

# Alumni Relations

## Events

- Held an active/alumni golf scramble to raise money for the Markey Cancer Center.
- Held an active/alumni bowling tournament.
- Planning new events to bring alumni back together and to keep alumni feeling a “sense of belonging” to FarmHouse Fraternity.
- Founder’s Day Golf Tournament.
- Crawfish Broil and Silent Auction.

## Communication

- Emails sent out from the chapter to all alumni in our database describing what has gone on in the chapter recently and asking alumni for names of your men interested in joining a fraternity.
- We keep our alumni up to date with a chapter newsletter, The Farmstead, which is published twice a year. The newsletter highlights current activities within the house and on campus, introduces new members, and highlights chapter successes throughout the past year.
- Bi-Monthly E-Mail Newsletter.
- Individual Brother Correspondence. This past fall every brother was asked to write two postcards to two alumni, both an alumnus in his lineage and an alumnus in his particular field of study. The purpose was to foster a personal interest among the brothers in their alumni and also give the alumni a brother they could identify with.
- Redevelop the house website. Maintain the site with new updates when they happen, keeping alumni informed. Advertise the site to alumni, prospective members and parents.
- Develop an Alumni Relations chair on the Association Board to coordinate and help with the alumni events.

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## **Alumni Involvement**

- The thirty local alumni who volunteer to be “bigger brothers”, or mentors for the new members each year. These alumni provide the new members with guidance, answer their questions and occasionally provide them with a free meal.
- Alumni who volunteer to host workshops for chapter members on topics such as resume building and time management. Three active members, the President, House Manager, and Treasurer, hold voting positions on the Association Board. These three members serve as excellent liaisons between alumni and the chapter.
- Incorporated a roles and duties of alumni seminar into our new Pledge Education program to instill this into pledges from now on.
- A different alumnus speaks at every other pledge meeting about various topics ranging from History of FarmHouse, importance of Internationals, duties as alumni, etc. Also, each alumnus is asked to talk to the pledges a little bit about themselves and why they joined FarmHouse to establish a perspective of local history to each pledge.
- Working on creating new awards for alumni like a special recognition for our Association President and Board. Awards for our advisors, a Parents of the Year Award, and a Legacy Award honoring our most important alumni.
- Honoring particular pledge classes.
- Awards Banquet and Keynote Speaker.
- Increase interaction between the Association Board, Alumni and Active Chapter.
- Increase the active chapter participation in monthly Association Board meetings.
- The Association Board officers and members participated in the chapter Strategic Planning meeting, so they could assist in planning and goal setting for the future of the chapter.

## **Fund Raising**

- The giving program has different levels of giving ranging from \$100 to \$1000. Alumni who donate are recognized on a plaque in our chapter house. In the initial month of the program we have identified alumni and associate members who have donated over \$3500 in money, scholarships, and equipment.
- Our Spring 2002 Pledge Class Project is to begin calling alumni, to update their information for the directory and to ask them to donate.
- Phone-a-thon, a month before Founder’s weekend.