

SIGMA PI ALUMNI CLUB/ASSOCIATION

HOW TO HOST AN INFORMATION MEETING

Description

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.

Planning

- 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 active chapter.
 - Example: I want to connect with local alumni for networking purposes.
- Obtain a database from the Executive Office
 - [Membership Record Request](#)
 - Ensure you have the most up-to-date contact information.
 - As you reach out to individuals, please keep track of any information that is not correct and report that to the Executive Office at records@sigmapi.org or the individuals can update their information directly at <https://sigmapi.org/fraternity/updateinfo/>
- Coordinate a date/time of the event
 - Coordinate with your Province Archon, the Executive Office, and other alumni volunteers (Chapter Directors, Alumni Board members, Grand Council) in the area.
 - For most individuals weekdays tend to work best; especially Thursdays after business hours (5:30-7:00 pm). 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.
- Send out event invitations via email through the Executive Office by filling out the [Event Marketing Request](#). Please see below for an ideal communication plan:
 - 5 weeks from event – Initial invite
 - 3 weeks from event – Same initial invite (remove all peoples who have already RSVP'd)
 - 1 week from event – Reminder email of date/time/location to all peoples on RSVP list
 - Day of event – Reminder email of date/time/location to all peoples on RSVP list
- Be sure to print enough meeting agendas for everyone that attends.
 - You may find a sample meeting agenda under Alumni > Alumni Clubs > Starting an Alumni Club.



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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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