

Alumni Engagement is Not.....

- 1. Asking alumni for money
- 2. Asking alumni to party with you
- 3. Asking them to get you out of trouble
- 4. Having high expectations of alumni
 - Asking for a house
 - Asking for a job
- 5. Just about your chapter's alumni



Alumni Relations Chair Tasks

- Establish goals for the academic year based upon past programming accomplishments and the need for improvement.
- Partner with the chapter's alumni association on all mailings and e-mailings to the chapter's alumni members
- Help alumni association to update chapter's alumni database in conjunction with the Memorial Headquarters database. Provide graduating senior information to the AA.
- Assist alumni association in planning and coordinating alumni events throughout the year
- Ensure effective transition with proper documentation



Alumni Association

- Assists in transition from undergraduate to alumnus membership
- '... Always a PIKE'
- Administers Scholarship Program
 - Chapter endowment funds set up through the Pi Kappa Alpha Foundation
- Talent pool for HC members and AAB members
- Alumni networking
- Hosts alumni events throughout the year



House Corporation

- Develops and enacts a long term housing strategies
- Directs the purchase, sale, and leasing of real estate
- Builds reserves and raises funds for future projects
- Oversees maintenance, capital improvements, and potential renovation of chapter facility



Alumni Advisory Boards

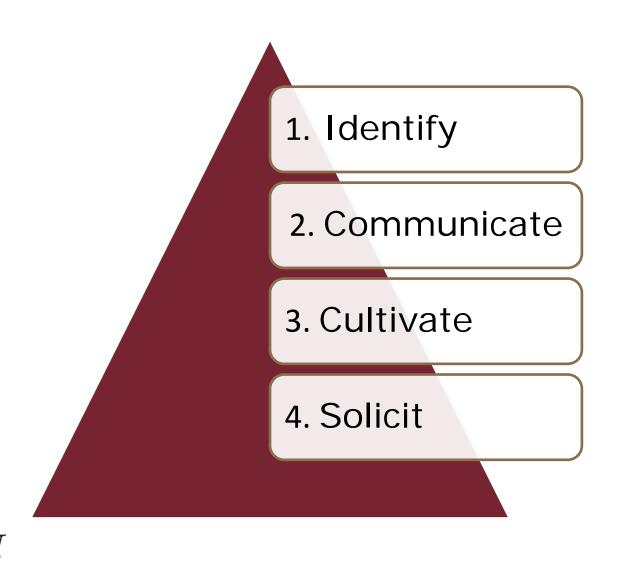
- Professional expertise and support to the chapter
- Commitment to helping the chapter improve
- Counsel and advice to chapter leadership
- Assistance in the areas of academics, leadership, recruitment and financial management
- Emphasis on the intangible aspects of fraternalism
 Ritual, brotherhood, motivation, unity & caring for one another
- Up-to-date progress on new ideas, tools and fraternal programs







Four Areas of Alumni Engagement



1. Identify

Alumni Database

- Establish and maintain an alumni database:
 - Contact MHQ to obtain a detailed list of alumni (in the area, from the chapter, etc.)
 - Contact local area/chapter alumni association(s) to obtain records
 - Utilize and combine both lists to be more thorough
 - Chapter, AA & MHQ lists should be coordinated



1. Identify (cont.)

Finding your alumni

- myPIKE
 - On your new websites
 - Universal solution
- Letters
 - Ask for updates
 - Insert sections of lost alumni
- Events
 - Sign in sheets
- Social Media
 - Post the link to myPIKE
 - Social website campaigns
- University Records



2. Communicate

Contacting Alumni

- Communication with alumni
 - Be thorough and personal
 - Use a variety of means of contacting alumni: E-mail, phone, mailings
 - Send personal invitations to events, include RSVPs, and utilize 'thank you' notes for those who attended events or donated
 - Utilize newsletters, websites, social media



2. Communicate (cont.)

Newsletters

- The main publication is the Alumni Newsletter.
 <u>Rules of thumb:</u>
 - Send out at least 2 times per year (consistency is key!)
 - Follow the 80/20 rule (80% alumni news, 20% chapter news)
 - Use paper and electronic mailings (budget)
 - Find a template that works for you and will be aesthetically pleasing to those that read the publication (your chapter's brand)



2. Communicate (cont.)

Newsletters

- In formatting and preparing a newsletter, include the following:
 - Alumni updates (weddings, new jobs, births, etc.)
 - Alumni event summary/recap
 - Pictures (from events or to accompany any article)
 - Upcoming event announcements (local alumni events, alumni association events, university events etc.)
 - Lost alumni list
 - Chapter update
 - Information update form (address, e-mail, etc)
 - Donor/gift acknowledgement
 - Rush recommendation sheet
 - University updates



2. Communicate (cont.)

Social Media

- Utilize Facebook, Twitter, LinkedIn
 - Use your chapter's Facebook group to reach out to the alumni
 - Encourage outgoing seniors to join
 - Attach the link of the Facebook group to each letter you send out
 - Have a schedule set to post updates
 - Make the posts 'alumni appealing'
 - Upload old pictures
 - Updates on chapter events
 - Chapter awards, rush numbers



3. Cultivate

Alumni Events

- Plan well in advance Give alumni as much notice as possible! They have work, families, and other obligations
- Coordinate with the local area/chapter alumni association—They can provide additional help and resources for events
- Have a plan for when alumni 'show up' to the PIKE house & educate all members
- It is <u>not</u> the *quantity* of events, but rather the *quality* of events



3. Cultivate (cont.)

Alumni Events

- Coordinate chapter calendar with university calendar
- Set a date at least 6 months in advance (Saturdays are best)
- Send invitations with all pertinent information at least 2 months prior to an event (include an RSVP form)
- Advertise the event using multiple mediums (newsletter, website, invitation, phone-a-thon, social media, etc.)
- Utilize sign-in tables for updating contact information and the Lost Alumni list
- If you have a chapter house, make sure it is CLEAN
 - This is alumni recruitment, you have one shot!



3. Cultivate (cont.)

Alumni Events

- In following up after events, basic rules apply:
 - Send 'thank you' notes to speakers and guests
 - Complete an event summary and prepare all documentation used in planning and executing the event (Y.E.S.)
 - Write an article for the next alumni newsletter and the Shield & Diamond
 - Update the alumni database with new information obtained at the event



4. Solicit

Why Communicate with Your Alumni?

It's about connecting with your alumni and keeping them involved!!!

- As a chapter, your role is to execute steps 1 3.
 - Alumni will start to give their time when they see the chapter is actively engaging them.
 - Building your alumni entities
- Once the alumni are engaged there are opportunities for raising money.
 - Alumni build houses, alumni raise money, alumni advise leadership



