

# ΑΣΦ

## ALPHA SIGMA PHI

alphasig.org

## INVOLVING PARENTS AND FAMILY

In addition to holding events that are specifically catered towards families of your members, there are also ways to keep families in tune with your chapter throughout the year. The following are ideas that should become habits throughout the year and will serve to build a better support system for your chapter.

### TO BETTER THE MAN MANUAL

Share the link to the TBTM Manual with parents. This publication contains the organization purpose, history, founding fathers, number of chapters across the United States, and unique historical facts. Parents are as unfamiliar with your organization as new members are. Help them understand what is so special about your Fraternity and your chapter. This will help demystify fraternity life and provide a clear picture of the purpose and intended outcomes of the Fraternity.

### HOLIDAY CARDS

Send holiday cards to parents prior to the winter holidays. Wish them a happy New Year and thank them for the support they've given to your members.

### BIRTHDAY CARDS

If the chapter has good records with the birthdates of all parents, send birthday cards. Nice hand-written notes are always more personal than pre-printed cards.

### ANNUAL GIVING

If your chapter has an established scholarship program, parents can be solicited to support the scholarship fund. Remember the chapter should have a strong family relations program before asking parents for money. Asking for money should never be the first or second contact the chapter has with a parent or alumnus. Parents can also be encouraged to make a tax-deductible gift to the Chapter's Endowment or cover their son's portion of the Educational Programming Fee

### HOUSE/SUITE GIFT PROGRAM

In addition to an annual campaign, other chapters hold fundraising events for a particular chapter house enhancement or piece of equipment/furniture. Just like any donor, parents will want to know exactly how the money will be used to enhance their son's fraternal experience.

### RECRUITMENT

Why not involve parents in the recruitment process? One way to involve parents is to ask them to share their enthusiasm for the college/university and the chapter with others. Parents of members always give the most effective recommendations, and parents can also call/email the parents of potential new members to ease any concerns.

**ALPHA SIG**

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### **THANK YOU**

Remember to thank volunteers and other parents who have contributed significantly to the chapter. Be sure to publicly thank any parent who gives money or helps the chapter in a special way. Examine your budget and consider giving special parents pens, plastic cups with your letters, towels, key chains, "My Son is an Alpha Sig" t-shirts, sweatshirts, or lapel pins.

### **NEWSLETTERS**

At minimum, the chapter should send out two newsletters a year. This should be a fairly easy task if the chapter has a strong alumni relations program. The information you gather for the parents' newsletter could be similar to the alumni newsletter (See Additional Newsletter Resource).

### **CHAPTER COUNCIL**

It is not a requirement that one must be a member to volunteer on the Chapter Council. If there are openings on the Chapter Council, parents could be great candidates to fill them. For example, a parent with a background in finance could make an excellent financial advisor.

### **PARENTS CLUB**

Each chapter or provisional chapter shall have the option to establish a Parents Club. The Parents Club is an extension of each chapter or provisional chapter association. It is not a requirement that a parent be an initiated member of the Fraternity or a member of another Greek organization. Encourage parents of your members to consider forming a parent's club as a means of supporting their sons and the chapter.

### **JOIN THE FRATERNITY**

The chapter is welcome to initiate fathers, uncles, grandfathers, etc. All alumni initiates are required to complete the alumni membership agreement form and return it with initiation fee payment to Alpha Sigma Phi Headquarters two weeks before initiation.

### **MAJOR COLLEGE/UNIVERSITY SPORTING EVENT**

Not only are parents becoming more connected to your chapter, they are developing a great sense of pride in your institution. Group tickets could be purchased for a special parents event. Help identify your group with signs and banners at the game.

### **NEW MEMBER ORIENTATION**

Think about how special your brotherhood made each new member feel when you extended a bid to the new member. He was excited to join your chapter and felt strongly about the decision he just made. Some parents were skeptical. Some parents were wary. Some were not supportive of their son's decision. This is an opportunity for the chapter to show the parents of new members how they made the right decision. Let parents know the rights and responsibilities of new members. Start changing their perception of your chapter to a positive, productive one. Inform them of the community service, academic development, leadership, social, recreational, and educational aspects of the chapter. Give them the most accurate and well-rounded picture of your chapter.

### **OTHER IDEAS**

- Parents and Family Barbeque on Family Weekend
- Invite Families to Philanthropic Events
- Freshman Move-In day

