



KAPPA SIGMA FRATERNITY

How To Develop A Strategy To Cultivate Alumni & Parent Interest In Greek Life, National & Chapters?

- Meet with a few key staff members, students & volunteers to develop your goals & budget for this programming. Look at it from a Greek Life, HQs & chapter perspective. How do you convince key staff of the importance of this?
- Greek Life & National programming to discuss (audience, numbers sent, how often, staff/student/consultant responsibility, budget, goals, etc.). The specifics would be developed based on each campus Greek Life situation.
 - Data Management
 - Website Management
 - Surveying
 - HTML E-News
 - Print and/or E-Newsletter Management
 - Event Management
 - Recognition Management
 - Volunteer Management
 - Annual & Planned Giving (Campaign At Some Point After A Feasibility Study)
 - Advertising & Sponsorships
 - Educational Programming For Alumni & Parent Relations & Volunteer Management (Advisory Boards, Alumni Associations, & House Corporations)
- Chapter programming to discuss (audience, numbers sent, how often, staff/student/consultant responsibility, budget, goals, etc.). This will be different for each chapters based on their interests & needs.
 - Data Management
 - Website Management
 - Surveying
 - HTML E-News
 - Print and/or E-Newsletter Management
 - Event Management
 - Recognition Management
 - Volunteer Management
 - Annual & Planned Giving (Campaign At Some Point After A Feasibility Study)

- Advertising & Sponsorships
 - Educational Programming For Alumni & Parent Relations & Volunteer Management (Advisory Boards, Alumni Associations, & House Corporations) But Specific To Each Chapters Needs
- Determine how you can partner with the university Alumni Association & Foundation, National Headquarters & Chapters. How do you make this a “win-win” for everyone involved? Consider the actual goals for each group before you present a plan to them. For Greek Life & Nationals, how will this improve chapter operations, volunteerism & fundraising?
 - Develop your strategic assessment tools – e-surveys, mail surveys, phone surveys, in-person surveys, focus group surveys, assessment narrative to explain the process, etc. You will decide your final questions, how you are surveying & how many you are surveying. You will need to decide to what levels chapters are participating in this.
 - Keep in mind that an assessment of staff, officers & key volunteers is different than completing a feasibility study of alumni & parents. This can be a next good step based on what you see in your assessment & what your vision is.
 - How do we best utilize technology to ensure for a stronger Greek Life & National operations & chapters? How to work with the university & national headquarters? How do you work with professionals? What type of data do you want managed & how can you do it affordably?
 - What does your strategic assessment tell you about your Greek Life or National operation or each chapter? What is your next step? How do you fund your programming needs? How do you develop a Greek Life Advisory Board or National Advisory to ensure that goals, action plans & evaluation of results occur?