

PIKE



Alumni Association in a Box
Hosting an Informational Meeting

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Resources

Sample Meeting Agenda

Omega Omega Alumni Association AA Informational Meeting June 11, 2016 5:00 pm | Brookhaven Pub & Grill

Walking away from this event, we will have agreed upon the reason for organizing the alumni association, understand who is interested in serving on the alumni association board of directors, and identify the time/location of the next (organizational) meeting.

Location

Brookhaven Pub & Grill
695 W Brookhaven Cir
Memphis, TN 38117

Agenda

- Introductions
- Update on the chapter/area
- Reason for the alumni association
 - What's the "why"
- PIKE Volunteer Overview – AA's, AAB's, HC's
 - Volunteer opportunities on AA
- Time/Location of next meeting
- Adjourned

Director of Membership – Blueprint

Job Description: Organizes and oversees the alumni database and membership recruitment.

Responsibility: Maintain alumni contact information and develop initiatives to obtain contact information for lost alumni

- Foster alumni involvement through frequent and consistent identification efforts
- Database should be synced with International Fraternity for archival purposes
- Work with communications chairman to develop ways to find lost alumni through communication efforts

Estimated Time Commitment: Quarterly meetings with association leadership and 1 – 2 hours a week working with database

Recommended Weekly Task:

- Continually update alumni database as necessary for changes in alumni information

Recommended Monthly Tasks:

- Regular electronic communication with alumni association board of directors

Recommended Quarterly Tasks:

- Create a comprehensive alumni database that includes all pertinent alumni contact information
- Organize and hold a minimum of one initiative to update database / recruit new members
- Share database information with International Fraternity. Pi Kappa Alpha regularly sponsors efforts to find lost alumni and these updates can be shared with local associations.
- Work with chapter secretary to record outgoing seniors as alumni

Recommended Annual Task:

- Attend PIKE *University event* / International Convention

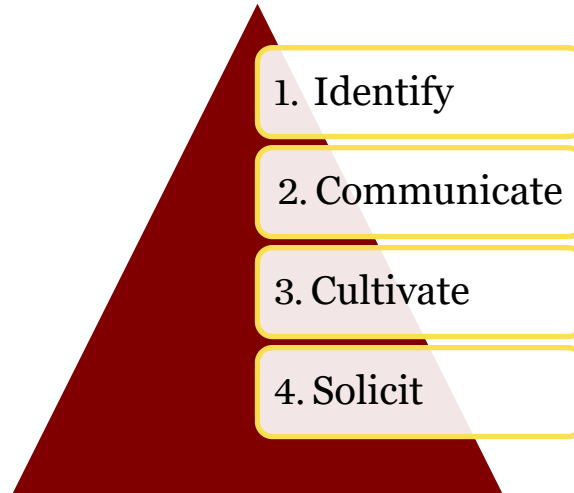
Contacts

Position	Name	Phone	Email
President			
Vice President			
Secretary/Treasurer			
Director of Membership			
Director of Communication			
Director of Events			
Director of Fundraising & Philanthropy			
Alumni Relations Chair			

Alumni & Volunteer Department

The Pi Kappa Alpha Fraternity
 8347 West Range Cove
 Memphis, TN 38125
 901-748-1868

The Four Areas of Alumni Engagement



There are four areas of a successful alumni engagement program; identification, communication, cultivation, and solicitation. The association is charged with aligning efforts with the chapter to complete these areas.

Identify

Before the association can actively engage their alumni, they need to create an alumni database. An alumni database will provide the group with the information needed to reach out to their alumni. This is the first step in alumni involvement and one of the most important pieces in a strong alumni engagement program.

Communicate

Meaningful communication is essential when it comes to alumni engagement. The alumni want to hear about their chapter. Most alumni will not go out of their way to contact the association; this is why it is very important for the team to put extra time in communicating with the alumni. The best avenues of chapter-alumni communication are through a semesterly/quarterly newsletter and social media.

Cultivate

Alumni cultivation is a major player in having an effective alumni engagement program. Once a line of communication has been created between alumni and the association, the next step is to host an alumni event. Chapter alumni events are generally held in conjunction with an alumni association event. Alumni events are just like recruitment. First impressions are essential to creating an atmosphere where the alumni will want to come back. An alumnus is most likely to attend an event that is family/spouse friendly.

Solicit

A comprehensive alumni engagement program, which properly identifies, communicates, and cultivates alumni annually, will help a chapter to build its local alumni entities. If the association executes steps one through three, they will be more successful when soliciting time from the alumni. Alumni will start to give their time when they see the association is actively engaging them. The three areas where alumni have an opportunity to get involved are alumni advisory boards, house corporations, and alumni associations. Once the alumni start to engage the association, there is an opportunity for fundraising. Historically a chapter-led fundraising campaign leads to petty funds. The best opportunity for the chapter to raise money is through an alumni association led campaign. Alumni would much rather give when other alumni ask them to give than when the chapter asks.

Director of Events – Blueprint

Job Description: Primary coordinator of all alumni events

Responsibility: Work with the association to identify opportunities for alumni to gather. Events should also be coordinated with the active (or local) chapter. A standing cultivation committee can be formed to help with the following:

- Foster alumni involvement by hosting quality alumni events that allow alumni to return to visit and interact with the chapter.
- If a majority of alumni will have to travel (i.e. back to campus), 1 – 2 events should be planned annually.
- If an area-based group (catering to local alumni), up to 3 – 4 events can be planned annually.

Estimated Time Commitment: Quarterly meetings with association leadership and 1 – 2 hours a week working with ongoing cultivation efforts

Recommended Weekly Tasks:

- Identify and plan for holding a major alumni event hosted by the association in conjunction with university/chapter event
- Manage/delegate tasks associated with alumni association events

Recommended Monthly Task:

- Regular electronic communication with alumni association board of directors

Recommended Quarterly Task:

- Organize and hold a minimum of one major alumni event hosted by the association in conjunction with university/chapter event
- Document alumni and undergraduate attendance at alumni events

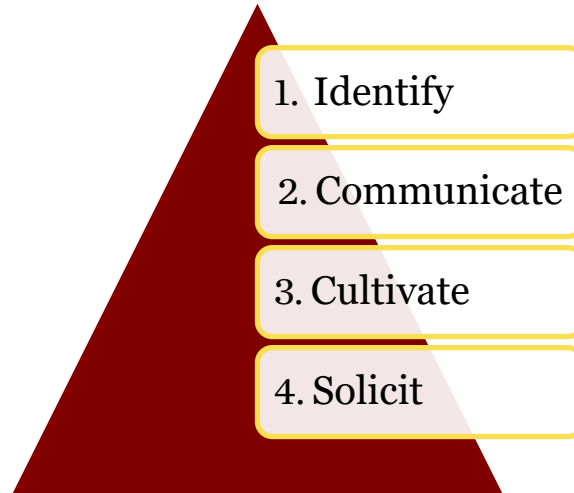
Recommended Annual Task:

- Attend PIKE *University* event / International Convention

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Director of Communications – Blueprint

Job Description: Primary organizer and developer of physical and electronic mailings, social media and website.

Responsibility: Develop and oversee robust communication efforts of alumni association. Communication efforts should also be coordinated with chapter, for inclusion in alumni communications. A standing communications committee can be formed to help with the following:

- Foster alumni involvement through timely and consistent newsletters
 - Physical newsletters (2 – 4 per year)
 - Electronic communications (e-newsletters and general information)
 - Social media
 - Website

Estimated Time Commitment: Quarterly meetings with association leadership and 1 – 2 hours a week working with ongoing communication efforts

Recommended Weekly Tasks:

- Collect information about alumni events and chapter updates
- Update the association’s Facebook group, LinkedIn account, and Twitter account with information pertinent to alumni

Recommended Monthly Task:

- Regular electronic communication with alumni association board of directors

Recommended Quarterly Task:

- Create and distribute a minimum of two physical alumni newsletters with electronic supplements

Recommended Annual Task:

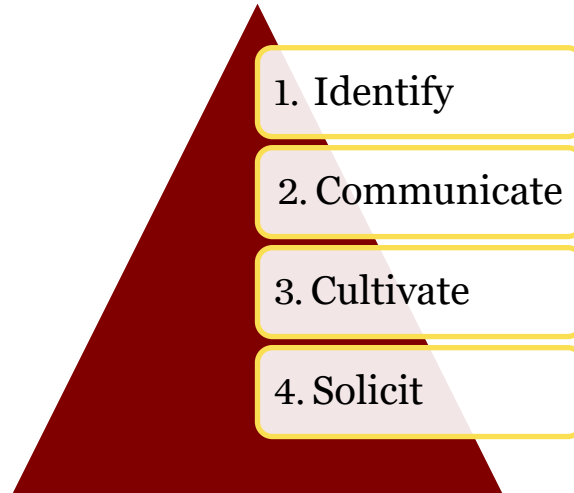
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Director of Fundraising & Philanthropy – Blueprint

Job Description: Primary coordinator of all fundraising and philanthropic opportunities.

Responsibility: Work with the Director of Events to identify opportunities to incorporate fundraising and philanthropic efforts in conjunction with alumni events. Fundraising and philanthropic opportunities should also be coordinated with the active (or local) chapter(s).

- Support the chapter with scholarships through the Pi Kappa Alpha Foundation.
- Give back to the local community by providing alumni with philanthropic opportunities.

Estimated Time Commitment: Quarterly meetings with association leadership and 1 – 2 hours a week working with ongoing fundraising and philanthropic efforts

Recommended Weekly Tasks:

- Communicate with the Director of Events about all future alumni events
- Work with the Director of Communication to publicize scholarship giving opportunities and future fundraisers/philanthropic events

Recommended Monthly Task:

- Regular electronic communication with alumni association board of directors

Recommended Quarterly Task:

- Foster relationships pertaining to future fundraising and philanthropic opportunities

Recommended Annual Task:

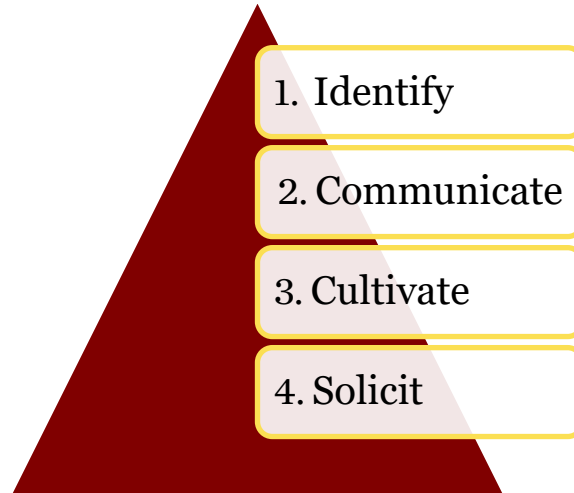
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