

Functions

Howto.Beta.org provides resources and best practices to help you improve in the areas of alumni relations and chapter operations.

To get started, expand the sections below or do a search.

▼ Alumni Relations - Chapter Based

Alumni Communications

Best Practice	Why	Measure of Success	Level One	Level Two	Level Three	Level Four
E-Newsletter	A well done E-newsletters is an efficient way to update consituents.	E-Newsletters sent per year	2	2	3	4
Print Newsletter	A well done print newsletter is worth the investment when integrated into a larger communications strategy. Professional support is highly recommended for this activity.	Print newsletters sent per year	1	1	2	2
Social Media - Alumni	Social media is a powerful engagement tool when an intentional strategy is consisently implemented.	Social network profiles consistently maintained	fb	fb	fb	fb, twitter
Website	A professionally maintained website is secure, integrated into the General Fraternity's database, based on user analytics and mobile-friendly.	Professionally maintained website	✓	✓	✓	✓

Alumni Fundraising

Best Practice	Why	Measure of Success	Level One	Level Two	Level Three	Level Four
Annual Fund	An annual fund can be the backbone of financial support. Please note: alumni hate feeling like "you never talk to me unless you are asking for money."	Established annual fund	✗	✗	✓	✓
Capital Campaign	Capital campaigns are most successful when the need for support is compelling, alumni relations have been previously established, and a diverse group of volunteers are engaged. Professional support is highly recommended.	Capital campaign assisted by professional fundraiser	✗	✗	✓	✓
Effective Donor Stewardship	Donors must receive immediate and sincere acknowledgement of their support along with frequent updates on its impact.	Immediate acknowledgement	✓	✓	✓	✓

Alumni Programming

Best Practice	Why	Measure of Success	Level One	Level Two	Level Three	Level Four
Alumni Hall of Fame	Highlighting outstanding alumni does two important things: it recognizing outstanding brothers and reinforces our values to the undergraduates.	Hall of Fame event held annually	✗	✗	✓	✓
Alumni Speaker	Alumni appreciate the opportunity to	Speakers per	1	2	3	4

Program	mentor undergraduates in the areas of career development and life skills.	year				
Chapter Anniversaries	Key chapter milestones are great opportunities to reconnect the entire alumni base.	Celebrate anniversaries every X years	25	25	10	5
General Events	Well-planned chapter events should piggyback onto larger campus events that already draw alumni (e.g., homecoming, alumni weekend).	Number of events held each year	1	1	1	2
Pledge Class Reunions/Recognition	Alumni love to connect with brothers from their era as well being recognized by the fraternity.	Reunions		Fraternal 50's	Fraternal 50's, 25's	Era Leaders

Alumni Relation Committee Administration

Best Practice	Why	Measure of Success	Level One	Level Two	Level Three	Level Four
Accurate Alumni Database	You can't engage alumni if you can't reach them. The first goal of all alumni relations efforts should be "find all lost brothers".	Chapter uses Beta's One-List				
Membership/Board Meetings	Alumni leadership meetings give brothers the opportunity to take responsibility for their experience.	Meetings per year + quarterly calls or meetings as needed	1	1	1	1
Professional Accounting Support	All financial activities of the alumni associations and chapters must in compliance with Beta's CAS and reported to the IRS via a 990 tax filing.	Professional support obtained?				
Professional Fundraising Support	Depending on the dollar amount to be raised, we recommend hiring a professional fundraising firm to support your volunteers.	Professional support obtained				
Undergraduate Support	Undergraduates should actively support, but are not responsible for, alumni relations activities.	Number of undergraduates serving on Alumni Relations Committee + chapter's Alumni Relations Advisor	1	1	Comm.	Comm.
Updated Governing Documents	The Alumni Relations Committee needs a set of good governing documents including state and federal registrations.	Governing policies adopted and up to date				
Volunteer Support	While many chapters have different alumni association structures, every group needs consistent leadership and a diverse team which represents multiple generations.	Active volunteer leaders	1-2	3-4	5-8	9-13

Chapter Operations

Undergraduate Chapter Administration

Best Practice	Why	Measure of Success	Level One	Level Two	Level Three	Level Four
Announcements	Keep your members informed but not overwhelmed with	Number of channels (e.g.	1	2	3	4+

	announcements. Utilize multiple integrated platforms to ensure information is consistently communicated.	email, online forum, txt message, facebook) used by chapter				
Officer Transitions	Stop reinventing the wheel every year. Effective officer transitions are critical to the long-term performance of a chapter.	Transition plan used	Centralized officer notebook storage	1-on-1 transition meetings	Transition retreat	Transition retreat

Undergraduate Communications

Best Practice	Why	Measure of Success	Level One	Level Two	Level Three	Level Four
Chapter Website	A professionally maintained website is secure, integrated into the General Fraternity's database, based on user analytics and mobile-friendly.	Professionally maintained website	✓	✓	✓	✓
Social Media - Chapter	Social media is a powerful engagement tool when an intentional strategy is consistently implemented.	Social network profiles consistently maintained by chapter	✗	fb	fb	fb, twitter

Undergraduate Programming

Best Practice	Why	Measure of Success	Level One	Level Two	Level Three	Level Four
Scheduling	Over-programming leads to membership burnout and apathy. Chapter leadership should schedule a balanced fraternity experience where Beta's values and strong member participation are the key priorities.	Events are planned X number of days out	30	90	180	365

Undergraduate Recruitment

Best Practice	Why	Measure of Success	Level One	Level Two	Level Three	Level Four
Men of Principle Scholarship Program	The scholarship allows chapters to meet accomplished young men that normally don't consider joining a fraternity but might become interested after the MPS interview process.	Number of NPMs met through MPS interviews per year	10+	25+	50+	75+
PNM Interviews	You are who you recruit. It is essential every PNM be thoroughly vetted before being asked to join our brotherhood.	Number of in-depth interviews with PNM before evaluating for membership	2	3	4	5
Recruitment Events	People join people. Well planned events facilitate quality interactions, including the opportunity for PNM's to see others considering membership.	One-on-one meeting and small/large group recruitment events held appropriate to campus	✓	✓	✓	✓
Recruitment Team Make-Up	Exceptional recruitment requires lots of work. Chapters need a strong recruitment team to ensure the workload is shared and the chapter appeals to a diverse pool of PNM's.	Number of undergraduate team members + Recruitment Advisor meeting at least monthly throughout year	3	4	5	7

Recruitment Training	If you haven't reviewed it with the chapter in the last six months, you haven't reviewed it. Members need to know how to consistently describe the fraternity's values, evaluate PNMs and convince worthy men to join.	Annual training	Review at chapter mtg	Annual 1-hr workshop	Kick-off retreat	Kick-off retreat
Selecting Men of Principle	You are who you recruit. Anyone can be social friend, but it takes a special individual to be a great brother.	Selection process based on qualitative and quantitative criteria				
Stewarding Referrals	Every referral deserves considerate follow-up.	Chapter actively solicits and promptly follows up on PNM referrals with courtesy				
Tracking Potential New Members	Chapters must meet a large quantity of PNMs to ensure a high-quality class. Use a tracking system to ensure all PNMs are properly stewarded through the recruitment process.	Tracking method	Basic spreadsheets	Online app	Online app	Online app