

SigEp

Supporting the
Chapter Experience

Alumni communication efforts

- Communication needs to be regular and relevant
- Communicating through multiple channels
 - Website/Newsletters
 - Social Media (Chapter specific & alumni specific)
 - In-person Events
- Communication should be complimentary and cohesive across all channels (ex. Using Facebook to share a new story on the Chapter Site)
- Achieves 3 goals
 - **Informs** alumni about what the chapter and other alumni have been up to.
 - **Excites** alumni about upcoming activities or major successes
 - **Supports** the mission of the undergraduate chapter

Utilizing chapter sites

- Stories connect alumni back to the chapter and to one another
- Encourage alumni outside of the AVC to write posts to share on the site. Posts can be as simple as sharing an update on a particular chapter brother
- Include alumni events on the chapter site calendar
- Chapter site can be home to a digital copy of your semi-annual newsletter

Chapter newsletter

- Newsletter distributed through traditional mail and email
- Content skews towards alumni news and updates with short blurb about undergraduate chapter
- Includes information on:
 - How to update contact information and a request to forward newsletter to other brothers
 - A way to give back to the chapter
 - The next in-person event one can attend

Fall semester

Storytelling

- Fall recruitment update
- Homecoming event
- AVC meeting information
- Previous year's annual giving campaign
 - Thank you and donor list
- Alumni news and notes
 - Goal of at least one alumni update from each decade

Spring semester

Storytelling

- New brothers, brothers preparing for graduation
- Chapter awards, grades, and rankings
- University news
- Annual giving campaign update
- Alumni news and notes
 - Goal of at least one alumni update from each decade

Social media best practices

- Using Twitter, Facebook, Instagram
 - Twitter: Quick updates, chapter focused
 - Instagram: Photo centric, chapter news
 - Facebook: Creating events, generating discussion, bridging gap between generations
- Groups should be monitored but not necessarily moderated. Use conversations as educational opportunities on what SigEp is like today.
- Utilizing multiple social media platforms to share stories from the newsletter and chapter site

Event best practices

- Do not need to be massive undertakings. Monthly happy hours can build momentum for larger events if alumni are actively bringing in new attendees.
- Solicitation at events can be a short plug about what the chapter's fundraising priorities are and thanking individuals in attendance who gave.
- Current chapter brothers should share their experience so that potential donors or volunteers can get a real picture of what they are giving back to.