



EFFECTIVE ALUMNI ENGAGEMENT

Three Types of Alumni Involvement

1. **Alumni Association**
2. **House Corporation**
3. **Alumni Advisory Board**



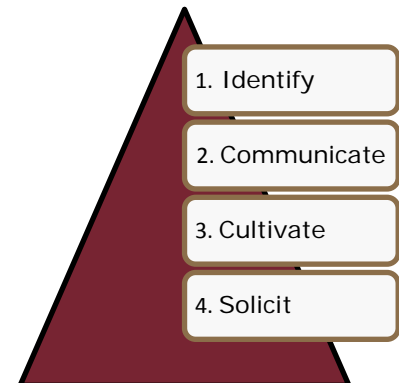
Four Areas of Alumni Engagement:

1. Identify:

- ◆ Alumni Database
- ◆ Find your alumni- *myPIKE*, letters, events, social media

2. Communicate:

- ◆ Newsletters
 - *At least 2 times per year (consistency is key!)*
 - Hard-copy and e-newsletters
 - Find a good template and stick with it (your chapter's brand)
- ◆ Websites
- ◆ Social Media
 - Facebook, Twitter, LinkedIn
 - Encourage outgoing seniors to join
 - Have a schedule to post updates



3. Cultivate:

- ◆ Alumni Events
 - Plan well in advance - have a date set at least 6 months prior
 - Send invitations with all pertinent information at least 2 months prior
 - Advertise through multiple mediums (newsletter, website, invitation, phone-a-thon, social media, etc.)
 - Follow up after events! Thank alumni for their time, write an article for the next alumni newsletter and the *Shield & Diamond*

4. Solicit:

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