



***Καρρα Καρρα Ψι
Καρρα Βετα
Alumni Secretary
(Manual 2008-2009)***

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The Good the Bad and the Ugly Planning Events and Communication

Planning events for alumni can be a frustrating ordeal. Alumni want to be involved, but also have a harder burden of making it to events (since most of them no longer live in the immediate Clemson/Greenville area). This fact should be kept in mind when planning events for alumni to attend.

When planning a get-together, it's always best to coordinate event planning with the social chair. After the details have been set, enlist the help of the public relations chair to help publicize the event through flyers, posters and other means of media.

Good Ideas:

RETREAT

To date, one of the best alumni events that we've coordinated thus far is having the alumni join the candidates during retreat. That way, alumni are able to reconnect not only with themselves but also with the active brotherhood and the incoming brothers.

This event idea was sparked in the spring 2008 pledge season when a few alumni came to retreat for the candidates. In 2009, the idea was expanded to all the alumni and not just a few that were kept in direct contact with by individuals.

Planning for the event should begin in December or at the latest early January, considering retreat falls generally sometime in February or early March. Contact alumni first to see if there is a general interest. Once a date is set (after coordinating with the Vice President/Membership committee), inform the alumni IMMEDIATELY. As a general rule, the earlier you can get information out to alumni, the better.

First, give the alumni the date and let them know that if they are even thinking about possibly attending to try to get that date off from work. After a place has been set (again, work with the VP to get this done and settled as soon as possible) contact the alumni again and let them know about the place.

Something to keep in mind, however, is that as a general rule the chapter bank account will not be able to pay for the alumni as well as the active brotherhood and candidates. As a result, let alumni know that they will be required to pay some sort of fee for attendance. In 2009, the brotherhood stayed at Camp Toccoa in Toccoa, GA and asked that each alumni brother pay \$15 dollars per night they stayed.

Again, planning in advance for this event is key and it will definitely behoove you to work directly with the VP. Many alumni only check the account of the alumni listserv only once a week, so when you set deadlines for people to RSVP, try to make them at least a week and a half long. Remember as well to be the alumni's voice, but not their doormat: if you set a deadline and someone doesn't respond, don't feel obligated to jump through 16 hoops (remember, in the real world where most of them live, a deadline is a deadline). It's up to you, but you may want to consider playing a stipulation where if someone cancels after the final RSVP that they are still responsible for all monetary expenses they signed up for. Also, if someone cancels, the person that didn't make the deadline can jump in and take his place.

RITUALS

One might think that rituals would be a given, but it's still something that bears mentioning. Many alumni will try to go out of their way for rituals. Again, though, make sure the alumni know well ahead of time when you are planning on hold rituals. These events should be given out at the beginning of the candidate's process, towards the end of the schedule. You may want to email out the schedule to the alumni as well; saturating them with information is always a better idea than starving them for it.

Bad Ideas:

TAILGATES

Though they're a fun idea in principle, unless you have a good number of brothers that aren't involved in Tiger Band, it's going to be difficult to pull off. Many alumni come and tailgate on their own, so competing tailgates might be difficult. Also, during homecoming is an incredibly difficult time to plan things – especially since CUTBA often tries to hold an event for people. Tailgates also conflict with uniform collection, roaming rag and other after game festivities.

POTLUCKS

Potlucks often work for the brotherhood, but don't often work for alumni. Many alumni don't necessarily want to come to an event in which they need to bring something. Also, trying to convince alumni that don't live in the immediate area to come into town just for lunch/dinner is a difficult task.

Horrible Ideas:

LITTLE TO NO COMMUNICATION

This is pretty self explanatory, but again, it bears mentioning. In the past, many alumni have felt that once they've graduated, the active brotherhood discounts them and they lose all sense of communication. Make sure to communicate with the alumni as often as possible through newsletters, events, listserv, phone calls and any other means necessary. Make sure to keep the alumni database and chapter roster as up to date as possible so that you will always have a way to contact an alumni if possible.

So far, in terms of communication, there are:

- Alumni Listserv
- Alumni Blog
- Alumni Facebook page