

## Top 20 Tips for a Successful Alumni Chapter

### 1. **Participate in the Alumni Chapters Signature Events**

Use events like The Big Event and Alumni Awards Evening to foster unity between chapters across the Alumni Association, and create consistency for alumni and friends who have moved.

### 2. **Utilize Southeastern Connect to engage with your members and keep them updated**

Southeastern Connect is an overwhelmingly useful tool for chapter leaders. Use it to advertise upcoming events, share stories and updates from Southeastern and the Alumni Association, and to highlight exceptional local alumni. Uploading pictures after an event can help to encourage attendance at future events, and sharing chapter news has never been easier!

### 3. **Recruit and maintain your chapter board**

Chapter boards should contain a president and president-elect, and Treasurer and Communications Chair if possible. The most effective chapters have diverse board members who bring creativity and new ideas from varying experiences and perspectives.

### 4. **Have representation at Chapter Leadership Summit every year**

Have your chapter president attend the official Southeastern Alumni Chapter Leadership Summit each year, and all chapter leaders are invited and encouraged to attend.

### 5. **Host the right amount of chapter events for chapter type**

Chapters should host at least one event per year, but preferably more. Try new things that appeal to multiple groups of people.

### 6. **Share stories of exceptional alumni in your area with the Southeastern Alumni Office**

If you learn of chapter leaders who are making a difference philanthropically, academically, or otherwise, be sure to share that information with the Alumni Office. We love to recognize and highlight those who represent our university!

### 7. **Support student scholarships with board giving and fundraising events, but don't get bogged down with fundraising**

Keep the focus of chapter events on engaging alumni, not raising scholarship funds. Consider fundraising as just part of the alumni engagement plan, rather than the overall focus.

### 8. **Utilize the Alumni Office to enhance your events**

The Alumni Office is happy to help promote your event through email, social media, the official website, etc. so take advantage of it and get us in the loop early in the planning process!

### 9. **Use online chapter resources to stay updated on chapter tips and tricks**

The Alumni Office has a wealth of chapter tips, tricks, and resources online for chapter leaders. Please use these resources to help you and your board with best practices.

## **10. Evaluate**

With fellow board members, regularly review your chapter's programming and communication. Ask if you are being effective and relevant regularly!

## **11. Host a wide range of types of events to keep things fresh**

Chapter members sometimes grow weary of the same events again and again. Listen to new chapter members and chapter board members in order to keep the creativity flowing! Use a registration/sign-in sheet to track event totals and get updated information on event attendees (these could be future chapter leaders one day)!

## **12. Share your successes with others, and don't try to recreate the wheel**

Utilize Alumni staff and other chapter leaders to find out about what has worked, and what doesn't work. Always offer advice and tips to other chapter leaders, and seek it out for your own board!

## **13. Use the demographics in your area when planning events**

Use the demographics of your chapter to determine the types of events you could host. Using your report strategically can result in far better event participation!

## **14. Highlight your city**

Tours of your city are a great way to integrate Southeastern with your local area -- seek out new restaurants, attractions or walking tours in your town! These events are especially great for interacting with new alumni in the area.

## **15. Promote Southeastern**

Know of any high school students who are considering attending Southeastern? Invite them and their parents to a chapter event and have other alumni share their memories and experiences of being on campus.

## **16. Maximize board participation in events**

Make sure your board members are greeting guests at events and taking time to get to know them. The more that event attendees feel welcome and appreciated, the more likely that they will stay engaged with the chapter and the Alumni Association!

## **17. Make time to network**

If hosting a ticketed event, make sure to offer a pre- or post-event reception where alumni can gather and network with chapter leaders and fellow Lions.

## **18. Apply for chapter awards**

If you are leading a successful chapter, we want to make sure that you are being recognized! Apply for a Chapter of Excellence award each Spring.

## **19. Follow up after events**

A new person came to your last event. Now what? To help ensure that they become engaged in your chapter, think about sending them a personal note or message about the next event or meeting. Taking ten minutes the day after your event with all new attendees can make a world of difference.

## **20. Tell the Alumni Office about new attendees**

In order to keep your chapter e-mails as effective as possible, be sure to collect the emails of all new event attendees and submit them to us in a timely fashion.