

INVOLVING PARENTS AND FAMILY

In addition to holding events that are specifically catered towards families of your members, there are also ways to keep families in tune with your chapter throughout the year. The following are ideas that should become habits throughout the year and will serve to build a better support system for your chapter.

TO BETTER THE MAN BOOKS

If your budget allows, consider purchasing TBTM books for each parent. These publications contain the organization purpose, history, founding fathers, number of chapters across the United States, and unique historical facts. Parents are as unfamiliar with your organization as new members are. Help them understand what is so special about your Fraternity and your chapter. This will help demystify fraternity life and provide a clear picture of the purpose and intended outcomes of the Fraternity.

If purchasing TBTM books for each parent is cost prohibitive, develop your own smaller, more concise booklet that pulls together basic and important information. A member with strong computer literary skills can develop a professional looking publication that could be distributed to prospective members as well as parents of members.

HOLIDAY CARDS

Send holiday cards to parents prior to the winter holidays. Wish them a happy New Year and thank them for the support they've given to your members.

BIRTHDAY CARDS

If the chapter has good records with the birthdates of all parents, send birthday cards. Nice hand-written notes are always more personal than pre-printed cards.

ANNUAL GIVING

If your chapter has an established scholarship program, parents can be solicited to support the scholarship fund. Remember the chapter should have a strong family relations program before asking parents for money. Asking for money should never be the first or second contact the chapter has with a parent or alumnus.

HOUSE/SUITE GIFT PROGRAM

In addition to an annual campaign, other chapters hold fundraising events for a particular chapter house enhancement or piece of equipment/furniture. Just like any donor, parents will want to know exactly how the money will be used to enhance their son's fraternal experience.

RECRUITMENT

Why not involve parents in the recruitment process? One way to involve parents is to ask them to share their enthusiasm for the college/university and the chapter with others. Parents of members always give the most effective recommendations, and parents can also call/email the parents of potential new members to ease any concerns.

THANK YOU

Remember to thank volunteers and other parents who have contributed significantly to the chapter. Be sure to publicly thank any parent who gives money or helps the chapter in a special way. Examine your budget and consider giving special parents pens, plastic cups with your letters, towels, key chains, "My Son is an Alpha Sig" t-shirts, sweatshirts, or lapel pins.

NEWSLETTERS

At minimum, the chapter should send out two newsletters a year. This should be a fairly easy task if the chapter has a strong alumni relations program. The information you gather for the parents' newsletter could be similar to the alumni newsletter (See Additional Newsletter Resource).

CHAPTER COUNCIL

It is a requirement to have a Parent Advisor on the Chapter Council for it to be officially recognized. This is a good way for a parent to get involved with both the chapter and alumni, and having a recognized council will provide the chapter with discounts on insurance.

PARENTS CLUB

Each chapter or provisional chapter shall have the option to establish a Parents Club. The Parents Club is an extension of each chapter or provisional chapter association. It is not a requirement that a parent be an initiated member of the Fraternity or a member of another Greek organization. Encourage parents of your members to consider forming a parent's club as a means of supporting their sons and the chapter.

JOIN THE FRATERNITY

The chapter is welcome to initiate fathers, uncles, grandfathers, etc. All alumni initiates are required to complete the alumni biographical data form and return it with initiation fee payment to Alpha Sigma Phi Headquarters two weeks before initiation.

