

Alumni Recruitment Ideas

Adapted from UCLA Greek Life Alumni Resources

Adding to the alumni/ae ranks... Maintaining alumni/ae relations programs that are effective, while increasing your advisement pool.

Ideas for involving and increasing volunteers:

- 1) Work with the undergraduate chapter to have a solid alumni relations program and active chair in place that focuses on the basics.
 - 2) Maintain a local alumni database.
 - 3) Invite interested alumni to board meetings and advisory board gatherings.
 - 4) Create specialized positions for people based upon interest and skill.
 - 5) Maintain a website that focuses on the needs/interests of alumni.
 - 6) Keep a record of and track all alumni that attend events and activities.
 - 7) Use the National Headquarters and Regional Officers to identify active volunteers that re-locate to your area such as past staff members, or active alumni that have a proven record of involvement.
 - 8) Make sure to include and involve alumni outside of your own chapter.
 - 9) Use the Greek Life website www.wpi.edu/+Greek to connect alumni to the University's programs and resources.
 - 10) Invite Fraternity and Sorority Relations staff into advisory/board meetings to provide updates and campus climate information.
 - 11) Conduct chapter specific trainings and sessions that are engaging and informative to prepare alumni as volunteers.
 - 12) Recognize alumni for their contributions on an annual basis at the peer level and student level.
 - 13) Profile your active alumni in your National magazine to gain volunteer exposure.
 - 14) Find a liaison from each generation of your chapter's existence to conduct outreach.
 - 15) Conduct special initiations to gain additional volunteers (i.e. community leaders, faculty and staff, parents, etc.).
 - 16) Get involved in pre-planned alumni activities with the Greek Alumni Council.
 - 17) Increase the "alumni" presence in the chapter facility (if housed) with archive photos on permanent display.
 - 18) Pair undergrads with alumni to foster interaction and networking.
 - 19) Conduct a phone-a-thon with undergrads and advisors to all chapter alumni.
 - 20) Reach out to alumni on pertinent occasions (local/national founding day, University homecoming, big games and campus events, etc.).
 - 21) Get alumni involved in and/or conduct your senior ceremony as prescribed by ritual in order to set a tone for future involvement and lifetime connection.
 - 22) Utilize the Alumni Association or marketing professionals to know your "tough" markets (i.e. 60's, 70's, senior vs. younger, etc.) and how to reach them for involvement.
 - 23) Plan events by age groupings (i.e. 20/30's clubs, over 50's club, etc.)
 - 24) Invite Alumni Association leaders to your events as participants or guest speakers to highlight the importance of the campus alumni network.
 - 25) Involve families in your events and activities on occasion to foster a strong connection with extended family beyond fraternity/sorority.
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