

## EXAMPLES OF ALUMNI EVENTS

Alumni involvement is an integral part of a chapter's success. Alumni are very important and influential to the success and sustainability of a chapter. It's important to remember that having more events available for alumni participation will increase the likelihood that they will contribute their time to helping the chapter succeed.

Remember to plan these events in advance and give alumni 1-3 months notice so they can arrange to attend. If applicable, work with your Alumni Association when planning such events.

This resource provides some examples of events that you can have to boost alumni involvement.

### RITUAL EVENTS

Whether it is a Pledge Ceremony, Initiation Ceremony or Senior Service, alumni of the chapter should receive an invitation. We forget that these men are still brothers from our chapter, and as alumni, they should be invited and asked to be involved in the Ritual we share.

### HOLIDAY/BIRTHDAY CARD

Holiday Cards – These are always a great idea for alumni and parents. It's very affordable to take a picture of chapter members wearing your letters in front of a Christmas tree on campus and have it printed on a card that says, "Happy Holidays from the men of Alpha Sigma Phi." This is something that goes a long way and means a lot that you remembered them.

Birthday Cards – If you keep updated records of all alumni, you have a record of all brothers' birthdays. It doesn't take much to have everyone sign a birthday card and send it to one of our alumni brothers.

### HOMECOMING

Homecoming is always a great time of year to get alumni back to campus and involved with the chapter and campus where it all started. If you have a well put together Homecoming weekend, alumni will have such a great experience that it will inspire them to do more and get involved again. You can plan a whole weekend around the school's events, the football game, a cookout - the possibilities of things you can do over the weekend are endless. Make it a family activity and encourage alumni to bring their wives and children.

### ALUMNI GOLF OUTING

An alumni golf outing is a great way to get men more involved and have a lot of fun reconnecting them with the chapter. Try to organize teams so that alumni are matched in the same pairing as some undergraduates to allow networking between the alumni and undergraduates. If done correctly, this is also an opportunity to raise some money for the chapter. Just remember that weekdays and holiday weekends are bad times for alumni to participate. Try to pick a weekend several months in advance and send out "save the dates."

**RECRUITMENT**

Start an alumni referral program in which you ask alumni to send you information of any incoming student attending your college that the chapter can contact.

Have them speak at an informational night or at the banquet for the To Better the Man Scholarship. It's always important to have someone who has been removed from the chapter talk about their experiences and how much it impacted their lives.

**START AN ALUMNI NEWSLETTER**

Very similar to the Tomahawk for the Fraternity HQ, start a newsletter for just your chapter, partnering with the Alumni Association if possible, and send it to the alumni. Start with it being distributed each semester in hopes that it can eventually become a monthly newsletter. This is a great way to keep alumni informed on what is happening and a good way for chapter events in which alumni can participate to be advertised.

**ALUMNI OUTINGS****Professional Athletic Event**

Whether it's a football or baseball game, this is always a great opportunity for the brothers and alumni to have a lot of fun.

**Day at a theme park**

This can be an event for undergraduates, alumni, and their families to spend the day at a park.

**Family Picnic**

A cookout with some sand volleyball, horseshoes, and maybe some other activities is a great way to spend a spring afternoon building the bond between undergraduates and alumni.