

SIGMA PI ALUMNI CLUB/ASSOCIATION DEVELOPMENT GUIDELINE

Description

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 Province Archon and the Executive Office in this process. You may also wish to consult any active Chapters within the State/Region to encourage membership.

Role

- Engage all state and regional Chapters and the Executive Office
 - Introduce alumni association concept to alumni throughout the region
 - Seek crucial volunteers by asking the Province Archon, Executive Office, and any local Chapters for names of engaged alumni or fill out the [Membership Record Request](#).

Responsibilities

- Organize the association's leadership team
 - Recruit volunteers
 - *Ideal* Association Board of Directors:
 - **President:** Oversees all aspects of association and serves as chairman of the board
 - **Vice President:** Assists president and oversees four functional directors below. Can also be utilized as chair-elect
 - **Secretary/Treasurer:** Manages finances and maintains the association's budget. Also publishes minutes from board of director meetings
 - **Director of Membership:** Manages association's database and membership recruitment activities
 - **Director of Communication:** Oversees communications plan of association (newsletters, email, social media, website, Emerald, etc.) and organizes communication between the Association and any Chapters
 - **Director of Events:** Plans and executes association's events
 - **Director of Fundraising & Philanthropy:** Coordinates all fundraising and philanthropic opportunities and aids in the creation and maintaining any Educational Fund created



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Responsibilities

- Set chartering priorities for board of directors
 - Beyond set duties of the board of directors, the following priorities should be considered during the chartering process:
 - **President:** Recruitment of leadership team/board of directors
 - **Vice President:** Oversee the chartering list of items
 - **Secretary/Treasurer:** Set up association's financial processes
 - **Director of Membership:** Association membership recruitment
 - **Director of Communication:** Communication of chartering events
 - **Director of Events:** Chartering events
 - **Director of Fundraising & Philanthropy:** Fundraising campaign
- Complete Association Chartering Checklist document.
- Establish Operational Areas of Focus
 - **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. Aid in the Senior-to-Alumni transition among local Chapters.
 - **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), Emerald articles, and an association website.
 - **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. Events can be organized with local Chapters where the money can be split between the organizations contingent that both organizations have individuals working the fundraiser.
 - **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.



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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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