



Alumni Newsletters

Each avenue of communication can be utilized by groups to keep their alumni connected to the fraternity or eating-house and the institution.

A good alumni newsletter is focused, produced consistently, educates alumni, cultivates alumni, and is your main link between the fraternity and the alumni.

Typically two (2) alumni newsletters are produced annually (fall & spring). An **Annual Campaign** is then usually conducted around June where alumni are asked to make a gift to the alumni and volunteer board in support of alumni programs (it is not usually called a “dues” campaign since that implies a set amount for a gift but rather it is left open so that alumni are “walked through the giving process” to increase their gifts annually).

Below is a rough outline of articles for an alumni newsletter, along with who typically is responsible for putting that aspect together.

1. A list of the undergraduate officers (names, positions, majors, hometowns and year). Undergraduate President.
2. A list of new members for the semester. Need their names, hometowns, high school, majors and year (to show alumni who is joining their organization). Undergraduate President.
3. A list of any undergrads who are studying abroad, interning or on co-op (need name, majors, year and where they are doing this). This is still new to alumni and they find this interesting. Undergraduate President.
4. A “state of the fraternity” by the undergrad president. Tells alumni the accomplishments of the fraternity, any awards (both individual and group) and goals for the year. About 400 words. Undergraduate President.
5. A list of alumni and volunteer board members with names, positions and year (if some of the board members are not from that school, then the school where they attended). Alumni and Volunteer Board President.
6. Preview upcoming alumni event. Give as many details as possible. For long-term events, give the dates and ask alumni to “hold the date” way in advance. Alumni and Volunteer Board.
7. Re-cap the last alumni event. Tell of those returning and having a good time. Possibly have a picture. Alumni and Volunteer Board.
8. An article from the alumni and volunteer board on where they see things. Can talk about the undergraduates, alumni events, alumni and volunteer board activities, when the board meets, if volunteers are needed and what positions need to be filled, etc. About 500 words. Alumni and Volunteer Board President.

Typically we also include the following in a newsletter:

1. a small ad telling alumni how to subscribe to the overall alumni listserv (not the undergraduate listserv or the alumni and volunteer board listserv, but a separate listserv for monthly announcements)
2. a small ad asking alumni to update their records
3. a small ad asking alumni to send in their news
4. a small ad giving alumni the undergraduate website.
5. missing alumni list

The key to any alumni communication is consistency. If newsletters and events are on schedule then alumni will respond. Building a successful alumni organization takes time.