

ΑΣΦ

ALPHA SIGMA PHI

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NEWSLETTERS

There is some basic information that should be included in a good alumni and/or family newsletter.

BASIC INFORMATION TO INCLUDE IN YOUR CHAPTER NEWSLETTER

New Member Update

- How many new members did the chapter recruit? Who are the new members and what are their hometowns and majors?

Significant Chapter Accomplishments

- What are the special recognitions the chapter has received this year? What events has the chapter sponsored? How does the chapter rank academically? Has the chapter won any camps or fraternity awards? Has the chapter been recognized by the university or community for special work? Is this an anniversary year?

Significant College/University Activities

- Alumni are very interested in the state of their alma mater. Update them on new buildings, new scholarships, changes in administration, new faculty members, performing arts, major gifts to the university, sporting events, major campus speakers, etc.

Questionnaire

- Take this opportunity to allow the alumni to provide you an update. This gives the chapter updated work/home addresses, email addresses, and phone numbers for the database and gives the alumnus an opportunity to communicate with the chapter and share life updates and professional accomplishments. Think about the type of information you would like to gather and be sure to provide a questionnaire in each newsletter.

Community Service

- Helping others in need is a value of all fraternities and sororities. Inform the alumni of your chapter's involvement in the community and the services and resources you've provided to philanthropic organizations.

Seniors

- Help the seniors network by providing a short profile on each senior with his major, career objectives, and city/state he wants to work. Alumni may be able to connect them with other individuals in their field, review their resume, or even help them find a job.

Statistics

- You can provide a quick snap-shot of your chapter by providing:
 - The number of members
 - The number of new members
 - Total initiates
 - Chapter grade point average
 - All fraternity grade point average
 - All university grade point average
 - Rank by grade point average
 - Significant Alumni
 - Service Hours
 - Dollars raised for charity

- Show the life-long commitment your alumni have to the organization. Be sure to recognize members with milestone anniversaries (10, 20, 25, 50, etc.). Consider highlighting a special alumnus in each newsletter informing all alumni and members of his accomplishments.

Intramurals

- Some readers may be interested in the chapter's involvement in campus recreation. Give an update on individual and team competition.

Legacies

- Fraternity is a family of brothers. Most people are very interested when a family member chooses to join the fraternity. It makes the chapter even more special when younger family members become involved. Some families build a family tradition of fraternity membership and this tradition can be highlighted in the newsletter.

Interfraternal News

- Alumni would be interested in hearing what is happening in other chapters on campus. They all have friends who were involved in the other organizations on campus and appreciate knowing when a new chapter is established and how the other chapters are doing.

Member Profiles

- Highlight the accomplishments of current members. Are there unique individuals who have won accolades on behalf of the chapter? However, remember that alumni want to know about their peers. What has the class of '78 been doing since graduating? This is a terrific opportunity for the chapter to reconnect alumni brothers back to their chapter. Encourage alumni to submit profiles for inclusion in a future newsletter.

Calendar of Events

- Provide a calendar of chapter events. Mark special activities and events to which others are invited. Be sure to include Homecoming, Founders Day, and other special chapter events. Not only is a chapter newsletter a good communication tool for strengthening alumni and parent relationships, you can update others such as community leaders, administrators, the Fraternity and Sorority Life Advisor, the Chapter Council, the Alumni Association, and Alpha Sigma Phi Headquarters.

New Officer Information

- Who are the officers? What are their hometowns and majors? What is contact information for the new officers?

Pictures

- Be sure to include plenty of pictures of chapter activities including intramural competitions, performing community service, alumni/parent events, interacting with other student organizations, etc. The more pictures, charts, etc., the better.

SPECIAL CONSIDERATIONS FOR FAMILY NEWSLETTERS/SPECIAL NEWSLETTERS

Names, names, names.

- Parents love boasting about the accomplishments of their children. People love to see their names in print. The more names you can insert in your newsletter the better. Whether you're recognizing a member, a parent, or simply thanking a committee for their good work, make sure to include as many names as possible.

Communicate the Parents Program

- Consider unfolding the entire listing of services the chapter is providing to parents. They will appreciate the fact that the chapter is thinking about their needs and interests throughout the year. Be sure to include dates of special events so that families may plan accordingly.

Look at Activities from a Parent Perspective

- Chapter members are experts when it comes to knowing the interests of their members. Since you will be planning for a different audience, be sure to develop a well-rounded program and then ask for feedback from a few parents to make sure you and the committee have developed an interesting activity with convenient dates and times. Ask the committee to mentally walk-through the entire event and look at it through the eyes of parents who are unfamiliar with the chapter and its members. Remember that they may only know their own son, so create an environment that will make your guests feel comfortable.

New Members & Big Brothers

- For many parents, having their son join a fraternity is a new experience. Most may be unfamiliar with fraternity life. They may have low expectations of your chapter based on unrealistic portrayals of Greek life in movies and television. Help educate this core support group for your newest members. Consider giving them the Big Brother program description so they know that one key individual in the chapter is looking out for the welfare of their son. Provide descriptions of the new member activities so they have a good feel for what their son will learn from their fraternity experience in the next few weeks and throughout their membership. Provide an outline of expectations the chapter has for new members so parents understand what their son has committed to the organization.

House Corporation Highlights

- If the chapter has a house, include major home repairs and enhancements. Parents are very concerned about the environment in which their son lives. They want to make sure that the living conditions are positive, safe, and conducive to studying.