



Area Alumni Association Guidelines

Organizing a Pi Kappa Alpha Area Alumni Association can be a rewarding exercise. It is a great way to keep area alumni connected with PIKE, to promote the activities of multiple local chapters, and to professionally and socially network with area brothers. Initiative, commitment and a strong area alumni base are keys for starting an area based association. Below is a list of recommendations to consider before starting an area group. These guidelines are meant to help set up a long-term association in an area with a high density of PIKE alumni. Do not forget to involve your Regional President, the active chapter and fraternity staff in this process. More documents on starting and maintaining an association are available under the alumni association section of www.pikes.org.

Starting an Area Alumni Association:

- 1. Check for an association in your area:** Visit the Chapter Locator map on the Fraternity's website to search by state for a listing of all current alumni associations to make sure there isn't an association already in your area.
- 2. Determine how many PIKE alumni live in your area:** Contact the Alumni & Volunteer Department (alumni@pikes.org) to determine the number of alumni in your area (within a 50 mile radius), the population density and how many alumni have a current email address listed, as that will be the primary mode of communication. As a best practice, an area looking to sustain an alumni association should have at least 600 alumni with 200 known email addresses.
- 3. Visit the Alumni & Volunteers section of website for resources:** Please visit www.pikes.org and select Alumni & Volunteers from the banner on the left side of the page. Continue by selecting Alumni Associations from the dropdown to see all resources available to associations. Please download the *Organizing an Alumni Association* and *Association Chartering Checklist* documents for further information on organizing your team.
- 4. Plan your kick-off event:** Plan an event to gauge the interest of area alumni. This event should be easy to plan and require minimum involvement from attendees. The event will set the tone for the support and participation that area alumni will need to commit to in order to get the association off the ground. Take some time during the event to find out what types of programs and how many events a year people would commit to. Your goal should be to organize an organization launch team (the first board of director).
- 5. Prepare your communication:** Email is a cost-effective way to promote association events and programs. Communication to alumni in your area is vital to the success of the association. Fraternity staff recommends using a site such as www.mailchimp.com to effectively send a message to the alumni base. Templates and tutorials are available on the Fraternity's website under Chapter Resources, and then select Marketing Resources.
- 6. Follow-up with Fraternity Staff:** Once your event has happened and you plan to complete the association chartering process, please follow-up with staff at alumni@pikes.org. Be prepared to discuss turnout, feedback received from the event and potential planning team. Through this follow-up, next steps can be determined.