Alumni Relations Quick Guide

Foundations of Excellence for ALL Chairs and Officers:

- Hold a transition meeting with previous position holder
- Set SMART Goals for the semester
- Clarify budget with #4
- Have weekly meetings with stakeholders
- Come prepared to Alpha meetings to report
- Communicate appropriately. Older alumni volunteers prefer calls or email. Younger alumni may be fine texting.
- Meet with your Alpha Success Advisor

How to Engage Alumni

1. **Get to know the stakeholders**
   - **Set up a one-on-one meeting with your Alpha's primary alumnus advisor.** Introduce yourself and ask about the current engagement level of the Alpha's alumni base and how the undergraduate Alpha can help improve that connection.
   - **Ask to join any regularly scheduled alumni Advisory Board meetings.**
2. **Keep alumni up to date** by sending out semesterly newsletters.
   - **Newsletters engage fringe alumni** who may not have been involved in years.
   - The Central Office can email it to your alumni on your behalf.
   - Feel free to use this Canva template (make a copy of it before attempting to edit).
   - **Include things alumni want to hear about** like recruitment, philanthropy/service, brothers' summer travels and internships, etc. Use lots of pictures.
3. **Plan events**
4. **Friend-raise before you fundraise**
   - Fundraising may be an impetus for engaging alumni, but asking someone for money who doesn't feel a sufficient attachment to the Alpha can damage that relationship and hinder future fundraising.
   - Ask your alumnus advisor about fundraising opportunities, and consult the Central Office staff with them if your alumni are also interested in fundraising.

Events

- Aim for **one alumni event per semester**, and align them with other reasons for alumni to come back to campus, e.g., Homecoming, Alumni Weekend, Initiation Banquet
- **Communicate early and often** – *2 months, 1 month, 2 weeks, 1 week* leading up to the event. Alumni have lives and families they need to plan around.
  - The Central Office can schedule email notifications on your behalf if you provide the message content.
- **Communicate broadly** – Use as many communication channels as possible, e.g., email (via Central Office), Facebook group, alumni GroupMe chats, LinkedIn group – whatever your Alpha's alumni already have.
  - Consider mobilizing a few Actives to call all previous #1s from your Alpha to let them know about an upcoming event and ask them to get their contemporaries to come.
- Ensure the Lodge is cleaner than it typically is before alumni and their families arrive.
- If your alumni do not often come back to campus, **consider going to the nearest city hub of alumni** and hosting an event there by renting a "semi-private area" of a brewery or restaurant (that phrase can help save money).

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SMART Goals – Bring structure and accountability into your goals and objectives! Instead of vague resolutions, SMART goal setting creates verifiable trajectories towards a certain objective, with clear milestones and an estimation of the goal's attainability.

Write out one goal for your position using the SMART Goal framework and share it with your Alpha leaders.

SPECIFIC – What do you want to achieve? Be concrete and action-oriented.

MEASURABLE – How will you know when you have accomplished the goal?

ACHIEVABLE – The goal should require work but be reasonably attainable.

RELEVANT – Is this a worthwhile goal or is it the right time?

TIMELY – Set a time limit for accomplishing the goal.