



PI KAPPA ALPHA

ALUMNI RELATIONS HANDBOOK

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Foreword

The contents of this communication model are the result of a compilation of information from various chapters and various brothers affiliated with the Pi Kappa Alpha International Fraternity for the use by any chapter or volunteer which are interested in establishing or improving their programming.

It should be understood that each chapter is self-governing and solely responsible for its day-to-day, week-to-week and month-to-month operations and nothing herein is intended as or should be deemed as supervision, direction, monitoring, oversight or as an effort to control the local chapter by the Pi Kappa Alpha International Fraternity, which is a fraternal affiliation of over 200 chapters and colonies, over 15,000 active undergraduate members and over 320,000 alumni and several nonprofit corporations, including, but not limited to Oak Service Corporation, a Tennessee nonprofit corporation which serves as a clearinghouse and an administrator for purposes of organizing meetings and conventions, publishing fraternal publications and performing other functions for the entire International Fraternity.

This communication model is an educational guideline only which contains suggestions and recommendations developed by various chapters and alumni which were able to develop successful programs. It is published and available to any chapter through the clearinghouse in Memphis as a form of brotherly advice for whatever use one wants to make of it.

All ideas herein are optional, and nothing is mandatory. Participation is by the voluntary choice of each chapter and each member with the understanding that one generally gets out of something what one is willing to put into it. Thus, any language contained herein which could possibly be construed as “mandatory” such as “do this” or “do that” is only in the form of a recommendation that if one wishes to get the most benefit out of using the suggestions in the communication model, then the suggestions can be utilized with the understanding that any handbook or guide is, at most, a guide and that the users should substitute their own experience and judgment to use, adapt or modify the suggestions and recommendations contained herein. In other words, the communication model is a guide from which the users can use to establish, improve or build their own programs, using their own knowledge, common sense, ideas and experience and to assist the users from time to time as a reference for ideas and suggestions. In turn, each chapter is encouraged to share good ideas with other chapters by advising the administrative clearinghouse for possible inclusion in future publications.

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Alumni Relations Chairman

Purpose of Alumni Relations

The purpose of alumni relations is to ensure that alumni remain involved with the chapter through events and communication to help in the promotion, advancement and support of the mission and goals of the chapter.

Job Description

As the alumni relations chairman, your role is to organize and oversee the alumni relations program within the chapter, with the aim of fostering alumni involvement. It's recommended to break down this role into three main objectives and set goals around each objective for each semester or academic year.

The first objective is to ensure effective communication and consistency within the alumni advisory board. This includes ensuring that the board follows the guidelines outlined by the International Fraternity's roles & responsibilities (See myPIKE Resource Center).

The second objective is to ensure that alumni receive regular newsletters from either the alumni entities or the chapter itself.

The third objective is to organize at least one alumni event per academic year, either independently by the chapter or in collaboration with the alumni association.

***** The following lists are examples and are not intended to be exhaustive or exclude other responsibilities as determined by the chapter. *****

Goals

- ◆ Ensure that alumni maintain a positive relationship with the chapter by being informed of chapter progress and interacting with current chapter members.
- ◆ Ensure that alumni are given the opportunity to support the chapter through involvement.

Weekly Tasks

- ◆ Attend and giving a report at weekly committee chair and chapter meetings
- ◆ Work to fulfill goals related to alumni relations
- ◆ Manage the alumni relations budget

Semester/Quarter Tasks

- ◆ Structure and organize an alumni relations committee
- ◆ Set goals related to alumni relations
- ◆ Set the alumni relations budget
- ◆ Create a comprehensive alumni database that includes all pertinent alumni contact information
- ◆ Organize and hold a minimum of one alumni phone-a-thon to update database
- ◆ Organize and hold a minimum of one major alumni event
- ◆ Document alumni and undergraduate attendance at alumni events

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- ◆ Create and distribute a minimum of two physical alumni newsletters with electronic supplements
- ◆ Serve as the liaison between the chapter and alumni association by attending alumni association meetings and communicating with the alumni association president
- ◆ Work with secretary to record outgoing seniors as alumni
- ◆ Help bring in alumni speakers for continuing education events
- ◆ Work with alumni to make job opportunities available to chapter members
- ◆ Communicate with chapter-based Alumni Association and Area Alumni Association (if either exists)
- ◆ Create and maintain a uniform alumni relations handbook including guidelines, ideas, and suggestions for future alumni relations chairman
- ◆ Assist in the completion and submission of a Year End Summary

Completion of Position

Review position with the new alumni relations chairman and provide written notes to successor and any other materials that were developed during your tenure as alumni relations chairman including a uniform alumni relations handbook with guidelines, ideas, and suggestions for future alumni relations chairman.

Creating a Newsletter

Purpose of Creating a Newsletter

Creating a newsletter for your fraternity's alumni relations is a great way to keep your members informed, engaged, and connected. Here's a step-by-step guide to help you get started:

Define Your Objectives

- ◆ Determine the purpose of your newsletter. Is it to update alumni on recent events, share success stories, promote upcoming events, or solicit donations?
- ◆ Identify your target audience. Consider factors such as age, interests, and level of involvement with the Fraternity.

Choose a Platform

- ◆ Decide on the platform you'll use to create and distribute your newsletter. Options include email marketing platforms like Mailchimp or Constant Contact, or you could create a PDF newsletter to distribute via email or your fraternity's website.

Gather Content

- ◆ Collect relevant content for your newsletter. This may include updates on recent chapter news, alumni spotlights, upcoming events, philanthropic initiatives, and calls to action.
- ◆ Reach out to alumni, chapter officers, and other members for contributions, stories, photos, and updates.

Create a Template

- ◆ Design a newsletter template that reflects your Fraternity's branding and is visually appealing. Include your Fraternity's logo, colors, and any other relevant graphics.
- ◆ Structure your newsletter with sections for different types of content, such as a message from the alumni relations chairman, event updates, alumni features, and announcements.

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Write Content

- ◆ Craft compelling content for each section of your newsletter. Keep articles concise, informative, and engaging.
- ◆ Use a conversational tone and include personal anecdotes or quotes from alumni to make the content relatable.

Add Visual Elements

- ◆ Incorporate photos, graphics, and other visual elements to enhance your newsletter's appeal. Include images from recent events, chapter activities, and alumni gatherings.
- ◆ Ensure that all visuals are high-quality and relevant to the content.

Review and Edit

- ◆ Proofread your newsletter carefully to catch any spelling or grammatical errors. Ensure that all content is accurate and up to date.
- ◆ Consider seeking feedback from other members or advisors to ensure that the newsletter meets their expectations.

Test and Preview

- ◆ Test your newsletter layout and formatting to ensure compatibility across different devices and email clients.
- ◆ Preview the newsletter before sending it out to check for any formatting issues or discrepancies.

Distribute

- ◆ Schedule a distribution date for your newsletter. Aim for a time when alumni are most likely to engage with the content, such as weekends or evenings.
- ◆ Send the newsletter via email to your mailing list of alumni contacts. Include a catchy subject line to encourage recipients to open the email.

Monitor and Evaluate

- ◆ Track metrics such as open rates, click-through rates, and subscriber engagement to evaluate the effectiveness of your newsletter.
- ◆ Use feedback from alumni and other stakeholders to make improvements to future editions of the newsletter.

Host a Successful Alumni Event

Purpose of Hosting a Successful Alumni Event

Creating successful alumni events as an Alumni Relations Chairman for PIKE chapters involves careful planning, effective communication, and collaboration with alumni liaisons and other chapter members. Below is an extensive step-by-step guide to help Chairmen organize alumni events:

Understand the Chapter's Needs: Begin by understanding the chapter's goals and objectives for hosting alumni events. Determine the purpose of the event, whether it's networking, fundraising, recruitment, or simply fostering camaraderie among alumni.

Identify Target Audience: Determine the target audience for the event. This could include recent graduates, long-time alumni, specific age groups, or alumni from particular professions or industries.

Collaborate with Alumni Liaisons: If your chapter has alumni liaisons within the Alumni Association, collaborate with them to gather insights, resources, and support for organizing events. They can provide valuable guidance and assistance throughout the process.

Establish Event Objectives and Budget: Define, document, and program clear objectives for the event, such as increasing alumni engagement, raising funds for chapter initiatives, or celebrating milestone anniversaries. Set a realistic budget based on the expected attendance, venue costs, catering, and other expenses.

Select Event Type and Format: Choose the type and format of the event based on the chapter's goals and the preferences of the target audience. Options include networking mixers, social gatherings, fundraising galas, sports tournaments, community service projects, and more.

Choose a Date and Venue: Select a suitable date and venue for the event, considering factors such as availability, accessibility, capacity, parking, and amenities. Ensure that the venue aligns with the event's theme and budget.

Develop Event Program and Activities: Create a detailed program for the event, outlining the schedule, agenda, speakers, entertainment, and any planned activities or workshops. Incorporate elements that encourage networking, interaction, and engagement among attendees.

Promote the Event: Utilize various communication channels to promote the event and generate interest among alumni. This may include sending personalized invitations via email or mail, promoting on social media platforms, creating event flyers or posters, and leveraging the chapter's website or newsletter.

Manage RSVPs and Registrations: Implement a system for managing RSVPs and registrations, whether through online platforms, email, or phone. Keep track of attendee numbers and preferences to ensure adequate preparation and accommodation.

Coordinate Logistics: Coordinate all logistical aspects of the event, including setup, decorations, audiovisual equipment, catering, transportation, and any special accommodations for attendees. Assign tasks to chapter members and volunteers to ensure smooth execution on the day of the event.

Execute the Event: On the day of the event, ensure that all preparations are in place and that the event runs according to the established plan. Welcome attendees, facilitate introductions, and oversee the program to ensure a memorable experience for all participants.

Follow-Up and Thank Participants: After the event, follow up with attendees to express gratitude for their participation and feedback on the event. Share highlights, photos, and testimonials on social media and chapter communications to maintain engagement and momentum.

Evaluate Event Success: Conduct a post-event evaluation to assess the success of the event based on attendance, engagement, feedback, and achievement of objectives. Identify strengths, weaknesses, and areas for improvement to inform future event planning efforts.

Document and Share Best Practices: Document the planning process, execution, and outcomes of the event to create a resource for future chairmen and chapter members. Share best practices, lessons learned, and success stories to support continuous improvement and knowledge sharing within the chapter and alumni association.

By following these comprehensive steps, Alumni Relations Chairman can effectively organize successful alumni events that strengthen connections, foster engagement, and contribute to the overall growth and success of Pi Kappa Alpha chapters and their alumni communities.

Sample Roles & Responsibilities for the AAB

Below is a sample outline of basic responsibilities for advisors labeled as weekly, monthly, semesterly, and annual tasks. Use this guide to build your own calendar at the beginning of each semester. **To see more information about recruiting and reporting for the advisory board, along with more resources, visit the myPIKE Resource Center.**

Alumni Advisory Board Chairman

1. Communicate with board members via phone or email-monthly
2. Send recap of monthly communication of AAB-monthly
3. Target alumni for board vacancies-monthly
4. Organize and lead quarterly meetings with AAB-quarterly
5. Facilitate goal setting of AAB-semesterly
6. Create a rotation schedule for AAB members to attend chapter/executive meetings-semesterly

Chapter Advisor

1. Communicate with chapter president-weekly
2. Review position goals-monthly
3. Call regional president-semesterly
4. Assist in officer transitions-semesterly
5. Facilitate chapter goal setting-semesterly
6. Meet with Fraternity & Sorority Life Advisor-semesterly
7. Meet with chapter consultant-annually

Operations Advisor

1. Communicate with vice presidents-bi-weekly
2. Attend vice president committee meetings-monthly
3. Communicate with AAB chairman-monthly
4. Review of position goals-monthly
5. Assist vice presidents with goal setting-semesterly
6. Assist in officer transition-semesterly
7. Present to chapter on management skills and best practices-annually

Recruitment Advisor

1. Communicate with recruitment chairman and recruitment team-bi-weekly
2. Communicate with AAB chairman-monthly
3. Help create a recruitment action plan with the recruitment team-semesterly
4. Facilitate a recruitment retreat-semesterly
5. Promote alumni attendance at recruitment events-semesterly

Educational Advisor

1. Communicate with membership development VP-bi-weekly
2. Communicate with AAB chairman-monthly
3. Assist the membership development VP in developing the annual review of the TPE member development

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program-semesterly/annually

4. Assist in the planning, preparing, and execution of the TPE member development program
5. Aid in the development of the 4-week new member education, and written or online TPE educational curriculum-semesterly
6. Ensure all education material has been budgeted for, requested, and ordered-semesterly
7. Ensure new members are reported to the International Fraternity (via chapter's OmegaFi *Vault* account) within 7 days following the new member pinning ceremony-semesterly
8. Ensure candidates are reported to the International Fraternity (via chapter's OmegaFi *Vault* account) no later than 5 days prior to the initiation ceremony-semesterly
9. Have a working knowledge of the *Ritual*; help facilitate *Ritual* execution and education-annually
10. Ensure a successful transition has been executed by the outgoing and incoming membership development VP's-annually

Financial Advisor

1. Communicate with chapter treasurer-bi-weekly
2. Communicate with AAB chairman-monthly
3. Assist chapter treasurer in developing chapter budget-semesterly
4. Review the financial contracts that are distributed to the members-semesterly
5. Ensure chapter pays *Liability Protection Program* (2023-2024)
 - a. September 1 – LPP Assessment:
 - i. \$2,000 + \$27/member *Housed chapters: Additional \$1,125
 - b. October 1 – Chapter/Provisional Chapter Assessment:
 - i. \$1,650 + \$33/initiate
 - c. Five (5) days prior to initiation – One-time Membership Fee: \$330/new initiate
 - d. January 1 – LPP Assessment:
 - i. \$2,000 + \$27/member *Housed chapters: Additional \$1,125
 - e. February 1 – Chapter/Provisional Chapter Assessment:
 - i. \$1,650 + \$33/initiate
 - f. Five (5) days prior to initiation – One-time Membership Fee: \$330/new initiate
6. Ensure chapter pays all university fees
 - g. IFC dues, room rentals etc....
6. Work with chapter treasurer to become familiar with Greek Bill Pay-annually
10. Identify local accountant to audit and file taxes-annually
11. Present to chapter on financial best practices-annually
12. Promote chapter being 100% involved in the *phi phi k a* Club-annually

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Health & Safety Advisor-Health & Safety Officer

1. Communicate with health & safety chairman-bi-weekly
2. Communicate with AAB chairman-monthly
3. Assist the chapter in creating a crisis management plan and educate the membership on its implementation-semesterly
4. Help develop a chapter health & safety program-semesterly
5. Assist in finding speakers for risk related education-semesterly
6. Forge a good relationship with campus police, fire inspectors, and health inspectors-semesterly
7. Present to chapter on health and safety policies and procedures-annually

Health & Safety Advisor-Sergeant-At-Arms

1. Communicate with sergeant-at-arms-bi-weekly
2. Communicate with AAB chairman-monthly
3. Assist in review and revision of chapter by-laws-semesterly
4. Assist the judicial board in creating a due process and judicial policy-semesterly
5. Educate and promote the importance of chapter accountability-semesterly
6. Ensure the chapter signs the *Fraternity Standards and Chapter Statement of Position on Hazing*-annually

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Solicitation Policy for Pi Kappa Alpha's Alumni:

At Pi Kappa Alpha, we prioritize the confidentiality and sensitivity of our alumni contact listings. We recognize the importance of maintaining trust and respect within our community, particularly regarding the use of alumni contact information for solicitation purposes. Therefore, we have established the following guidelines:

Purpose of Contact Listings: Our alumni contact listings are intended for fostering connections and enhancing engagement within our membership. They should not be used for direct fundraising or networking purposes.

Respect for Privacy: We respect the privacy of our alumni and acknowledge that their contact information is provided with trust. Any misuse or unauthorized distribution of this information is strictly prohibited.

Approved Uses: Alumni contact listings may be utilized for purposes such as:

- ◆ Sending newsletters or updates about chapter activities and achievements.
- ◆ Sending postcards or messages to maintain connections and share important information.
- ◆ Recruiting volunteers for chapter events or initiatives.
- ◆ Inviting alumni to participate as speakers or mentors for educational or professional development events.
- ◆ Collaborating on events or projects with the Alumni Advisory Board.
- ◆ Inviting alumni to join network sites and donate to initiatives that support the chapter, not individual members.

Restrictions on Fundraising and Networking: Solicitation for personal fundraising or personal networking endeavors is not permitted using alumni contact listings. This does NOT include ALUMNI soliciting donations on the chapter's behalf, promoting, or seeking employment opportunities on the behalf of the chapter using a social media network group such as LinkedIn or inviting alumni to a networking event/industry roundtable.

Compliance and Accountability: All members, including alumni, are expected to adhere to these guidelines. Failure to comply may result in disciplinary action in accordance with our organization's policies.

By adhering to these guidelines, we uphold the integrity of our alumni network and ensure that our interactions with alumni are respectful and conducive to fostering meaningful connections and collaboration.

Thank you for your cooperation in maintaining the integrity of our alumni contact listings and promoting a positive alumni experience within Pi Kappa Alpha.

