



2000-2001 Alumni Relations Operations Manual

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INTRODUCTION

Fraternity life, by its very nature, centers around the undergraduate years. But our fraternity professes that Theta Chi is not for a day, a year, or a college career only, but for a lifetime. This manual is written to assist the undergraduate chapter to succeed in meeting the 11th objective of Theta Chi Fraternity.

Objective 11: Alumni: *To keep in active contact with all alumni by sponsoring at least two alumni gatherings a year and by publishing and distributing a chapter newsletter to alumni members, at least twice, and preferably four times a year.*

A strong Alumni Corporation or association is a key component of a successful chapter.

Some members may feel that brothers should just move on after graduation and not “interfere” with chapter business. However, it has been shown that the chapters, which are the strongest year after year, have one thing in common; they have active, interested alumni who are involved with the chapter. A good chapter welcomes and encourages alumni involvement.

Strong alumni involvement cannot be gained overnight. A chapter lacking alumni involvement must:

1. Work to “bring back” alumni support;
2. Stress the concept of “Theta Chi for Life” to undergraduate members.

It takes a lot of hard work and coaching as undergraduates to keep a brother as an active alumnus. Remember, in a few short years, all current chapter members will be alumnus members. Are alumni currently treated in a manner that you will want to be treated?

INTRODUCTION

Before we can discuss alumni relations for your chapter, we must assess your chapter's current program. Please check those programming elements that your chapter does on a regular basis. If an element is left unchecked, consider implementing it into the chapter's operations. Ideas and suggestions have been included for each area in this manual.

- Alumni newsletters are mailed out at least twice a year.
- Alumni newsletters contain 70% alumni news, 20% chapter news and 10% campus news.
- The chapter sends quality looking invitations three months prior to the event and the chapter sends reminder invitations one month prior to the event.
- Alumni events are held for Homecoming and for Founder's Day.
- Alumni events are hosted at times other than at Homecoming and Founder's Day.
- Awards are presented to alumni on an annual basis.
- Silver Legion (25 years of membership), Golden Guard (50 years of membership) and Diamond Brigade (75 years of membership) awards are presented annually.
- Alumni are recruited to attend the Chapter Leadership Conference, the School of Fraternity Practices and the National Convention.
- Chapter has all three advisors; Alumnus Advisor, Financial Advisor, and Faculty Advisor.
- Chapter has an Alumni Corporation and/or Housing Board.
- Chapter involves their Financial Advisor and the Alumni Corporation in budget planning.
- Chapter involves alumni with rush activities.
- Chapter invites alumni to initiations.
- Chapter involves alumni in community service projects.
- Chapter recommends the names of alumni to the International Headquarters as Regional Counselors and Grand Chapter committee members.
- Chapter maintains accurate records of all alumni, which include current mailing addresses, and phone number, as well as the name of both his spouse and children.
- Chapter updates the alumni addresses with both the college/university alumni office and the Fraternity's International Headquarters.
- Chapter distributes, free or at cost, a membership directory to all members.

- ❑ Chapter sends “Thank You” cards or notes to alumni who donate time or money to the chapter and to alumni who attend a chapter function.
- ❑ Chapter sends holiday greeting cards to all alumni.
- ❑ Chapter sends congratulations cards to alumni who have been recognized by the college/university or community.
- ❑ Chapter initiates campus and community leaders as alumnus members of the fraternity (requires approval of the Grand Chapter).
- ❑ Chapter members greet unfamiliar alumnus guests at the house or fraternity events to make them feel welcome.
- ❑ Chapter hosts career nights for alumni brothers to share their thoughts on their career field or career preparation.
- ❑ Chapter invites individual area alumni to be guests for dinner.
- ❑ Chapter recognizes the contributions of graduating seniors with awards and dinner.
- ❑ Chapter and Alumni perform the Alumni Ritual for graduating seniors.
- ❑ Every letter/check/rush recommendation receives a prompt reply.
- ❑ Alumni Relations Chairman contacts the College/University Alumni Office for suggestions and specified dates of the college/university for alumni events.

*Always keep in mind that once
an alumnus loses interest
or contact,
it is very hard to win him back.*

ALUMNI NEWSLETTERS

It is important for every chapter to realize that alumni are a major supporting factor in chapter operations. Therefore, the chapter should make an effort to include and inform the alumni as much as possible.

A simple way to achieve this is through an alumni newsletter. It allows the chapter to inform the alumni of major events and special honors received by the chapter and brothers. It also serves as a contact for alumni to share news with other alumni.

One thing to remember: this is an alumni newsletter and should contain information about and for alumni.

A generally accepted breakdown is:

- 70% alumni related news
- 20% chapter related news
- 10% campus related news

The key to developing a reputable alumni newsletter is professionalism and tastefulness. Remember the alumni newsletter is going to alumni, their wives, college and university officials, and fraternity professionals all across the country. Next, keep to a strict printing schedule. It not only shows your dedication to your alumni, but will also get your readers into a routine of anticipation, reading and contribution to the newsletter.

For a chapter just beginning to publish a newsletter, it is better to start small. For the first year, an issue in the spring and fall will give you the experience necessary to produce a professional publication. Ideally, three or four timely issues will build a good line of communication with your alumni. This level can be achieved as your chapter grows in experience.

In many cases, the alumni corporation or association will assume responsibility for the publication of an alumni newsletter. In some areas, a professional newsletter company is used to collect information, format and print alumni publications. However, given the ease of computer software for desktop publishing, many chapters can save themselves the money and prepare their originals to take to the copy center.

Be sure to get several quotes for the printing of the newsletter – big national chains do not always have the lowest prices. A few well-placed phone calls can save a chapter several hundred dollars.

Check out several paper styles and select a white paper that is reasonable in price and high in quality.

Be proud of the work your chapter has done and share it with others. People on your mailing list should include:

- Chapter alumni
- Campus administration
- The International Headquarters (15 copies, please)
- Regional Counselor(s) for your chapter
- Parents

It will provide some public relations for your chapter. Let others know what a “great bunch of guys” you really are and get some positive feedback and recognition in the process.

Information included in a newsletter can vary. However, there are a few basics that should be included in all issues. Some examples are:

Alumni News (70% of newsletter)

- Announcements/calendar of special events, i.e. Homecoming, Alumni Weekend, reunions and alumni meetings
- Stories about those special events, after the fact. Include names and pictures of attendees
- An alumnus information return card or special insert page.
- Recognition of financial donors
- Brothers that help with a chapter project
- A list of lost brothers

Other items, which might be of interest to your readers, may also be included. Just a few examples are:

- Spotlight one or two alumni
- “Blast from the Past” or “Remember When” section using old photographs
- A rush recommendation and information return card
- An article recognizing an alumnus' career excellence
- Pictures/articles of house improvements
- Campus issues targeted towards alumni

Chapter News (20% of newsletter)

Chapter news should **only include a brief summary from the chapter president**. Do not waste valuable space by including a report from every officer. The following list covers subjects that will keep the alumni appraised of the current chapter status. These should be brief and to the point. They include:

- Number of new members/initiates for the semester
- Individual and chapter scholarship
- Campus and community service projects
- Distinguished accomplishments by the chapter or individual brothers
- Awards received by the chapter or individual brothers

Campus News (10% of newsletter)

The college/university may not always inform alumnus members of important school dates. The newsletter should also include some of the following:

- Dates for college/university homecoming and alumni weekends
- Dates for college/university sporting events

**The Alumni Newsletter
“The Right Way & The Wrong Way” At A Glance**

THE RIGHT WAY	THE WRONG WAY
Emphasize alumni – relocations, job changes, promotions, children, weddings, travels, awards, achievements, other personal and professional news. A good ration for an alumni newsletter is 70% alumni news, 20% chapter news and 10% campus news.	Emphasize undergraduate activities, especially social and sports. This is an easy way to fill up four pages. No effort is made to solicit alumni news, rush referrals, or other assistance.
Contain one report from the chapter president. Call the section something like “From the Undergraduate President” or “State of the Chapter”.	Contain reports from every officer from president to house manager. Each report is filled with references to the “strength” of the “house” and is characterized by sweeping generalizations reflecting the quality of life in Theta Chi.
Contain good quality photographs, depicting a variety of activities, including philanthropic projects, guest nights, and other special events.	Contain party shots of twelve intoxicated members hoisting beers or drinks to the camera, reinforcing every negative stereotype of fraternities and fraternity life that are used to criticize us today.
Prepare a foundation for alumni contributions to the chapter by explaining the need for specific improvements or items, outlining long range projects, providing financial data and including that a special mailing will be sent for contributions at a later time.	Beg for dollars with generalized emotional appeals to “brotherhood” and vague references to “projects”.
Refer to the chapter as “the chapter”.	Refer to the chapter as “the house”.
Utilize articles by alumni, especially by members of the alumni or house corporation board.	Utilize articles written by undergraduates–alumni are never asked to contribute their thoughts.
Provide information regarding Mid-Year Leadership Challenges, Chapter Leadership Conferences, School of Fraternity Practices and National Conventions, and note undergraduate and alumni who attended these events.	Ignore national and regional events and activities, which might draw alumni attendance with proper notice and information.
Give an honest assessment of the chapter through the chapter president’s article. The assessment includes strengths and achievements, and also addresses problems and challenges such as hazing, risk management, and changes in the chapter. A balanced perspective increases the credibility of the chapter.	Are replete with “we’re #1” characterizations. Problems which all chapters face are avoided or dismiss as minor events. Most alumni are never aware that their chapter is on probation status or that problems exist. When they inadvertently discover this, they are angered that they were never informed so they could offer assistance.
Provides information on all chapter activities. Rather than emphasizing the cosmetic aspects of fraternity life, the newsletter provides information on philanthropic projects, changes in operations, scholarship programs, interfraternity council leadership and involvement in campus organizations by brothers.	Take the editorial stance that all alumni were partying maniacs and that this is the only aspect of Theta Chi that an alumnus would like to read about. The rest of the alumni newsletter ignores individual and group achievements by brothers outside the chapter. Campus and interfraternity leadership is considered a drain on the chapter talent.

THE RIGHT WAY	THE WRONG WAY
<p>If a wife or other family member or friend of the alumnus picks up the newsletter and reads, he or she is pleasantly surprised and impressed. "I thought fraternities were all about parties and that type of thing," they remark. "You must be very proud of your chapter."</p>	<p>A wife, family member or friend of the Theta Chi alumnus, upon reading the newsletter, would say, "This is exactly what I thought fraternities were all about – no wonder college administrators and faculty members want to get rid of fraternities."</p>
<p>Contain humor, used tastefully and in a manner that everyone can understand and appreciate.</p>	<p>Humor is restricted to inside jokes, often in the content of alcohol-inspired escapades.</p>
<p>Are edited, checked, and screened for spelling errors, grammar, punctuation, syntax, context. In particular, names of alumni are doubled-checked for spelling, title and class year.</p> <p><i>Message: We care enough to carefully check our product.</i></p>	<p>Are sloppy, poorly edited, if at all, and contain errors in every conceivable category – spelling, punctuation, grammar, context, syntax. Names of alumni are invariably spelled incorrectly. No effort is made to identify the proper title and class year for the alumnus member.</p> <p><i>Message: We don't care enough about you to get it right.</i></p>
<p>Are sent out at least three times a year.</p>	<p>Are sent out when those responsible for the newsletter are threatened.</p>
<p>Are carefully timed so that alumni have plenty of advance notice for special events, with ample time for arrangements and planning. Undergraduates tend to think in terms of weeks for advance planning. Alumni tend to think in terms of months.</p>	<p>Usually arrive two or three days before major events; in some cases arrives after the event.</p>
<p>Include plenty of names, telephone numbers and addresses for questions and information. Leave the alumnus with the sense that the chapter is in good hands and that his career and personal information are of interest to the undergraduates.</p>	<p>Tell alumni to "stop by the house" or "give us a call".</p>
<p>Contain a calendar of events for chapter events, national events and campus events. Also includes the name and phone number of brother(s) alumni can call for additional information and the phone number for the campus' Alumni Affairs Office.</p>	<p>Contain no information for upcoming events and no names and phone number for chapter and campus contacts.</p>
<p>Contain a complete listing of all alumni who made a financial contribution or contribution of time to the undergraduate chapter.</p>	<p>Contain no listing, or worse an incomplete listing, of brothers who donated time and money to the chapter.</p>
<p>Are printed on high quality paper from high quality originals.</p>	<p>Printed on standard 20# copy paper from poor originals.</p>
<p>Are prepared by brothers who understand the difference between alumnus and alumni, and use the terms properly.</p>	<p>Use alumnus and alumni interchangeable and almost always incorrectly.</p> <p>Alumnus is singular. Alumni is plural. An "alumni" can't stop by to visit, but an alumnus can.</p>

ALUMNI EVENT PLANNING

Invitations to Alumni Events and Chapter Events

Timely, high quality invitations are very important. Invitations to major events should be sent out **three months** in advance. Many alumni have busy schedules. Giving one or two months notice is unacceptable.

The invitations should include the following information:

- ❑ **Date and Time of Event** – You might think this is a given, but you would not believe the number of invitations we receive that don't include that information
- ❑ **Location of Event** – Don't assume people think it is at the house, if you have a house. Give them directions, the correct entrance to use, and if needed an appropriate place to park.
- ❑ **Dress** – Let the alumni know what is appropriate to wear for the event.
- ❑ **Specify Who is Invited** – Make sure you clearly define who is invited to the event. Some alumni might wish to bring their wives, children, etc. If you are inviting them to Ritual, then others are not allowed and it would be awkward for everyone involved.
- ❑ **Ask for an RSVP** – To make sure you have enough food, drink, etc. you will need to know who is coming. Make sure you give them clear directions on how to RSVP.

Reminders should be sent at least one month in advance. It is a good idea to include the name and class year of those alumnus members that have said they will be coming in this reminder. One of the biggest fears of alumnus members is that they will attend your event and not know anyone.

Contact some of your active alumni. Give them certain names to contact. Oftentimes, if an alumnus is contacted by someone he graduated with, it may prompt him to attend the event. Set up alumni coordinators in three to four year class intervals to contact those brothers they know personally.

Alumni Activities

There are various times throughout the year that alumni are encouraged to come back to their alma mater and/or chapter house. Plan activities or meetings for the following events:

- Homecoming
- Founders' day
- Alumni weekend
- Chapter Anniversary (5th, 10th, 25th, 50th, 75th, 100th)

Notice of the planned festivities should reach your alumni and other invited guests three months prior to the event. This could easily be done through your alumni newsletter, special mailing, or both. Either way, you should provide registration material and weekend information all in one step. Include as much information as possible in the school's Homecoming brochures and mailings. It serves as a nice reminder and may reach alumni that you were unable to contact. Check with the campus Alumni Office as to specifics.

Give your alumni something to look forward to; a reason to come back. The following are just a few ideas:

- Theme of interest to all or part of your alumni.
- Show off the latest house renovations.
- Celebrate a new member class/graduation class reunion.
- Celebrate chapter milestones or an anniversary.
- List of alumni who have committed to be at the event.

When developing your schedule of events for the weekend, it is important to think about whom will be attending. The following is a list of things to keep in mind when scheduling activities:

- Do only brothers attend these events?
- Will wives and/or children attend with them?
- Will the event appeal to both the older and younger alumni?
- Are there any events or activities the campus is hosting?

After taking all matters into consideration, you can then schedule your events at convenient times and locations. A quick breakdown to help you plan an event has been provided on the next page.

Low Turnouts

If your turnout is low, do not get discouraged. Traditionally, it takes three consecutive years for an alumni event to take off. Evaluate your event and the causes for low turnout. Some reasons for low turnouts are:

New Event

Solution: It will improve next year, keep at it.

Poor timing in conjunction with another major event

Solution: Consult several alumni when you are planning the date of the event.

Poor quality invitation - alumni will perceive the event by the quality of the invitation.

Solution: Have the invitation professionally prepared and printed.

Lack of proper notice prior to the event.

Solution: Next year, send the invitations and reminders well in advance. Give at least 3 months notice.

Little or no follow up

Solution: Appoint alumni coordinators, so they may contact other alumni they may know, and send one or two reminders.

Difficulty in relating to the undergraduate members.

Solution: List the names of alumni who have committed to attending the event in the reminder letters. Also have the alumni start a "alumni phone tree" where alumni call other alumni from their era.

ALUMNI EVENT PLANNING FORM

Six Months Before An Event

- Contact the Alumni Affairs Office on campus to find out if they will allow the chapter to place an ad or note for the event in the next magazine. If so, find out the deadline and mail date to the alumnus members.

Four Months Before An Event

- Plan the date and type of event.
- Plan the site to be a location which all members, undergraduate and alumni find easily accessible.
- Plan the menu, activities, costs, etc.
- Contact any special guests; members of the faculty and administration, chapter advisors.

Three Months Before An Event

- Notify all alumni of the event, include an RSVP card and deadline.
- Invite the special guests; don't assume they will be there since you already talked to them.
- Include names and phone numbers for alumni to call with questions.

One Month Before An Event

- Telephone, and have others telephone, alumni who have attended past events and other key alumni who have not yet sent in their RSVP to the chapter.
- Notify all speakers for the event of time limits and speech topics.

At The Event

- Have a table set up at the door to take money (if not prepaid) and to answer questions.
- Have a prepared agenda.
- Have a sign-in sheet. This will help you recognize individuals.

Within One Week After The Event

- Send "Thank You" cards or letters to all alumni and guests in attendance.

AWARDING ALUMNI

It is only fitting that alumnus brothers who have supported the active chapter be recognized in return. Here are some ideas of awards that a chapter can use.

Chapter Level Awards

Alumnus of the Year

The chapter could have a plaque with the name of each recipient in the chapter room, along with a certificate or plaque to the winner.

Chapter Recognition Award(s)

A chapter developed certificate presented to alumnus brothers who have contributed time, money or resources to the undergraduate chapter. Contact an Awards Shop or Trophy Shop in your area. Order a 3-5 year supply to get the best price.

National Level Awards

The following awards can be obtained through the Headquarters of Theta Chi Fraternity. Certain rules and regulations governing eligibility for the award, manner of selecting the recipient, and number of awards which can be presented by the various groups have been drawn up and a copy of these rules and regulations will be sent upon application to the International Headquarters.

The Silver Legion, The Golden Guard and The Diamond Brigade

Respectively, twenty-five year members, fifty-year members and seventy-five year members become members of the Silver Legion, the Golden Guard and the Diamond Brigade of Theta Chi Fraternity and are presented with a personalized certificate by their chapter. They can also wear a special lapel button uniquely designed for each level. No Limit.

The Citation of Honor

An engraved and engrossed Citation of Honor certificate (8 ½ x 11" in size) may be presented by the Grand Chapter and by alumni and undergraduate chapters, with the approval of the International Headquarters, to members in appreciation and recognition of Outstanding Service to the Fraternity. A certificate with slightly different wording is provided for presentation to non-members for Outstanding Service to the Fraternity Movement. No limit.

The Alumni Award

The Alumni Award is to permit the Grand Chapter, undergraduate chapters, alumni chapters, alumni corporations and other organized groups in the Fraternity to officially show their appreciation of and to publicly recognize and properly honor those alumni members of the Fraternity who, by reason of exceptional service, personal effort and unselfish interest, have made meritorious service to the local, regional or national general welfare of Theta Chi Fraternity. Limit of one per year per chapter.

The Appreciation Award

An award established by the Grand Chapter in 1946 to recognize outstanding service to Theta Chi Fraternity by a woman. Recognize the wife of an alumnus brother who has supported the mission of the chapter and the alumni corporation. Limit of one per year per chapter.

ALUMNI NEWSLETTERS

Advising Roles

The majority of the strongest chapters in Theta Chi Fraternity have dedicated and effective advisors. Advisors add a continuous source of knowledge and advice. Undergraduate chapters can be instrumental in recruiting advisors for their chapters and should always be looking for others to assist them.

The following is a list of advisors that chapters should be looking for and a short description of each advisor and his/her role.

Chapter/Alumnus Advisor:

The Chapter Advisor serves as the main advisor for the entire chapter. This individual should attend a majority of the chapter meetings and events. Should be available for questions and as the direct contact for both the university/college and the International Headquarters.

Financial Advisor:

The Financial Advisor can either be asked by the chapter to serve or appointed by the Alumni Corporation. It is the Financial Advisor's role to help the Treasurer in his duties with the undergraduate chapter. Alumni Corporations usually use the Financial Advisor to collect money from the undergraduates for any bills owed to them by the undergraduate chapter. The Financial Advisor should assist in the development of the budget.

Faculty Advisor:

A faculty or administrative employee of the college/university where the undergraduate chapter is located. The advisor acts as a liaison between the chapter and the school, and monitors the grade point averages of the undergraduate members.

Chapter Advisory Board Member:

The undergraduate chapter may elect other alumnus members to serve as advisors based on the current needs. Other advisors may include, and are not limited to, New Member Education, Rush, Officer Transition and Housing. These advisors sit on a Chapter Advisory Board (CAB) and meet on a regular basis to discuss the operations of the chapter. More information about the CAB can be found in the CAB manual.

Alumni Corporations

Alumni Corporations are formed to help organize and maintain the alumni activities and business of the chapter. In most cases they own and maintain the chapter house, and then are often referred to as a house corporation. Some chapters have both, but a chapter should only have both if they have enough volunteers and work for both corporations.

Undergraduate chapters are advised not to be the organizers of an Alumni Corporation. The Corporation is exactly that, a corporation, and needs to be set up by a set of by-laws, recognized by the State, and have alumnus members who will serve as officers. Undergraduates can assist, but alumni need to be the main organizers of the Alumni Corporation.

Additional information about Alumni Corporations can be found by contacting the International Headquarters.

Additional Roles for Alumni

Alumnus members can also serve in additional roles. A few ideas are listed below. Remember that if someone contacts the chapter to volunteer, make sure you use them. They don't have to be fitted in one specific role, allow them to help define their role and what they would like to do.

Liaisons to the business and professional community:

Assist undergraduates with publicity regarding community service events, and advising with alumni newsletters, press releases and faculty events. Offering career advice to undergraduates preparing for that all-important job search or summer jobs and internships. Includes sessions on interviews, resumes and follow-up.

Rush:

Through recommendations, rush events, planning, financial planning, and participation in the rush school or retreat. Alumni involvement is of enormous assistance in motivation by explaining need for stable membership and finances.

Participation in the Ritual:

Assist in the ceremonies to ensure that the Ritual is conducted in a serious and organized manner, and to assist in explaining the significance of our Ritual and the ideals of Theta Chi Fraternity.

Participation in Community Service Projects:

Alumni like to volunteer their time to help out community service projects. If you have an event they can assist with, why not ask them to participate.

Alumnus Big Brother Program:

As men join Theta Chi, they are matched up with area alumnus members. The alumni serve as "Big Brothers" to assist new members in a variety of ways. This is a vivid demonstration of "Theta Chi For Life".

Role Model – A Friend & A Brother:

Most important in our fast paced and hectic life is the human aspect of brotherhood. Attending a chapter meeting, an executive officers' meeting, a meal at the house, a retreat, speaking and equally important listening.... you are giving the most precious commodity, which returns the richest rewards.... yourself.

Serving as a Regional Counselor or National Volunteer:

There are many opportunities for alumni to serve as Regional Counselors and/or as a committee member. Regional Counselors help work with chapters in a set region on operations and other chapter matters. The National Fraternity is always looking for volunteers for certain committees and projects. If you know of an alumnus member who is interested, have them contact the IHQ.

MAINTAINING ALUMNI RECORDS

In order to establish contact with your alumni, the chapter must keep an up-to-date mailing list.

The International Headquarters keeps and updates a mailing list for each chapter. This list is available for a small fee to the chapter as either a directory listing or on peel off mailing labels.

Chapters may also be able to find lost alumni and receive address updates from the Alumni Affairs Office of the college or university. Remember to allow adequate time for the office to process your requests.

Additionally, chapter may use on-line services to track down lost alumni. Most services will provide a list of names, addresses and phone numbers that match the criteria entered by the user. When using this service, it is good to call or write the individual to make sure that he is the one you are searching for.

Alumni tend to keep in touch with brothers they were initiated with or graduated with. By including a list of lost brothers in your newsletter or other mailing, you can track down lost brothers at a very low cost.

It is helpful if the chapter and individual members keep the International Headquarters and the campus Alumni Affairs Office updated on any address changes.

A good alumni file should contain, at a minimum, the following items:

Full Name	Names of family members (wife, children)
Complete address	Phone number(s)
Employer and position	Roster number & Initiation date
Date of birth	Graduation date
E-mail address	Personal achievements (honors, awards, clubs)
Donation tracking	Chapter achievements (honors, awards, events)

Your files should be updated continuously; every time you get an update on a brother, it needs to be updated. Information cards or insets in your alumni newsletter, at registration tables at alumni events, or as part of a phone campaign provide excellent opportunities to update information.

To keep in touch with graduating brothers, have them complete address cards with both their address and parents' address so you will have some avenue of contact until they are permanently settled.

Most chapters have their own computers or access to the college/university's computer equipment. Putting the alumni information into a database or spreadsheet will make it easier to manage and use. If you use an undergraduate brother's computer to store the information, make sure that the data is printed out and passed along on diskette before he graduates or leaves school.

TAKING CARE OF THE SMALL DETAILS THAT ARE BIG FOR ALUMNI

The rest of this manual is dedicated to the small things in terms of alumni relations. Small details, in most cases, are the things that make or break a successful alumni program for chapters. Undergraduates sometimes forget that when alumni are donating time or money they expect a thank you, and many forget to and then wonder why no alumni want to work with them. The following are some small things you can do as a chapter to make some major strides in your alumni programming.

Sending Cards on Special Occasions

It is absolutely imperative that chapters send cards to alumni to thank them, celebrate an occasion, or offer support. A “Thank You” card should be sent anytime an alumnus members volunteers time and/or money. It should be handwritten and signed by the President of the chapter. The President does not have to be the one who is in charge of sending the cards, but he should sign them.

In addition, it is always nice to send holiday cards to alumni each year. The card might include a quick update on the chapter and new officers.

Finally, alumnus members who are honored by the university/college should get a congratulations card on behalf of the chapter. It is something that is special for that brother and they will appreciate it.

Alumnus Initiates

Chapters are strongly encouraged to initiate campus and community leaders into Theta Chi Fraternity. Alumnus initiates are often our most active alumni. Some have gone on to serve Theta Chi as Grand Chapter Officers.

Chapters can initiate any of the following:

- Professors
- University Officials
- Distinguished Fathers of your current members
- Religious Leaders

If your chapter is considering initiating an Alumnus Member, you must file an Alumnus Initiation Request Form, which is available from the Headquarters. **Do not** initiate the individual until you have received approval from the headquarters.

Alumni as Guests

It is important to remember that even though they are brothers, they are still guests when they visit the chapter house. As guests, they should be treated as such. Members should be reminded about how to meet and greet guests and how to act around guests. Members might think this is juvenile and not relevant, but you never know when they could use the information.

A good way to get alumni to the chapter is to invite them for a purpose. Two great ideas have been listed as possibilities for you, a career night and/or a nice dinner with the chapter. A career night is a great way to get alumni to come talk about their jobs and their career interests while members get to meet and greet alumni and possibly someone in the field they would like to have a job in. Inviting an alumnus member over for dinner is a great way to start a relationship and to “re-recruit” the member back into involvement.

Recognizing Graduating Seniors

A good way to rekindle a focus on alumni is to recognize seniors on their graduation. The chapter should hold an evening for the graduating seniors and their guests. The evening could include a dinner and awards for those who are graduating. You can include funny moments with serious moments throughout the evening. Another good way to recognize seniors is to organize and perform the Alumni Ritual.

Alumni Ritual for Graduating Seniors

The Alumni Ritual was created by the Ritual Committee of Theta Chi to build a bridge between being an undergraduate and becoming an alumnus member. The ceremony is to be performed **by alumni**. It welcomes the new graduates to their alumni status. Any questions regarding this new ceremony may be directed to the Director of Chapter Services or Director of Chapter Operations at the International Headquarters.

In conclusion, remember that most universities/colleges have a very extensive and organized alumni services office. They are a great resource for event ideas, organization of events, addresses, and general contacts as you plan events. Whenever the group is getting ready to have an event, it is encouraged that your first stop is to this office.