

## DEVELOPING YOUR CHAPTER ALUMNI DATABASE

**Make a list of all your members -- alumni and undergraduates --** including as much information as you can: full names with middle initials, addresses, home, business and fax telephone numbers, email address, when pledged/initiated, year graduated

*(undergraduate members should be sure to list their parents' address and telephone number since they do not yet have a "permanent" address)*

**Request a printout of your membership from your inter/national organization,** in alphabetical order, including addresses, telephone numbers (*home, business and fax*), your inter/national fraternity's identifying number

*(if you were once a "local", your inter/national organization will only have those who were initiated on file - the "local" members will be up to you to track down and maintain)*

**Request a printout of your alumni from the "your school" alumni office,** in alphabetical order, including addresses, telephone numbers (*home and business*), and year of graduation

*(your school generally only maintains a listing of graduates, so their list will not contain the undergraduates and those who did not complete their education; however, they will probably be willing to add your alums to their database, but not the current undergraduates)*

**Compare all printouts;** prepare your database; if you have more than one address for an alum and you don't know which is correct, enter them both in your database until you know the correct one

**Prepare your newsletter for mailing:**

- **Include an update sheet with every newsletter** so the alumni can send you address and telephone number corrections/additions; you may also want some additional information
- **Include a list of all the "missing" alumni** - those for whom you do not have an address; frequently another alum will know the whereabouts of one of the "missing"
- **Include a return address and the words "address correction requested" on the envelop-** when a piece of mail is undeliverable the post office will be able to return it to you; if they have a forwarding address they will include it on the envelope and return it to you- you will then need to re-send the newsletter to the correct address

**Correct your database** based on the returns from the post office and the "update sheets" from alums

**Share your updated database** with your inter/national organization and the university

**Publish a directory of all your alumni and mail it to them once a year - *they'll love it!!!*** - do this only after you have made several mailings so your database becomes somewhat stable

Despite all your efforts, you will probably still have a number of alumni you will be unable to locate. To assist you with this effort, there are a number of cd-rom discs available on the market with all the published telephone numbers in the United States - with this information you will be able to conduct a "telethon" - this is a great way to locate many of your "*missing*" alumni

You may also want to put a note in your newsletters asking the members to use "Your School" alumni office as the "official" notification point for address changes; this makes sense because the chapter usually doesn't have a permanent address that the alums can use, or they don't remember it!

Once a year, request an updated membership/alumni list from your inter/national organization and the university for comparison with your database; sometimes they get information that you don't receive

**Maintaining your database is an on-going, year-round job  
-- keep at it!!!**

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Revision 1