



Regional Conclaves Alumni Involvement & Alumni Events

Ways for alumni to engage

- Participate in meetings
- Assist in recruitment
- Homecoming Reunions
- Work Week/Day
- Activity/Event Support
- Career advice/guidance
- General Mentoring
- Financial assistance
- Networking
- Active alumni association
- Lead by example
- Hold the chapter accountable

Alumni Events

General Planning Steps

1. Meet with ideas in mind, and choose the one everyone is most interested in.
2. Pick a date/time for the event.
3. Consider how you will get supplies, donations, and the location. Make sure everyone involved is assigned tasks so you know who is doing what.
4. Create your marketing materials, and have a plan for distributing them.
5. Figure out who your target audience is, and think about what ways are best to reach them.
6. Spread, spread, spread. The more you get the word out about the event, the more people will show up.
7. The day of the event, make sure you have prepared as much as possible, and have back up plans to react to sudden changes.
8. Recap after the event to decide whether or not to do it again in the future, and what changes to make.

1. Poker Tournament

- Advertise for the event ahead of time in the alumni newsletter, on the alumni Facebook page, and through individual invitations via mail, e-mail, and phone calls.
- Make sure you give plenty of advance warning, as alumni usually have very busy schedules. 60 days in advance is recommended.
- Delegate a brother who can try to get a rough headcount at least 20-30 days in advance of the event.
- Try to plan the event on a 3 day weekend, if possible, so everyone has more time and more opportunities to connect with the alumni.
- Promote *friendly* competition at the event.
- Send a reminder 2 weeks in advance via e-mail or personal message.



- Allow any alumni who are interested to aid in the planning of the tournament.
- Sell tickets so the alumni don't feel pressured to donate. Make it clear where the money is going. Be responsible.
- Have food planned ahead of time, and offer prizes to the winners.

2. Fellowship Day

- February 28th is the official Sigma Tau Gamma Fellowship Day. This is a good time to host a community service project that your alumni can be invited to.
- Notify the alumni a semester ahead of time so they can plan for the event.
- Post information about Fellowship Day in the Alumni Association Facebook group.
- Send out/ask for RSVP's.
- Invite family members/significant others to attend as well.
- Plan your community service project ahead of time, including what the activity will be, the time, location, and supplies needed for it.
- After the undergrads and alumni have completed the service project, plan a BBQ afterwards where everyone can relax and enjoy each other's company. This is an excellent time for networking and catching up.
- Invite other area chapters who may be interested in participating in your event as well.
- A week or two before the event, create an itinerary that can be shared via the Alumni Association Facebook group so everyone has an idea of what to expect.
- Plan any other activities you may want to pursue with alumni afterwards.

3. Family Friendly Parents and/or Alumni Day

- Send invitations at least 2 months in advance. It should have something along the lines of "The men of Sigma Tau Gamma fraternally invite you to our annual parent's/alumni day. Please RSVP to ____ by the designated date if you are interest in attending."
- Determine the location of the event.
- Events may include, but are not limited to, a barbeque, Frisbee/ring toss games, or golfing/fishing/hiking/other outdoor activities. Be creative, and consider what those involved may want to participate in.
- Since this is a family friendly event, remember that many people may show up with their kids as well. Have some age appropriate activities available that they can participate in too.
- Create a program/itinerary for the day, and send it out ahead of time. Example:
 - 9:00am (optional) – Golfing/fishing/hiking
 - 11:00am – BBQ at the chapter house
 - 1:00pm – Outdoor activities/kid's events (Frisbee, football/basketball/softball/soccer, ring toss, cornhole, etc.)
 - 5:00pm – Catered dinner
 - 7:00pm – Scholarship and awards presentation recognizing the efforts and leadership positions of chapter members, involved alumni/parents, etc. End with discussion of upcoming chapter events.
- Make sure the chapter house or other location of the day's activities is cleaned beforehand, so it is presentable when your guests arrive.



- For your evening presentation, have all awards/recognitions ordered ahead of time. Have a nice set-up for the presentation, and make sure all the speakers know who they are and what they are saying ahead of time.

4. Alumni football game/tailgate

- Contact alumni 6 months prior to the event.
- Remind them via newsletters and e-mails leading up to the event. Use multiple forms of contact, including phone calls and Facebook.
- Reach out to both older and younger alumni. Each group has valuable resources and wisdom to offer.
- Use a football game as the basis of your event, and then develop it from there. Turn it into a philanthropy event by including an auction with items donated by local businesses.
- Save up money ahead of time for the event. Planning ahead gives more flexibility on what you can accomplish.
- After the football game, host the alum at your chapter house. Have a BBQ, yard games, or poker to keep them busy for the rest of the day.

5. Homecoming

- Make sure you have up-to-date contact info for as many alumni as possible. Send out mail, e-mail, and Facebook invites for the events with an RSVP attached.
- Give attendees a schedule at least a month in advance, containing all homecoming events, plus the events the chapter is planning.
- Make the event family friendly.
- Be prepared to show the alumni the floats the chapter made, any homecoming awards the chapter won, and other recent/homecoming related achievements.
- Use this as an opportunity to introduce the new members to the alumni, since many alumni can only come around once or twice a year.
- Keep things simple with a grill out and games, as it is a good chance to socialize/network with your alumni.

6. Sig Taus at the Park

- Figure out who will be in attendance
 - RSVP via phone calls/e-mails
 - Find out who is bringing kids
 - If they are staying in town, have an idea of which hotels in the area are cheapest/if any offer group rates.
- Determine what you will be doing
 - BBQ
 - Disc golf
 - baseball/softball game
 - Bouncy house
- Have back up options in case of inclement weather.
- Take steps to find the appropriate area



- Park reservations
- Determine who has the equipment you will need
- If possible, purposely pick a location that limits alcohol
- Make sure to establish communication with those attending well in advance. It should be formal, but personal.

7. Spring BBQ

- Gather alumni contact info. Decide ahead of time whether you want it to be alumni only, or a family event.
- Make sure you know ahead of time who is coming. Track RSVP's with an Excel document.
- Figure out what kind of events you will be doing at the BBQ.
- Announce the list of events several months in advance. The announcement should include the date, time, location, a description of the event, and contact info.
- Create a supply list with everything you will need.
- Have a budget for the event, and stick to it.
- Rent a venue if you need one. Make sure this was also planned for in your budget.
- Decide on what kind/how much food to get.
- After the event, get feedback from the alumni of how it went and what they would like to see in the future. Make sure you send out Thank You cards for attending.