

Alumni Association Manual

→ a Lambda Chi Alpha resource





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Purpose

An Alumni Association is another major group within the alumni brotherhood whose activities and functions differ from those of other alumni-related groups. Whereas a House Corporation maintains the physical assets and insurance needs of a chapter house, and an Alumni Advisory Board advises the undergraduate chapter operations in addition to the High Pi, Alumni Associations are more specifically related to the alumni brothers. The typical Alumni Association serves the following needs:

1. Assisting the chapter High Rho in his responsibilities.
2. Maintaining alumni communications and records via newsletters, mailings, directories, etc.
3. Sponsoring alumni brother events and activities.
4. Implementing and controlling alumni brother fundraisers and annual giving program, and managing alumni brother funds.
5. Sponsoring scholarships and Fraternity-related fellowships for undergraduate brothers.

Therefore, the primary objective of an Alumni Association is to increase the participation and interest level among the chapter's alumni brothers by building communication links and hosting gatherings.

In organizing an Alumni Association, one must first assume that a significant number of alumni brothers share a number of interests:

- A desire to continue the friendships developed while in school.
- An interest in the status of the undergraduate chapter.
- A general interest in his college, higher education, and fraternities in general.
- A desire to see and visit friends and brothers within Lambda Chi Alpha on special occasions.

If these conditions are present, then the opportunity is right to build an Alumni Association that will assist in contributing to the ongoing fraternal experience for those brothers who have graduated.

Duties and Responsibilities

The Grand High Zeta may issue charters to alumni organizations at its pleasure. However, a charter is not necessary for the successful operation of an Alumni Association, and the issuing of alumni organization charters is no longer common. Whether chartered or not, Alumni Associations are held accountable to those Lambda Chi Alpha laws that apply and to its own set of bylaws. It is not necessary, however, to be incorporated.

The Alumni Association officers, typically a president, vice president, secretary, treasurer, the High Pi, and the High Rho — deal primarily with the Alumni Association's main functions of communication, fundraising, and the planning of alumni brother events. Other members of the Alumni Association should include two or three undergraduate brothers and other alumni officers whose responsibilities are related to individual Alumni Association activities.

The officers should consist of a reasonably diverse representation of alumni brothers, from different generations to represent viewpoints of all interests, to attract alumni brothers from all generations of the chapter, and to help train future leadership. Listed below are the suggested job descriptions of each of the recommended officers of the Alumni Association.

OFFICERS

President

- Serves as the liaison between the Alumni Association and the House Corporation, Alumni Advisory Board and the undergraduate chapter.
- Delegates Alumni Association activities to the Alumni Association's officers.
- Oversees communication to alumni brothers of all Alumni Association activities.
- Serves as the liaison to the Grand High Zeta and the Office of Administration

- Oversees the Alumni Association's funds and assets.
- Coordinates all alumni brother fundraising events, activities, and efforts.
- Organizes an annual or semi-annual large-scale alumni brother event.
- Chairs meetings of the Alumni Association.

Vice President

- Oversees all alumni communications, including newsletters and mailings.
- Oversees the planning and implementation of small-scale, periodic alumni brother events (e.g., luncheons, ball games, golf outings, dinners, etc.). Assists in maintaining updated alumni brother records and other data.
- Assumes the responsibility of the president in his absence.

Secretary

- Takes and maintains minutes of all Alumni Association meetings.
- Maintains and updates alumni brother records.
- Oversees the recording, printing, and distribution of an alumni brother directory.

Treasurer

- Manages the receipt and disbursement of funds.
- Prepares an annual financial statement.

High Pi

- Serves as a liaison between the undergraduate chapter and the Alumni Association.

High Rho

- Serves as a liaison between the undergraduate chapter and the Alumni Association.
- Maintains time frames for the planning and implementation of chapter/alumni newsletters and events.
- Implements a majority of the chapter/alumni newsletters.
- Assists in planning annual or semi-annual, large-scale alumni brother events and small-scale events.
- Follows other responsibilities as chapter High Rho.

The previous job descriptions can serve as guidelines. Although the general responsibilities of the officers should be outlined in the bylaws, responsibilities can change depending on the needs and activities of the Alumni Association and the variety of alumni involved. Other Alumni Association brothers can coordinate specific functions, such as individual events, the newsletter, Alumni Association recruitment, mailing, printing, phone-a-thon, homecoming, etc.

Also defined in the bylaws would be the term of service for each officer. It is suggested that every officer, except the High Rho and other undergraduates, serve two year terms.

Getting Started

Implementing an Alumni Association can be a rather simple process, but it does require planning and coordination to be successful. The following is a suggested step-by-step process to forming an Alumni Association.

FORM AN INTEREST GROUP

All it takes is one man to get an Alumni Association started — one alumni brother to recruit two or three of his friends and brothers, and so on. An alumni brother interest group can start with just a half-dozen alumni brothers as the nucleus who understand the benefits of an Alumni Association and who want to make it a positive experience. Additionally, names and contacts of Lambda Chi Alpha alumni brothers in the area can be obtained by using the following approaches:

1. Meet informally with alumni brothers to obtain names of other brothers who may be interested in serving on the Alumni Association. Events like homecoming and other alumni brother gatherings are excellent opportunities to make initial contact.
2. Use the existing alumni brother organization, typically the House Corporation, to gain the interest and support of influential chapter alumni brothers. Ask for the House Corporation's feedback and support. Request suggested names of charter brothers of the Alumni Association. Keep in mind that the Alumni Association should remain as a separate group from the House Corporation since their responsibilities differ, however, brothers of the House Corporation still can serve on the Alumni Association.
3. Obtain a geographic listing from Lambda Chi Alpha of alumni brothers of Lambda Chi Alpha living near the chapter. A single phone call or letter gets things started. Remember, some of the most active and interested alumni brothers living in the area may be too far away from their initiating chapter to be involved. Alumni brothers from other chapters may be interested in continuing their fraternal experience by attending alumni brother functions and assisting the local chapter.
4. Telephone and personally meet with alumni brothers in the area to discuss the proposals of the Alumni Association. Most alumni brothers have difficulty rejecting personal and sincere contact. Directly ask for their participation in starting the Alumni Association.

FIRST SPECIAL MAILING

Write a letter to the alumni brothers who make up your interest group. This letter should request that they attend an initial organizational meeting. Establish a date, time and location for the meeting, and mail the letters at least four weeks in advance. Include response post cards or self-addressed, stamped reply envelopes. Follow-up your letter with a personal telephone call a few days before the meeting to confirm attendance.

THE ORGANIZATIONAL MEETING

By this time the interest group's attendance has been confirmed. This first meeting should not be held at the chapter house, but instead can take place in a campus building or other office. The meeting should be run by one alumni brother, and typically this person will be the president of the Alumni Association. An agenda for the meeting needs to be prepared.

Sample Agenda for First Alumni Association Meeting

- I. Call to order.
- II. Introductions.
- III. Review general concepts and goals of the Alumni Association
- IV. Outline Alumni Association functions.
 - A. Communication (newsletters, mailings, directories, etc.).
 - B. Activities.
 - C. Fundraising.
 - D. Undergraduate scholarships and fellowships.
 - E. Assistance in High Rho programming.
- V. Identify areas of short- and long-term needs.
- VI. Establish projected expenditures and dues structure.
- VII. Solicit areas of interest and capabilities.
- VIII. Nomination and election of Alumni Association officers.
- IX. Appointment of a committee to draw up the bylaws or organizational outline.
- X. Appointment of other committees and delegation of responsibilities.
- XI. Set date, time and location for follow-up meeting.
- XII. Adjourn.

After the main topics have been covered, ask the alumni brothers if they are willing to make a commitment to serve on the Alumni Association. It is important to get solid commitments or refusals before the meeting adjourns. Schedule the next meeting of the Alumni Association (probably within the next month) at this meeting.

If the alumni brothers are enthusiastic enough, plans can be made for the first general mailing, dues structure, and an Alumni Association event. Time frames for each activity need to be established and responsibilities delegated.

PREPARE BYLAWS

Have a committee prepare bylaws for adoption at the next meeting, or put a resolution in writing setting forth an organizational plan outlining the government, operation procedure and policies, and principal activities to be traditionally sponsored each year. The adopted bylaws need to be sent to the Office of Administration. Such bylaws or outlines, whether for the newly formed or established Alumni Association, will serve many useful purposes.

Sample Outline of Alumni Association Bylaws

1. Objectives.
2. Membership.
3. Officers; duties and powers of officers.
4. Regular committees; duties and functions of committees.
5. Meetings and programs; general timing of meetings.
6. Dues; alumni brothers to Alumni Association, control of funds.
7. Scholarship and fellowship funds, control and operation.
8. Communication — regular; content and timing of newsletters.
9. Major activities and work projects; chapter assistance, social functions, fraternal events traditionally sponsored.

THE FOLLOW-UP MEETING

This meeting is crucial. If the alumni brothers can see results, they will continue to serve on the Alumni Association. Prior to the follow-up meeting, the Alumni Association President should make phone calls to confirm attendance and follow up on any initial plans of the Alumni Association. In addition, other alumni brothers and new contacts who could not attend the first meeting should receive invitations through the mail. The Alumni Association bylaws should be adopted at this meeting as well.

It is also important that the chapter High Rho and other High Zeta officers attend this meeting. The undergraduate officers should openly know of the objectives and functions of the Alumni Association and how it relates to the undergraduate chapter and its alumni brothers.

The meeting should serve to orientate first-time alumni brother attendees. The status of the business addressed in the original Alumni Association meeting should be covered, and follow-up as necessary.

Additionally, location and times should be established for monthly Alumni Association luncheons or dinners. Traditionally, luncheons have worked the best — the first Tuesday of every month at 12:30 p.m. at the Ponderosa Restaurant, for example. These meals are a time to have social contact with new Alumni Association brothers, and to discuss small business items and committee work. The Alumni Association may also look into scheduling monthly meals at the chapter house if the conditions are favorable.

After these steps, the Alumni Association should be well on its way. Certainly, there may be a number of small quirks that will need to be straightened out early such as establishing consistent meeting times and monthly gatherings. Yet, in the majority of cases where Alumni Associations do not succeed in their operations, they do so soon after the Alumni Association has first started. After the formation and the first few meetings, organization and communication become important to the success of the Alumni Association.

Financing an Alumni Association

The question of financing can be a major obstacle for a new Alumni Association. Typically Alumni Association funds are used for postage and stationary; to contribute to the chapter/alumni newsletter, alumni brother directory publication, and mailing to help offset costs at alumni brother social events; and to contribute to a scholarship fund. In most cases where an undergraduate chapter does not consistently compile a publication for its alumni brothers, or does so on a limited scale and quality, the reason given is lack of funds. This problem has compounded in recent years with increasing printing and postage costs and more alumni brothers.

Generally, finances for an Alumni Association can, be provided by:

1. Annual alumni brother dues program for Alumni Association members.
2. Contributions received from alumni for a specific Alumni Association programs.
3. Fees received from alumni for a specific Alumni Association event..

Most Alumni Associations will sponsor an annual mailing to all alumni brothers of the chapter and other Lambda Chi Alpha alumni brothers in the area that solicits the renewal of membership on the Alumni Association. Contingent upon Alumni Association membership are annual dues. \$25 or \$30 annual dues per alumni brother is a good starting point. Other options are providing lesser dues for recent graduates, and a special recognition society of alumni brothers who contribute significantly – more than \$100, for example.

At any time when annual dues are requested, alumni brothers must be made aware that any contributions are not deductible as charitable donations for federal or state income tax purposes. In addition, the mailing should indicate to whom to make the check payable, as well as asking for address updates and information for future newsletters. If possible, provide a stamped, return envelope.

Contributions made to specific Alumni Association programs would typically be for scholarship and fellowship funds or chapter house improvements. A special mailing should be utilized to kick-off the program. Individual thank you notes should be sent to all contributing alumni brothers, and recognition should be given in each subsequent publication.

Fees for events are based upon the Alumni Association's costs for that event.

The Alumni Association's checking account for normal operational spending must require that two signatures appear on all Alumni Association checks and other financial accounts. An interest bearing savings account may be maintained for special programs. An annual financial report is to be prepared by the Alumni Association treasurer and submitted to the Alumni Association. In following Lambda Chi Alpha law, no funds of any alumni brother organization of Lambda Chi Alpha may be used for the purchase of alcoholic beverages.

Assisting the High Rho

Where a chapter's alumni brother program is inferior, alumni brothers are lacking to provide the continuity necessary to monitor a successful program. In too many cases, the High Rho is visualized as an entry level office in the chapter, and a younger brother is elected who is unable to manage the office effectively, or is unable to get the necessary support from the chapter to make the alumni brother program a priority. In addition, most chapters elect a new High Rho every year. Therefore, an Alumni Association plays an important role in providing continuity in the chapter's alumni brother program from year-to-year. An Alumni Association can also build accountability so that the chapter is giving the proper attention to its alumni brother program.

It should be noted that a chapter/alumni program that issues newsletters to its alumni brothers at least twice each year, hosts alumni brother events and organizes other alumni brother-related programming is the primary responsibility of the undergraduate chapter. Therefore, an Alumni Association should not "take over" the chapter's responsibilities, but instead, should assist and help monitor the chapter's alumni brother program through the High Rho.

There are two primary areas where an Alumni Association can assist a High Rho with alumni brother events and newsletters: evaluation and planning.

In evaluating alumni brother events, the following questions should be addressed:

- Is it an alumni brother or undergraduate brother event?
- What is the reason for alumni brothers being there?
- As an alumni brother, would the event be enjoyable?
- As an alumni brother, why would I not attend?

These questions help to remind the High Rho that the event is primarily alumni brother focused and puts him in the perspective as an alumni brother. The final question, "Why would I not attend?" brings up answers, when addressed, which can improve alumni brother participation. Typically alumni brothers do not attend alumni brother events because they cannot or do not want to bring their wives and children, because they were not notified far enough in advance of the event, because they think they will not know anyone at the event, or because it is too far to travel. With the exception of being too far to travel, the Alumni Association can assist in combating the other objections by making

certain wives and children are welcome, the event is publicized well in advance, and alumni brothers are notified of the significant brothers who will be in attendance.

In the planning of alumni brother events, an Alumni Association should take the role of sponsoring the mailings, approving promotional materials, and overseeing the scheduling of the event and mailings. Keeping in mind that alumni brothers respond better to other alumni brothers, the Alumni Association should initiate and sign all correspondence, and must receive reservation money for the event. The Alumni Association should also co-sign any contracts and assist the High Rho with contacts of other services needed such as a golf course or banquet hall.

In overseeing the scheduling and timeline of the alumni brother event, the Alumni Association should make sure that the event is published well in advance, at least six weeks before. Therefore, the letter or newsletter that will publicize the event must be completed well in advance, and should account for two to three weeks for bulk mailing.

In evaluating chapter/alumni newsletters, the following questions should be addressed:

- Is the publication for the alumni brothers or undergraduate brothers?
- What do alumni brothers want to read about?
- What articles are of special interest to alumni brothers?
- Is the timing and quality of the newsletter adequate?

Again, an Alumni Association can assist in providing an alumni brother perspective that a High Rho naturally lacks. The general policy for chapter/alumni newsletters is 80 percent of the publication should be alumni brother orientated, while only 20 percent should be undergraduate brother orientated.

The Alumni Association should provide contact assistance in obtaining newsletter information from other alumni brothers, writing articles, and assisting in locating reasonable printers. Most Alumni Associations will provide major funding assistance, and will assist in keeping the address records updated.

Finally, to avoid the grave mistake of not publishing a newsletter at all, the Alumni Association should take to role of organizing a timeframe for the newsletter with the High Rho and following up periodically on all progress.

Communications

Typically, there are four means of communication among Alumni Association members: first general mailing, Alumni Association mailings, alumni brother directory, and the telephone.

FIRST GENERAL MAILING

At the beginning of its organization, the Alumni Association should organize and send a first general mailing. The purpose of the first general mailing is to inform the alumni brothers of the chapter of the objectives and functions of the Alumni Association, and to solicit support, both in manpower and financially, for Alumni Association activities.

The first general mailing should be sent to all alumni brothers of the chapter. Knowing that many Lambda Chi Alpha alumni brothers reside away from their initiating chapter, the Alumni Association may choose to send the initial mailing to Lambda Chi Alpha alumni brothers from other chapters. When sending mailings to alumni brothers of other chapters, survey forms should be included with which an alumni brother can indicate if he chooses not to receive future correspondence.

Mailing labels for the chapter and area alumni brothers can be obtained from Lambda Chi Alpha. The contents of the first general mailing should include the following:

1. The purpose of the Alumni Association.
2. Its functions and activities.
3. A listing of the Alumni Association's "charter brothers?"
4. The location, date and time of the Alumni Association's next meeting and next social activity.
5. The Alumni Association's annual membership dues and solicitation form.

Those alumni brothers who respond to the first general mailing are those who will typically be the core group of alumni brothers, and annual dues paying alumni brothers. The mailing will also be an indicator of the Alumni Association's financial and alumni brother resources.

ALUMNI ASSOCIATION NEWSLETTER

Being that one of the Alumni Association's major objectives is to establish and maintain alumni communication, the Alumni Association's newsletter is an important publication. The newsletter serves to keep up the interest and support of the Alumni Association's members, and after a few issues have been published, they can become a habit for the Alumni Association. There are three approaches to an Alumni Association's role with newsletters:

1. The Alumni Association assists the High Rho in the publication of the chapter/alumni newsletter. This assistance would come in the form of arranging contact, financial subsidies, and guidance in the newsletter's schedule and production. Typically, the chapter/alumni newsletter is sent to all chapter alumni brothers two to four times each year.
2. The Alumni Association publishes and distributes its own newsletter in addition to the one sent by the High Rho and chapter. This newsletter is sent to all alumni brothers of the chapter two to 12 times per year.
3. A combination of the above methods is used.

If an Alumni Association sends its own newsletter out to Alumni Association members only, it typically would be more frequent and personable than those sent to all alumni brothers. Newsletters sent with regularity also tend to be limited to two pages (one page front and back).

The Alumni Association's vice president should be responsible for overseeing the production of the newsletter. Although he is not solely responsible for "doing" the newsletter, he does coordinate the schedule, content, layout, editing, printing and mailing of the newsletter. Obviously, other alumni brothers should assist with various responsibilities.

The major content of the Alumni Association's newsletter should be of profiles of other alumni brothers and Alumni Association activities and projects. In addition to the samples provided at the end of this information, the following are other suggestions for newsletter material:

- Marriage announcements.
- Birth announcements.
- Address changes.
- School football and basketball schedules.
- Homecoming program with offers to arrange for football tickets.
- Report of activities of the chapter's House Corporation.
- Report of deaths.
- Report of Alumni Association activities with a list of those alumni brothers who attended.
- Request for recommendations of chapter rushees.
- A special article about a significant alumni brother.
- Schedule of upcoming Alumni Association activities.

It is important to note that any Alumni Association mailing or publication should not compete with the chapter/alumni newsletter, but instead the two should complement each other. An Alumni Association newsletter should, however, focus on the Alumni Association's brothers and its activities. Ultimately, the quality of a newsletter will depend on the commitment of those involved and the resources available.

Regardless of whether the Alumni Association newsletter is sent to all alumni brothers or just those who pay yearly dues, a newsletter or mailing should be sent each year that solicits for renewal of membership and asks for new Alumni Association members. This mailing should include a listing of the Alumni Association's members and the activities of the Alumni Association from the previous year. This correspondence should always be addressed by the Alumni Association president.

The Alumni Association should apply for a bulk mailing permit, and research those alumni brothers who may provide contact and assistance with layout and printing services. In addition, all newsletters distributed and address updates received should be forwarded to Lambda Chi Alpha.

Each newsletter should be planned in a timely manner and include only material that is in good taste and appropriate. The scheduling of the production of the newsletter should publicize upcoming events well in advance, while keeping in mind that bulk mailing projects typically take two to three weeks from the mailing to the delivery.

ALUMNI DIRECTORY

Since the Alumni Association typically communicates on a regular basis with its alumni brothers, it should also maintain the alumni brother address records. For many Alumni Associations, organizing a chapter directory is one of the first projects. Complete address listings and alumni brother labels can be obtained from Lambda Chi Alpha. An alumni brother with the proper computer capabilities may then create the Alumni Association's own database, complete with mailing labels.

In locating lost alumni brothers, the school's alumni office should be used. Many school's alumni offices or development departments offer fraternity address listings at a limited or no cost. These offices usually have updated records for many of the previously "lost" alumni brothers. The Alumni Association may also want to solicit other alumni brothers for the updated addresses of their "lost" brothers.

An alumni brother directory should be published that serves the significant objective of an Alumni Association: to promote and maintain alumni brother communication. The Alumni Association can seek outside sources for the publication of the alumni brother directory, or more simple directories can be copied by a generic print shop. Either way, the directory should be made available to all alumni brothers who pay annual dues.

TELEPHONE

Alumni Associations typically use the telephone for two reasons:

1. To initiate a capital fundraising campaign or significant project.
2. To remind alumni brothers of upcoming events and meetings.

Large phone-a-thons usually follow the publicizing of a major project that requires a significant number of alumni brothers' contributions. In many cases, alumni or the school has phone banks available for large-scale phoning.

Reminder phone calls, on the other hand, should be common in all Alumni Associations. Some Alumni Associations will distribute among the officers a short list of alumni brothers to be called to request participation in an upcoming event. Phone calls about meetings or regularly scheduled gatherings can be made a couple of days in advance, while follow-up calls about larger alumni brother events should be made one to two weeks in advance. In either case, be prepared to let the alumni brothers know that other alumni brothers he knows will be in attendance, and that his participation is both wanted and important.

Events

Along with Alumni Association communications, events that an Alumni Association sponsors are the major functions of an Alumni Association. Events are where the social ties of Lambda Chi Alpha's alumni brothers are allowed to continue. Typically, there are a number of different activities that an Alumni Association either coordinates itself or assists with the chapter. These alumni brother events include: Alumni Association meetings, monthly luncheons, and other activities like homecoming, anniversaries, golf outings and banquets.

ALUMNI ASSOCIATION MEETING

Formal Alumni Association meetings should be held as outlined in the bylaws. Meetings where strictly Alumni Association business is discussed should be held twice a year. An Alumni Association in its infant stage, however, should have business meetings more frequently.

Each business meeting should limit itself to just the meeting, and should not conflict with an Alumni Association social activity. An agenda should be drawn up and handed out at the meetings, and in most cases, the agenda would include the Alumni Association's financial report, report of special projects or committees, an outline of upcoming Alumni Association events and communications, and elections as indicated in the bylaws. A report of the undergraduate chapter situation should also be given. It is also best to have the date, time and location for the following meeting to be determined at the current Alumni Association meeting.

MONTHLY LUNCHEONS

Most Alumni Associations will sponsor monthly luncheons where the conditions for these luncheons are favorable. Alumni Associations for chapters located outside of a large city may have to plan other types of events or can have gatherings in the city where most of its alumni brothers are located.

First, a consistent date, time and location that is favorable to as many alumni brothers as possible needs to be determined (e.g., the first Tuesday of each month between 11:30 a.m. and 12:30 p.m. at the Ponderosa Restaurant located at 16th and Maple). Of course, approval from the restaurant needs to be received. In many cases, restaurants have rooms that can be reserved for special groups. Arrangements should also be made with the restaurant on the procedures of ordering and payment of meals. It is suggested that each alumni brother order

and pay for his own meal.

The agenda at these luncheons should be fairly casual; most of time spent should be dedicated to interaction and networking. At some point, the Alumni Association president should make general announcements and welcome new attendees. Committees can also meet together to discuss special projects.

Another idea in substitute of the monthly luncheons is to have lunch or dinner at the chapter house if these conditions are available. The Alumni Association can contribute extra funds to the chapter to provide for the additional meals. In addition to getting the alumni brothers over to the chapter house, this also provides the opportunity to interact with undergraduate brothers.

Regardless, the planning of monthly Alumni Association gatherings will need to take into account a certain amount of trial and error. Although an Alumni Association may never get to plan an event that is best for everyone, by allowing for some experimentation, an Alumni Association can have regular gatherings that become habit for a large group of alumni brothers to attend.

OTHER ALUMNI ASSOCIATION ACTIVITIES

There is a wide variety of Alumni Association events that fit into the “other” category. These events can be split into two categories: smaller types of events and major events. Examples of smaller types of events include:

- Golf outing
- Family picnic or barbecue
- Outing to a sporting event (school or pro league)
- Holiday reception
- Alumni/undergraduate sporting event
- Canoe trip or other outing
- Chapter scholarship dinner
- Chapter house work day
- Sponsored chapter recruitment event
- Tailgates or pre/post-game receptions
- Civic activities (blood drive, aiding the handicapped, food drive, etc.)
- Other events organized by the High Rho

Examples of major Alumni Association events, and thus ones that require more planning, include:

- Homecoming weekend
- Founders Day or other banquet
- Special anniversary
- Holiday dinner-dance

Obviously, even the smaller events can turn into large, complicated gatherings. However, the keys to successful alumni brother events include advance planning and advance notification to alumni brothers.

Most alumni brothers have had experience in planning non-fraternity events, but if the Alumni Association is going to be coordinating the activity with the chapter, the following is a suggested outline of an Alumni Brother Event Committee:

Alumni Association

- Sponsors all mailings
- Approves chapter promotional material
- Oversees planning and scheduling of the event

High Rho

- Coordinates chapter brothers and chapter responsibilities.
- Assists in preparing mailings
- Oversees chapter alumni committee

Event Chairman

- Oversees registration
- Monitors budget

Communication Chairman

- Coordinates mailings
- Oversees phone campaign
- Arranges bulk mail permits and labels
- Plans program of events

Banquet Chairman

- Handles banquet menu
- Reserves the facility
- Oversees room set-up and decorations
- Takes care of awards and recognition
- Arranges dance program

Hospitality Chairman

- Handles hotel reservations
- Arranges child care
- Plans program for wives, children, and guests
- Coordinates welcome table and name tags
- Confirms any guest speakers
- Plans the reception
- Arranges for photographers

Obviously the responsibilities will differ between each event, but the above mentioned committee gives an idea of those responsibilities necessary for a large banquet type event. The next outline is that of a time frame for a major alumni brother event that involves a large group of alumni brothers. Other alumni brother activities will differ, but nonetheless, planning and communication for any event should begin at least four months beforehand. Again, to achieve maximum attendance, it is important that alumni brothers are informed, and reminded, of all alumni brother events well in advance.

Organizational Timeline for Large Events

Weeks	Action
<u>Prior</u>	<u>Step</u>
16	Tentative schedule prepared. Facilities contacted and reserved.
12	First general mailing — includes date, time, location, program of events; major speaker; plans for wives and children; hotel information; registration fee and other costs; return envelope and registration card.
10	Chapter/Alumni Association newsletter — includes list of alumni brothers confirmed.
6	Second general mailing — final registration opportunity. Includes list of alumni brothers confirmed and hotel information.
4	Facilities confirmed.
2	Telephone campaign — follow-up with key alumni brothers.

Adding the Extras

Depending on the type of Alumni Association activity, the following “extra” suggestions and ideas can be used to get the most out of an event:

Budget — Avoid overestimating the number of attendees by cutting off registration far enough in advance so that the attendance can be confirmed with the facility. Plan on last minute cancellations as well as late registrations.

Alcohol? — According to Lambda Chi Alpha policy, alcohol at all Alumni Association events must be handled in the same manner as undergraduate events. There can be no open bar or open access to alcohol or beer kegs at alumni events. Instead the events should have either a cash bar, or “bring your own” policy. Be sure to let the alumni brothers know in advance how alcohol will be handled.

Undergraduates — Be sure that all chapter brothers are aware of the event and expectations of attendance and participation are clearly presented.

Contact Local Hotels — Get special rates, and list in the mailings.

Wives and Older Alumni Brothers — If wives and children are welcome, make sure they know it. Plan non-athletic activities for other alumni brothers and families such as an open chapter house, campus tour, school art gallery tour, shopping trip, pool party, museum trip, etc.

Child Care — Arrange to have the undergraduates or a sorority help with keeping any children entertained.

School Alumni Office — Inquire as to what services are available such as mailing labels, use of phones and school facilities. For a major banquet, invite a representative of the institution to speak on the future of fraternities at the school.

Guest Book and Name Tags — This allows for better recognition of participants, address updates, and listing of attendees in next newsletter to increase interest in future events. Arrange to have a welcome committee to supervise registration, signing the guest book, pinning on name-tags, handing out programs and football tickets, etc.

Photographer — Plan to have a group picture of all alumni brothers attending to include in future publications.

Alumni Awards — Give out recognition for Lambda Chi Alpha or chapter service, community leadership, oldest alumni brother present, and possibly humorous awards.

Follow Banquet Etiquette — Make use of a head table, speakers, and program.

Evaluate for the Next Time — Consider everything from the promotion of the event to the facilities used.

Feature Article for the Next Newsletter — Include the names and years of the attendees to help increase visibility for future events. Begin here to promote the next Alumni Association activity.

Thanks — Publicly and privately thank all alumni brothers who have helped. Send hand written thank you notes to special alumni brothers.

Fundraising

The topics of basic Alumni Association financing and annual dues programs have been previously addressed in “Financing an Alumni Association.” However, some Alumni Associations may seek to embark on a large-scale fundraising campaign, and this would require more organization and commitment on behalf of the alumni brothers.

Alumni brothers interested in conducting a capital fundraising campaign should contact the president of the Lambda Chi Alpha Educational Foundation at the Office of Administration. Material concerning capital fundraising for local chapter alumni brother organizations is available from this office. This material includes information that will help you to correctly organize your fundraising efforts. It is important to remember that a poorly planned fundraiser can do more long term harm than good.

Sponsored Scholarships

Probably the most significant contribution an Alumni Association can give is to assist in the development of the chapter’s undergraduate brothers and associate members. Providing fellowships and scholarships are means of accomplishing this goal, and all Alumni Associations are encouraged to participate in this endeavour.

In developing Alumni Association sponsored scholarships, an Alumni Association must first determine the financial needs that coincide with the scholarship’s goals. A suggested starting point is \$10,000 to be given out over five years. These financial resources should be placed in an interest bearing account specifically for the scholarship fund.

How scholarships are to be distributed is the determination of the Alumni Association. The specifics for each scholarship must be clearly presented in writing. These specifics should include the following for each scholarship:

- The scholarship amount given.
- When it is to be presented.
- To whom it is designated.
- For what purpose.
- The eligibility and qualifications.
- The composition of the judging committee.

Suggested designations for scholarships and fellowships include those for undergraduate brothers in financial need, in a designated area of study, or those who plan attend leadership training events like Conclaves, General Assemblies and Leadership Seminars. One Alumni Association, for example, budgets up to \$1,000 annually to send additional undergraduates to General Assemblies and Leadership Seminars. \$100 also is available to help offset expenses for up to 10 brothers wanting to go.

AND FINALLY...

Alumni can contact the Lambda Chi Alpha Headquarters (317-872-8000) for further assistance concerning Alumni Associations.

