



# How To Reclaim & Retain Brothers

THE RECLAMATION APPROACH:

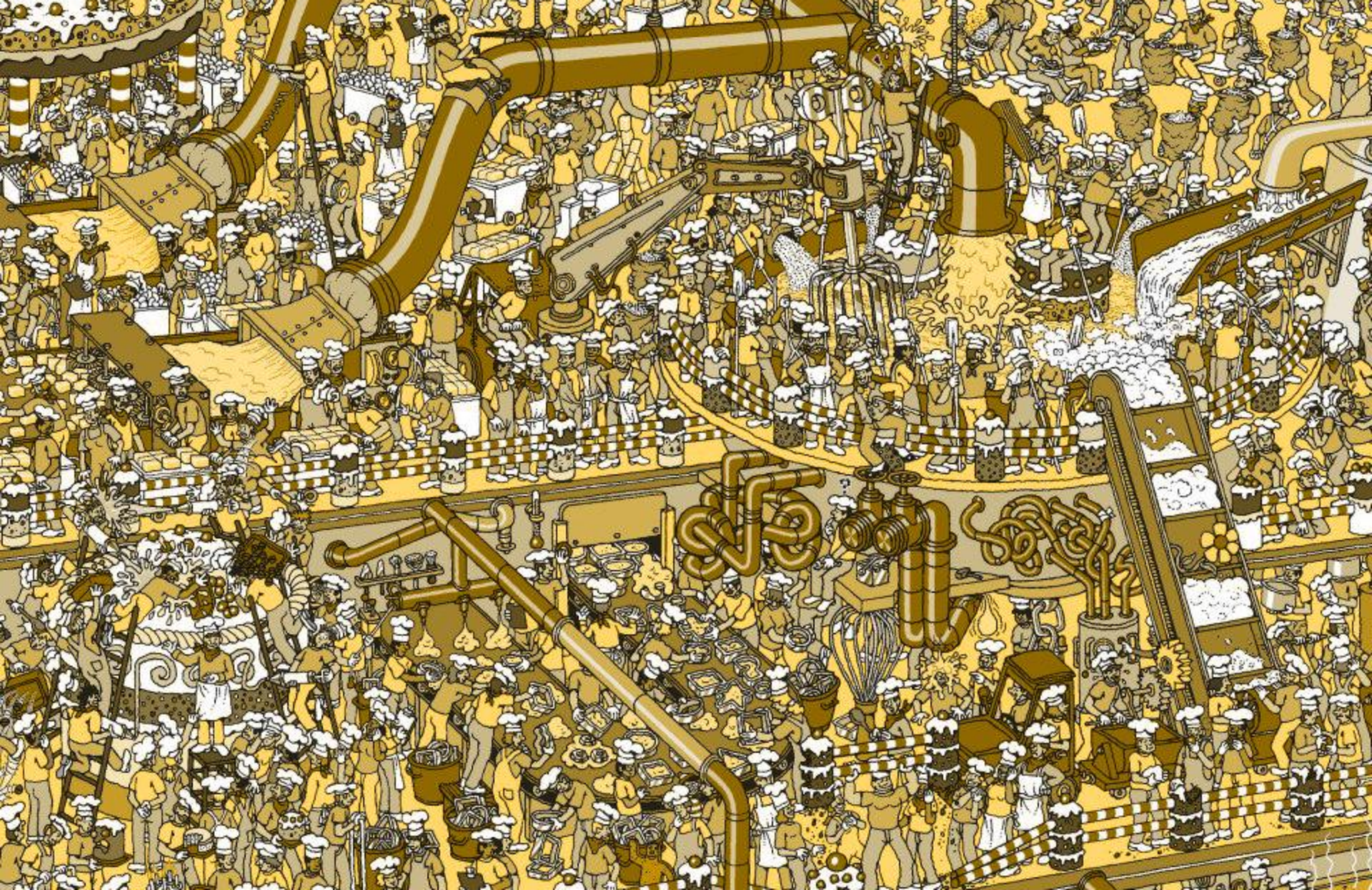
**Be sensitive, understanding and discerning.**

Presented by:

National Reclamation & Retention Committee

Alpha Phi Alpha Fraternity, Inc.





# WHERE IS WALDO?

THE RECLAMATION APPROACH: Be sensitive, understanding and discerning.





# WHAT IS RECLAMATION?

The act of rescuing from an undesirable state; *also* : the act of restoring to a previous natural state.

## FRATERNAL VALUE OF RECLAMATION

by Brother Kirk D. Carrington, II

Reclamation is an act of Brotherhood. It displays an active Brothers commitment to preserving the bonds of Brotherhood by traversing situations or circumstances that have occurred in order to ensure that his Brother is active within the Fraternity. It assists in assuring adequate Brothers to provide service within and outside of the Fraternity. It provides needed financial support to maintain the business aspect of the Fraternity. It increases the wealth of knowledge and experience needed to guide and oversee future members. It is our duty as our “Brothers Keeper”.

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**LET'S GO BACK TO THE  
MOMENT YOU WERE INITIATED!**

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# NUMEROUS IDEALS BRING MEN TO ALPHA

## THE HISTORY OF ALPHA PHI ALPHA A Development In Negro College Life



- “The Brand”
- Status
- Legacy
- Brotherhood
- Desire to Experience “Greatness” in Fraternal Brotherhood
- Unity
- Formal/Informal Mentoring
- Job Opportunities
- The Only Frat on Campus
- Career and Networking Opportunities
- Research
- Looked Cool
- Great Parties
- Females
- Stepping

# The Tale of Two Line Brother's

## Brother A

- Crosses in College
- Graduates and does not join an Alumni Chapter
- Has an Alpha Tag
- Busy w/job and family
- Has no communications with local Alumni Chapter

## Brother B

- Pledges with Bro. A
- Graduates & joins an Alumni Chapter
- Is active & assigned to a committee
- Regularly attends chapter meeting
- Is very involved with the Fraternity and includes his family



# Common Causes for Inactivity

- Religion
- Time
- Job/Career
- School
- Family
- Financial Difficulties
- Lack of Motivation
- Mission Focused
- Confused
- Lack of Commitment
- Disconnected
- Disenfranchised
- Insufficient/ Poor Chapter programming
- Experienced Burnout



# WHO DO WE RECLAIM?

THE RECLAMATION APPROACH: **Be sensitive, understanding and discerning.**



# WHO DO WE RECLAIM?

## Graduating College Brothers

The relationship a Collegiate Chapter has with its Alumni Advisory Chapter is instrumental in cultivating the desire to become a member of an Alumni Chapter. In addition, understanding that there is an intrinsic difference in the manner in which Collegiate Brothers have been accustomed to operating and respecting what they have to offer is also important. Recent collegiate graduates generally have a better understanding of current technology and new processes that enhance operations this ability should be tapped. Furthermore, Alumni Brothers should encourage active participation from all members.

# WHO DO WE RECLAIM?

## Alumni Brothers

**(Relocating ,Graduate School, Job Change, etc..)**

Publicizing Chapter events and activities is a simple and effective way to alert Brothers new to the area of the Chapters presence, community strength, and involvement within the area. Brothers who are transitioning for Graduate Programs may not have as much time to offer, however should be actively sought as they will soon be residence and professionals in the area or may be capable of serving as vital supporters of one shot events (Founders Day, Balls, Project Alpha, etc...)



# WHO DO WE RECLAIM?

## Returning Military Brothers

Getting acclimated to civilian life and transitioning back into mainstream can be stressful. Serving as a support for this transition can prove beneficial for increasing membership.



# HOW DO WE APPROACH?

Reclamation for some brothers is a sensitive issue  
for others it is something that just didn't happen.  
**BE SENSITIVE, UNDERSTANDING AND DISCERNING**



**THE RECLAMATION APPROACH.**  
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**BUSY BROTHER**

For those Brothers who got caught up in the business of life, invite them out to as many “Free Alpha Events” as possible. Best way to reclaim them is by re-introducing them to the fellowship of Brotherhood in the easiest way possible

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**JADED BROTHER**

For Brothers who have experienced some sort of issue that caused them to become in-active; be patient, consistent, and understanding. Be sure to keep in constant communication with the Brother and also invite him to as many non-conflict Alpha Events (**No Chapter Meetings**) as possible.



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## **UN-INTERESTED BROTHER**

Be aware of the Brothers interest and present to him things that your Chapter is doing that are inline with what his interest. Be sure to engage him in areas that are pertinent.

# Where do We Approach?

If they are in an environment where you do not have their attention, **Do Not** attempt to discuss reclamation with them, however you can extend an invitation to an activity.

**Chapter Meetings**  
**Community Service**

...



# Where do We Approach?

Frequent places where Brothers may be present, but rarely engage each other and discuss reclamation; such places/opportunities are:

**Work (Lunch Hour)**  
**Church (After Service Dinner)**  
**Recreational Centers/Venue**  
**Graduate Schools (Alumni Brothers)**  
**Malls/ Amusement/ Parks**  
**PTA**

# Where do We Approach?

THE GREATEST TOOL TO RECLAIMING A BROTHER IS THE INVITATION TO AN ACTIVITY OR EVENT. IF THERE ARE NO CURRENT EVENTS THAT ARE FEASIBLE, A PERSONAL INVITATION TO FELLOWSHIP WITH HIM OR HE AND HIS FAMILY ARE ALWAYS FEASIBLE.




# Reclamation Events & Activities

- Brotherhood Night
- Super Bowl Parties
- Chapter Cookouts
- Invitations to Social Events/ Family Events
- Invitations to Community Service
- Visits
- Emails
- Phone Calls
- Financial Forgiveness
- Letters
- Cards during hard times
- Omega Services
- Homecoming
- Tailgating Events
- Intake
- Alpha Wives
- Chapter Directory Webpage/Hard Copy

# When Do We Approach

When attempting to reclaim Brothers, time the discussions very wisely to ensure the greatest success.



Making reclamation information available to a Brother at an Alpha Social Activity is always feasible.

- 1. Reclamation Forms**
- 2. Chapter Website information**
- 3. General Headquarters Website**



# When Do We Approach

When attempting to reclaim Brothers, time the discussions very wisely to ensure the greatest success.

## The Message

The message of Reclamation should always be rooted in the need for assistance in being of service. Reminding Brothers of their oath is not the most effective way to reclaim a Brother. If you are aware of the difficulties that it took for a Brother to become a Brother remind him of the value of /purpose of the struggle.

# When Do We Approach

When attempting to reclaim Brothers, time the discussions very wisely to ensure the greatest success.

## The Follow –Up

Always get contact information for a Brother. In receiving his contact information get as much as possible at that moment. (Business cards, phone numbers, email, etc.....) Get anything that will allow you to stay in touch with a Brother or make information available to him. Be consistent in your efforts don't be sporadic. Once you have reclaimed a Brother work to be sure to retain him.

**Do not Reclaim him and forget he exist.**



# When Do We Approach

When attempting to reclaim Brothers, time the discussions very wisely to ensure the greatest success.

## Public Relations

Keep your Chapter in the News for being positive.

Always be sure that you are not the only person speaking of Alpha Phi Alpha in a positive manner.

Ensure to use your local media to publicize your events and activities. Hearing about Alpha in the community will further encourage Brothers who you are attempting to reclaim to want to be a part.

# When Do We Approach

When attempting to reclaim Brothers, time the discussions very wisely to ensure the greatest success.

## Payment Programs

Making it easier for Brothers to be financially active is always a good measure to increase Reclamation.

Payment programs that do not hurt the bottom line of the Chapters Budget are useful ways to increase reclamation numbers.



# What Works?

Our task today, lets work and try to develop a plan of action that can alleviate this epidemic in our great Fraternity

175,000 initiated; 53,000 inactive & approximately 20,000 active

Featherbed Photography

THE RECLAMATION APPROACH: **Be sensitive, understanding and discerning.**

# Proposed Plan of Action

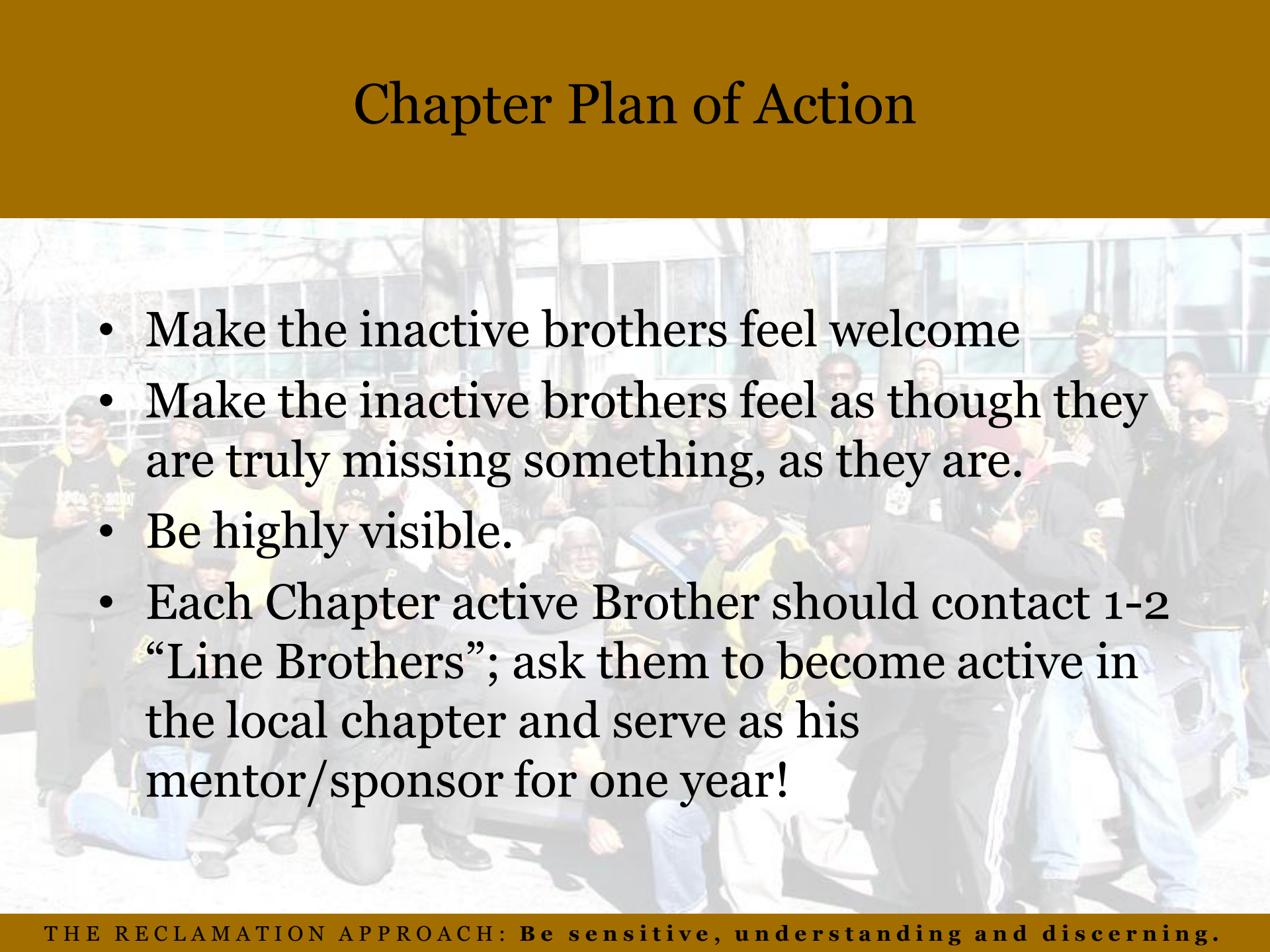
- Each Region has two College Brothers and two Alumni Brothers appointed by the RVP and ARVP
- Each District has a District Reclamation Chair appointed by the District Director
- Each Chapter appoints a Dean of Membership Chair whose duties include Reclamation & Retention
- Each Chapter needs to identify all inactive Brothers and develop programs for reaching them
- All Chapters need to purge their active rosters to remove Brothers who have entered Omega Chapter
- Each Region must have a Reclamation plan(developed by RVP, ARVP, Regional Reclamation Chairs, District Director & Dist. Reclamation Chair) for the Region, District and Chapters. This plan should reclaim not less than 10% of their active roster at all levels considering Chapter locations.

# Chapter Plan of Action

- Each Chapter needs to commit to two activities that target inactive brothers
  - A.) One should be “Service Oriented”
  - B.) The other should be “Socially Driven”
- Each Chapter should set a goal of a 10% increase in Chapter numbers based on Reclaimed Brothers.
- Create and distribute a chapter calendar of events to active and inactive brothers
- Send Chapter Roster to all brothers (active & inactive) at the beginning of Chapter fiscal year.



# Chapter Plan of Action

- 
- Make the inactive brothers feel welcome
  - Make the inactive brothers feel as though they are truly missing something, as they are.
  - Be highly visible.
  - Each Chapter active Brother should contact 1-2 “Line Brothers”; ask them to become active in the local chapter and serve as his mentor/sponsor for one year!

# THE RECLAMATION APPROACH.

## Be sensitive, understanding and discerning



## KEYS TO SUCCESS

1. **Believe** that Reclamation is worth it
2. **Be Excited** about the prospect of reclaiming your Brother
3. **Be Consistent** in your efforts
4. **Be Compassionate** in what you say
5. **Be Aware** of potential objections
6. **Be Strategic** in your approach
7. **Be Committed** to the goal of reclamation.



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