



Alumni Association Development Guidelines

This process can be used when organizing an alumni association. This outline can be used to help guide the overall process of identification, recruitment and organization. Do not forget to involve your Regional President, the active chapter and fraternity staff in this process. All documents referenced are available under the alumni association section of www.pikes.org.

1. Engage the chapter, alumni advisory board and house corporation.
 - a. Introduce alumni association and three local volunteer entities concept.
 - b. Seek 'blue chip' volunteers for the association's leadership team.
2. Organize the association's leadership team.
 - a. Recruit volunteers per *Volunteer Recruitment Guidelines* document.
 - b. *Ideal Association Board of Directors:*
 - i. **President:** Oversees all aspects of association and serves as chairman of the board.
 - ii. **Vice President:** Assists president and oversees three functional directors below. Can also be utilized as chair-elect.
 - iii. **Secretary/Treasurer:** Manages finances and maintains association's budget. Also publishes minutes from board of director meetings.
 - iv. **Director of Membership:** Manages association's database and membership recruitment activities.
 - v. **Director of Communication:** Oversees communications plan of association (newsletters, email, social media, website, Shield & Diamond).
 - vi. **Director of Events:** Plans and executes association's events.
 - vii. **Director of Fundraising & Philanthropy:** Coordinates all fundraising and philanthropic opportunities.
3. Set chartering priorities for board of directors.
 - a. Beyond set duties of the board of directors, the following priorities should be considered during the chartering process:
 - i. **President:** Recruitment of leadership team/board of directors.
 - ii. **Vice President:** Oversee *Association Chartering Checklist* document.
 - iii. **Secretary/Treasurer:** Set up association's financial processes.
 - iv. **Director of Membership:** Association membership recruitment.
 - v. **Director of Communication:** Communication of chartering events.
 - vi. **Director of Events:** Chartering events.
 - vii. **Director of Fundraising & Philanthropy:** Fundraising campaign.
4. Complete *Association Chartering Checklist* document.
5. Establish Operational Areas of Focus.
 - a. **Networking:** Alumni want an opportunity to engage with the association and their brothers. Present opportunities for the membership to gather and network socially and professionally. Also an opportunity for undergraduate networking with association membership.
 - b. **Communications:** Alumni need to receive meaningful communication from both the association and chapter (if applicable). Annual strategy can include: At least two printed newsletters, monthly email updates, social media posts (Facebook, Twitter, LinkedIn) and an association website.



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- i. Chapter based associations can look to alumni tab on Fraternity sponsored chapter websites. Area associations should contact fraternity staff for website hosting options.
 - ii. Third party companies are available that can help with communication efforts. Contact fraternity staff for more information.
- c. **Fundraising:** Ways for alumni to support chapter endowment funds and other ways to support chapter needs financially. If an area association, this can be a local chapter or local philanthropic organization.
- d. **Chapter Engagement:** Present opportunities for alumni and undergraduate interaction. This can vary from a speaker's bureau, to professional development workshops, to individual mentoring opportunities.