

The image features a dark red rectangular box in the top left corner containing the word "PIKE" in white, serif, all-caps font. The background of the entire page is a light gray line drawing of a crest. The crest depicts a knight's head and shoulders, wearing a helmet with a crest of a lion. The knight holds a shield with the Greek letters "ΠΚΑ" (Pi Kappa Alpha) and a sword. The shield is surrounded by a chain and a banner at the bottom. Radiating lines emanate from behind the crest, extending across the page.

PIKE

Alumni Association in a Box

Identify your “Why”

TABLE OF CONTENTS

How to Host an Informational Meeting

An informational meeting is a time for alumni to come together and learn about your why for wanting to found or rejuvenate an alumni association. This is a great opportunity to identify who will be interested in being on the leadership team. A successful informational meeting will allow you to make the ask for volunteers to join you in your efforts to establish or rejuvenate your association.

1. Identify your *why*. Why are you founding/rejuvenating your alumni association?
 - Example: I want to re-engage our alumni base so that we may support the undergraduate chapter.
 - Example: I want to connect with local alumni for networking purposes.
2. Obtain a database from International Fraternity to ensure you have the most up-to-date contact information.
3. Coordinate a date/time of the event with your regional president and the director of alumni engagement. For most individuals, weekdays tend to work best; especially Thursdays after business hours (5:30-7:00pm). The ideal location would be a local pub or restaurant where there is a relaxed environment, as well as space where 10 or more individuals may easily gather. If you are unsure of who your regional president is, send an email to alumni@pikes.org
4. Send out event invitations via email using a site such as www.MailChimp.com to effectively send e-invites Please see below for an ideal communication plan:
 - 5 weeks from event – Initial invite
 - 3 weeks from event – Same initial invite (remove all people who have already RSVP'd)
 - 1 week from event – Reminder email of date/time/location to all people on RSVP list
 - Day of event – Reminder email of date/time/location to all people on RSVP list

For any additional questions contact the director of alumni engagement prior to the event by emailing alumni@pikes.org. Also, be sure to print enough meeting agendas for everyone who attends.

Additional Resources

Alumni Association Development Guidelines

This process can be used when organizing an alumni association. This outline can be used to help guide the overall process of identification, recruitment, and organization. Do not forget to involve your regional president, the undergraduate chapter, and International Fraternity in this process. All documents referenced are available under the alumni association section of www.pikes.org.

1. Engage the chapter, alumni advisory board, and house corporation.
 - a. Introduce alumni association and three local volunteer entities concept.
 - b. Seek 'blue chip' volunteers for the association's leadership team.
2. Organize the association's leadership team.
 - a. Recruit volunteers per *Volunteer Recruitment Guidelines* document.
 - b. *Ideal* association board of directors:
 - i. **President:** Oversees all aspects of association and serves as chairman of the board
 - ii. **Vice President:** Assists president and oversees three functional directors below. Can also be utilized as chair-elect
 - iii. **Secretary/Treasurer:** Manages finances and maintains association's budget. Also publishes minutes from board of director meetings
 - iv. **Director of Membership:** Manages association's database and membership recruitment activities
 - v. **Director of Communication:** Oversees communications plan of association (newsletters, email, social media, website, *Shield & Diamond*)
 - vi. **Director of Events:** Plans and executes association's events
 - vii. **Director of Fundraising & Philanthropy:** Coordinates all fundraising and philanthropic opportunities
3. Set chartering priorities for board of directors.
 - a. Beyond set duties of the board of directors, the following priorities should be considered during the chartering process:
 - i. **President:** Recruitment of leadership team/board of director
 - ii. **Vice President:** Oversee *Association Chartering Checklist* document
 - iii. **Secretary/Treasurer:** Set up association's financial processes
 - iv. **Director of Membership:** Association membership recruitment
 - v. **Director of Communication:** Communication of chartering events
 - vi. **Director of Events:** Chartering events
 - vii. **Director of Fundraising & Philanthropy:** Fundraising campaign
4. Complete *Association Chartering Checklist* document
5. Establish Operational Areas of Focus.
 - a. **Networking:** Alumni want an opportunity to engage with the association and their brothers. Present opportunities for the membership to gather and network socially and professionally. Also an opportunity for undergraduate networking with association membership
 - b. **Communications:** Alumni need to receive meaningful communication from both the association and chapter (if applicable). Annual strategy can include: At least two printed newsletters, monthly email updates, social media posts (Facebook, Twitter, LinkedIn), and an association website.
 - i. Chapter-based associations can look to alumni tab on chapter websites. Area associations should contact the International Fraternity for website hosting options.
 - ii. Third party companies are available that can help with communication efforts. Contact the International Fraternity for more information.

- c. **Fundraising:** Ways for alumni to support Chapter Endowment Funds and other ways to support chapter needs financially. If an area association, this can be a local chapter or local philanthropic organization.
- d. **Chapter Engagement:** Present opportunities for alumni and undergraduate interaction. This can vary from a speaker's bureau, to professional development workshops, to individual mentoring opportunities.

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 undergraduate chapter, and International Fraternity 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 International Fraternity (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. A site such as www.mailchimp.com makes it easy 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 International Fraternity:** Once your event has happened and you plan to complete the association chartering process, please follow-up with the director of alumni engagement 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.

Volunteer Recruitment Guidelines

The following process can be followed when approaching alumni to become volunteers for a chapter. This should be seen as an outline to help guide the overall process of volunteer recruitment. Do not forget to involve the regional president, undergraduate chapter, and chapter consultant in this vital process.

- 1.) Assess the needs of the chapter
- 2.) Educate the chapter on an alumni advisory board and solicit feedback and buy-in from undergraduate members
- 3.) Identify alumni pool
 - a. Alumni association
 - b. Regional president recommendations
 - c. Area alumni list from International Fraternity
 - i. Data mined: Foundation donor, PIKE *University* Certified, past chapter executive
 - d. Current volunteer database
 - e. 'I Want to Volunteer' submissions
- 4.) Create volunteer database (potential volunteer database)
- 5.) Create the face-to-face with potential volunteer
 - a. Alumni reception
 - b. Alumni association meeting
 - c. Annual alumni gathering (i.e. Homecoming or Greek week)
- 6.) Creating the atmosphere for volunteer commitment 'asks'
 - a. Open with chapter success stories or chapter goals and how alumni volunteers are needed to fulfill these goals and continue success
 - b. Undergraduate asks
 - c. Current volunteer asks
- 7.) Have a follow-up meeting
 - a. Should happen ASAP within a reasonable time
 - b. Organization of board
 - c. Address issues from #1



Forming an Alumni Association

Once a Pike, Always a Pike

Answers to Commonly Asked Questions

What is a Pi Kappa Alpha Alumni Association?

As an extension of the Pi Kappa Alpha International Fraternity, alumni associations are groups of alumni and friends connected to the International Fraternity and each other through leadership, programming, communication and membership. Pi Kappa Alpha alumni associations have an exciting mix of social, cultural, athletic, recreational and academic related activities.

What is the purpose of an alumni association?

A Pi Kappa Alpha alumni association exists to promote the brotherhood of $\phi\phi\kappa\alpha$ by providing an outlet for casual alumni interaction. Alumni associations allow the opportunity for PIKE alumni to continue to benefit from their membership through fellowship, networking, social engagements, and a variety of other interactions.

How much time is associated with joining an alumni association?

An alumnus' commitment to an alumni association is voluntary in nature. A few committed alumni will be needed to organize the efforts of forming and maintaining a successful association.

What are the different types of alumni associations?

Alumni associations are generally established in two formats:

- Area-based associations- As indicated by the title, an area-based alumni association is made up of alumni from a variety of chapters who share a common area of residence.
- Chapter-based associations- A chapter-based alumni association is made up of alumni from one particular chapter, regardless of geography.

What are the financial obligations associated with an alumni association?

Dues associated with alumni associations are left to the discretion of each group. It is common for an association to operate on a small dues structure or operate on a "pay as you go" basis per event. Associations are encouraged not to put an undue emphasis on financial commitment as this is usually built over a period of time through consistent, positive interaction.

How do you gain official recognition from the International Fraternity?

The General Policies of the Fraternity's Supreme Council require that a minimum of twelve (12) men in good membership standing petition the Supreme Council for a Charter and pay a one-time fee of \$200 (which includes the first year's annual dues). Subsequently, the annual dues for each association are \$150, payable July 1st of each year. Associations should submit an annual report confirming contact information and current leadership.

What are common goals and objectives of an association?

Some of the goals of an association may be:

- Coordinate local alumni activities and events
- Promote membership in the association
- Assist local chapters through scholarship opportunities
- Provide career networking opportunities for local alumni

Organizing Your Alumni Association

Getting Started

The first step to organizing an alumni association is forming a core group of alumni who are willing to create interest in a designated area or on behalf of a particular chapter. Having a few alumni who are behind the idea of forming an alumni association and are willing to contribute to the organizational efforts is a must.

Gauging interest may be as simple as word of mouth, through phone calls, email, or a website, especially with chapter-based alumni associations. However, with the area-based format, a more sophisticated effort is usually necessary. The most common approach in this situation is mailing out a letter announcing the intent to form an association and then coordinating an informal meeting. At this time, alumni can discuss the feasibility of starting an alumni association and appropriate plans can be made to move forward with the chartering procedures if enough interest is evident. The International Fraternity is available to assist you in the organizational process.

Chartering Requirements

The chartering process for an alumni association is designed to be simple, affordable, and achievable. To become an officially recognized Pi Kappa Alpha Alumni Association, the association must be chartered through the International Fraternity.

A charter is achieved by completing two basic requirements:

1. A petition to charter shall be sent to the International Fraternity and a minimum of 12 signatures from Pi Kappa Alpha alumni are required. (Please refer to the Appendix for a sample Petition to Charter)
2. A chartering fee of \$200 (which includes the first year's annual dues) is required.

Maintaining Official Status

To maintain official alumni association status, there are three expectations:

1. The association hosts at least one event per year
2. The association must keep current on its annual dues through the International Fraternity
3. The association shall file an annual renewal form providing officer names and contact information

Convention

Those alumni associations duly chartered at least six months prior to the Convention, in good standing with no outstanding financial obligations to the International Fraternity, are allowed to have one voting delegate at each International Convention, held every even numbered year.

Event Ideas

Along with alumni association communications, events which an alumni association sponsors are the major functions of an alumni association. These alumni events include: association meetings, monthly luncheons, and other activities like Homecoming, anniversaries, golf outings and banquets.

A wide variety of alumni association events fit into the “other” category. These events can be split into two categories: smaller types of events and major events. Examples of smaller events include:

- Golf outing
- Barbeque
- Outing to a sporting event (school or pro league)
- Holiday reception
- Alumni-undergraduate sporting event
- Canoe trip or other outing
- Chapter scholarship dinner
- International Work Day
- Sponsored chapter recruitment event
- Tailgates or pre/post game receptions
- Civic activities (blood drive, food drive, etc.)

Examples of major alumni association events, and ones which will require more planning, include:

- Homecoming Weekend
- Founders Day or other banquet
- Special anniversary
- Holiday dinner-dance

The smaller events also have the potential to turn into large, complicated gatherings. However, the keys to successful alumni events include advance planning and advance notification to alumni.

Resources from the International Fraternity

A variety of services are available to registered alumni associations to help ensure your success. These include:

- Participation in the Liability Protection Program
- Annual directory listing in the *Shield & Diamond*
- Quarterly news in the Alumni Notes section of the *Shield & Diamond*
- Listing on the Alumni Association Locator section of the Fraternity's website
- Participation in annual awards
- Access to the database of chapter or area alumni
- Delegate representation at the International Convention

Publicity

As an official Pi Kappa Alpha Alumni Association, your association's name and contact information and website information will be listed on the Fraternity's website for all alumni, undergraduates, and friends of the Fraternity to view.

Through the Fraternity's magazine, the *Shield & Diamond*, you'll also be able to list all upcoming association dates and events in each of the quarterly issues. In addition, the association will also have the opportunity to have photographs and recaps from successful events inserted into the magazine. You are also encouraged to submit alumni updates gained through continual contact that will be encountered through association events.

Submitting News to the *Shield & Diamond* magazine

Alumni associations can use the *Shield & Diamond* to publicize information about their events and various activities. While there is a deadline for each of the quarterly issues, alumni associations are encouraged to submit information year-round, and the information will be kept for the next upcoming issue. Please include any updates on your officers, website address, or other contact information. You can email your information for publication to media@pikes.org or by mail to *Shield & Diamond*, 8347 West Range Cove, Memphis, TN 38125. If you have any questions feel free to call 901-748-1868, ext. 1112.

Visit this link - <https://www.pikes.org/about-pike/news-and-media/shield-and-diamond> - for complete information on submitting news. The deadlines are as follows:

- Spring issue – January 1st
- Summer issue – April 1st
- Autumn issue – July 1st
- Winter issue – October 1st

Anniversary Certificates

The International Fraternity produces special certificates for alumnus members commemorating 25, 50, and 75-year membership anniversaries. These certificates can be mailed to alumni association or chapter representatives to be presented at Founders Day events and other special occasions.

Advisement

As always, please feel free to call or email the volunteer department at alumni@pikes.org to speak with the department about any questions or comments you may have. By forming and operating an alumni association, you are providing a valuable resource to the International Fraternity, alumni across North America, and our undergraduates. You are making an impact and ensuring that the PIKE Experience lasts a lifetime.

International Work Day

Chapters, colonies, and house corporations across North America plan a day, primarily in the months of April and May, to get together with students, alumni, parents, and guests to improve the chapter house and/or grounds. Groups conduct projects and provide food and fellowship for all who participate. Since its inception, International Work Day has become an annual tradition for many PIKE chapters, their alumni, and house corporations.

Every participating chapter qualifies incentives, which include a \$250 participation grant, an event planning kit, recognition in the autumn *Shield & Diamond*, and eligibility for selection in one of six International Work Day award categories. In addition to the participation grant, all award recipients receive a \$100 gift certificate at a hardware store in their area and the Overall Work Day Award Winner receives a \$500 participation grant and a trophy to be proudly displayed in their house.

In late February, watch for an invitation via email, check the housing section on the Fraternity's website for dates and details, or look in the spring issue of the *Shield & Diamond* to see if your chapter or the chapter nearest you is participating.

If you have difficulty contacting the project coordinator, or the information on the website www.pikes.org, doesn't answer your questions, contact the real estate department by email at pikehouse@pikes.org or by calling (901)748-1868 ext. 116 to ask for information about getting involved.

Submitting Your Petition

You can submit your Alumni Association Petition to Charter to the International Fraternity as soon as you have a minimum of 12 members and their signatures, along with acting officers and their appropriate contact information. In addition, you will need to provide the \$175 chartering fee. Shortly following this, the association will need to submit a working set of bylaws and the Employer Identification Number assigned by the Internal Revenue Service. Please submit all information to the International Fraternity at:

The Pi Kappa Alpha International Fraternity Attention: Alumni Services
8347 West Range Cove Memphis, Tennessee 38125

Upon receipt of the petition and the chartering fee, written confirmation will provide notification of the association's chartering. Upon approval, the alumni association will receive its own official charter.

Checklist of items that need to be submitted to the International Fraternity

- ☐ Petition to Charter with a minimum of 12 signatures
- ☐ Chartering Fee of \$200 (includes the first year's annual dues)
- ☐ Contact information for the association and its officers
- ☐ Copy of the bylaws governing the association
- ☐ Notify the International Fraternity of the Employer Identification Number

Information Needed Concerning Each Alumni Association Member

Name: _____

Chapter: _____

Position within Association (if applicable): _____

Address: _____

Phone: _____

Email: _____

Title and Place of Employment (Optional): _____

The ability to effectively communicate with each alumni association is crucial in order to serve and support each group within the International Fraternity. If for any reason the information that was submitted should change throughout the year, please notify the International Fraternity with the appropriate changes and/or contact information corrections.

Appendix

Sample Petition to Charter

Whereas, the undersigned alumni in good and regular standing of The Pi Kappa Alpha Fraternity desire to encourage all alumni of ____Chapter/Metropolitan area to take an active role in advancing the interests of their great Fraternity; and

Whereas, the undersigned alumni believe in the importance of virtue and commit to living the values of The Pi Kappa Alpha Fraternity; and

Whereas, the undersigned alumni affirm their belief that truth is the foundation of all lasting association, and will seek wisdom and knowledge while serving others in modesty and dignity; and

Whereas, the undersigned alumni, recalling that Pi Kappa Alpha is a lifelong commitment, reaffirm to live their lives with honor and courage seeking the inherent worth in each person they meet; accepting all brothers of Pi Kappa Alpha in love and friendship; and serve their faith, family, community, alma mater, and Fraternity; because they believe that only then, by living these virtues, will they realize their fullest potential; and

Whereas, the undersigned alumni desire to form an alumni association in accordance with the General Policies of the Supreme Council of The Pi Kappa Alpha Fraternity; believing that thus they can most successfully accomplish their object.

Therefore, Be It Resolved, that the undersigned alumnus members of The Pi Kappa Alpha Fraternity, do hereby petition the Supreme Council of The Pi Kappa Alpha Fraternity, pursuant to The General Policies of the Supreme Council of the Pi Kappa Alpha International Fraternity, to charter to The

_____ Alumni Association of The Pi Kappa Alpha Fraternity; and

Be It Further Resolved that the aforesaid Association will obey the Constitution, Codes, General Policies, laws and regulations of The Pi Kappa Alpha Fraternity and conform to all requirements thereof. Signed this _____ day of _____, Two thousand and__.

Name:	Name:
Signed:	Signed:

Name:	Name:
Signed:	Signed:

Name:	Name:
Signed:	Signed:

Name:	Name:
Signed:	Signed:

Name:	Name:
Signed:	Signed:

Name:	Name:
Signed:	Signed:

Name:	Name:
Signed:	Signed:

Name:	Name:
Signed:	Signed:

Name:	Name:
Signed:	Signed:

Name:	Name:
Signed:	Signed:

Name:	Name:
Signed:	Signed:

Name:	Name:
Signed:	Signed:

Name:	Name:
Signed:	Signed:

Name:	Name:
Signed:	Signed:

Name:	Name:
Signed:	Signed: