

# DELTA CHI BRIEF

“I was delighted when I received the thank you card for my recent contribution of a color T.V. to the chapter. When I know they appreciate it I’m more willing to give again!”

“I can’t believe that they remembered—even I didn’t. I was really touched when I received a card from the “E” observing the anniversary of my initiation into the Bond.”

“I was so pleased when my wife and I visited the chapter house for homecoming and a brother immediately greeted us when we entered. We even received a thank you note just for stopping by!”

All nice words reflecting the dedication of not only alumni to the Fraternity, but also the dedication of the chapters to their alumni—the cornerstone of a strong alumni relations program.

Founder Peter Schermerhorn Johnson discussed the importance of a Fraternity experience to an alumnus, as well as to a chapter. He wrote these words twenty years after the founding of Delta Chi:

“In the usual course of things I should have been forgotten at graduation. This is the keynote of the Fraternity. The Fraternity man never graduates. He receives his diploma and leaves his Alma Mater for the larger affairs of the world, but as long as his chapter stands, he is as much a part and parcel of it as in his undergraduate days. His success is theirs and their success is his. He belongs to the family for life . . .

The fellow who leaves should never think that his connection with Fraternity ends with his graduation. It has only begun. He will come across the members all the years of his life.”

Alumni can offer valuable resources such as time, advice and expertise to a chapter. Because the backgrounds and talents of our alumni are so diverse, there is a tremendous pool of resources from which the chapter can benefit. In order to take advantage of those resources, effort, time and consistency must be used to attract alumni to participate in the affairs of a chapter. The alumni, like most students, have the need for the group’s support and want to feel liked and needed by the group. That’s what this BRIEF is all about: how to build relationships with our alumni.

Volunteers do not have to be limited to men who were student members. Delta Chi provides the opportunity to initiate men as alumni. Fathers, faculty, administrators and local businessmen can all make great alumni and volunteers. (See Section VII for more information.)

Please note that this **BRIEF** does not include a section on fund-raising, as that is not part of alumni relations. A good program provides services to the alumni of a chapter—asking them to send money is not a service. Alumni understand the philosophy behind donations, and that will come in time. Don’t measure the success of your program by the amount of money you receive. That’s not what it is all about.

While it would be nice to have a large alumni base from which to draw, this is not always the case. Trying to communicate with and involve all of a chapter’s alumni at the same time ensures frustration, disappointment and unhappiness. Large groups of alumni are not synonymous with a successful alumni program. Work on alumni relations, one brother at a time, until the chapter has a sound history of alumni involvement.

## **SECTION I: MAKING A DIFFERENCE**

Every alumnus has the ability to make an impact on Delta Chi, a chapter, or even just one member. In doing so, the alumnus is adding to the quality of everyone's fraternity experience. More specifically, the benefits of direct alumni support for a chapter can be significant by:

- Providing an "experienced" perspective by supplying the chapter with information, expert knowledge and insight.
- Assisting the chapter in making the tough brotherhood decisions, thus helping members develop self-discipline and responsibility.
- Teaching techniques of good leadership and fellowship.
- Providing long-term continuity in chapter operations.
- Assisting the chapter in utilizing resources more effectively.
- Assisting the chapter in obtaining more alumni support and involvement.
- Assisting with career counseling.
- Furthering the fraternal experience.
- Assisting the chapter's recruitment efforts by submitting recommendations and by providing other assistance.

### **"WHAT DOES AN ALUMNUS GET OUT OF IT?"**

The real rewards are intangible. They include, but are certainly not limited to:

- Adding to a student's fraternal experience.
- Gaining opportunities by working with other alumni.
- Passing life experiences on to those with whom he shares the bond of Delta Chi.
- Developing and directing a chapter towards excellence and ensuring its future success.
- Continuing friendships gained in school while developing new ones.
- In some cases, helping a chapter recover from a difficult situation.
- Being a role model and teacher to fraternity men at a highly developmental stage.
- Gaining fulfillment from observing young men mature.
- Enhancing loyalty to Delta Chi.
- "Repaying" the Fraternity for what it provided him as a student member.

Certainly there are tangible rewards a chapter can also provide to show appreciation (e.g., plaques and certificates) as well as just a simple handshake or thank you.

**It is important for each student member to remember that he will soon be an alumnus and that he will want the same courtesies extended to him. In other words, a strong chapter-alumni program may not provide direct benefits to the current undergraduate members, but it is a lasting commitment that every chapter must make to its alumni brothers. An alumni relations program is an intricate part of the long-term success and viability of a chapter. The longer a chapter waits to develop a good alumni program, the more likely that success will be short-lived and/or delayed.**

## SECTION II: ASSIGNING RESPONSIBILITIES

Commonly, the "E" is directly responsible for developing and maintaining a chapter's alumni relations program. While the list below contains the responsibilities of the "E", you can see that it is extensive. Therefore, in order to have a successful program, alumni must support the "E" and the other chapter officers. It is not unheard of for members of an Alumni Board of Trustees to help edit the alumni newsletter and organize alumni events. Unfortunately, this is not commonplace; thus the "E" is saddled with the burden of sustaining the program. While the "E" may be directly responsible for the following list, a program can be more effective and extensive if some of the items are delegated to alumni volunteers and undergraduate members of the alumni relations committee (as its responsibility list suggests).

The "E" is only the point person for the alumni relations committee. The key to alumni relations is involving alumni and other student members in the process. Alumni are more likely to respond to a fellow alumnus when requested to participate in an activity or contribute of their time or other resources.

### RESPONSIBILITIES OF THE "E"

The chief function is to be responsible for developing and maintaining a program that will strengthen the Bond between alumni brothers and the current chapter. He will act as a liaison between the chapter and the alumni.

- A. Read all materials pertaining to office (*Alumni Newsletter BRIEF*, *Alumni Relations BRIEF*, reference sheet, general letters, etc.).
- B. Contact alumni (ongoing).
- C. Produce at least two (preferably three) alumni newsletters at consistent times per year. Secure an alumni advisor/editor if possible.
- D. Submit *Quarterly* articles (deadlines: August 1, December 1, March 1, May 1). See the *Quarterly* Reference Sheet for complete instructions on *Quarterly* submissions. Send pictures! Be sure to put your name and the chapter's name on all submissions.
- E. Solicit information from alumni on a regular basis to be included in the chapter newsletter and the *Quarterly*.
- F. Coordinate alumni functions (Founders' Day, homecoming, special events, etc.).
- G. Correspond with alumni:
  1. Birthdays, wedding anniversaries, initiation anniversaries, etc.
  2. Acknowledgments (marriages, births, achievements, etc.).
  3. Newsletter information.
  4. Thank you letters for attendance, time, donations, etc.
  5. Special events (homecoming, Founders' Day, formal, etc.).
  6. Invitations.
  7. Cards for the holidays (Christmas, Hanukkah).
- H. Maintain an up-to-date mailing list and personal file on all alumni.
- I. Send updated addresses to the International Headquarters on a regular basis.
- J. Obtain a bulk-rate mailing permit (apply at the post office) if economical.
- K. Help in the recruitment of legacies.
- L. Keep the chapter informed of alumni activities.

- M. Facilitate a seminar for all of the chapter members about the alumni relations program, the importance of alumni to the chapter and the prominent brothers who have played a part in the development of the chapter.
- N. Keep a notebook(s). It should include:
1. Officer responsibility sheet.
  2. Basic Expectations of a Delta Chi.
  3. "E"'s Reference Sheet.
  4. Delta Chi Law.
  5. An updated copy of the chapter by-laws.
  6. Pertinent **BRIEFs** (*Alumni Board of Trustees, Alumni Newsletter, Alumni Relations and Public Relations*).
  7. Relevant articles, such as "No One Ever Told Me...!" (contained in the COM and available through the International Headquarters and the web site).
  8. A section for short and long-term goals of the "E".
  9. A section for helpful hints on the position.
  10. Alumni directory roster with addresses, phone numbers, birth dates, graduation dates, initiation dates, employment, spouses, kids, etc.
  11. Copies of the *Quarterly* submissions. These should be filed yearly for permanent storage in a filing cabinet.
  12. Copies of the chapter newsletter. These should also be filed yearly in a filing cabinet.
  13. Fraternity's Risk Management Policy.
  14. Budget for the "E" and alumni relations program (if separate).
  15. Prospective alumni initiates.
  16. Alumni relations calendar, showing when to start planning events, what is to be held when, etc.
  17. Alumni event description and procedures.
  18. A section for future ideas.

### **ALUMNI RELATIONS COMMITTEE RESPONSIBILITIES**

The main function of the committee is to develop a program designed to strengthen interpersonal and written communications with the chapter's alumni and other alumni in the area.

- A. Develop and maintain an alumni relations program with the "E". The program should be designed to improve and maintain the relationship between undergraduates and alumni.
- B. Plan and organize special events (i.e., homecoming, alumni weekend, initiation, etc.).
- C. Help with developing, printing and distributing the alumni newsletters.
- D. Develop "alumni awareness" among undergraduates.
- E. Recruit alumni (with the help of the house corporation, ABT, and "BB") to serve in any alumni advisory role.
- F. Maintain alumni information files including: names, addresses, phone numbers, birthdays, occupations, anniversaries, initiation dates, undergraduate and international offices held, etc.
- G. Present awards to alumni in recognition of their service to the chapter and to recognize their professional accomplishments.
- H. Work with other elected or appointed officers/ chairmen in contacting, planning and preparing for alumni functions such as homecoming, alumni weekend, Founders' Day, etc.
- I. Submit weekly committee report forms to inform the chapter of the committee's goals, actions, and needs.

### **DELTA CHI ALUMNI SERVICES**

The International Headquarters exists to provide resources and services to the chapters and for the administration of the Fraternity's business.

Resources and services available from the Fraternity include:

- **Delta Chi Quarterly** - It provides a chance for the chapters to communicate with their alumni and with the Fraternity, as well as allowing the alumni to communicate with each other. Although the *Quarterly* provides these opportunities, it is NOT a viable substitute for the chapter newsletter.
- **Lists of Alumni** - A printout of a chapter's entire membership is available upon request. The listings are available in four sequences: alphabetical, order of initiation, alphabetical within zip codes, and also geographical areas. Those requesting geographical listings should prepare a list of zip codes that correspond to the desired areas. A complimentary list is provided to each chapter every fall. Any listing requested after that will incur a minimal charge to cover the cost of printing and postage.
- **Address Labels** - Also available upon request are address labels. Labels are available in the same sequences as printouts. Again, there is a minimal charge for each requested series of labels.
- **"Lost Alumni"** - The Headquarters is continually working to update mailing addresses of alumni.
- **Program Analysis and Suggestions** - Upon request, a chapter can submit a written program that will be reviewed by the staff, and suggestions will be provided to help improve your program.
- **International Convention** - Every two years the Fraternity hosts a convention coordinated by the International Headquarters. The Convention is the supreme law making body of Delta Chi. It also acts as an avenue to attend educational sessions on various facets of chapter operations and a chance for members to meet student and alumni brothers from all over the world.
- **Regional Conferences** - Every spring, chapters host conferences in each Region to further intrafraternity relations, provide alumni development, develop leadership skills and enhance chapter operations.
- **Senator Henry M. Jackson Leadership College** - Held on non-convention, the college provides yet another gathering for students and alumni to develop leadership skills.
- **Newsletter Suggestions** - Upon request, a chapter can submit a newsletter for constructive critique by the staff. Personalized suggestions are designed to help improve the quality of future newsletters.
- **Sample Newsletters** - The International Headquarters keeps files on chapter newsletters and can provide the chapter with copies to use as examples.
- **Chapter Operations Manual (COM)** - A collection of **BRIEFs** and other resources needed to effectively operate a chapter.
- **Bulk Mailing Permit Instructions** - Instructions on how to obtain a bulk mailing permit.
- **Alumni Ceremony** - This ceremony is designed to simultaneously signal the end of student status and the beginning of involved alumni membership. Only alumni members and graduating seniors of the Fraternity may witness the Ceremony. To be eligible to participate in the Ceremony, a brother must have received or be reasonably assured of receiving his bachelor's degree or have attained the age of twenty-five years and no longer be enrolled in classes with no present plans to return. Alumni initiates are eligible at any time after their initiations. There is a nominal fee to participate in the Ceremony. The fee will be used to pay for the alumni membership cards and the lapel pins that all participants will receive. Manuals for the Ceremony will be provided at no charge to the alumni chapters and the ABTs of the undergraduate chapters.

Furthermore, the Fraternity has established several awards and procedures that recognize programming and alumni for outstanding service to Delta Chi as well as to the community and society as a whole.

**"E" Key Award** - The Fraternity's oldest award recognizes an exceptional performance in the office of "E". The award is based on the *Quarterly* submissions made during the "E"'s term of office.

**Outstanding Alumni Board of Trustees** - Awarded to chapter ABTs that provide extraordinary time, guidance and assistance to the local chapter on a consistent basis throughout the year.

**Outstanding Alumni Newsletter** - Awarded to chapters that consistently send their alumni an informative newsletter that includes exceptional layout and reader appeal.

**Valor Award** - Recognizes special acts of heroism on the part of any member of Delta Chi. Awarded by the Board of Regents.

**Meritorious Service Award** - Awarded to a member for making significant contributions, of a semi-conspicuous nature, to Delta Chi.

**Distinguished Delta Chi Award** - This award recognizes significant achievement in one's profession or outstanding civic service while upholding the ideals and values of the Fraternity. It may be awarded posthumously.

**Order of the White Carnation** - This award was established to honor those men who have displayed meritorious and inconspicuous service to Delta Chi. The alumnus who receives this award must meet five criteria. The award is granted by a convention only upon nomination by the then members of the Order.

**Delta Chi of the Year** - This award recognizes an alumnus who has succeeded in his profession or vocation. Up to two alumni may be selected annually.

## GETTING STARTED

Whether you are working to establish a strong chapter-alumni program or you are building upon an already effective program, your success will depend on the goals you set and your ability to achieve them.

**Generate Ideas** - First brainstorm with your committee. Remember, when brainstorming, never put value statements on anyone's ideas, (e.g., "that's no good" or "no, we could never pull that off"). Get as many ideas on paper as you can; it does not matter how outlandish they sound. The most important thing is to write them down.

**Target** - The next step is to target those ideas that are the most important to improving your program. Basically you will be evaluating the current program. Take each area of programming (the newsletter, alumni events, and awards and recognition for alumni) and ask these three questions:

- Is this area of programming all it could be?
- Could it be better?
- HOW?

Be honest in your evaluation; glossing over weak areas does not help anyone. As soon as realistic goals start to emerge, write them down. Make sure each goal passes the four acid tests:

- Is the goal **measurable**? Can we definitively state whether there is going to be success? (e.g., "we want to have 50 alumni come back for homecoming").
- Is the goal **worthwhile**? Is this really what we should be doing? (e.g., it is not worthwhile to have helicopter rides when alumni won't even show up).
- Is the goal **realistic**? Do we have the ability to achieve this goal? (e.g., expecting 100% of the chapter's alumni to return to an event is not realistic).
- Is the goal **time-oriented**? Do we have a targeted completion date? (e.g., we will put out a newsletter every three months).

**Execute** - Now act on your goals. Be ready for obstacles, detours, and take into account *Hofstetter's Rule* (*everything takes longer than expected, even taking Hofstetter's Rule into account*). So give yourself time cushions with meetings and projects. If a week is needed to print your newsletter and then mail it, schedule to take it to the printers ten days before you mail it.

**Follow-Through and Follow-Up** - Make sure every brother is doing his job; assume, no matter how efficient he is, that he will not do it on time. Follow up on brothers regularly. Let the brothers know what is going on, and remind them of the goal. When the event is over, even though you are tired:

1. Sit down with your committee and evaluate the event, its planning and implementation.
2. Call some of the alumni and ask for an evaluation and feedback.
3. Write a report explaining how to run the event.
4. File the report in the chapter's filing system and in the "E"'s notebook.
5. Make sure the next "E" sees the report.

## **SECTION III: HIERARCHY OF ALUMNI INTERESTS**

A cardinal principle to consider when working with alumni is that the Fraternity must now compete with a great number of things in their lives. For example, an alumni golf tournament may compete with the time an alumnus has planned to spend with his family. The average alumnus has a hierarchy of interests. His limited time is measured in relationship to the following sample hierarchy of interests/needs:

- Family (wife, children, relatives)
- Job or profession (and related peers)
- Religion
- Local community activities
- Personal leisure
- And then comes Delta Chi — maybe

Once Delta Chi has become a part of the priorities, you need to find out what the basic interests of the alumni are:

- A desire to continue friendships developed in school.
- An interest in the status of the chapter.
- An interest in the institution, higher education and Greek life in general.
- A desire to see and visit fraternity friends on special occasions.
- A willingness to actively serve the Fraternity within certain conditions.

If possible, involve these interests in the appeal. In addition, an alumnus wants to feel *needed, useful and appreciated*. A skillful use of these concepts will massage his ego, especially if the hierarchy of interests, limited time, and conflicting obligations are consistent with the time he has to spare.

### **ALUMNI TURN-ONS**

- A clean chapter house and gentlemanly character of the undergraduates.
- Adequate notice of events (4-6 weeks for regular events and 8-10 for special events).
- Events starting on time.
- Acknowledgments (thank you notes, phone calls, mention in the newsletter, etc.) of contributed time and money.
- Old scrapbooks, newsletters and recent awards.
- Being invited and involved with the Ritual.
- Contact by other alumni who they may or may not know. Either way, the alumni are more on the same level with each other no matter what the age.
- Improving the image of the chapter/Fraternity.
- Opportunity to help young people develop.
- Pride in being a Delta Chi.
- BEING ASKED! Benjamin Franklin said, "If you want to make a friend, let someone do you a favor."
- Staying in touch with old Delta Chi friends.
- Making new Delta Chi friends.
- Activities and progress of the Fraternity.

- Enthusiasm of other involved alumni.
- Regular communication through a quality chapter newsletter.
- Personal and professional networking opportunities.
- Reminiscing about Delta Chi experiences.

### **ALUMNI TURN-OFFS**

- Loud music.
- Dirty and poorly maintained chapter houses.
- Last-minute invitations.
- Sitting or standing around an alumni event with nobody talking to them.
- Requests for money, especially if this is the only contact the alumnus has had with the chapter in a long time.
- Not being thanked for attending or contributing time and/or money.
- Banquets.
- Going somewhere without his wife (perhaps even his children). Note: even if his wife attends, she may do so reluctantly, because she will not understand what the Fraternity means and she will not know anyone else. The chapter must take the time and effort to make her feel welcome.
- Meeting strangers at social events.
- Local jokes.
- Foul language/off-color humor, especially in front of wives, children and other guests.

### **IMPULSES & MISCONCEPTIONS**

- Never assume that the alumnus has an abiding interest in Delta Chi.
- Some students want it (whatever "it" is) NOW. Be patient. It takes time to generate and keep alumni interest.
- Do not attempt too complex a program for alumni involvement.
- Do not assume the alumni will drop everything to come running back to the chapter. Timing is everything: never plan an alumni event during the winter holidays.
- Do not be disappointed if only a handful of alumni attend an event—even if you have invited several hundred or there is a low response rate to a solicitation letter (of any type). Average participation is about 7%.
- Some students expect the alumni to come to the chapter on their own. While open invitations to stop by anytime are nice, it usually takes a special event and a specific invitation to get someone to take the time out of his schedule and/or away from his family.

It is a challenge to plan a long-term program for alumni relations when the chapter demands results from its "E" immediately, but he must pace himself and outline a successful program for the next "E". It is very important to include a member of the ABT in the planning for alumni programming. This will insure that the programming is consistent, and it gives the chapter and alumni what they need and desire.

## SECTION IV: DEVELOPING YOUR PROGRAM

In order to establish a strong alumni relations program, these key elements should be present:

1. At least two alumni newsletters per year.
2. At least two alumni-oriented events per year.
3. Regular correspondence (in addition to newsletters).
4. A filing system to keep records up-to-date.
5. A regularly updated membership directory (at least every five years).
6. Membership record keeping and updating.
7. Educating the undergraduates on the importance of alumni involvement.

### ALUMNI NEWSLETTER

Every chapter should send out a *minimum* of two alumni newsletters per year. The purpose of these newsletters is to keep the alumni informed about other alumni and about your chapter's activities and progress and to expose the undergraduates to the alumnus' perspective of the Fraternity. Remember that the *Quarterly* is not a replacement for your chapter's alumni newsletter.

Mailing labels of alumni are available from the International Headquarters for a few cents per name. Order forms are sent in the fall to the "E".

See the *Alumni Newsletter BRIEF* for more information on content and format of newsletters.

### ORGANIZING AN ALUMNI EVENT

As mentioned earlier, at least two alumni-oriented events should be held annually. These events might include:

- Undergraduate/alumni softball game
- Annual Alumni Board of Trustees and/or House Corporation meeting
- Associate Member Ceremony
- Chapter anniversary (5th, 10th, 25th, 50th, centennial, etc.)
- Chapter retreats
- Formal (White Carnation Ball)
- Founders' Day
- Golf tournament
- Homecoming
- Initiations of chapter members and/or alumni initiates
- Major university sporting event (other than homecoming), like major school rivals
- Mortgage-burning party (after it is paid in full, of course)
- Rush
- Spring alumni weekend
- Summer regional rush events

As mentioned earlier, it is best that alumni are involved in the organization of an event and do the inviting. Alumni are more likely to respond when contacted by a peer. This will also lend credibility to your event, as other alumni are already supporting it.

It is generally agreed that those alumni who attend events should defray the costs involved in the event. These costs usually include meals and hospitality, promotion of the event, and other directly related costs. A registration or per-plate fee can be charged at the door, or alumni can be requested to provide payment with their R.S.V.P. The event should be only as elaborate as the expected income allows. It is not necessary to "wine and dine" alumni at the chapter's expense.

Time is the most important element in planning an event. *An event of any magnitude should take at least four to six months to plan.* Give the alumni the proper amount of notice, so they can plan accordingly.

When considering possible dates for alumni events, keep in mind several things: summer vacation, poor weather months, national and religious holidays, etc.

Be sure to treat every event like a recruitment event. "Recruiting" the alumni at these events will help to keep them interested in maintaining a relationship with the chapter. Just like recruitment, have members greet them at the door, provide a guest book so thank you notes can be sent later (always within one week), and provide name tags (not those generic "Hello" tags but the professional Delta Chi tags available from the International Headquarters). Most importantly, make sure the alumni have a good time. Chances are, alumni who enjoy themselves will return.

- A. **Announcements** - A special announcement should be included in your chapter's alumni newsletter SIX MONTHS prior to an event like homecoming or an alumni weekend .

Two months prior, a letter should be sent to the alumni with all the details, such as times, places, and costs. Be sure to provide an R.S.V.P. card. Always acknowledge receipt of each R.S.V.P. by either calling or writing. In the three weeks prior to the event, reminder cards should be mailed, and/or phone calls should be made. The latter is preferable, although it may be too expensive for some chapters. It is possible to greatly increase the turnout by making phone calls during the few weeks leading up to the event.

For other events, such as formals and initiations, send an invitation letter at least six to eight weeks prior to the event and then send a reminder or make a phone call two weeks prior to the event.

To encourage participation, get several alumni from various class years to commit to attending the event prior to sending out the invitations to other alumni. In those invitations, note which alumni are already planning to attend. Other alumni may be encouraged to attend because they will see that there will be alumni brothers attending that they know.

- B. **Accommodations** - The extent of their stay will vary according to the length of the event. Have the alumni make reservations well in advance. The chapter should have a hotel reserve a block of rooms. Alumni should make their reservations directly with the hotel. Be careful not to lock the chapter into any financial obligations for hotel rooms!

Make available a flexible planning schedule for alumni who might not know if they can come to a planned event until the last minute.

- C. **Wives/Children** - In all of the announcements, publications, etc., make it quite clear that wives and children are encouraged to attend, unless the event is ritualistic in nature. Typically, a married alumnus is influenced by his wife and family. Always include them in any request for alumni involvement. He may not come if his wife and/or children are not invited. In fact, get his wife to help, and he will follow. If an alumnus is being given an award, have his wife present the award to him at a function. You can make it easier for him to attend if you invite the children and provide a babysitter when necessary. By inviting his wife and children, he can attend the event without being away from his family. After all, he may enjoy sharing his fraternity experience with his family. Remember the hierarchy of interests!
- D. **Theme** - The theme of the event will determine how you will make plans. Chapter anniversaries tend to bring people out.
- E. **Special Guests** - Plan ahead of time when honoring special guests at alumni events. The same goes for any guest speakers who might be involved with alumni events. Make sure to get a commitment from the special guest before sending out the announcements, noting their attendance at the event to the rest of the alumni and guests. Remember to invite the Greek Advisor, Dean of Students, other faculty, your Regent, international officers ("AA", "CC", and "DD"), and the Executive Director. These people can really give the event special meaning.
- F. **Your Chapter** - Given enough notice, the undergraduate chapter can enhance the planning and implementation of alumni events. The important element is *advance notice*. You and your fellow chapter members, like alumni, have busy schedules and many time commitments. Working with the chapter throughout the planning process, rather than imposing a fine if members cannot attend (especially at the last minute), is an important part of a strong alumni relations program. The undergraduates can lighten the workload and help to make the alumni event run smoothly.

## CORRESPONDENCE

Continuous correspondence with all of the alumni, or at least key alumni is essential.

- A. **Personal Letter To An Alumnus** - One way to personalize the alumni relations program is to assign each member to write one alumnus about the thing they have in common: Delta Chi. Let each individual create his own letter; however, offer some structural guidelines. Have the member cite reasons why he joined and what areas he feels could use help. Have him then ask the alumnus why he joined and maybe inquire about the problems he faced while he was in school. Also included in this letter could be an invitation to an upcoming event. These letters do not necessarily need to be a plea for help, and they should definitely *not* include a request for money. The purpose is for the members to build rapport with the alumni. This personal style may bring some brothers back into the Bond.

Keep records on who is being written so that one alumnus doesn't keep receiving letters while another is ignored.

Sample letter:

September 5, 20—

Mr. A. S. Barnes,  
2 Real World  
Anytown, US 12345

Dear Brother Barnes:

Greetings from Collegetown and the North/South Chapter! I am Joe Smith of Ft. Myers, Florida, and I recently joined Delta Chi. I thought it would be nice to write to an alumnus brother to gain an appreciation for Delta Chi on a larger scale than the fifty men within the current chapter. It is my hope that you'll be willing to provide me with some of your fond memories of Delta Chi and how it has affected your life.

The reasons I joined our Fraternity are varied. I liked the sincere interest each brother placed in me as a person, the chapter's organization as a unit, the atmosphere of activity, and just the idea of a college fraternity.

Since I have become part of the organization, I can see that there are areas in which the chapter needs to improve. We sometimes have problems getting everyone to support intramural sports teams (although we are winning), as well as to support other chapter activities. My class is hoping to change that!

I am wondering how things have changed since you were an undergraduate member. Are my reasons for joining similar to yours? I would enjoy hearing from you about your feelings for Delta Chi (# of years since graduation) after graduating from this chapter. What benefits should I look for through my membership in Delta Chi? In what ways has it helped you? Do you still stay in touch with the men from your college years?

The annual alumni golf outing is on October 13. If you can make it, be sure to let me know. Maybe we could play in the same foursome.

I look forward to hearing from you!

In the Bond,

Joe Smith


Besides the obvious benefit of low cost and personal relations, the chapter also profits from the program by increasing the undergraduates' understanding of the role of the alumni. The undergraduates may then become better alumni.

When assigning members to write alumni, take into consideration some factor the two have in common: same geographical area, similar course of study or a chapter family tree.

Start the program with those alumni with whom you have had the least contact. Begin with the oldest and work toward the youngest. *Make certain to proofread all letters before they are mailed.* Check for grammar and spelling as well as content. The appearance of the letter does make a difference. Keep a record of who is writing whom to provide consistency in the program. If a member leaves the chapter, be sure to reassign his alumnus to another undergraduate.

- B. **Thank you letters** - Always send a thank you note within one week when an alumnus attends a function/ meeting, helps the chapter in any way or gives the chapter a gift.
- C. **Congratulations** - These should be sent to alumni for engagements, weddings, job promotions and births.
- D. **Special greetings, birthdays, and anniversaries** - A good way to personalize alumni contact is to remember the alumnus on days special to him. Ideal occasions for this are his birthday, initiation anniversary, Founders' Day (chapter and international), and "season's greetings" (make sure that all holiday greetings are secular, since your alumni are not necessarily homogeneous in their religious beliefs). Check the alumni list from the International Headquarters for the birth dates, initiation dates, and class years of your alumni.

Sample initiation anniversary card:



Dear Brother \_\_\_\_\_

With kindest fraternal regards, the undergraduate members of the  
North/South Chapter  
wish you all the best upon the anniversary of your initiation.

*(Hand write in his initiation date here)*

It is a privilege to call you a brother.

## KEEPING RECORDS

A file should be kept on every member. The file should be started soon after the brother is initiated and updated as often as needed. A set of 5" x 7" cards is ideal for this use. Included in every file is the important information: full name, nickname (e.g., "Doug" for "Douglas" and not something inappropriate that will be regretted later), present address, most recent past address, date of birth, date of initiation, date of graduation, degree and course of study, parents' names and addresses, and present job. If married, the information should include wedding date and information on his wife and children. Index cards of this type are available from the International Headquarters. Also in the file, keep the information sheet from the newsletter.

Besides the information sheet from the newsletter, other sources of information on your alumni include:

- A. The chapter's copy of their Personnel Record forms
- B. Your school's alumni office
- C. International Headquarters

The file material is often used to do mailings, update addresses, check against the computer address for the most

recent one (sometimes an alumnus will update his address with the International Headquarters without updating the chapter file and vice versa), send birthday and anniversary cards, and supply other alumni with specific information about their friends. Without this permanent file, the alumni relations program is reorganized every time a new "E" is elected, and no progress is made.

Each chapter is sent an updated membership listing from the International Headquarters in the fall of each year. Additional lists can be obtained for a minimal cost (determined by the number of names on the list) from the International Headquarters. Chapters need to work closely with the International Headquarters to keep both sets of records updated. Use the forms supplied by the International Headquarters to notify it of any address changes.

## **MEMBERSHIP DIRECTORIES**

An alumni directory should be compiled at least every five years, more appropriately every two years. The directory should list every chapter member (undergraduate and alumnus) in alphabetical order and by city and state. Name, address, phone number and class year should be included. This information is a service to each member, so he may keep up his social contacts.

The chapter should also include a short history, mentioning several eras. Pictures from several decades may also enhance the publication. These items are used to draw a feeling of identity into the alumni membership.

## **CONSISTENCY**

Of all the elements an alumni relations program encompasses, consistency must not be overlooked as an element of the program's endurance. Short-term thinking is a chronic malady of the officer's term. It must be overcome. Written documentation, officer notebooks and a good training/transition program can help.

## SECTION V: WORKING WITH VOLUNTEERS

According to a Gallup Organization for the Independent Sector poll, 98.4 million Americans volunteer an average of four hours a week. Almost half of all Americans volunteer in some capacity. Most of these people work full-time, have families and have very little leisure time. Another study states:

<u>Age:</u>	<u>20-25</u>	<u>26-30</u>	<u>31-50</u>	<u>51-60</u>	<u>61+</u>
<b>Disposable Time:</b>	25%	10%	5%	25%	75%
<b>Disposable Income:</b>	5%	5%	2%	20%	50%

You can see that people do in fact volunteer their time and money. However, the majority of these resources are spent later in life. Therefore, do not expect immediate contributions from recent graduates or even those who have been out of school for a decade. Most men need time to get established in their careers and begin their families. They just do not have extra time to spend with their fraternity.

We need to be flexible with our needs. Knowing that a 30-year old has little disposable time (or money), it could be difficult for him to be a “BB”, although he might have the time to meet monthly as an advisor on an ABT. On the other hand, very young alumni (i.e., recent graduates) do not always make for effective advisors because of their close connection to the chapter. Furthermore, if you solicit money, do not necessarily expect a big return from those in the 20- to 50-year old bracket. A small contribution (even of time) should be appreciated, because that is all that one may be able to give. Do not perceive this lack of disposable time and income as a lack of caring—it’s a reality of the situation.

### BEFORE CONTACTING THE ALUMNI

It makes it much easier for someone to become involved if he can see that the organization has a purpose and a direction. The following three steps will help display that purpose and direction.

- A. Develop a mission or set of goals for the chapter and also for the alumni programming. Where will the chapter be in three years? What do we want our alumni to do?
- B. Give your “BB”, ABT, house corporation, Greek Advisor, Faculty Advisor, etc. real authority and the feeling that those who get involved will make a difference. Recruit alumni for a specific task at which they have an expertise.
- C. Most important is to learn how to manage people or find an alumnus who does.

### WHAT CAN ALUMNI DO FOR THE CHAPTER?

Alumni volunteers, through various backgrounds and resources, could have the ability as an “advisory pool” to provide a chapter with attributes important for membership development and chapter success. They can:

- Be mentors to counsel and guide.
- Be teachers to develop and refine skills.
- Be evaluators to measure success.
- Encourage and cheer the students on and support future achievement.

They must believe in the mission of the Fraternity, and through good sense and sound advice they must direct the chapter toward its potential. They must also be visible and available as friends in times of uncertainty or problems. The alumni should not be the ones doing everything. The undergraduates should be the “doers”. The alumni do not make the decisions for the chapter, but they do alert the chapter when a decision is in violation of Delta Chi Law or there is another kind of problem.

## THE FIRST STEP

First and foremost, you must develop a list of your needs. Do not just cry wolf. Do you need financial advice, support of your recruitment program or attendance at an event? What is it? If you just say, “we need help,” it’s meaningless to the receiver of the message or implies a “black hole” that will consume all his waking hours. Alumni are typically willing to lend a hand, but you need to be specific with the need *and* the time required.

An alumnus should have an understanding of the responsibilities of being a volunteer, but that does not always happen. So if you need to inform or remind the alumnus, start with a letter from the chapter. Always use perfect spelling, letterhead, have it well written, and use the right terminology (“Dear Brother,” “In the Bond,” etc.). After the letter is written, ask the Greek Advisor, a staff member, or another alumnus to read it first. The letter should be brief, informative, contain an invitation (RSVP) to an alumni event (reception, dinner, etc.), and contain the officer’s names, addresses and phone numbers as well as a special contact’s name, address and phone number (an answering machine with an appropriate message is a good idea). Make sure to give plenty of advance notice about the upcoming alumni event. Remember, you do not need 300 alumni to get involved, and for every 100 letters you send out, you should initially expect five to seven responses.

The first meeting gives the chapter the opportunity to put its best foot forward. Everyone should be dressed well, the room should be decorated with Delta Chi paraphernalia, and you should try not to overwhelm your guests. If you only expect a few alumni to show up, have just the officers and a few members attend. Even if the number of alumni is below your expectation, make sure that they feel welcome and that you’re pleased they came. It’s a start, and they can help get more alumni involved later. If he/they want time to think about getting involved, give it to them. Whether they want to help or not, be sure to follow up, with at least a thank you card for their attendance. The next subsection covers what to do if an alumnus says yes.

Always provide adequate information as to the nature of your need. For example, if you are looking for men to serve on your ABT, have a copy of the *Alumni Board of Trustees BRIEF* handy. Always know exactly what their commitment will entail: how much time it will take, how often meetings (if any) will be held, duties / responsibilities, etc. If you cannot answer any of this, you have gotten ahead of yourself. This should all be decided prior to contacting any potential volunteers.

## HOW TO UTILIZE THOSE WHO WANT TO HELP OR BE INVOLVED

This checklist should help with that question of why some volunteers are good for only a short time, not at all, or why they “run hot and cold”.

- A. First, introduce the volunteer to your chapter, and give him the opportunity to address the group.
- B. Develop carefully *defined* projects with a clear beginning and end.
- C. Develop job requirements, descriptions, restrictions, expectations and definitions. This helps the chapter / ABT find the right person for a position, and it also helps the volunteer decide if the job is right for him. Use this for short and long-term projects. Preferred descriptions are found in Delta Chi Law, the *Chapter Operations Manual* and the *Alumni Board of Trustees BRIEF*.
- D. Job training and orientation is *critical*. People need to know the how, what, why, etc. of what they’re supposed to be doing. This will explain the mission and how everyone is part of the goal and the lines of authority. It will also instill trust in that you know what you are doing.
- E. Many volunteers enjoy using the skills and expertise of their professions. People want to feel that their time is being used meaningfully. So put the right people in the right positions! As an example, an accountant probably should not be spearheading a public relations campaign.
- F. Job satisfaction. This means designing jobs that are challenging, interesting, worthwhile, fulfilling and rewarding.

- G. People volunteer for one of three reasons: achievement, affiliation or power. Some will volunteer just to help society, some will help to meet new people, and some will do it so that they can have a leadership position. Examine those motivational issues and find the right person for the right position.
- H. Have people sign relationship agreements. This formalizes the relationship and its terms. For more information on this, see Section VI of the *ABT BRIEF*.
- I. Watch out for mismanagement or micromanaging. No one likes to be mistreated in a job he is getting paid for, let alone something he is doing of free will.
- J. Define the crucial elements of the job. In this job what, where, how, etc., really needs to be done?
- K. Allow people to do things at their own convenience. This means plan ahead. Also, allow for more short-term projects. In the short-run this will be an inconvenience for the chapter, but you will come out ahead in the long run.
- L. Once you have the person knowing and doing the job, allow him to do it and stand back. This is known as empowerment. It is a great motivation.
- M. Generally, if you have to choose between an employed, overworked, goal-setting individual vs. an unemployed, all-the-time-in-the-world person, choose the employed person to be a volunteer.
- N. Don't be afraid of asking for help and/or asking even more of those who are volunteering. Sometimes all you have to do is ask.
- O. Do appraisals. It will help the organization in that it will track progress and offer rewards. If the project is regressing, you'll be able to catch it, and this will offer more insight. Hopefully, it will give the volunteer a reward as well as skills, experience, and a reference for current or future employment.
- P. Never limit the creativity, emphasis, or importance a person places on his job.
- Q. Utilize the book, *How to Win Friends and Influence People*, by Dale Carnegie.
- R. *Always reward and recognize those who have helped.* Remember to use different kinds of rewards. While a plaque may thrill one person, it may underwhelm someone else. It will probably be rare to find an individual who does not need rewards. Napoleon said, "I could have ruled the world if I had enough medals."
- S. BE PATIENT! Volunteers have a lot of other things that could be taking up their time.

What about the chapter that finds it hard to get people involved? First, consider the alumni initiate program (discussed earlier in this **BRIEF**) to develop local alumni. Second, of course, you work with what you have, but this list will also help those few who stay involved and it might entice others to get involved. This list can also be used to get the student members to show up when they are needed for volunteer work.

## SECTION VI: INNOVATIVE PROGRAMMING

The following are ideas to help meet the needs of alumni, which will in turn fulfill the chapter's needs. The alumni's advice, time, and expertise are much more valuable than their money.

- A. Refer to Section VII of the *Alumni Board of Trustees BRIEF* for more ideas.
- B. Habit is crucial. Graduating seniors should spend time with alumni:
  - 1. Have the seniors attend ABT meetings.
  - 2. Have the ABT take all graduating seniors to dinner right before graduation. This will introduce seniors to alumni contacts and give the alumni an avenue to explain the member's role as an alumnus.
  - 3. If there is an alumni chapter in the area, send the seniors to its meetings and functions.
  - 4. As each member graduates, send a congratulations card to each one signed by every undergraduate.
- C. When an undergraduate is back home for vacation, have him assigned certain alumni to contact (for a purpose other than money, even if it is just to wish him happy holidays).
- D. Be sure to tell the alumnus who was not able to participate what he missed, either through the newsletter or through a personal letter.
- E. *Peers influence peers*, especially with fraternity alumni. A person doesn't want to go to an event or get involved if he thinks he is the only one. So have some alumni get involved in recruiting other alumni. Some of the things they could be responsible for include: helping the "E" update the database to minimize the number of "lost" alumni; providing current information on classmates in terms of promotions, marriages, births, and other significant achievements; and informing the alumni body of important chapter functions. Some ideas about this:
  - 1. **The "A"s Club** - This would be a club for past "A"s with which the chapter's "A"s can be involved.
  - 2. **Class Correspondent** - One person is responsible for organizing correspondence within his class year.
- F. Hold an alumni phone-a-thon to inform alumni about upcoming events.
- G. Use the *Quarterly* to advertise upcoming events. Include a contact person and a number where this person could be reached. Remember the timing of your submission as to when the *Quarterly* is mailed out, e.g., the August 1st submission is printed in the fall/winter *Quarterly*, which is mailed out in November.
- H. One of the best ways to establish lifelong commitment to the Fraternity is to instill the "Brotherhood of a Lifetime" idea in the newest members. During the Associate Member Program, develop a tradition of time capsule letters. Have each associate member write a letter to himself. The letter should include his thoughts about lifelong commitment. It should also speculate about his involvement with Delta Chi as an alumnus five years after graduation, ten years after graduation, etc. These letters, to insure consistency, can be formulated with a standard layout. The Associate Member Counselor should seal and collect the completed letters and file them with the "E". When the time comes, five years after the current associates graduate, ten years after the current associates graduate, etc., the "E" will mail the letters to alumni as a friendly reminder of the commitment they made before.
- I. Ask alumni to present programs on job-seeking and interview skills as well as résumé preparation.
- J. Invite alumni to participate in chapter activities (i.e., rush, the Ritual, etc). During rush, alumni could provide recommendations and host rush parties in their communities.
- K. A fantastic way to bring back alumni as groups is to have one associate member class adopt another. For instance, the next term's class would be adopted by the founding fathers of your chapter, the following term would be

adopted by the first associate member class, and so on. If your chapter is older, have the decades adopt a class (i.e., next term's class would be adopted by brothers from the 20's, 30's, or 40's). The following term would be adopted by brothers from the 50's and so on. The adopters would act as big brothers to the adoptees. They could come to town for the Associate Member Ceremony, again for the Ritual, and also for just general involvement.

Of course, a variation on this is an individual approach in which one alumnus adopts one associate member.

- L. Whenever an alumnus does or attends anything for the chapter, he deserves recognition. The following are ideas for recognition. (Don't limit yourself to just one avenue of rewards. While a thank you may suffice for one alumnus, it may not be enough for another.)
1. Alumnus of the Year: to be given out at the Formal/White Carnation Ball or during Homecoming or an alumni weekend.
  2. For lifelong commitment to the chapter, consider having a portrait commissioned.
  3. Send hand-written thank you cards to anyone who attends or does anything. If his wife and/or family are involved they need to be thanked also.
  4. Send a picture and/or article about an alumni event to the International Headquarters for the *Quarterly*. Whether it is a special article or the "Campus Scene", list names of those who deserve praise.
  5. *Always* recognize alumni in your newsletter.
  6. "Alumnus Most Likely to Attend an Event" Award.
  7. Anytime an alumnus and his wife have a son, send the father an Associate Member Pin.
  8. Give dedicated alumni a Testimonial Certificate (available through the International Headquarters).
  9. Other recognitions could include: most miles traveled, outstanding alumnus, oldest alumnus present at an event and/or milestones (10-25-50 years of membership).
- M. Have the alumni start an alumni association.
- N. At every alumni event have something for the alumni to take with them, for example, key chains, writing pens, buttons, stickers, etc.
- O. Hold a senior banquet. The student member should be prepared to become an alumnus before he leaves the campus. As previously suggested, this process begins with the associate member education program. It should also permeate the rush program.
- The senior banquet is the culmination of the preparation for and anticipation of alumnus membership.
  - It should be planned carefully.
  - The program should be interesting and attractive.
  - Advance announcements and follow-up should be sent to all alumni members.
  - Include a thought-provoking speaker.
  - Cover the alumni program through a short talk by a well-known alumnus.
  - Give a "Most Likely to be an Involved Alumnus" Award.
  - A speech of welcome could be made by the ABT President.
  - Consider giving each graduating senior an Alumnus Key.
  - After the banquet, perform the Alumni Ceremony.
- P. Send an 8 1/2" x 11" picture of the charter to every alumnus.
- Q. Hold a chartering reunion.
- R. Display pictures of prominent alumni in the chapter house.

There are many more ideas; all your chapter has to do is be creative. Remember, consistency is the key!

## SECTION VII: ALUMNI INITIATES

### WHAT ARE ALUMNI INITIATES?

An alumnus initiate is someone selected by an undergraduate chapter to be initiated into the Bond. He is someone whom the undergraduate members believe can enhance the Fraternity. His contributions to the Fraternity do not have to be tangible. Many men contribute to the success and betterment of Delta Chi by simply being involved and living up to our ideals on a day-to-day basis. Being a role model to admire and emulate can help enrich Delta Chi and the experience it provides. Alumni initiates can also provide a tremendous amount of assistance in all areas of chapter operations, especially to those chapters with restricted alumni interaction due to geographical location. For this reason, they are excellent candidates for holding positions within a chapter's alumni support structure (e.g., ABT, house corporation, Faculty Advisor or "BB").

### MISCONCEPTIONS ABOUT ALUMNI INITIATES

The Delta Chi alumnus initiate is neither an "honorary member" nor an "honorary initiate." There is no such thing as a *partial* Delta Chi; one either is a member or not. An alumnus initiate receives recognition as a *full member* of The Delta Chi Fraternity and has the same rights and privileges as any other alumnus of the Fraternity.

### WHY YOUR CHAPTER SHOULD HAVE AN EXTENSIVE ALUMNI INITIATE PROGRAM

Alumni initiates have proven to be invaluable in the past and continue to contribute a great deal to the growth and success of individual chapters as well as to the Fraternity. Brother **Marsh White**, member of the Order of the White Carnation and "AA" Emeritus, was initiated into the Fraternity as an alumnus of the Penn State Chapter. Brother **Joseph Crabtree**, "BB" Emeritus, who served the Northeast Missouri Chapter for thirteen years as "BB", also was initiated as an alumnus. There have been countless other alumni initiates who have served the Fraternity as International Officers, Regents, "BB"s, ABT members and house corporation officers.

In addition, many Delta Chi alumni initiates are individuals who have contributed a good deal of time to the community and society and have succeeded in their respective fields of endeavor. The three best-known alumni initiates are **President Benjamin Harrison**, **William Jennings Bryan**, and **Robert Todd Lincoln**.

Colonies especially benefit from the ability to initiate men into the Fraternity as alumni. Colonies are urged to take advantage of the opportunity to create and strengthen their alumni programs. Strong alumni programming is essential to the stability of a newly organized group. This program is so important to the growth of colonies that every colony is required to initiate, at the minimum, four alumni initiates per year.

### WHY WOULD A MAN WANT TO BE AN ALUMNUS INITIATE?

This is an important question to ask when beginning the search for men to initiate. It is essential to realize that the chapter must appeal to the wants and needs of the prospective alumnus initiate.

Some of the possible reasons why a man would be interested in being initiated into Delta Chi include:

- Sharing the experience with his son.
- Doing something he never had the chance to try when he was younger.
- Experiencing the fulfillment of fraternal brotherhood.
- Personal growth.
- Active involvement within the community.
- Social interaction with peers (other community members assisting the chapter/Greek system).
- Fraternal leadership.
- Aiding students in acquiring strong leadership skills and educational values.

Each individual alumnus initiate, like undergraduate initiates, will benefit differently from the fraternal experience. The main incentive for someone to join the Fraternity as an alumnus must be determined by that individual. It is the responsibility of the chapter to discover his needs and desires and allow Delta Chi to provide him the experience he looks to acquire.

Alumni initiates can even provide benefits to other alumni of the Fraternity. Their presence can help current alumni spread the workload out among more individuals, network through other community leaders and socialize with a larger group of peers.

## **WHO CAN BE AN ALUMNUS INITIATE?**

**Fathers** - In starting the search for quality men to initiate, an excellent place to begin is with the fathers of the members and associates. It is an honor for the son, as well as the father. Delta Chi is a wonderful experience to share with family members, and this is a special way to do so. Invite fathers who attend events such as homecoming or parents' day to be initiated as members of their sons' Fraternity. Since they already have a vested interest in the chapter, they are more likely to be active supporters of the organization.

**Faculty/Administrators** - Professors and university administrators are often aware of the many resources available through the host institution and can increase a chapter's awareness of campus activities and participation in university relations. Faculty and administrators, by their careers, are predisposed towards interacting with college students. A male faculty advisor, if not already a Delta Chi, is an excellent person to initiate. As a fringe benefit, initiating someone who is active within the university can help improve the chapter's relationship with the university.

**Community Leaders** - Individuals from the local community such as a mayor, fireman, police officer, or city councilman have much to offer our chapters. Community leaders and public service personnel can offer a chapter advice and services that would greatly assist in bettering the organization. These men can help improve a chapter in various ways. For example, a city councilman can advise the chapter about zoning laws, while a fireman can help with fire safety in a chapter house.

**Local Businessmen** - Local businessmen and people of the professional world often have the knowledge and ability to provide chapters with services, advice and consultation. A person specializing in sales can help organize and run a rush workshop. A practicing attorney can assist with the incorporation of a House Corporation. A financial planner or accountant can provide assistance in filing taxes and developing a solid record keeping system. There is no limit to the assistance that can be provided.

**Neighbors and Employers** - Neighbors and employers already have a working relationship with the chapter. These relationships can be strengthened by initiating these individuals into the Fraternity and further exemplifying to them the benefits of Delta Chi.

The bottom line is that, if a man cares for Delta Chi, and Delta Chi can be a better organization with him as a member, he is a great candidate for initiation into the Fraternity!

## **HOW TO RECRUIT ALUMNI INITIATES**

**When speaking with prospective alumni initiates, it is essential to be organized, prepared, well groomed and courteous at all times!** Men who are active and who dedicate more time to their community, job and family are often the same men who will dedicate their time to an organization such as Delta Chi. Below is a list of ways to recruit these active men.

**Network through Current Alumni** - Networking through alumni is one of the best methods for obtaining information regarding prominent men who are willing and able to assist your chapter. Alumni know many people within the community and are often more persuasive in explaining the benefits of getting involved with a fraternity. Friends of alumni are a great resource to tap into, and, with help from existing alumni, recruiting these men can be a fairly easy process. The "BB" and ABT members are excellent alumni with whom to discuss possible initiates. Existing alumni should spearhead the main effort, with undergraduates playing a supportive role. Sincerity, good manners, and a willingness to listen are key characteristics for the undergraduates to exemplify.

**Parents Relations Program** - Networking through parents can be an effective method of locating fathers and friends of the family to be initiated. All the small details of a successful parents' program will impress fathers, which will influence their opinions positively toward their sons' Fraternity. Sending letters to parents upon association and initiation of their sons, mailing out seasonal greeting cards and sending parents a copy of the alumni newsletter can all have a positive impact on their impression of Delta Chi. Also, inviting parents to scholarship banquets, formals, homecoming, alumni events and parents' activities provide an excellent opportunity to recruit fathers for initiation. It is best, however, to recruit prior to the event so that an initiation ceremony can be held while the fathers are in town for the event.

**Active Organizations** - If your chapter is not already a member of the local Chamber of Commerce, join it! It shows the members of the business community that Delta Chi is an active and caring organization. If you are a member, you should be aware that chambers often host receptions for their membership. This is a great time to meet prestigious members of the business community and supply your chapter with a list of prospective alumni initiates. In addition, members of civic organizations (e.g. Lions, Rotary, Elks) are already active within the community and would therefore be outstanding candidates for initiation into the Fraternity. Since these civic organizations are community service-oriented, it would be to a chapter's advantage to attend some meetings. If possible, share efforts for a common philanthropic cause.

**Faculty Reception** - In holding a reception for faculty and administrators, a chapter can discover which university personnel in attendance have a favorable opinion of, or are at least curious about, Delta Chi. These attendees supply a good pool of involved university personnel from which to recruit potential initiates.

**Chapter Meetings** - A good way to complete the search for possible candidates for initiation is to send a list among the members and associates for suggestions during a chapter meeting. This provides the associate and initiated members the opportunity to suggest a father, teacher or individual from the community whom they feel would contribute to the Fraternity.

## **FOLLOWING THROUGH**

When recruiting alumni initiates it is important to think of the reasons why these men may be interested in joining Delta Chi and why you would like to have them join. One of the key reasons is INVOLVEMENT! When initiating alumni into the Fraternity it is important that they have an understanding of the chapter's expectations. More than likely, these expectations will be the selling points for the chapter. People who get involved with clubs and organizations do so for obvious reasons: to be involved and to gain some benefits. Inform prospective alumni initiates of all the opportunities and positions available in Delta Chi that they may participate in as alumni. Such involvement would include: being a member or officer on the ABT, holding an active position on the House Corporation, being an active member of the Parents' Club, and becoming a chapter or faculty advisor, not to mention all of the opportunities to get involved with Delta Chi on the international level. These are the opportunities that will interest men in Delta Chi, and these are the ways that alumni initiates can help your chapter! Achievement, recognition, the feeling of being needed, and having a positive impact on the lives of others are all things that need to be explained when contacting prospective alumni initiates.

The individual who recommends the prospective initiate should make one of the initial contacts. It is also highly recommended that you get an alumnus involved in this process; a peer can have a greater impact. It is the responsibility of the "E" to see that these contacts are made. During the initial contact, any questions that the prospective alumnus may have should be answered. Ask him what would interest him in working with such an organization, and take it from there. If the response is positive and it appears that a relationship can be formed between him and the chapter; have one, two or three members (include an alumnus if possible) take him out to lunch and just talk.

After a relationship has been formed, invite him to a dinner, barbecue or chapter meeting that will enable the membership to meet him, as well as provide the guest with the opportunity to meet the chapter. The "E" should organize this event and take care of any preparations as well as handle any necessary follow-up. At least one month prior to this event, extend a personal invitation to him/them face-to-face, by phone or, as a last resort, by letter with the details of the event. Include such information as dress, start and finish times, whether or not wives will be attending, if there will be a meal, the names of other members of the community who will be in attendance, etc. (See **Appendix A** for a sample invitation letter).

After the introductory event is held and the chapter has had the opportunity to meet the prospective initiate(s), a vote should occur as a formal step of acceptance. Have an alumnus be involved in the process and available to answer any questions that the members may have. If the vote is unanimously in favor of initiating, either a written or verbal invitation for initiation should be given to the individual(s). A verbal invitation can be given either in a "bidding style" in person (you go to him/them) or presented to the individual(s) formally during an event (e.g. parents' day, alumni event, formal or reception specifically for this occasion).

Once the chapter members have come to a decision that the relationship is at a comfortable level, plans for initiation should be made. It may be difficult for a chapter and a prospective initiate to coordinate time for a verbal invitation. It is less desirable but sometimes necessary to send a letter inviting the men to be initiated into the Fraternity. This invitation should impress upon them the value of joining Delta Chi and include the proposed date of initiation (see **Appendix B** for a sample invitation for initiation letter).

## **DO ALUMNI GO THROUGH THE ASSOCIATE MEMBER PROGRAM?**

No! The chapter should provide each alumnus initiate with a *Cornerstone*, but they are not considered associate members. No separate program should be devised; however, these men may be invited to attend any chapter activities held. If it is an alumnus initiate's desire to participate in chapter or associate member activities, he should be allowed to do so. Alumni initiates should be briefed on certain general information of the Fraternity, but no quizzes or tests should be administered. It is recommended that this briefing be in the form of an orientation or informative session.

An opportune time to hold an orientation session is just prior to the initiation ceremony. This should be brief and informative. The objective of such an event is to educate the men on pertinent information about the Fraternity into which they are about to be initiated. Things that may be reviewed include the founding of Delta Chi, the Fraternity's background, lettered officers, the Fraternity colors, the Fraternity flower and the FIPG policy. Be sure to address any anxieties of hazing they may have; some alumni initiates in the past have been concerned about being hazed during the initiation ceremony. Information such as this is important and will assist the initiates in better understanding the Fraternity and the Ritual.

## **HOW TO INITIATE ALUMNI**

In order to initiate fathers, local businessmen and faculty, the chapter, specifically the "E", *must*:

- A. Make sure the individual was *never* initiated into another NIC Fraternity [listed in the *Cornerstone* (resignations are not acceptable)].
- B. Have a *unanimous* vote of the chapter *prior* to the initiation. This must be reported in the next CMR and submitted to Delta Chi Headquarters prior to conducting the initiation.
- C. Present the prospective alumnus initiate with a written or verbal bid for initiation.
- D. *Two weeks prior* to the initiation, send a completed Personnel Record form to the Headquarters. Also, send a written request for authorization to the Executive Director stating why your chapter wants to initiate this (these) individual(s). The request must identify the qualifications of the candidate(s).
- E. *Prior* to the initiation, receive written authorization from the Executive Director (which will occur after a, b, c and d).
- F. Following the initiation of alumni, the names of those men initiated must be listed on the next Chapter Meeting Report form submitted to the International Headquarters.

If the individual is a father or has been a participating member of the chapter's ABT or House Corporation for a minimum of six months, a request for waiver of the initiation dues can be sent to the Executive Director *prior* to the initiation. Failure to receive authorization *prior* to the initiation will result in the initiation dues being charged and a fine per initiate. A request for waiver of the dues on any other individual under this section will be considered only upon consultation with the Executive Committee of Delta Chi.

**NOTE:** When initiating alumni, you are to use the official Ritual of The Delta Chi Fraternity. Alumni initiates do not participate in the last section of the Ritual but should witness its occurrence (please call the Executive Director if you have any questions as to what this means).

## **WHAT TO DO AFTER A MAN HAS BEEN INITIATED**

The post-initiation program is very important. The chapter should be educated on the importance of alumni involvement and how meaningful it is to have these men play an active role within the chapter. Each individual member should take the time to get to know the alumni when they visit after their initiation.

Organize a post-initiation reception. Place white carnations on the lapels of the new initiates to honor their new membership in the "Brotherhood of a Lifetime." Another nice amenity is for the chapter to buy badges and Coat-of-Arms (alumnus) car window decals for newly initiated men. Lastly, send a press release to the home paper of any alumnus initiate (see sample in the *Public Relations BRIEF*).

Alumni initiates should automatically be placed on the alumni roster, sent alumni newsletters and invited to any alumni events. For every event to which alumni are invited, alumni initiates should also be invited. Have them come to a chapter meeting too! It is common courtesy to invite alumni and guests to bring their spouses or dates, if appropriate, to many events. Make it clear when having family members attend would be appropriate. Do not solicit funds or donations from alumni initiates. Instead, get them involved in the ABT, house corporation, etc.

After initiating alumni, it is up to the chapter to make certain that these men feel a part of the group. It is incorrect to believe that a newly initiated man will fully understand his new involvement or expect him to simply involve himself. It is the responsibility of the chapter to keep the alumnus initiate informed and recruit his involvement if desired.

The alumni initiate program is similar to rush. The objective is to bring into the Fraternity new men who will help it grow and prosper and who, at the same time, will reap the benefits that the Fraternity has to offer them. In the case of initiating alumni, the pool from which a chapter can recruit men is limitless, and the benefits that both the chapter and the alumni initiates can receive are great. Just as rush is the lifeblood of the Fraternity, a strong alumni initiate program will greatly contribute to the health and life of your chapter!

## SECTION VIII: DELTA CHI QUARTERLY

For most of our alumni, the *Quarterly* is the primary contact with the Fraternity. The role of this magazine is to allow the alumni to stay current with other alumni, the individual chapters of Delta Chi, and the international organization. The *Quarterly* also addresses the current issues and trends that affect the Fraternity and the Greek movement. Most importantly, it enhances respect for and pride in Delta Chi.

Over 25,000 copies of the winter, spring, and summer issue and over 60,000 copies of the fall issue are mailed to Delta Chi undergraduates and alumni. Every alumnus will receive the *Quarterly* for five years after he has graduated. Donors to the Loyalty Fund may send in \$45 for a one-year subscription or \$75 for a two-year subscription. A one-time \$350 (\$295 for active student members) non-tax-deductible gift to the Fraternity will provide the donor with a Life Loyalty membership that entitles the donor to a variety of privileges, including a lifetime subscription to the *Quarterly*.

Additionally, under the current policy, only those alumni who either ask to receive the magazine or make a donation to Delta Chi or its Educational Foundation continue to receive all four issues each year after their five-year subscription is complete. This policy allows the Fraternity to maintain, and even upgrade, the quality of the *Quarterly* by eliminating the cost of printing and mailing copies that may not be desired. If an alumnus is listed as "lost" by the International Headquarters and then is found, he will receive the magazine for a year after that time and then may elect to continue to receive all four issues (by donation or request letter). The *Quarterly* is distributed to the Greek Advisors at every institution at which Delta Chi has a chapter, every fraternity and sorority headquarters, select individuals (e.g., wives of prominent deceased brothers), and select organizations that do business with Delta Chi.

### QUARTERLY SUBMISSION DEADLINES

Fall/winter	August 1st	This issue is mailed in late November.
Winter/spring	December 1st	This issue is mailed in February.
Spring/summer	March 1st	This issue is mailed in May.
Summer/fall	May 1st	This issue is mailed in August.

All submissions need to take publishing and mailing delays into consideration. Always make submissions timely. For example, do not write about the upcoming alumni event in January in the winter submission (deadline December 1st) since that issue will not be distributed until February or March.

### GENERAL SUBMISSION REQUIREMENTS

1. Submissions are to be typed and double-spaced.
2. Submissions must meet the deadline established by the Editor.
3. Submissions must be signed by the "E".
4. Submissions and photos cannot be returned.

### CAMPUS SCENE

Appears in winter/spring and summer/fall issues.

1. Limit submission to one double-spaced page. Include the "E"'s name and the name of the chapter.
2. Include: annual functions, service projects, Greek Week activities, scholastic honors, major in-house improvements, special efforts by alumni, alumni and/or parents' events, and intramural sports.
3. Recognize chapter members for major achievements (e.g., major campus elections, Rhodes Scholarship awards, Order of Omega).

4. Don't include: any in-house elections, lists of initiates or associate members, in-house thank yous, graduating brothers and their future plans, nicknames, or such statements as, "Everyone had a good time," or "We are looking forward to a great semester."
5. Be concise. For example, since the name of the chapter is the heading of this section, use "We" instead of "North-South Chapter of Delta Chi" in the story.
6. **SEND PICTURES** (color is fine but no Polaroids). **When taking a photograph, stand as close to the subject as possible. Faces are what matter, not shoes or ceilings!** Digital photographs must be at least 300 dpi (at 100% size) to be used. The majority of the digital photos received are not usable due to their being taken at too low of a resolution. When sending photographs, be sure to list the names of the people in the picture, the name of the chapter, and a caption describing what is taking place in the photograph.

The majority of chapter submissions will be for the "Campus Scene" section of the magazine. Remember that your alumni care more about what their chapter has done since the last issue and what is upcoming than to read about "Joe Brother" being elected "A". For the most part, the alumni do not know the members that you are writing about. On the other hand, do include significant achievements of your members, such as a member being elected president of the IFC or elected to student government, as this represents an achievement of the chapter as well.

## **KEEPING IN TOUCH**

Only promotions, births and marriages will be printed in this section of the *Quarterly*. First jobs will be printed only if truly unique. Please follow the correct format.

Examples:

1. **John Coleman** '95, married to Jane Smith on August 15, 1998.
2. Born to Brother and Mrs. **Michael Todd** '90, a son, Brian, July 15, 1998.

Type submissions in ascending class order, alphabetically within year. The Editor cannot print the following: engagement announcements or future marriages or graduate school information. Also, any announcements without full information as mentioned above cannot be printed.

## **FAREWELL & PARTING**

This section is set aside for our brothers who have passed away. If you receive any information about the death of a brother, send it in with his name, graduation year, undergraduate chapter and, if possible, the date of his passing. Please make sure the information submitted is accurate; the mis-reporting of a brother's death can create undue stress and/or problems.

## **FEATURE ARTICLES**

Articles about significant achievements of alumni and student members, the chapter, charterings, colonizations, etc., are welcomed for any edition. To improve the chance of an article's placement in a *Quarterly*, please have several people proofread the article to ensure that it has no mistakes.

With an ever-increasing number of chapters and members, the number of submissions received continues to grow. Editing the submissions can be incredibly time consuming and for this reason, illegible, poorly written articles cannot be considered for publication.

## APPENDIX A: SAMPLE INVITATION FOR INITIATION

October 13, 20—

Dr. John Doe  
2 Real World  
Anytown, US 12345

Dear Dr. Doe:

It is with great pleasure that I have the opportunity to write this letter to you. The men of the \_\_\_\_\_ Chapter of The Delta Chi Fraternity wish to formally invite you to be initiated into our brotherhood. It is our belief that your membership in The Delta Chi Fraternity would not only honor Delta Chi, but will also allow you to discover the great advantages of fraternalism. If you choose to accept our invitation, you would join the ranks of fellow notable brothers such as lawyer William Jennings Bryan, former governors, United States Astronaut Henry Hartsfield, actor and director Kevin Costner, current Congressmen and Senators, supreme court justices of Ontario, Canada and over 89,000 other distinguished men.

Delta Chi was founded at Cornell University on October 13, 1890 as a law fraternity and continues to pride itself upon high moral values and standards. Over the past century we have experienced much prosperity. It is our feeling that by being a member you can play a role in helping uphold our standards within our chapter as well as within society. We extend to you today this offer to join and contribute to Delta Chi's tradition of excellence.

If you accept this invitation, the proposed date for the initiation ceremony is during the upcoming parents' dinner on Saturday, December 1. We eagerly await your response!

Cordially,

Todd Relations, "E"  
(Alumni Secretary)

\* It would be a good idea to send the Basic Expectations of a Delta Chi with this letter.

**APPENDIX B:  
SAMPLE LETTER TO EVOKE ALUMNI INVOLVEMENT**

October 13, 20—

Joe Doe  
12 Any St.  
Big City, US 12345

Dear Brother Joe:

During a recent chapter retreat the members of the \_\_\_\_\_ Chapter of The Delta Chi Fraternity decided that to be the strong chapter that we want to be, we need to have the benefit of good alumni advisors. We are looking for men who are experienced, educated, and caring like yourself. Every alumnus has the ability to make an impact on our entire Fraternity, chapter or even just one member.

The benefits are not for the students alone. As with any relationship, the real rewards are intangible and must benefit all of those involved. They include, but are certainly not limited to:

- Gaining opportunities by working with other alumni to continue friendships gained in school and develop new ones.
- Passing on your life experiences to those with whom you share the bond of Delta Chi.
- Being a role model and teacher to “fraternity” men at a highly developmental stage.
- Gaining enjoyment from observing young men mature from new member status to responsible leaders.

If you are interested in working with our group in any way, or know of any other alumni who would be interested, please use the form below to let us know. Specifically, we are looking for men to fill positions like: “BB”, President of the House Corporation, the ABT President, ABT Financial Advisor, and other committee and officer positions on the ABT and house corporation.

We are confident that with your help we will be able to establish a solid and productive Delta Chi Chapter on the \_\_\_\_\_ campus!

In the Bond,

Todd Relations, “E”

\_\_\_\_\_ I am interested in helping the chapter. Please contact me.

\_\_\_\_\_ I am unable to actively participate at this time, but keep me informed!

Name \_\_\_\_\_ Class Year \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Alumni Relations

## **APPENDIX C: HOW TO FIND “LOST” MEMBERS**

A member is considered “lost” when the International Headquarters does not have a current address for him. A list of these members is provided to every chapter each fall.

- A. Review Personnel Record forms to determine original home address (“Address where mail will ALWAYS reach you”).
- B. Cross-check files to determine whether other members originally lived or now live in the same city or immediate area. Ask their help in locating the “lost” member.
- C. Print the “lost” list in alumni newsletters and directories with an appeal for help.
- D. Enlist the aid of your institution’s alumni office. If the office does not have a member’s current address, it may have a later one that will help. Offer to supply current addresses in return.
- E. If the member is married and his wife is an alumna of the institution, check the registrar’s records to learn the wife’s original home address and write to her parents for information. Also check with her sorority for information.
- F. If employment information is available, contact his employer.
- G. If you are reasonably sure of the area in which the member lives but no address is available, check the internet for the current file of directories for major U.S. cities and suburbs. This can provide you with both the address and phone number for the member.
- H. If a lost brother has a “last known address”, check with that local post office to see if he left a forwarding address.
- I. Contact brothers of the lost brother’s associate member class or graduation class to inquire if they can be of assistance in locating the lost alumnus.

**Anytime a “lost brother” is found, please report the new address to the International Headquarters.**

Overall, the best way to avoid losing addresses is to mail something to your alumni about once every three months with “Return Service Requested.” printed close to the return address on your correspondence. This will inform the postal service that the chapter will pay a nominal fee to receive any change of address.