

# SIGMA PI ALUMNI CLUB/ASSOCIATION

## SAMPLE DUES STRUCTURE

### Tiered Dues Structure

This is an extremely simple structure that allows the association to collect administrative funds. These funds can be used to produce communications and offset costs of planning events.

- First year out of college – free
- Two-four years out of college – \$25
- Annual dues – \$50
- Lifetime dues – \$750

### Campaign Dues Structure

This structure is more of an annual fund, where the alumnus is able to choose at what level they would like to support the organization. This is becoming the preferred method of financial support for an alumni association. These funds are distributed between administrative, event planning and chapter support functions (such as fundraising objectives, or scholarships through the Educational Foundation). Named levels should be updated to reflect your organization. Different levels of giving could be:

- First five years out of college – \$50
- More than five years out of college – \$200
- \$250 - \$400
- \$417
- \$500 - \$999
- \$1,000 - \$2,499
- \$2,500 - \$4,999
- \$5,000 or more
- Other – \$\_\_\_\_\_

### Recurring Monthly Dues (“The Drip” effect)

1897 Club – automatic payments of \$18.97/per month via ACH transfer or other payment processing site (e.g. PayPal).

### Donation Menu

If soliciting baseline administrative funds, a menu can be provided for other giving opportunities. If using the Campaign Dues Structure, it can be noted how every dollar collected will support different activities, like those described below.

- Recruitment – \$20
- Continuing Education – \$20
- Scholarship – \$25
- Educational Foundation Leadership Programs – \$25
- Chapter Improvements – \$30
- Other – \$\_\_\_\_\_
- TOTAL: \$\_\_\_\_\_



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# 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. The database can be started by contacting the Executive Office to talk about generating a list of all alumni within a certain area around a select zip code.

## 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 is through a semesterly/quarterly newsletter and social media. It is also important to work with Chapters in the area/state/region so that you can aid in communicating with undergraduate members. This type of communication not only aids in the senior-to-alumni transition but also encourages those Chapters to communicate what is going on to any of their alumni.

## 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.



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