



PIKE Volunteer

Alumni Association Sample Communication Plan

The Zeta Chi Alumni Association has come up with a sample communication plan as seen below. This is a great way for the Director of Communications to delegate tasks, so that the alumni association may communicate effectively and efficiently. The model below may also be adapted for other goals within the alumni association.

Communication Goals - Omega Omega Alumni Association

1. OAAA will post alumni news in all quarterly Shield & Diamond publications
2. Increase participation and membership in the OAAA via communication: Email, Website, Facebook, Published Newsletter
3. Promote OAAA events through professional communication and advanced notification
4. Produce a professional Semi-annual newsletter

Omega Omega Alumni Association

Communication	Responsible	Criteria for Success or Comment	Mode of Communication	Frequency of Communication
Shield & Diamond	Secretary, John Smith	OAAA must post alumni news in all S&D publications; promote successful alumni in S&D.	Email to media@pikes.org	Quarterly; deadlines are Jan 1, April 1, July 1, Oct 1
Semi-annual Newsletter	Director of Communications, Dan Alexander	2 newsletters published each year. Ideal dates are 10-12 weeks prior to homecoming (July).	MailChimp	Semi-annual
OmegaOmegapikes Website	Vice President, Michael Edwards	Information is kept current. The website should remain our primary on-line communications tool.	Web	Monthly updates - minimum
Email Blasts	Director of Communications, Dan Alexander	Professional emails, Mad Mimi contact lists kept current.	MailChimp	as needed
Facebook Omega Omega Alumni Group	President, Steve Wood	Information is kept current and is complimentary to our website.	Facebook	Monthly updates - minimum
William R. Nester Award Submittal	Team Effort	OAAA has won this award for the past 2 years, we would like to make it an annual goal to be considered a top alumni association.	Online	1x Year - May 1 deadline
Other: All communications require good contact information. We need to scrub and maintain our current contact information. Also, need to find additional contacts/lost members	Team Effort		Utilize <i>Lost Brother</i> widget on the dashboard of your myPIKE account.	