



SIGMA PI

ALUMNI CLUB/ASSOCIATION MANUAL



Contents

Introduction 2

Why Alumni Help and What They Expect in Return 3

Alumni Clubs/Associations in Sigma Pi 4

How to Start an Alumni Club/Association 7

Alumni Advisory Boards 9

Your Alumni Program 10

24 Month Plan with Undergraduates 15

Alumni Relations 17

Locating Lost Alumni 18

Introduction

Dear Alumnus,

Every Sigma Pi learns during their New Member Education program that The Emerald within the active badge represents the lifetime membership one possesses in our great Fraternity. As an undergraduate, you had many responsibilities: getting your education, family obligations, and working to pay your bills. As an alumnus, many aspects of your life have changed; surroundings, new responsibilities, a family of your own, and the “real world” has now become the center of your life.

As a Sigma Pi brother, you still have another aspect in your life - the common bonds shared as an undergraduate, the stories, and the friendships that will last a lifetime. You might stand in a fraternity brother’s wedding, and in turn, a fraternity brother might stand next to you in yours. Membership in our fraternity is a quest, and it lasts forever.

Whether you are a recent college graduate, a grad school graduate, an established career man, or simply a brother who wants to reconnect with the Fraternity that helped you become the man that you are today, this manual is for you. This manual can be used as a guide to assist you in maintaining the ideals and the bonds of brotherhood as you move into the next stage of your life.

Thank you for your interest in continuing your involvement with our Fraternity. We are truly fortunate to be a part of a brotherhood that encourages the ideals, philosophies, and life skills that will, or already have, helped us succeed in becoming a better man.



Why Alumni Help and What They Expect in Return

Alumni offer the potential for maintaining the excellence of a chapter by providing the continuity, tradition, and the experience of guidance to fraternity operations, thereby enabling the chapter to remain above its natural attrition rate and the possible problems this entails.

Alumni involvement offers these primary specific benefits:

1. Advice and guidance to general undergraduate chapter operations.
2. Assistance in planning and carrying out the chapter's alumni communications and activities program.
3. Supervision of chapter housing, including related legal and financial affairs.
4. Special support for the chapter in any emergency situation.

There are a number of basic interests most alumni share:

1. A desire to continue the friendships developed while in school,
2. An interest in the status of the undergraduate chapter,
3. A general interest in his school, in higher education, and in fraternities generally,
4. A desire to see and visit friends within the fraternity on special occasions, and in the case of some, whose personal circumstances make it practical, there is also,
5. A willingness to actively serve the Fraternity, within certain conditions.

In almost every chapter there are a number of alumni who are quite willing to serve:

1. If they believe their time and service is wanted,
2. If they feel there is a need,
3. If they feel they are able to contribute in some productive way,
4. If there is a reasonable structure within which to operate,
5. If it is not too time consuming, and,
6. If they can enjoy the companionship of others also engaged in the venture.

For most other alumni, the key to satisfying their interest is the knowledge that there is

a reasonable, active alumni group directly involved with the affairs of the chapter, that regular communication tells them things about the Fraternity which they are interested in, and the occasional special reunions that have been carefully planned and executed.

Therefore, your alumni program should be based on and directed to these basic interests. The alumni program should satisfy the needs of the undergraduate chapter which the alumni can provide, should satisfy the interests of most alumni, and should provide for a structure that allows sensible, effective involvement by those in a position to actively participate.

Alumni Clubs/Associations in Sigma Pi

Every chapter should have an alumni association, which shall be incorporated with the State or Province in which they reside and should include members of the Chapter and alumni members of other Chapters who affiliate with the chapter alumni association. The name of this association may be “The New York City Alumni Association,” “The Alumni Association of New York City,” “Alpha-Alpha Alumni Association,” or it may exist under some other name. Regardless of the name used, this alumni association should be officially established, should have provisions for election of officers to serve it, and should have certain and specific objectives for existence.

Each alumni association’s by-laws should provide that the business and activities of the association will be carried out by a representative board of directors. The Sage, Third Counselor, First Counselor, and Chapter Advisor of the undergraduate active chapter should be included as fully participating, voting members of the board. From their number, the board of directors elects officers to serve for a term of one year each (In some cases, the officers and directors themselves are called the “house corporations,” although this is not technically correct. When such a name is used, it refers to the entire association).

The basic purposes of the official alumni association, and thus the primary functions performed by its officers, should be:

1. To encourage sound active chapter management through advice and counsel, and provisions for continuity of active chapter operations;
2. To coordinate all chapter alumni activities and communications, and to stimulate alumni interest.

In many chapters, certain of these basic areas are not performed by the alumni association and are either left unperformed or are handled haphazardly by individual alumni or the undergraduate chapter. Your alumni association must recognize that it has the sole responsibility for providing the two basic functions. Success in fulfilling that responsibility by the association is usually indicative of the long-term success the chapter can anticipate. The officers of the alumni association have much more to do than simply be elected and hold board meetings. Such limited activity would do nothing to furnish no guidance to the active chapter, whose health has a direct bearing on the long-term advice and guidance provided, and it would provide no activity or communications to keep alumni members active and interested.

All alumni then have the responsibility for selecting a set of officers to manage their affairs and, whenever appropriate, should consider an act upon proposals offered for the general improvement of the chapter. The general alumni association normally will have one annual meeting at the time most appropriate to conduct the business of the association. Only a small percentage of the total alumni of your chapter will normally be able to attend a general alumni meeting, regardless of the occasion.

In addition to the annual meeting when officers are elected and votes taken on any changes, policy or procedure of the association, every member has the right to expect regular reports on the performance of its officers, a statement of the financial position of the alumni association, and reports on the general position of the undergraduate chapter.

It should be noted that members of Sigma Pi chapters from other organizations are also eligible for membership in the chapter’s alumni association. In some instances membership in the alumni association is open to all initiates of the chapter, including current undergraduates. The Sage, Third Counselor, and First Counselor should be voting members of the alumni board of directors.

It is suggested that the officers of your alumni association who handle all the actual operations of the organization should function within a framework of two basic responsibilities already outlined:

1. Giving advice and guidance to undergraduate operations.
2. Providing coordination of general alumni activities and communications.

Alumni Clubs/Associations in Sigma Pi

The officers and directors should consist of a reasonably large and representative number of alumni. This board is normally made up of seven alumni, plus the Chapter Advisor, the Sage, the Third Counselor, and the First Counselor.

A reasonably large alumni board allows for a fairly widespread alumni membership and a viewpoint representative of all interests. It helps assure better attendance and thus more interesting, more democratic and more productive meetings, as well as, providing good training for future leadership. A small group of alumni provides little chance for others to sustain interest through participation, and makes it difficult for the officers to adequately perform all of the responsibilities with which they should be involved.

Each member of the alumni association's Board of Directors should have certain specific duties:

President

- Preside at all board meetings and any general alumni meetings
- Responsible for all alumni reunions and activities
- Responsible for compliance with all government regulations

Vice-President

- Direct the alumni communications and annual voluntary dues programs
- Works directly with the First Counselor on all publications

Secretary

- Record and distribute minutes and records of the annual alumni association meeting
- Execute any legal documents, etc. for the association

Treasurer

- Serve as financial advisor to the chapter
- Collect, record, and disperse undergraduate and alumni donations to the reserve fund, and income derived from alumni contributions or other tax-exempt sources

Recording Secretary

- (He may be the undergraduate chapter president, or these duties could be assigned to the association's Secretary)
- Provide notices to Directors of board meetings
- Record and mail minutes of each Board of Directors meeting to all Directors and the Alumni Office

Members-at-Large/Directors

- Membership Recruitment Advisor: supervises alumni efforts to assist undergraduate member recruitment program, works with the Recruitment Chairman
- Educational Advisor: assists the Scholarship Chairman with the undergraduate educational and scholastic program.
- Certain individual directors are generally appointed to serve as chairman for any special committees or events. (i.e.: Building Committee Chairman, Anniversary Chairman, Founder's Day Chairman, etc.)

Alumni Clubs/Associations in Sigma Pi

This or a similar definition of officer's duties and responsibilities outlines specifically who does what and provides a basic, clear-to-understand definition that offers continuity to the program that is not dependent upon the initiative of any one individual.

The group should meet regularly. It is suggested that the Board of Directors should meet every month, preferably in person. Some groups, unfortunately, will meet less often; and where this occurs, individual members should perform their specific assignments between meetings. Meetings should be held at least bi-monthly to adequately perform all three alumni functions.

Each meeting should be held on a definitive predetermined date, with ample written notice. Meetings should be relaxed and friendly, but business-like enough to move swiftly through the agenda, accomplishing as much as possible. Each member should feel, after the meeting, that his time was well spent, that progress was made, and a service to Sigma Pi was performed by the group.

Normal items of business for the alumni officers include:

- Review of general undergraduate operations. This will normally include a report from the undergraduate chapter president and a report from the chapter advisor. Areas of concern would include financial management, review of any disciplinary problems with individuals (or the group), collection of accounts receivable, review of the membership recruitment program, kitchen maintenance, effectiveness of employees (housemother, cook, accountant, etc.).
- Selection of dates and program for all alumni reunions and events, including certain details and delegation of responsibilities to a specific board member.
- Review of the publications directed to all chapter alumni.
- Coordination of any special programs sponsored by the alumni club/association:
 - Sponsoring a graduating senior conference or dinner
 - An awards program for the outstanding undergraduate, high scholarship, alumnus of the year, and other appropriate awards
 - Coordination of summer recruitment events sponsored by the alumni association
 - Supervision of an alumni loan fund established to assist undergraduate brothers that are delinquent in payment of house bills
 - Review of collection of the chapter reserve fund, or proper investment of this fund
 - Arranging a meeting of one alumni officer to speak to the associate members about the role and duties of the alumni

How to Start Your Alumni Club/Association

Recruiting Alumni Volunteers

If your chapter actually has no functioning alumni group in existence, has only a small group of alumni involved, has a very limited scope for duties and responsibilities of the alumni officers, certain steps should be initiated with interested alumni to strengthen the alumni structure (in conjunction with the current officers), or to actually start an alumni association from scratch, if necessary.

How to Get Names

1. Meet informally with alumni you know to obtain the names of other alumni who may be interested in working with the chapter and the alumni organization.
2. Obtain a geographic list of members of Sigma Pi living near your chapter from the Executive Office. Simply submit the postal zip codes of the immediate area to the Executive Office. Member Record Request
3. Telephone and personally meet with alumni in your area to discuss the needs of your chapter and the alumni association.
4. Remember, some of the potentially most active and interested alumni living in the area may have been initiated at another chapter, yet they may be too far away from their initiating chapter to serve on its alumni board.
5. There may be a nearby regional alumni association that could assist you in recruiting interested alumni from the alumni association.

How to Get Started

1. Call the group of interested alumni together to discuss what alumni support is needed by the Fraternity, what its purposes should be, and what is a possible structure within which to accomplish these purposes.
2. The group should reach a certain agreement on a desirable structure and basic goals and should draft a set of by-laws for the association, or draft a revision of existing ones.
3. The “interest group” should mail the proposed by-laws and a proposed slate of officers to your alumni and should announce a meeting to which all alumni of the chapter could attend and express their opinion on the formation or revitalization of the association. (Provisions should be made for alumni unable to attend to return a form indicating their approval or disapproval of the proposed by-laws, and the proposed set of officers.)
4. Through action taken at the called meeting, the new association can be officially established according to the laws of the Fraternity, or the existing association’s laws, purposes, and officer duties can be officially re-defined.
5. The officers should begin holding regular monthly meetings (it may be necessary to meet more often at the beginning), should initiate a regular communication program to all alumni, should start planning an annual voluntary dues program, and should start planning alumni events or activities. After the proper structure has been developed within which an alumni association can effectively function, it is vital to recognize these aspects of an ongoing, complete alumni relations program.

How to Start Your Alumni Club/Association

Requirements for Establishment

To establish or re-charter an alumni club, the following criteria must be forwarded to the Executive Office:

1. A Petition to Charter - A Petition to Charter shall be prepared for Grand Council approval. The petition should be signed by the duly elected officers and by all Sigma Pi alumni petitioners, with their name, address, and chapter. A copy of the alumni club's Constitution and Bylaws are required at the time of petitioning.
2. Alumni Club Name - It is required by the Constitution of the Grand Chapter that alumni clubs be designated by the cities or localities in which they are situated or by a distinguished alumnus of the Fraternity, or by such other name as may be approved by the Fraternity.
3. Charter Fee and Annual Dues - The charter fee for an alumni club is \$300. Alumni clubs shall pay to the Grand Chapter annual dues of \$300. The initial amount paid upon submitting a petition to charter will be \$450, of which \$150 is a deposit for the printing of the charter, and \$300 is the first year of annual dues.

Once completed, the petition and chartering fee should be forwarded to:

Sigma Pi Executive Office

1101 Kermit Drive, Suite 730

Nashville, TN 37217

-OR-

info@sigmapi.org

Alumni Advisory Boards

The concept of an Alumni Advisory Board may be implemented rather easily, but does require planning and coordination.

1. Build an interest group. This can be done by sending out to local alumni an interest request mailing, with enclosed response cards/forms. Computer print-outs of all area alumni, regardless of individual chapter affiliation, are available through the Executive Office (specific zip code area[s] must be included with the order). In other cases, contact may be made by phone.
2. Set up an organizational meeting. The Chapter Advisor should chair this meeting. Review the concept of an Alumni Advisory Board, make advising area assignments for each alumnus (based upon individual interest and expertise), and decide upon a follow-up meeting date, place, and time.
3. Each alumnus should have a specific advising area. The standard Alumni Advisory Board includes the following members:
 - Chapter/Colony Advisor
 - Faculty/Academic Advisor
 - Financial Sdvisor/Comptroller
 - Recruitment Advisor
 - There are also supplementary positions that can be added to the board once the basic roles have been filled:
 - Public Relations and Campus Image Advisor
 - Career Placement Advisor
 - Undergraduate-to-Alumni Transition Advisor
 - Alumni Engagement Advisor
 - Housing Advisor
 - Member Education and Culture Advisor
 - Philanthropic/Community Service/ACE Project Advisor
4. Each Alumni Advisor should meet regularly with the undergraduate advisee. (Once every one or two weeks at the beginning, then periodically, as needed.)
5. As Chairman of the Alumni Advisory Board, the Chapter Advisor is responsible for making assignments, calling meetings of the entire board and the subsequent notification of the board members. Frequency of meetings will depend upon the chapter situation – at least once a month is preferred.

It may not be possible to assign an alumnus to each of the areas mentioned above. Consequently, it may be necessary to group certain areas together; groupings would depend upon the needs of the chapter at the time. Generally speaking, a minimum of four to five alumni comprise an advisory board.

Your Alumni Program

Your alumni program should be a joint effort between your chapter and your chapter's alumni club/association. It must be well planned and well executed to be successful. The potential support and interest of most of your chapter's alumni is directly dependent upon the communications they receive. Thus, a key element of a good alumni relations program is effective correspondence with alumni. While every alumnus should be made aware of and invited to alumni activities, very few will actually be able to participate because of distance or other commitments; therefore, the communications an alumnus receives may be the only contact he has with your chapter for years. Communications that are hastily put together, that are not written in good taste, or that arrive late can do more harm than good and can set a program back several years.

Mailings from the Chapter

The primary undergraduate publication is the chapter newsletter. It should be published at least twice per year on a regular basis. It is recommended that the alumni organization pay for all or part of the chapter newsletter.

Obviously, a good communications program is dependent on alumni direction and effort. The official alumni organization must determine the communications media that will be used from year to year (the alumni organization bulletin, the Fraternity magazine, the undergraduate chapter newsletter, etc.), determine a set schedule of publications, and approve a budget to support the program. An effective communications program with your alumni will depend on establishing year-to-year continuity, communicating news that is of real interest to the alumni, and presenting a regular, legitimate, believable report on alumni activities and the status of the chapter. These three points must be provided by alumni direction through the alumni officers.

Mailings from the Alumni Club/Association

Every alumni club/association should have some form of regular letter or a news bulletin to all alumni (separate from any undergraduate newsletter). Normally, it is a one- or two-page typed letter that has been inexpensively duplicated. Many alumni club/associations make it a practice to issue a quarterly bulletin; a few send a letter every month. Typical items covered by these alumni bulletins are:

- A letter requesting alumni recruitment recommendations, with a return postcard.
- An announcement of homecoming activities with a return reservation postcard.
- A request for annual contributions, with a return envelope.
- Founder's Day Banquet notice with return reservation card.
- An annual statement by the alumni association president with a financial report from the treasurer. This information is normally sent out before an alumni meeting, along with an annual ballot for electing officers and making any changes to the by-laws.
- General letters reporting on current activities, future plans, and alumni features.

The Successful Alumni Newsletter Contains

1. Information about alumni activities and a strong invitation for them to attend.
2. Information, including a summary and names of attendees, and pictures of previous alumni events.
3. Information and pictures of alumni, their whereabouts, promotions, awards, etc.
4. Information from the Executive Office which is pertinent to alumni.
5. Information about the university which is of interest.
6. A complete listing of all alumni who made financial contributions.
7. A precise status report of the chapter containing: number of men, the number of new members, finances, house

Your Alumni Program

improvements, major activities, and accomplishments.

8. A professional layout design and printing.

9. 80-90% of the available space dedicated to alumni-oriented material .

10. A well-done alumni newsletter is vital for a successful program. It revives and captures the interest of those who have graduated from your chapter. It is what you make it to be – a chapter gossip sheet, or the bridge which transcends the years, the men and the communication gap.

Alumni Group Activities and Reunions

Alumni reunions are held to give your alumni an opportunity to renew friendships with other brothers, to create and keep an interest in the Fraternity on the part of all alumni, to develop an interest on the part of some alumni for active participation in chapter operations, and alumni association affairs and of course, in some instances, to celebrate, commemorate, or recognize some special occasion within the Fraternity.

In order to have successful, well-attended reunion programs they must be:

- Sponsored and announced by alumni
- Made up of a schedule of well-planned events
- Held only on appropriate special occasions
- Promoted attractively, effectively, and early

Most alumni do not respond to invitations for alumni activities and reunions when they come from the undergraduate chapter. All alumni reunion invitations should come from the officers of the chapter's alumni association; they should explain that the event is sponsored by alumni for alumni.

It is more important to have a few "special" alumni festivities than to have many scheduled alumni activities that are not generally well attended and appreciated.

Chapters with successful reunion programs usually hold about two annual alumni events. Homecoming and Founder's Day are customary times for alumni activities and many chapters have established these two occasions as annual affairs. Some chapters also have an annual business meeting as a separate alumni activity though many times this is included with the Founder's Day or Homecoming program of events.

In addition to the customary one or two reunion programs, a few chapters have developed a traditional annual social function such as a dance, commencement week-end, a spring golf tournament, an alumni picnic, etc. Each chapter will also have certain major alumni reunions from time to time to celebrate the 10th, 25th, or 50th anniversary, kick-off efforts for a major fundraising campaign, breaking ground or building a new chapter house, etc.

Scheduling and planning alumni reunions should be one of the major items considered at meetings of the chapter's alumni association officers. Selection of the chairman for the event, the date, location for the major banquet or party, speaker choice ,and contact should be decided and completed three to four months before the event in order to book a good speaker and reserve appropriate banquet hall accommodations. Detailed planning should also be under way three months before the event, due to the need and advantage of early notification and promotion.

If your reunion is to include an annual alumni meeting, it is suggested that the first general mailing, around eight weeks before the event, include: the annual reports of the president and treasurer, a ballot by which new directors can be elected and by-law changes for approval, and an envelope in which the ballot and reservations slip can be returned.

For most reunions, the first invitation letter should go out seven or eight weeks before the event, so that those that travel may plan to attend, and so that many reservations may be returned before the final follow-up invitation is mailed. The invitation should include the date, location of events, information about the main speaker, and a general outline of the week-

Your Alumni Program

end program. So that this letter may receive maximum attention, a reservation card or form should accompany it.

If at all possible, arrangements should be made so that an issue of the chapter's undergraduate newsletter, carrying a picture of the main speaker and a summary of the week-end program, should be mailed about five or six weeks before the event, without a reservation card enclosure.

Of course, effective promotion also comes from individual contact on a personal basis. While you should strive to secure as much of this as possible, it is not usually practical except in the case of a major reunion. It may be appropriate to ask each alumni board member to make certain personal contacts with friends to "start the ball rolling."

Your Alumni Program

A Checklist for Alumni Reunion Planners

Here are some suggestions which will help you make your alumni reunion more enjoyable, better attended, and more effective in building alumni interest and support. Check over this list. (1) DECIDE which of these things you or others want to do; (2) FOLLOW UP to see that the assignments are carried out.

- ___ At least four months before the approximate activity, the alumni organization officers should appoint a specific board member in charge of the event. If it is a major alumni celebration, a committee may be necessary. The board should decide basic elements of the reunion, promotion methods to be used, possible speakers and location choices, assignments, and the date of the program.
- ___ Select and reserve two to four months in advance the location for the major event (banquet, picnic, social hour, stag meeting, dance) if other than chapter house. An outside location can provide variety, more space, glamour, less restrictions, better parking facilities.
- ___ Line up the main speaker three months prior to the event. Some chapters select one graduate as “Alumnus of the Year” and he is asked to be the banquet speaker. The purpose of the event will, of course, dictate the type of speaker to select.
- ___ Speakers from the Grand Chapter may be available but should be invited well in advance, c/o the Executive Office. Travel schedules are usually prepared at least three months in advance.
- ___ The chapter house should normally be the scene of at least one major event of any alumni reunion. Usually a buffet lunch or before a game open house serves this purpose admirably.
- ___ If the reunion centers around an athletic event, arrange for a block of seats to be announced in the promotional mailings with orders to be placed on the reservation cards. (Tickets to be distributed before the game.)
- ___ An alumnus should be contacted to act as master of ceremonies for any banquet or formal program. A popular alumnus should be selected who can attract others to the reunion because of his participation.
- ___ At least three months before the alumni gathering, arrange for an issue of your chapter newsletter to be printed and carry a picture and biography of the main speaker and to highlight other details of the reunion. (Make sure the editor has all necessary photographs, program data, etc.)
- ___ If there are members of the old local fraternity that have never been initiated into Sigma Pi arrange for initiation through the undergraduate chapter, including arrangements for appropriate forms, fees, etc.
- ___ Invite representatives of the university or other outside personalities where appropriate and whenever the reunion activities have special significance.
- ___ If an annual alumni meeting is involved as part of the reunion, make sure the alumni president, treasurer, and nominating committee chairman get their material in the mail on schedule.
- ___ Include in the first general mailing all important plans: date, major program events and locations, major speaker, plans for wives’ activities, information about overnight lodging (where appropriate), registration fee and/or other costs to be involved, list members involved. Enclose a return envelope if a reservation check is asked for, otherwise a simple reservation card may be used.
- ___ Arrange for overnight lodging, or make reservations for alumni from out-of-town desiring this service.
- ___ Determine any necessary registration fee if it’s a major event, based on anticipated attendance and costs of meals, drinks, promotion, programs, souvenirs, guest dinners, awards, senior dinners, etc. Determine means of collection. (For most reunions, the cost of the dinner is paid in advance and if a cocktail hour is scheduled, it is a “no-host” or

Your Alumni Program

- cash bar affair. Other costs are borne by the alumni organization).
- ___ Arrange for a welcoming committee of alumni to supervise registration, signing of a guest book (with addresses), name tags, handing out programs, football tickets, lodging accommodations, etc.
 - ___ Arrange for a cocktail social hour prior to the evening banquet, including food and drink, persons to serve, entertainment.
 - ___ Arrange for all luncheon or dinner program participation including invocation, introductions, alumni reports, the business meeting, undergraduate officer reports...arrange ahead of time to keep them brief, positive, and to the point...(and before the main speaker), entertainment, and any other details.
 - ___ It may be appropriate to open the program and close it with song. Printed words will help those who have forgotten the words to traditional Sigma Pi favorites. A piano and song leader may also prove helpful.
 - ___ Arrange for printed dinner programs where appropriate, listing after dinner activities, committee names, menu, charter members (if anniversary celebration), contributing alumni (if a dedication or fund victory dinner), others to be thanked or honored.
 - ___ If it is a special dedication or anniversary reunion, arrange for a souvenir memento, ash tray, drinking glass, etc.
 - ___ Make sure that the undergraduate alumni secretary or some other undergraduates have been contacted to handle details, to make sure all undergraduate members and associate members are aware of the event, know that they are expected to attend, and are ready for an expected participation in the program. Arrangements for any open house plans, meals at the chapter house, etc. should be made through the First Counselor.
 - ___ Arrange for the final direct mail promotion, (send four weeks in advance) including a list of advance reservations, last minute additions and changes in the program, a last minute push for attendance, with a return registration card.
 - ___ Arrange for informal and group pictures during the reunion to be used in a future alumni newsletter, the scrapbook, or posting at next year's reunion.
 - ___ Arrange for a write-up of the reunion for the next alumni newsletter, the chapter library, and, where appropriate, the international magazine.
 - ___ If a formal dinner or luncheon is included, arrange for a speakers table. Let event organizers know to place the speakers at that table.
 - ___ Arrange for a selection and presentation to an outstanding alumnus award, presentation to an outgoing alumni board president or officer, outstanding senior award, outstanding scholarship awards, etc. Make arrangements for any gifts or plaques, necessary engraving, etc.
 - ___ Arrange for publicity in local newspapers and other media if it's a major alumni reunion. The chapter vice-president should prepare news releases and send them prior to the event.
 - ___ Arrange for a display during the reunion of pictures of alumni at previous reunions, publicity clippings, promotional material, letters from alumni who couldn't come, include various Fraternity publications (The Emerald, chapter newsletters, etc.)
 - ___ With little effort, the main event location can be appropriately decorated with a banner or pennant, Fraternity table flags, flowers, etc.
 - ___ Publicly and privately, thank all alumni who helped.

24 Month Plan with Undergraduates

A successful alumni program develops over a period of years, and this is a fact that every First Counselor of your chapter must be aware of. Hopefully you have inherited a good program on which you and the alumni officers of your chapter may build. If so, you have the challenge of continued excellence and innovative change and improvement before you. In the case where there is little or no program a great opportunity lies ahead for you to create a program and carry Sigma Pi beyond the active chapter.

Whether you are continuing an established program or starting from scratch, you should have a detailed plan which outlines not only the goals of your term of office, but also what you expect your successor to accomplish, for it takes an ongoing effort over several years to achieve any great degree of success. The importance of continuity in an alumni program could not be stressed more. One year of poor communications and planning can virtually destroy several years of hard work.

In order that your chapter's alumni program may run as smoothly as possible, it is recommended that you develop a twenty-four month plan in calendar form that can be discussed with and distributed to the alumni officers of your chapter. The calendar should be revised and discussed as often as it is necessary to remain consistent with the school calendar, your chapter's calendar, and printing and mailing deadlines.

A sample calendar can be found at the end of this section. While your chapter may not be ready to institute all facets of the program, you should be able to determine what can be done in the next twelve months and what additions can be made to your program during the following twelve months.

Your position requires a lot of coordination with your fellow officers, your alumni officers, your printer, the postal service and the Executive Office. The calendar will also make it easier for you to establish your budget for the year because most costs are fixed or can be estimated.

The best plan for your chapter alumni program contains realistic goals, objectives, programs, a budget, and a calendar of activity which can be accomplished.

Date	Event	Communication	Contentst	Deadline	Cost
August		Homecoming Announcement	Invitation from chapter and alumni, return pre-addressed postcard or envelope, price information (meals, tickets, etc), date, time, day's activities	8/23	
September 20	Cocktail Hour (local alumni)	Homecoming follow-up mailing	Short letter, list of alumni who will be attending, return card or envelope	9/20	
October 26	Homecoming				
November 23	Initiation (local alumni)	Newsletter reception invitations (local alumni)	Homecoming feature, Sage's report, Chapter Advisor's Report, Editorial List of Alumni Board, list of lost alumni, Alumni news section, calendar of events for alumni	10/10 10/19	
December 8	Holiday Reception (local alumni)	Cards sent to alumni contributors & board members	Letter from alumni, dues form, return pre-addressed envelope. Date, time, place, cost, return reservation form, return pre-addressed envelope.	12/1	

24 Month Plan with Undergraduates

Date	Event	Communication	Contents	Deadline	Cost
January	Obtain or renew postage permit	Alumni dues re-request Founder's Day Announcement	Story on prominent alumnus, Sage's Report, Dean's Report, Editorial, Alumni Profile, Founder's Day reminder, Alumni News, First reminder letter, dues form.	1/6 1/31	
February 26	Founders' Day Banquet	Newsletter Alumni Dues Request		1/14 1/22	
March					
April 20	Alumni/ Undergraduate Softball Game (local alumni)	Newsletter	Founder's Day Feature, list of alumni, contributors, Sage's Report, Chapter Advisor's Report, Alumni Profile, Alumni Day invitation	4/14	
May 31	Alumni Day	Alumni Dues Request	Final reminder letter and dues form	5/2	
June 21	Alumni/ Undergraduate Golf Outing (local alumni)	Newsletter	Annual report – Sage's, Annual Report – Alumni President, Alumni News, list of contributors, Editorial, Interational news, Announcement of upcoming chapter anniversary	6/26	
July					

Alumni Relations

Dues and Gift Program

1. Have a regular newsletter – with as many alumni names as possible. Names of each alumni who visit the chapter, names of alumni who attend each alumni meeting; names of brothers with lost addresses.
2. Don't ask for money in the newsletter, use a solicitation letter. Perhaps a "key" alumnus should sign the letter, an old timer, Chapter/Colony Director, or if 2-3 groups have 2-3 different signers for the letters.
3. Make it easy to respond with return envelopes, labeled forms and perhaps experiment with pre- stamped and un-stamped return envelopes.
4. Thank each gift giver with a personal letter.
5. Recognize each gift giver in the newsletter. (*Asterisk for additional support).
6. Dues, annual and voluntary support, can improve in amount with a regular program.
7. A program doesn't have to cost a lot of money.
8. Dues program covers only minor projects.
9. Timing: First mailing in January, followed by Second mailing, February.

Capital Campaigns: A large amount of money is sought.

1. Must be a "worthy" cause, not just important.
2. Brochures don't necessarily help.
3. Don't solicit for a project after the project is done (Use a positive approach – don't support a sinking ship).
4. Ideal time is two year campaign with six months active work.
5. Campaigns require face-to-face solicitation.
6. Recognize that each prospect has different gift giving level?
7. Supervision and direction: The knowhow can come from either a consulting firm or the international headquarters, or both.

Locating Lost Alumni

It has been stated many times that the key to any successful alumni program is consistent communication with alumni. The communication “tool” is generally a newsletter of some sort, mailed to the alumni. However, unless one has current addresses the entire communication endeavor is obviously pointless.

Special emphasis is being placed on locating our “lost” alumni. Locating these members will assist an individual chapter and the Executive Office with its alumni communication program. The following suggestions will not guarantee that each and every lost alumnus will be located. But they should inform you of some of the resources which are available to assist you with this project.

University or College Alumni Office

Almost every college or university has an alumni department which is responsible for fundraising, planning alumni activities and publishing the institution’s alumni newsletter(s). Because the success of each of these functions depends upon current addresses, the institution’s alumni department will generally have reasonably accurate addresses. Most institutions will have a record of an alumnus’ fraternal affiliation, thereby making it possible to request a print-out of all Sigma Pi’s from that institution. If your college or university is able to provide this service, we suggest that you request a print-out from both the school and the Executive Office and cross reference them to locate lost alumni.

Telephone Directories

Finding alumni by using telephone directories is admittedly tedious but relatively accurate. If you know the city where the alumnus was last known to live, it is possible that they may have moved within that city. Most college or university libraries and larger public libraries will have sizeable telephone directory collections in their reference section. If an alumnus is found through this method, you will need to use the zip code or province postal code directory to complete the address.

Other Alumni

Your own alumni may be useful in locating “lost” members. Send a letter to a number of contemporary brothers of the lost alumni and ask them if they know where the individual is now living.

Postal Service

Periodically, you may want to send a newsletter, invitation, or another publication of your alumni affairs program first class, or third class return postage paid. These two postage categories will enable the post office to provide you with address changes. Obviously, the expense incurred may be substantial (the expense for this class postage paid is high for each piece returned). Consequently, this method of locating lost alumni should be used only when absolutely necessary.

REMEMBER – PLEASE UPDATE THE EXECUTIVE OFFICE

