



## 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 list
  - e. 'I want to volunteer' form submissions
4. Create list of people who have expressed interest in volunteering
5. Create the face to face meeting with potential volunteer
  - a. Alumni reception
  - b. Alumni association meeting
  - c. Annual alumni gathering (i.e. Homecoming or Greek week)
6. Creating the atmosphere to solicit volunteer commitment
  - 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