

## Increasing Alumni and Faculty Involvement

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*Be sure the VPAR has a sufficient committee to help with any alumni events, faculty relations, alumni newsletters or correspondence, etc.*

### Communicating

- ▲ Create an alumni newsletter (**CMP Excellence**) and distribute to alumni, local alumni, faculty members and any local alumni chapters. (See VPAR Officer Packet for more information)
  - Send at least one newsletter each academic term (preferably the beginning of the term)
  - Consider using MemberPlanet to create and mail.
- ▲ Generate more targeted and specific communications to alumni and alumni chapter contacts to solicit service and support for collegiate chapter programs, events, and initiatives. Notification should be given to alumni about one month in advance.
- ▲ Develop a communication plan (**CMP Excellence**) to regularly provide updates, solicit feedback on the collegiate chapter's current alumni engagement strategy, and collaborate with alumni and alumni chapters to improve and enhance the approach going forward.
  - Emails/Newsletters
  - Website
  - Social Media
  - Mail
- ▲ Send birthday cards, fraternal anniversary cards, thank you notes, holiday greetings, etc.
- ▲ Submit chapter activities, pictures and ideas to *The Deltasig* magazine (via Hub form or [magazine@dsp.org](mailto:magazine@dsp.org)) at least once a term. Many alumni are excited to see their collegiate chapter in the national magazine.
- ▲ Send personalized notes or emails inviting alumni to specific events including the pledging ceremony and initiation.
- ▲ Actively expand the collegiate chapter's base of alumni contacts by dedicating efforts toward finding "lost alumni" and reporting their current contact information. (**CMP Recognition**)

### Hosting Events

- ▲ Plan and execute alumni events which promote interaction between collegiate and alumni members and leads to ongoing alumni engagement with members of the collegiate chapter. (**CMP Recognition**)
- ▲ Plan and execute signature events
  - Founders' Day (November 7) (**CMP Recognition**)
  - Chapter Birthday Celebration (**CMP Recognition**)
  - Alumni Day (April 25)
  - Host decade reunions for alumni throughout the year

- ▲ Work with the VPPA to have alumni members present a professional event (**CMP Recognition**) or to mentor collegiate brothers in the area of professional development and career advancement.
- ▲ Plan and execute a Deltasig Faculty event (**CMP Recognition**) to celebrate the service and accomplishments of faculty alumni members. You may also host a faculty appreciate event for all faculty members (**CMP Excellence**).
- ▲ Use MemberPlanet to share events and information with alumni members.
- ▲ Ask alumni and faculty members to assist with a chapter event:
  - Sponsor a program or reception
  - Invite other alumni/faculty
  - Be a host or keynote speaker

### Recognizing Alumni

- ▲ Celebrate the service and accomplishments of alumni members with thoughtful awards, publications and special events. (**Recognize Outstanding Alumnus**)
- ▲ Give alumni and faculty Deltasigs a shirt to match collegiate member shirts, especially during recruiting, homecoming or other campus events.
- ▲ Recognize alumni who travel the furthest to return for a chapter event.
- ▲ Make a donation to the Delta Sigma Pi Leadership Foundation in honor of alumni or faculty who support the chapter.

### Preparing New Alumni

- ▲ Present the New Alumni Orientation (**CMP Excellence**) at the end of each term to graduating seniors so they understand the benefits of being an alumnus and the opportunities for involvement.
- ▲ Collect new addresses and update your chapter's alumni database.

### Promoting Local Alumni Chapters

- ▲ Inform the collegiate chapter about upcoming alumni chapter activities (and other regional, provincial, and national events which alumni members attend).
- ▲ Ask the alumni chapter(s) in your area to add you to their email distribution list and to their social media group/page.