membership directories, on reunion banquet programs, etc. Class Secretaries should get regular reminders or requests to perform, and copies of all minutes and other important confidential material, a personal letter of thank each year, an opportunity to re-enlist or to suggest replacement.

STEP I:

In conjunction with alumni dues solicitations or with the alumni newsletter, ask each alumnus if he would be willing to serve as a Class Secretary.

Be sure to include a brief description of the duties of the class secretary and the program in general.

It has been suggested that one frater from each graduating class be designated to receive information about and from his classmates regarding present-day activities. This person

would also act as a liaison between the undergraduate members and the alumni.

Information would be forwarded to the Alumni Association Membership Chairman for editing and publication in the alumni newsletter.

NOTE: If possible, indicate that several alumni (give names and class year) have already volunteered to serve for their respective classes.

Each Class Secretary will be provided with the necessary materials needed to do his job, including names, addresses, paper, envelopes, postage, etc. All expenses will be paid by the Alumni Association.

YES! I would like to gather information and correspond with my Teke classmates.

Yes! I would recommend to be the Class Secretary for our class.

Name:

Address:

E-mail address:

Year of Graduation:

STEP II:

Based upon the response and recommendations, select the Class Secretaries for each class. Be sure to publish this list complete with names, address, phone numbers and e-mail addresses and class year in your next alumni publication.

STEP III:

Send each Class Secretary his packet of materials and specific instructions of what you want him to do. Each packet should contain:

1. The most recent address list of alumni in his class.
2. Enough Who's Who biographical forms for each member of his class, including himself.
3. At least two sets of addressed, stamped envelopes to each member of his class.

4. A list of all the Class Secretaries, with addresses and phone numbers and also information on how you (the Chairman) can be reached.
5. Information relative to alumni events already planned or in process.
6. A set of alumni newsletters for the past several years if available.

NOTE: You want your Class Secretary to serve as a news and information center. You will make his job most enjoyable if you do the small, tedious, time-consuming jobs for him. He shouldn't have to address too many envelopes or lick stamps.

STEP IV:

KEEP HIM INFORMED! As address changes come in from the Offices of the Grand Chapter or as a result of your newsletter mailings, be sure your Secretaries have them.

Keep your Secretaries informed about chapter and alumni events with clearly advance notice. The successes of Homecoming, Red Carnation Ball, Spring Weekend, Chapter Anniversary, Founder's Day, and the like, will depend on how well your Secretaries are informed; how they're made to feel a part of the event; and how well they relate this information to their classmates. As a peer, the Class Secretary can many times persuade a disinterested alumnus to attend an event and thus become involved.

Your dues program should be coordinated through your Class Secretaries.

STEP V:

Each year select a Class Secretary from the graduating senior class. Add him to your list, give him the necessary materials and you have another secretary working with you.

OMEGA-OMEGA CHAPTER

College/University

Address

City, State, Zip Code Date

Mr. John Reed

Street Address

City, State, Zip Code

Dear Frater:

Enclosed are the addresses of each member of your class. This is the most up-to-date list we have and, to the best of our knowledge, each address is correct. The addresses are on index cards so that you may file them for your records, and on stamped envelopes to help short cut your work. Also, enclosed are the names and addresses of all other Class Secretaries and a supply of biographical forms to send to each member of your class.

If in your correspondence you learn of a frater's change in address, please let us know so that we can update our records.

If there is any other information we can furnish you or if you have any suggestions for improving the fraternity's relationship with the alumni, please let us know.

Yours in the Bond,

Alumni Committee Chairman
Enclosures

Note: This format is good for US Mail or Electronic Mail or facsimile transmission

ORGANIZING YOUR ALUMNI ASSOCIATION

1. Appoint Alumni Relations Committee and Coordinator

- A. Include Histor, and Chapter Advisor or Board of Advisors member
- B. Include one or two other local alumni

NOTE: This will serve as your steering committee.

Once the association is formed, the association officers can handle everything.

- 2. Formulate a Statement of Purpose for your Alumni Association (Exhibit I).
- 3. Set date for Alumni Rally and make personal contact with alumni in area (50- 75-mile radius). (Exhibit II)

4. Hold Alumni Rally

- A. Elect pro-tem officers
- B. Nominate members to Association Executive Committee
- C. Adopt a Statement of Purpose

D. Appoint committees

1. Nominations Committee (to receive and tabulate mail ballots)
2. By-Laws Committee (to prepare Association By-Laws) (See Alumni Handbook)
3. Publicity Committee (to publish newsletters, etc.)

E. Set date for next meeting

5. Prepare and distribute mail ballot for election of Executive Committee (Exhibit III).
6. Publicize Association and initial meeting in Alumni Newsletter.
7. Second meeting:

- A. Report results of mail ballot (try to have the winners in attendance if possible).
- B. Adopt by-laws and set date for annual meeting.
- C. Prepare agenda and meeting dates for the coming year.
- D. Have Publicity Committee issue a newsletter.
- E. Have membership committee begin a membership drive through yearly payment of dues (membership dues campaign) (Exhibit IV)
- F. Divide Alumni membership into classes and find Class Secretary (coordinator) for each.
- G. Undergraduates appoint Senior Alumni Coordinator from Senior Class.

8. Plan for your next meeting.

SECRETS OF SUCCESSFUL ALUMNI DEVELOPMENT

Suggested Organization

Should undergraduates be part of the Alumni Association?

Two basic approaches are used widely.

Often they are, and not only attend but have a vote at the annual meeting. Normally, they do not hold office but some should be ex-officio members of the Executive Board, such as the Prytanis, Histor and Alumni Relations Chairman (if an undergraduate). In other instances, a member becomes part of the Alumni Association when he ceases to be part of the undergraduate organization.

It is recommended that your chapter's Alumni Association be administered by a large and representative Board of Directors which may meet only twice annually, coincident with annual reunions, further delegating interim duties to an Executive Committee which would meet as often as needed.

Since the average chapter's alumni members are widely scattered, of all ages, and of varying means, unable to get to every called meeting of members, it is realistic to assume that it will be impossible to count upon holding annual association meetings which will be sufficient, alone, to keep members informed and give them satisfactory opportunity to participate.

Under these circumstances, the by-laws should provide that the business of the organization and its activities will be in charge of a large and representative Board of Directors, chosen for their ability to get to semi-annual (or slightly more frequent) meetings in the university community or in nearby cities where there are concentrations of members. Don't let anyone persuade you that a large and representative group of Directors is undesirable because it is hard to get a large group together, or it slows down accomplishments to have a large group.

It is more valuable for the chapter to provide the participation of many than to perpetuate the ease of a few members to transact business without staging any formal meetings. There is most to gain when the Board represents members of all classes and their home geographic areas. It has been demonstrated that the chapter is weakened when a few members transact and quickly dispose of all the business.

It is important to note and understand that the Board of Directors for the Alumni Association is not the same entity as the Board of Advisors for the chapter, though there can be dual membership.

Why a large alumni board is best:

1. While advisors must live fairly close to the campus, you can cultivate the interest of a widespread alumni membership by making the Board representative of many classes (age groups) and geographic areas.
2. Larger boards help assure better attended and thus more interesting, more democratic, and more resultful meetings.
3. More board members mean more accomplishment if you organize, deputize, and supervise.
4. Larger boards permit the training of future leadership. By contrast, the small, close-knit, self-perpetuating group provides little chance for others to sustain their interest through participation or to become familiar with the chapter's operations from an alumni point of view.

Here are some of the methods used by successful chapters to secure and encourage alumni participation in leadership and advisor roles:

1. Enlist members to serve on the Board for a definite term (usually three years), during which time there should be two, and more than three, meetings of the Board annually.
2. Have Board meetings a definite pre-determined time and spell this out to each prospective Board member before nomination. (Suggested meetings: 10:00 a.m., the Saturday morning of Homecoming; 10:00 a.m., the second Saturday in January; 10:00 a.m., the Saturday morning of Spring Reunion Weekend.)
3. Give each Board member a specific assignment and whatever help, encouragement and prodding is necessary so that he can make a positive report at the Board meeting.
4. Specific assignments, committee chairmanships and offices should be for one year only; new officer elections should be held at the Board meeting the same weekend as the annual meeting, and appointments made immediately thereafter.
5. Ample written notice should be given each Board member prior to each meeting, including an agenda following a formal order of business such as:
 - a. Call to order, roll call, and reading of minutes.
 - b. Reports of committees, reports of officers.
 - c. Old business, new business.
 - d. Announcements, appointments, adjournment.
6. Last-minute phone call follow-up should be made to each Director who has not indicated (on a return postcard) that he will attend (or cannot attend for good reason).
7. Directors who can attend only rarely because of the distance of their residence should be called upon to be especially attentive to a published agenda prior to meetings and published minutes after meetings, and to provide constructive criticism in writing. They should be called upon to keep in touch with members in their areas whom they represent, and to do activities involving letter writing, such as acting as Class Secretaries. (Refer to the Class Secretary System.)
8. Meetings should be conducted in a businesslike fashion and not become bogged down in detail and debate, which should be handled by committees. Each member should feel, after the meeting, that his time was well spent, that he learned something and contributed something, and that real progress was made by the group.
9. Detailed minutes should be published immediately after each meeting and mailed to all Board members and other individuals you desire to keep informed. The secretary can mark on each copy of the minute's items of special concern to the recipient.

10. Activities, proceedings and reports of the Executive Committee and the standing committees should be communicated frequently to the members of the Board, for edification, education and comment.

You Can Provide for Additional Alumni Participation by Recruiting and Supervision of Class Secretaries

If one member of each class can be persuaded to oversee and coordinate the efforts of his classmates to keep in touch with one another and the undergraduate and alumni organizations, you have another channel of communications with the general membership, additional members participating (even though located far from the campus), and maintaining their interest, and another source of future leadership. One reminder: do not forget those that graduate during the year (semester/quarter holdovers, etc.). These men should be handled by the Class Secretary for the previous graduating class.

Before you lose a Class Secretary due to his one-year term, be sure to have someone in that graduations block to replace him.

Class Secretaries may be appointed or elected, for a specific term (one year), and asked to do specific things; for example:

1. Report news items and address changes for publication.
2. Stimulate attendance at Homecoming and Spring Reunion.
3. Interpret Tau Kappa Epsilon favorably to the public.

The Class Secretary should be furnished with the materials needed to do his job, such as stamps and chapter stationery. Also make sure he is aware of happenings that affect his duties, for instance, the chapter receiving correspondence from one of his constituents.

Recognition will be important when dealing with Alumni Association volunteers. It can include announcements of acceptance in the newsletter, publication of names on letterheads, in newsletter masthead, in membership directories, on reunion banquet programs, etc. You will also wish to consider supplies from the Offices of the Grand Chapter that avail themselves particularly to alumni, such as alumni decals and recognition certificates. But the best way you can acknowledge their efforts is to take the initiative in contacting them. Class Secretaries should get regular reminders/requests to perform and copies of minutes and other important confidential material, a personal letter of thanks each year, and the opportunity to 're-enlist' or suggest a replacement.

Of course, the alumni organization should join the undergraduates in sponsoring and financing the chapter's alumni newsletter and occasional printed directories of the chapter's membership. It is desirable for the Alumni Association to appoint one of its

members to be responsible, with the Histor and undergraduate alumni coordinator, for the alumni newsletter.

Perhaps you have been wondering how the Alumni Association's expanded activities can be afforded. Fortunately, another provision of your chapter's Alumni Association by-laws should call for the collection of voluntary alumni dues of \$15.00 yearly. This provision is especially recommended not only to finance activities being necessary to provide rules in which many alumni may participate, but also to make a reality of their continuing membership. When the alumnus pays dues to an association, he knows that he belongs and is more certain to be interested and active.

One reminder: If the chapter has not obtained a Not-for-Profit Permit for their mailings, make the investment. The Alumni Association can also make use of it having the chapter as the return address. Also check into the requirements for mailing business reply envelopes or postcards.

ALUMNI RELATIONS

A. ALUMNI SUPPORT IS DEVELOPED

How many men are in your chapter?

If you restrict your answer to include undergraduates, you are missing one of the most potent elements within your chapter...your alumni.

The chapter that takes full advantage of all its members is the chapter that receives good financial support, rushee recommendations, good attendance at chapter activities, and the moral support needed in a time of crisis. The first step, though, must come from the undergraduate leaders.

Your alumni are still as interested in your chapter, as proud of its achievements, disappointed in its failures, concerned for its development, and eager to help its members as they were as undergraduates. Too often, however, they are discouraged in finding the means to demonstrate this interest. They lack information on chapter and campus conditions. With limited contacts, they become unfamiliar with your chapter's undergraduate and alumni leaders.

Keep your entire membership informed on chapter affairs and they will be ready to cooperate in any project or service needed to advance the Fraternity.

1. ESSENTIAL ELEMENTS OF SUCCESS

Regularity, frequency, and continuity are the basic elements of any program designed to win greater alumni support for your chapter.

The effect of a good program today will be dissipated and lost tomorrow if allowed to lapse. Practiced year in and year out, the following duties and responsibilities of the Alumni Relation Committee, or comparable Alumni Steering Committee, will help to insure good alumni relations for your chapter.

1. Good address records. Take the initiative to locate lost members and maintain an up-to-date address record of each alumnus, including e-mail addresses.

2. Mailings to alumni. Be sure that mailings to alumni are prompt and prepared well in advance for announcements of Homecoming, class reunions, Red Carnation Ball, and other traditional or special events. Remember, too, that many Alumni Associations and their Boards of Directors often stay in constant contact via e-mail...it's quick, cheap, and hassle-free.

3. Alumni Newsletter. An alumni newsletter should be published and sent to all alumni no less than THREE times each school year. This alumni-oriented newsletter is the key link in the exchange of opinions and information. Ask your alumni to write short feature articles or include biographical sketches of alumni in each issue. Keep away from items about current pinning and other in-house features...they are of little or no interest to the alumnus who has been away for 10 or 15 years.

These newsletters can be posted on chapter web page in addition to mailing. However, many fraters will need to have them sent in the regular mail until they get used to going to the web page for this feature. If your webmaster can place an "auto-update" feature on your web page for alumni to request notification upon update, all the better.

4. Biographical information. Chapter records should contain a complete dossier on each chapter member. In addition to names and addresses; e-mail addresses and web site URL addresses; occupational and family information; pictures, clippings, and correspondence should be gathered and preserved through the years.

5. Special events. Make a special effort to inform your alumni of special campus or chapter events. Work closely with the college or university Alumni Office and you will find they will usually assist you in promoting these events. (The Alumni Office is anxious to inform your alumni, too, and will help you with updating addresses and biographical information.)

6. Say Thank You.

Acknowledge visits, letters, and contributions promptly! Let your alumni know you appreciate their interest and support and give sincere recognition to those who give of their time and money for the benefit of the chapter your Chapter Advisor and Board of Advisors members. Saying thank you publicly through the alumni newsletter will

encourage others to give and makes the person you're thanking proud to be associated with your chapter.

2.FINANCING THE ALUMNI PROGRAM

There are several different plans for financing the alumni program of your chapter. In some cases, the expense of the program is assumed completely by the undergraduate chapter; while in others, all expenses are paid from the treasury of the chapter's Alumni Association. Too many times, the alumni program is not included in the chapter BUDGET and, therefore, NOT FINANCED AT ALL.

Two programs have proven to be simple to administer, yet highly successful.

1. Annual Dues. A voluntary annual alumni dues program, similar to that used by the General Fraternity. Each alumnus is asked for a contribution; usually \$ 25.00, to pay for the expenses of the alumni newsletter and costs involved in maintaining alumni records. Many chapters prepare inexpensive membership cards or certificates, which are presented to each donor.

With this approach, however, ANNUAL BILLINGS with at least one or two follow-up billings, are absolutely necessary. The alumnus should not be expected to remember an annual donation to the chapter Alumni Association.

2.Subscriptions. A REGULAR alumni newsletter is sent out to all alumni and a subscription of \$10.00 or \$15.00 is asked to help defray publication and mailing expenses.

The income derived usually exceeds the actual costs, and the additional money is put into a special fund to assist with reunion expenses, alumni awards and special recognition certificates for members. The subscription is voluntary and non-subscribers should still receive the publication regularly. Seeing a listing of those who have become subscribers will usually encourage others.

3.ZAP . . . INSTANT SUPPORT!

If your alumni now seem to be apathetic, a one-year program as outlined above will NOT produce immediate contributions of large amounts nor throngs of your alumni returning to campus and seeking to be elected to the Alumni Association or Board of Advisors . . . instant zap! Alumni support will not develop at will or command, but must be cultivated over a long period of time. It would be safe to say that only after at least five years of a continued program will you begin to realize just how active and interested your alumni members are. It's necessary, then, to begin to plan your program NOW!

Various alumni publications are available from the Offices of the Grand Chapter. Study them, and then WRITE DOWN your alumni plan of action for the future. By the time you ARE one, you'll reap the benefits of your own foresight.

B. COMMUNICATING WITH ALUMNI

1. AN EFFECTIVE NEWSLETTER

An effective alumni newsletter contains a great deal of news that your ALUMNI WANT TO READ! Studies show that your alumni will have the greatest interest in these areas:

Personal news. Of greatest interest are personal news items about themselves or of fraters they know personally. Regular items or features will prompt many that have never before written to send in news about themselves.

Addresses. A most important service that you can provide for your alumni members is to give them complete and current addresses and e-mail addresses of their fraternity brothers. Be sure to include zip codes and scroll numbers. A complete alumni directory published before the Holiday season will win you many alumni friends. You can also list current address changes and e-mail lists in your newsletter.

Alumni Features. Use your newsletter to say thank you to those alumni members who have worked hard for the chapter. Also include features about your members who have obtained success in their work or have made other accomplishments. USE PICTURES whenever possible.

Reunion News. Publicize Homecoming, class reunions, Red Carnation Ball, and other alumni events WELL IN ADVANCE. Give your alumni a calendar of events a year or semester in advance so they can plan their busy schedule to attend these functions.

Dues Acknowledgments. List the names of your members who have paid chapter alumni dues. Be sure to list and say thanks to those alumni members who have given you financial contributions.

Undergraduate News. Tell your alumni how the chapter is doing in the areas of scholarship, intramural, social and traditional chapter events. Also include short items about initiations, elections, graduation, and news about the current campus scene.

Other items you may include are news of rushing, a Prytanis Report, and information about current or past housemothers and chapter sweethearts. And remember . . . the more news you can have written by your alumni, the better chance you have of getting it read.

2. THE MECHANICS

Okay . . . your newsletter is an alumnus oriented.

Now make it REGULAR and FREQUENT; certainly no less than THREE times each school year!

Make a time schedule to get your newsletter out by the date promised and give members of your committee deadlines for submitting articles, pictures, and making all the necessary arrangements with your printer. Don't overlook the fact that you will need TIME to get your rough copy into a printable form, do your layout and page makeup, read proof, and also time for addressing, stuffing and mailing.

By the way . . . your alumni newsletter need not necessarily be an expensive production. Simply be concerned about quality of content and neatness. Some of the best alumni newsletters are simply run off on a copier.

3.KEEP CURRENT ADDRESSES

The second ingredient to good communications with your alumni members is having a good address for each. First of all, recognize the fact that from 25% to 35% of your alumni members will change addresses this year . . . and next. This may only be a move across the street, or it may be a move across the country. Nevertheless, that change needs to be reflected in your records.

Secondly, be thoroughly familiar with the change of address system at the Offices of the Grand Chapter.

Each chapter receives, once a year, an up-to-date listing of their complete scroll. The listing is in scroll number order. When you receive this listing, you should update your Chapter Alumni Record cards. Address corrections as they are received by your chapter should be entered on this listing and also sent to the Offices of the Grand Chapter.

Listings and labels of area alumni, chapter alumni, etc. can be ordered from the Offices of the Grand Chapter anytime during the year. Ask for the computer request order form.

4.FINDING LOST ALUMNI

A "lost" alumnus is one for whom we do not have any current address. There are several methods you can use to find these members. Here are a few:

1. Make sure returned mail was addressed correctly.
2. Use Address Correction Requested and ask the Post Office to furnish new addresses for you.
3. Use the telephone. Call information and verify an address or place a person-to-person call.
4. Contact the frater's father, mother, brother, etc.
5. Check with his last known employer.
6. Check with other members of his graduation class or other alumni. List him as "lost" in your newsletter.

7. Contact the Registrar's Office, Placement Office, and other departments within the University. (Most alumni offices will allow you to spend Saturdays and other time researching their files.)
8. Check with the Armed Services.
9. Check with the Internal Revenue Service district office in the state of his last residence.
10. Check with other organizations to which he belongs.

DON'T BE AFRAID TO ACCESS WWW.WHITEPAGES.COM. This free internet-based service will allow you to search telephone directories all over the world. There are other internet-based "finding services", but some carry usage fees or require subscriptions.

Finding lost alumni and communicating with your alumni members can be fine projects for your new members. Writing letters, calling alumnus, on the phone, or face-to-face interviews will do a lot to make your alumni members feel wanted. It will also help to instill in your new members that Tau Kappa Epsilon is, indeed, The Fraternity for Life!

C. ORGANIZING YOUR ALUMNI ASSOCIATION

Your chapter's alumni members are probably widely scattered, of all ages, and of varying means. Therefore, it unrealistic to assume that all members of your chapter Alumni Association can get together for an annual meeting that, alone, will be sufficient to keep them informed and allows for enough opportunity to participate in the activities of the Association.

Under these circumstances, the by-laws should provide that the business and activities of the Association be the responsibility of a large and representative Board of Directors. Such a Board (15 - 25 men) should be representative of your various age brackets as well as geographic areas. Don't be persuaded that a large group is undesirable because it is hard to get a large group together, or it slows down accomplishments to have such a large group.

Within YOUR association, it is more desirable and valuable to provide for PARTICIPATION OF MANY rather than the ease of a few doing all the work and having all the responsibility.

1. ALUMNI ASSOCIATION PROJECTS

In addition to being kept informed, alumni like to feel that their contributions of time, effort and money are worthwhile. Asked to aid on specific needs or projects, they will almost always be happy to do so. Projects your chapter Alumni Association might consider, include:

HOMECOMING - can be an alumni project with planned activities for those alumni (and wives) returning to campus. This would have to be coordinated with the chapter to avoid conflicts, but it has been proven that those Homecoming activities which are most successful are those that have a large amount of alumni-planned and alumni-oriented activities.

RUSH - should always be part of the Association's function. Alumni in the area of the chapter, as well as alumni of the same chapter who live in other cities, can host and assist in rush parties for the chapter.

AREA GET-TOGETHERS - can be planned if many of your alumni live in the same geographical area. Alumni from the same chapter who live in Chicago, for example, can plan to get together periodically for social functions or to hear a report on the chapter's activity. (Delta Chapter has an annual Delta Chapter Night in downtown Chicago each year, which is very successful.)

TKE EXPANSION - can be a function of the Alumni Association. Usually alumni are aware of the educational facilities in their area and can alert the TKE Offices of the Grand Chapter of accredited institutions seeking to open up or expand its Greek System.

LIBRARIES AND SCHOLASTIC AIDS - can be financed by your Alumni Association and may be a function of one of the standing committees.

SCHOLARSHIPS - can also be granted by the Alumni Association. Donations can be made to the Teke Educational Foundation and designated specifically for use at your chapter. (Several chapters already have such programs in effect, thanks to the far-sightedness of many alumni.)

RITUAL - by an alumnus Ritual Team can be very impressive and effective. Alumni in your area may wish to form such a team for initiations and installation of officers.

2. WORK WITH YOUR NEW MEMBERS

Though being an alumnus is the furthest thing from their minds, the time to instill loyalty and alumni involvement and responsibility the concept of the Fraternity for Life is when they are most eager to learn about your fraternity as new members!

Included in your list of new member duties can be such things as: (1) Updating chapter alumni address files, (2) Greeting all visitors to the house (he may be an alum who is expecting and should receive a warm reception and be brought up to date on what the chapter is doing), (3) Writing letters to alumni, especially if the new member is from the same town or area, (4) Reading and filing alumni correspondence, and (5) Keeping biographical files of your alumni up to date. Another project would be to send letters of

sympathy to families of deceased alumni and friends; and congratulatory notes to alumni on anniversaries, birthdays, and other important occasions.

New members who can see that your chapter's alumni are a vital part of the fraternity will be more likely to follow suit when they are away from the campus and the chapter.

3. ESSENTIAL BACKGROUND INFORMATION

At this point it may be well for you to stop and reflect on some basic information about people, their aspirations and motivations. In his book, *DESIGNS FOR FUND RAISING*, Harold J. Seymour divides the constituency into several classes: There is the top 5 percent who are the leaders; the creative citizens.

About 25 to 30 percent of the total are described as responsible; the ones who can be depended upon to play a thoughtful and proportionate part in any program engaging their advocacy and support. Then come the merely responsive, that major group that will probably respond in varying degrees if all the portents and pressures are about right. And, finally, at the bottom and merging with the larger group above, is the inert fifth.

Accept these divisions as gospel and gear your programs and their evaluations accordingly.

4. TWO UNIVERSAL ASPIRATIONS

Keep in mind, also, the two universal aspirations of your individual alumnus. What he wants most is simply to be sought, and he needs to feel that he is a worthwhile member of a worthwhile group. If your program misses these two points, you'll miss many targets and have a much harder time gaining their support.

5. BASIC MOTIVATIONS

It appears to be a logical corollary that there can hardly be any stronger motivation for supporting a group or cause than simple pride of association. Certainly any feeling of indifference to an affiliation, worse yet any feeling of shame or hostility, and plain lack of confidence are about the most serious blocks to your association one could possibly imagine. But the one thing that triggers pride in action better than anything else is actual participation in program.

Put pride (in your chapter, your Alumni Association, your Fraternity, and its accomplishments) together with involvement in your programs, and you have something literally beyond price.

E. FUND RAISING AMONG ALUMNI

Before concluding this series on alumni relations, a few words about major fund raising is essential. As the title of this article implies, fund raising should be **AMONG** alumni

and not from alumni, to the undergraduates. Therefore, get as many of your alumni INVOLVED in the fund raising campaign as possible. The more people you have asking for the money, the more total dollars you will eventually receive.

Here, then, are just a few rules and suggestions taken from Harold J. Seymour's book, DESIGNS FOR FUND RAISING, which should help you.

1. MAKE A PLAN

*What you do AHEAD OF TIME is what counts most; so MAKE A PLAN! This is the time for you to (1) define, (2) investigate, (3) analyze, and (4) design. To begin with, you need to find the answers to such questions as these:

Just what is the financial problem we are trying to solve?

What do we intend to do about the problem?

What is our alumni audience?

What are the time factors on starting, the duration, and closing the fund raising campaign?

Next, you need to study and investigate the giving and working potential of your alumni members and friends. The goals sought in any pre-campaign investigation are: (1) the identification of the very top men among your constituency who make anything go, (2) locating the desirable leadership, (3) spotting the dependable workers and committee members, and (4) finding out as much as possible about the probable levels of support and where the bulk of your money will be coming from. All this should be put into writing and studies by your most confident and competent alumni.

Thirdly, analyze these findings in light of the established definitions and you will have a consensus on what has to be done, how far the goal can be stretched, when the campaign should be launched, and how much time it should take to reach your stated goal.

You are now ready to make your plan . . . or design. It should contain at least these six items:

1. Your case, preferably in the form of a simple summary of the argument for support, rather than any attempt at deathless prose. It should reveal the aims of your program and the goals, and should constitute the official base for all further utterances regarding the campaign.
2. Your plan should indicate the structure of the campaign, in terms of identifying people, lines of authority, and forms of committees.
3. Your plan should state very clearly the requirements in terms of volunteer personnel needed and other supplies.
4. It should also have standards of giving in the form of tables showing the needed number of gifts of varying amounts in order to meet the goal.
5. Your plan needs a time schedule!
6. Your plan should have an approved expense budget, with the necessary direction for making the budget work.

2.OFFER THE BID

Your alumni members, just like your rushees, need to be ASKED to assist the chapter. And asked again . . . and again. (An alumnus who is busy raising funds for his church today may be more than willing to assist you next year.) BUT, have a definite program and sell the benefits of that program first.

There are only THREE WAYS to ask for the support of your alumni members and friends of the chapter . . . face to face . . . voice to ear . . . and, lastly, a genuinely personal letter. Remember, for clinking money, you can go and shake the can; but for the folding stuff, you should go out and ask for it on a very personal, face-to-face basis. As James R. Reynolds, the mastermind of the \$82 million program for Harvard College, said, "No cow will let down her milk in response to a letter or a telephone call. You have got to sit down beside her and go to work."

3.REWARD AND RECOGNIZE

Giving sufficient reward and recognition to those who have helped you is as important as the actual campaign itself! Following-up with thank you notes, cards, letters, special awards, and honor clubs will constantly remind those who have volunteered that their time, energy, and money was well worth the effort. If you can't or won't follow through with this aspect of raising funds, don't begin. The basic concern of fund raising is not money; it's people!

4.SUMMARY

Hopefully, you have arrived at a few conclusions about raising funds for your chapter . . . like these:

1. Raising money effectively is never easy, but it can be simple: get your dedicated advocates committed by their own words, deeds, and gifts; organize to achieve reasonable coverage; then aim your promotion within an atmosphere of pride toward the art of good conversation.
2. Talk about the opportunities, not the deficiencies, never forgetting that money flows to promising programs.
3. Every good campaign is essentially a public relations operation an aggregate of the tremendous trifles by which you daily win approval.
4. Give every step a plan and every move timing. And remember that the essence of it all is that somebody, with good reasons, has to see somebody else about giving some money for the advancement of some good cause.

Responses to questions and objections here

TELEPHONE TIPS

1. Occasionally your question of, "Have you a moment to speak on the phone?" will be answered "No".

At such time it is better to terminate the call with something like . . .

I'm sorry I interrupted you. I'll call some other time. Good bye.

2. Speak clearly and not too fast.

3. Be courteous, but persuasive.

4. When speaking with an alumnus, have information on who in his graduation class will be attending the function. Know nicknames, if possible, and if he is positive sounding over the phone, perhaps he can reinforce others on your list.

EXHIBIT I

CHAPTER ALUMNI ASSOCIATION

STATEMENT OF PURPOSE

Sample

WHEREAS: Tau Kappa Epsilon is the Fraternity for Life and all members in good standing are life members of the Fraternity; and

WHEREAS: Our International Bylaws and Traditions state that alumni of any one undergraduate chapter shall form an Alumni Association of that chapter; and

WHEREAS: We recognize that our chapter membership includes all fraters initiated at this chapter.

NOW, THEREFORE, BE IT RESOLVED: That an Alumni Association of (chapter name) Chapter of Tau Kappa Epsilon be formed for the following purposes:

- I. To assist in the securing of pledges, loans and property.
- II. To uphold and promote the general welfare, campus prestige and scholastic and educational interests of (chapter).
- III. To provide a working organization through which all members may continue their contacts with new fraters of the chapter and with each other.
- IV. To provide continuity of leadership within the chapter through alumni counsel and advice.
- V. To provide for, maintain, and oversee any and all real or personal property on behalf of (chapter).

EXHIBIT II

SAMPLE TELEPHONE CONVERSATION FOR USE IN CONTACTING
ALUMNI FOR FIRST ALUMNI RALLY

Remember: Do not try to sell the association idea on the phone, just secure their attendance at the rally.

Mr. _____ (Wait for response) Have you a moment to speak on the phone? (Wait for response) Mr. _____, this is (introduce yourself). Like yourself, I'm a member of the Tau Kappa Epsilon Fraternity at _____ (name of school).

MR. _____ (Wait Have you moment to speak on phone? (Wait _____ (for response) Mr. _____, this is (introduce yourself). Like you, I am a member the Tau Kappa Epsilon Fraternity at _____ name of

Take the curse off the call. Explain your reason for calling.

I realize you are busy, Frater _____, so I'll only take a couple of minutes of your time. I'm with a group of fraters from (chapter) and we're calling our alumni in this area. We're in the process of forming an alumni association and are making sure all (chapter name) Tekes are contacted.

Explain the purposes of the Alumni Rally. The chapter is sponsoring an Alumni Rally (give time, date, place and other details).

The purpose of this Rally is to bring as many of our alumni back together as possible.

e. There will be a fellowship hour at (give time and other details). The undergraduate members will explain what the chapter is doing and bring us up to date on many of the management techniques they are using in their chapter management. When you see what the chapter is doing today, I am sure you'll be as impressed as I am.

Frater, a reminder will be sent to you later, but I wanted to call now to see if you could make it. Will the time and date I mentioned be convenient for you?

(Get him to say, "Yes, I'll be there" and end the conversation.)

One final item, frater, the address I have for you is _____.
Is this correct? Thank you. See you on (date).

End the conversation and hang up.

EXHIBIT III

MAIL BALLOT

It is strategic that your trustees be elected by ballots mailed to every member, whether a general annual meeting is held or not. Such a provision is essential because it demonstrates to each member that his vote still counts, and the obligations of membership of which he may be occasionally reminded are a reality. The provision is also valuable because membership on the Board becomes more of a distinction and honor when the whole membership votes.

Chapter Alumni Associations, which have already discovered the subtle values of insuring the participation of all members by asking for the annual vote, usually elect trustees for three-year terms and select one-third of the group each year. The mailed ballots show nominated candidates, but also provide space for writing in additional names. In practice, the nominees are certain of election and the occasional written-in names provide valuable hints to the next year's nominating committee. Only enough men should be nominated to fill each vacancy. To gracefully assure an annual opportunity to nominate new persons to become trustees to replace any whom become inactive, some Associations' by-laws provide that trustees are not eligible for re-election if they have been unable to attend at least half of the Board meetings during a three-year term.

It is advisable to have the members of the Board annually elect the Association's officers from among their own number. Such a Board can be trusted to select the best leaders and will train many candidates for future leadership.

Some meetings of the trustees should be scheduled to take place away from the chapter house. Often, trustee duties can be made more pleasant if meetings are held in conjunction with an opportunity for social entertainment after the business is finished. One alumni president has arranged meetings at a city country club, preliminary to a day of golf (bridge and lunch for the wives) followed by dancing that evening. Another time, this meeting closed with a dinner party at a restaurant to which wives and other chapter alumni and their wives were invited. Such arrangements make more of an event, spur best attendance and make membership on the Board more desirable and pleasant.

EXHIBIT III - A

This is a sample of a ballot, which could be used to select the Directors for the Alumni Association Board. Three would be elected each year for three-year terms.

BALLOT

For Annual Election of Directors
Omega-Omega of Tau Kappa Epsilon, Inc.
(The official alumni organization
of Omega-Omega Chapter)

Vote for three (3). (Terms expire 1992)

Those elected will serve with the Directors whose terms expire in
1999 and 2000.

Ralph D. Jones (Omega-Omega, No. 219)
Insurance Executive in Albany, New York.

Homer L. Lentz (Omega-Omega, No. 305)

Realtor in Glens Falls, New York.

W. Ronald Ellis (Omega-Omega, No. 309)
Department Store Owner in Oswego, New York

Spaces below provided for write-in candidates:

EXHIBIT V Sample Letter to solicit Alumni Dues

Letterhead

Date

Dear Omega-Omega Alumnus: (or personalize using mail merge)

Enclosed is a roster of Omega-Omega Chapter alumni who participated in last year's successful alumni dues program. We hope your name is among the 138 appearing on the list. If so, put it there again by returning your 2001 dues today.

If for some reason last year's effort did not have the benefit of your participation, it is hoped that you will act now and join the ever-increasing ranks of regular dues payers. Check the list for the names of your classmates who are helping to make the alumni program a success.

Although the suggested level for the dues program is \$25.00, your participation is important, regardless of the amount. It is hoped that we can increase the participation from its present 25% level to at least 30% this coming year.

The alumni dues program has enabled our chapter to keep in very close touch with its growing alumni group. Besides providing the funds for The Teke Torch, our alumni dues

have been a means for chapter members located many miles from Raleigh State to show their interest and loyalty. You can be sure you will be receiving news from the chapter and of your classmates in several issues of The Teke Torch, which will be mailed in the coming months.

Meanwhile, you can provide some of the best news by sending your 2001 dues check right now. Let's get off to a record start and surpass the 2000 record.

We hope to hear from you soon!

Yours in the Bond,

Signature Here

Alumni Treasurer

NOTE: If you are able, I suggest that you do letters like this utilizing "mail merge" options installed in Corel WordPerfect[®] and Microsoft WORD[®] word processing programs, and merging your alumni database to the letters. This produces a much more "personal" and fraternal touch.

IMPORTANT PROTOCOL FOR USING ELECTRONIC MAIL COMMUNICATIONS

Technology has given our society "e-mail", which allows us to communicate frequently and quickly, for free or nearly free, simply by logging on. While this has become the norm for worldwide businesses, educational institutions, government agencies, and private citizens, there are times when e-mail is abused. This abuse can eventually lead to disgust, and thus your use of it is hampered. Here are some practical tips of etiquette for utilizing your e-mail to communicate with fraters, friends, family, and others.

Look like you took the time to do it right! Too often, people will not use spell-checking tools, disregard proper capitalizations, subject-verb agreement, and other rules of grammar and prose. This will make you look foolish and immature. Use e-mail only for quick messaging when "class" or style is not needed. For example, it's okay to send a message to a friend and inquire about a quick piece of information. E-

mail is NOT a mode of conversation, however. To appreciate the HUMAN qualities of a person's communication, use the phone.

Remember that it is NOT personal-style communicating. For personal things like occasion cards (birthday, anniversary, sympathy, etc.), decorum and a sense of 'class' dictate a hand-written, mailed piece.

E-mail IS effective for reminders to your alumni about the homecoming event, but only after they've been mailed. Always remember to mail a written letter to recruit alumni for your Alumni Association or Board of Advisors.

Remember that NO e-mail is "confidential". It goes through the most public of domains, the Internet. Thousands of people could have access to it, and use it against you later, especially if it contains sensitive information. This fact alone has ended hundreds of careers, landed people in court, and ruined political endeavors.

E-mail allows our alumni to keep in contact with each other, and the chapter. I suggest setting up a "list", which can be done for free at various Internet sites specializing in this arena. One popular one is "listbot.com". Remember, though, that many people could be on many such lists. Therefore, they may disregard much e-mail, or not receive it at all due to a full mailbox. Don't assume that because you e-mailed it, it got to the intended recipient! E-mails have server or delivery failures all the time. Many e-mails never get to where you intended or hoped.

E-mail can be a great alumni relations' tool, but use it wisely and for the proper purposes.