

Alumni Communication Program

An alumnus' strongest connection to SigEp is often through his chapter. It's where he built bonds of brotherly love, gained mentors and coaching, developed as a balanced leader and prepared for life after college.

93% of alumni are interested in receiving chapter updates yet **ONLY 30%** say they're getting enough of that communication.

SigEp has partnered with **Pennington & Co.**, an award-winning alumni communications and fundraising firm, to launch the Alumni Communication Program for AVCs to communicate directly with alumni on a more consistent and cost effective basis.



Cost Savings

AVCs get this service for **only \$2,000** (plus printing and postage) per year, **SAVING** an **average of \$4,000** annually if your AVC were to seek a similar program.



We are able to offer this below-market rate through an organization-wide partnership and **subsidization from SigEp** to invest in and elevate fundraising, volunteer recruitment, and alumni engagement.

Alumni Communication Program Breakdown



Mail *and* email communication sent 4 times a year

2 newsletters

SigEp HQ provides 2 customizable chapter-specific articles per newsletter to assist with content creation.

Articles can be re-posted on your chapter site and shared via social media channels.

1 alumni biographical update

1 fundraising appeal



Full contact data reconciliation, with your AVC partnering with SigEp Headquarters



Fundraising for a chapter-based fund through the SigEp Educational Foundation

SigEp HQ ensures each gift is acknowledged and receipted, and giving data is available to the AVC and the donor in mySigEp.

Why is communicating regularly with your alumni critical?



Regular communication through this program allows AVCs the opportunity to:



Share regular and relevant news, updates and content with chapter alumni.



Foster volunteer recruitment & meaningful engagement.



Cultivate donors and facilitate future fundraising & stewardship/recognition efforts.



Gather & update alumni contact data and other information critical to meaningful engagement.

Want to find out more about SigEp's Alumni Communication Program?

Learn More

Get Started



sigep.org/acp

SigEp