

L E A D E R S H I P      A M E R I C A N  
A C A D E M Y  
*Guiding Tomorrow's Leaders Today*

## **CAMPUS LEADERSHIP ACADEMY**

**A DO IT YOURSELF GUIDE FOR CAMPUS PROGRAMS**

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## INTRODUCTION

The American Leadership Academy (ALA)'s Cabo Leadership Experience is a weeklong program that brings together students and alumni speakers and guests for education and mentoring. Our curriculum is designed to allow successful graduates to share their life lessons with younger students who will soon take their place in the working world. It is a week for the exchange of knowledge, experience and ideas, where informal discussion can be as valuable as the formal presentations.

Speakers are recruited from many professions, but come with a body of knowledge and accomplishment that qualifies them as a leader. They are invited to present, but return because they have relevant information, competent speaking skills and spend time outside the classroom with individual students or small groups. For many students, this one-on-one time can make the difference in their success or failure to set and pursue goals.

The success of this ALA program has led many campuses to ask if they can create their own Campus Leadership Academy (CLA), using our programming model. The answer is an emphatic **YES!** In fact, we encourage every campus to consider such a program. Every campus has many accomplished, successful alumni in their area – Phi Psi and non – who can speak capably on any variety of topics. The benefits to campuses of creating their own CLA program are many...

### BRING ALUMNI BACK

Over the years we have found that important benefits result from our Cabo program - some we didn't expect. We know the presentations and workshops are valuable to students and that the out of class time with alumni is vital to the success of the program. What we didn't expect was how much the volunteer alumni speakers and guests valued the experience.

What started out as just a program for students has expanded into a vehicle to get alumni interested and involved in the lives of undergraduates, to see the worth of our students and the value of continued involvement and support. The result has been more alumni involved nationally and with their campuses. **You can have the same impact by involving your local alumni in a program for your campus, based on the Cabo program model.**

The average alumnus who hasn't visited the campus for years, can be very intimidated by the idea of meeting and working with students. Their image of undergraduates comes from the media, (MTV, news reports, or from crises that occur on the campus) so they may be very misinformed. The only way for them to see your worth is to meet you and get to know you. It's not all that different from rush – prospective members need to meet you to know and like you and so do alumni.

One of the best ways to show alumni your worth is to invite them to speak to your students. Find those with successful careers or significant accomplishments and ask them to come share their experiences with you. It's a relatively quick and easy thing for them to do and it doesn't require a long-term commitment, such as advising or being on a house corporation, so they're more likely to say yes. The experience they have will determine whether or not they stay involved.

### ESTABLISH YOURSELF AS A LEADER

How is the Greek system doing on your campus? Are you leaders on campus, or looked down upon? One thing that establishes a group as a leader is sharing valuable resources with others. Those who are insecure tend to keep everything to themselves. Those who are confident and successful aren't afraid to share – and power shared is power increased.

The Campus Leadership Academy is scalable - you can organize it for just your chapter, or expand it to include several groups, the entire Greek system, or the larger campus population. It takes more work, but the end result could be more visibility, credibility and appreciation for your group and the Greek community. For the first year, you might start with a chapter event. Then, as you gain experience, grow it to be a campus resource.

### **HELP YOUR MEMBERS SUCCEED**

What do your members need to be successful on campus and later in life? Character issues, such as ethics, integrity and justice; Life skills, such as negotiation, time-management, leadership, personal finance; Value issues, such as service, scholarship, citizenship – all can be used to build leaders and increase their chances for success.

Are there issues or concerns on campus you could address with this program? Whether it's preparation for the job market or success on campus, community relations, or the future of the Greek system, develop an agenda that will meet the particular needs of the audience you want to attract. The end result will be an event that is better attended and better appreciated by your audience - and a greater likelihood that they will want to see the program continue in the future.

### **ATTRACT NEW MEMBERSHIP**

Even if the program is designed for your own members, consider inviting those you are recruiting. What better way to help them see the potential in membership than to show them the resources at your disposal? The combination of successful alumni providing valuable information on success and life-skills is a potent example of the possibilities and opportunities they'll have as members. It's also an activity that parents will be excited to hear about... invite them, too!

### **BE A RESOURCE TO THE COLLEGE**

Show your college that you are committed to excellence. Establish yourself as a group interested in success and providing your members with the best possible educational experience, as well as programs that can compliment the academic regimen. Now you are a partner in the success of students and more valued by the campus. Give administrators something positive in the Greek system to brag about to their peers at other institutions.

If appropriate, invite faculty and administrators, local city dignitaries, parents of current and prospective members – anyone who will benefit from seeing the kind of programs you are providing to help students at your college. Faculty will appreciate the opportunity to present outside a classroom environment, in a less formal atmosphere. Others might enjoy the opportunity to be in front of the student population, speaking about something important to them. Still others may just appreciate the ability to participate in an interesting and informative program.

## HOW TO START

### DECIDE ON EVENT FORMAT

Depending upon your goals and manpower, the event you plan can be a couple speakers attending chapter meeting, a chapter retreat weekend with several speakers, or a campus-wide event. You may want to start with something as simple as inviting a speaker to one chapter meeting a month – a great way to build a core of speakers for a larger event later, and it doesn't take a lot of time, effort or resources. You could also have a guest speaker as part of a homecoming or Founders Day celebration.

The next step up would be a chapter weekend or retreat event. This requires all members to dedicate a full or half day for the program. See schedules below for ideas, but generally, you'd have a welcome – maybe breakfast or lunch (food will get everyone there!), then introductions and speakers. Three or four one-hour sessions, with short breaks between, will be plenty. For best results, hold it at a classroom on campus. It's a location more conducive to presentations and, if you need audio or video setup, it's easier. Most campus student centers or unions also provide rooms at low or no cost. The more professional the location/setup, the more seriously your speakers will take the event.

If you want to do something more public, consider an afternoon or evening program for the Greek system or open to everyone. You'll need to involve others – university administration, IFC/Greek Council, faculty, etc. – and plan around their schedules, but if you pull it off, you will become a respected campus resource for leadership. Additionally, you may find that your campus Greek Advisor or another individual or organization is ready to help make your event a success. Some campuses will even provide financing for programs that are open to all students, out of the college student activities budget. Ask questions and search out potential resources before making a final decision, but for many chapters, this is a great opportunity.

You may find other logical partners, depending upon the program theme or content. For instance, if your theme is professional preparation, consider a partnership with the local Chamber of Commerce, Junior Achievement (open the program to high school seniors), or faculty in the business school. Brainstorm the options to come up with the most ideas. The important thing is to make sure your program is appropriate for the audience you want. Don't invite the whole campus if your program content is focused on chapter management or topics only relevant to your chapter.

Once you've determined the type of program and it's focus, start a schedule of activities to make it successful. Remember the saying, **“Proper planning, prevents poor performance”!**

## 12 WEEKS OUT

### SELECT A CHAIRMAN/COMMITTEE

Like any other program, the chances for success will be based on the individual(s) in charge. One member can plan a chapter-only program, while a larger campus-wide program may need a committee. Either way though, you'll need one person who will be the driving force behind the program - scheduling, promoting, recruiting speakers, securing space, etc. The right guy will keep things moving, recruit other members who can help, and develop a great relationship with the alumni speakers. Co-chairs simply increase the chances there will be confusion about who's responsible for what. It's good to have a committee of students (and maybe some alumni too!) to help do some of the work, but ultimate responsibility/accountability should rest with one person.

## **SELECT A DATE, TIME & LOCATION**

If you're planning a small chapter program, it shouldn't be difficult. Set the date and time based on the ability for your members to participate. You should demand full attendance – nothing is worse than asking alumni to come speak and having only half your chapter there. Set the date and time well in advance, so members can plan it into their schedules and be there.

As mentioned earlier, a classroom, lecture hall or meeting room works best, unless you want the event to have a “fireside chat” feel to it. Informal can work with a small group, but anything larger than a couple dozen people really needs a more formal setting. Check with your college to determine your options, and pick the best for the type of event and schedule. Reserve that space now to guarantee it will be yours when you need it.

If you're planning a larger Greek-wide or campus-wide event, your date may have to be set by the availability of the only room/s on campus that can accommodate you. Locate the person on campus that does the scheduling for campus buildings and let them know the size group you expect and what features you need (audio/video, stage, podium, etc). They can tell you what they have that fits your needs, when it is available, and any costs related. Again, if it fits your needs, reserve it now.

## **SET YOUR BUDGET**

Put together your budget to accommodate all your needs. There are many costs you may incur and, for the program to be a success, you have to be ready to use chapter funds – just as you would a rush or social event. Of course, costs will change based on the size and scope of your event, but some items you should plan for are: meeting room, audio/video, food (pre or post program), drinks (no alcohol), promotional materials (flyers, posters, letters, or mailings) to promote the event to others, and speaker gifts (doesn't have to be expensive, but give them something to say “Thank You”).

If you're featuring local alumni, you shouldn't incur costs related to their participation, but if you plan to invite those who must travel to attend, you should plan to cover their costs of transportation (airfare or fuel) and overnight accommodations/meals, unless they offer to cover those themselves (and some will). Your final budget should be presented to and approved by the chapter finance committee or treasurer. If you're receiving funds from the college, provide a full budget outline to the appropriate board or committee.

## **IDENTIFY AND INVITE YOUR SPEAKERS**

Start with your chapter advisor, house corporation, or local alumni association. They will know many of your alumni who might be good speakers and may be able to help invite them. Your campus alumni center or Fraternity HQ should be able to provide you with a roster of your alumni. Look for those who are nearby and have job titles like President, CEO, Owner, Partner, etc. Decide what topics you want for your event and find speakers who match up. Then write to invite them to speak. Follow up with a phone call to answer questions, explain the format and location, and how excited the campus is to hear them. Start with your top four selections and move farther down the list as any of your top choices say “no thanks”.

## 8 WEEKS OUT

### **FINALIZE YOUR SPEAKERS AND PROGRAM SCHEDULE**

From letters and phone calls, you should have a final list of speakers who have agreed to speak and their topics. Set the final program schedule from that and provide it to your members. Send letters to your speakers, confirming their attendance, topic and time and providing any information they might need to attend – campus map, parking info, contact info for chapter officers and the program chairman, etc. In return, ask for a short biography from them suitable for the program – maybe a photo also. This can be done by E-mail, if the speaker prefers. Keep in mind some older alumni may prefer hard copy and regular mail. If they're close enough, deliver it personally! Remember, in addition to the program, you're trying to build relationships.

### **ANNOUNCE AND BEGIN TO PROMOTE THE EVENT**

Provide all the event specifics to those you want to attend. Make posters or flyers, do a press release for the campus paper or radio station, send letters to other campus Greek groups or residence halls, maybe even formal invitations to important administration or faculty members. If you have a website, put it there as part of the promotion and make it available to all who might attend. Attend the IFC or Greek Council meeting to announce to Greek leaders.

This also is your best chance to get area alumni to attend, by adding it to their schedules two months out, so send a mass E-mail or mail out invitations to all. If possible, get all your members to spend a weekend contacting local alumni by phone. This is one of the best programs all year for alumni to see. Don't miss the opportunity to get them there to see the good things you're doing. You can get a data set or mailing labels from the HQ.

If you want to use this as a recruitment event, contact the men you've been rushing and make a personal invitation. If it is practical, this also would be a great event for rushee's parents to see. Consider inviting them, so they can see the fraternity experience is about much more than social or intramurals. It also gives them a chance to see/meet some of your alumni, so they understand the doors that may open to their son if he joins.

## 4 WEEKS OUT

### **ACCELERATE CAMPUS PROMOTIONS**

Now is the time to really step up your campus promotions to generate student attendance. Circulate flyers and send E-mails to start the buzz. Promote the website and have additional information there. Make sure all your members know the details of the event (date, time, location, speakers), so they can promote it by word of mouth and be able to answer questions. In particular – why should I attend? Come up with several bullet points to highlight the benefits of attending.

### **FINALIZE ROOM SETUP AND AUDIO/VISUAL**

Meet with building/room manager to finalize room setup, any audio/video equipment, and find out when you can get into the room, before the event, to set up. Be clear on any limitations required (no food/drink, group cleans up after, etc.) and make sure you are set up to accommodate them.

## **IDENTIFY YOUR VOLUNTEERS**

According to the size of the program, you'll need volunteers to help make it successful. Identify those who will help, get their firm commitment and assign responsibilities. At minimum, you'll need an emcee for the event, people to host the speakers, pass out programs at the door of the event and clean up after. You also may need someone to handle food (if you have it), host special guests, introduce individual speakers, and distribute/collect surveys after. Figure out your needs, find guys to cover it and make sure they have what they need to do the job.

## **FOLLOW UP WITH PROSPECTIVE MEMBERS**

Personally contact your prospective members to invite them again. Assign a member to each prospect – it will be their job to stay in touch with the rushee and get him to the event. If needed, have the membership chair coordinate this process.

## **REMIND AREA ALUMNI**

Send an E-mail to area alumni to remind them of the program. Link to your website with additional information, including map, parking and details of speakers. Provide a contact name and phone, in case they have questions. Phone any VIP alumni.

# **2 WEEKS OUT**

## **DESIGN PROGRAM MATERIALS**

Find the creative guys in the group to help design and create the materials you'll use at the event. Will you have a printed program? Do you need signs outside to help people find the building or room? At the very least, you should have a handout with the names and bios of each speaker, so attendees will know their background, as well as a schedule for the event.

Do you want to do a short survey after to measure the impact? If so, consider the questions and create the survey form so it can be handed out and completed quickly. If you have the time to do this at your event, it's a great way to determine whether or not the program was a success. It also can give you lots of ideas for how to improve the program for next year.

## **CONTINUE CAMPUS PROMOTIONS**

Keep up the buzz on campus with E-mails, flyers in public areas, announcements at NIC/NPC/Greek Council meetings, etc. Remind everyone of the dates, let them know some of the speakers and their credentials and use your bullet points from above (4 weeks out) to outline the benefits of attending.

# **1 WEEK OUT**

## **FINALIZE ALL SPEAKERS ARRANGEMENTS**

Contact each speaker by phone to confirm attendance and to make sure they have all the information they need to participate. Find out if they have any special needs, make sure they know where to park, arrange to have a member meet and escort them to the event location, let them know the schedule of the event and confirm their speaking time and topic. Also, if you know, let them know the approximate attendance you expect, as well as any special guests (faculty, administration, etc.) who will attend.

## **BLITZ THE CAMPUS**

If attendance is open to non-members, now is the time to blitz the campus with information. If you did your work well at four and two weeks out, there is general knowledge on campus. Now, go to student group meetings, to other Greek group meetings, IFC/Greek Council, residence halls or student activities committees to re-announce the program and invite them to attend. See about doing an interview on the campus radio station to talk about the program. Depending upon the size of your campus, there may be any number of resources available to help you spread the word. Reinforce the benefits of attending to drive home the point that they will leave with important information or skills.

## **PREPARE/TRAIN YOUR VOLUNTEERS**

Hold a training session with all your volunteers. Make sure they understand the schedule for the event, their roles in making it a success, and have all the resources they need to do their jobs. Answer all questions and reinforce where each person is to be, at what time, and what they are to do. Have and train backup people for the most important roles, so you'll have someone to fall back on if someone is sick or can't make it at the last minute. People will judge your event and you by how these volunteers do their jobs. Make expectations clear to volunteers, so there is no confusion.

## **PRINT PROGRAM MATERIALS**

Finalize the format and content of your materials and print enough copies for your event. Make sure they are ready a couple days before the program, so you can reprint if mistakes are made. If you are using a local copy service, have them show you an example of the final copy before printing everything out. That will prevent surprises when you pick them up later.

## **THE PROGRAM**

Do a great job! If you've planned everything carefully and recruited the right volunteers, the program should go very well. Take photos during, so you can put them on the website or add it to your chapter yearbook, etc. Photos are great at rush or during Parents Weekend or orientation, when you are talking about the variety of activities you are involved in each year. You also can use them later (see below) in your alumni newsletter to encourage more alumni to come next time.

Make sure to personally thank your speakers afterwards. If possible, have a short reception immediately following the event, so that speakers, faculty, administrators, alumni and students can continue discussions related to the event. Give them a token gift – something as simple as a coffee mug with the school seal or mascot, or maybe a certificate of appreciation signed by all the chapter members. It doesn't have to be expensive to be meaningful. Try to wrap up the reception after an hour or so, although that doesn't preclude you taking one or more of the speakers out for lunch or dinner, if they have time.

Even though the program is done, this is important work to do to wrap up the event and help speakers feel appreciated. You're going to be tired, but don't let the energy level fall because the actual presentations are over. Use this time to recognize the volunteers, thank speakers publicly, talk with people to find out what they thought of the event, connect people (administrators/faculty and alumni, parents and alumni, rushees and members, etc.) and set up next year's event for success.

## **WITHIN 1 WEEK AFTER**

### **SAY THANK YOU**

Send a **handwritten** thank-you card to each of your speakers thanking them for their participation – no E-mails or form letters. Handwritten means so much more. A little later, follow up with a photo from the event, a photo of the chapter house, or a certificate of appreciation from the chapter, signed by the officers. Add notes from members who heard something particularly meaningful from the presentation – show them they made an impact with their message.

Ask if they have any interest in involvement with the chapter. If they did a particularly good job, see if they will commit to come back next year, or ask if they would like to serve on the committee for next year's program, to recruit more alumni. If they had a good experience with your event, they may want to increase their association with, and support to, the chapter.

### **EVALUATE**

Take a couple hours with your committee and evaluate what worked and what needs to be improved next time. If you did surveys after the event, what was the result? From the meeting and surveys, outline the recommendations for next year. Document your findings to help the next chairman have even more success. Ideally, use your experiences to design a chapter manual or workbook that holds all the details, contacts, pricing and this guide, so all the most important resources are in one place. To the extent that you evaluate and document well, your successors should be able to learn from your experiences and the program will improve annually.

You may even want to do a follow up evaluation a couple weeks after the event to determine whether attendees have retained or used what they learned. This can be challenging with a large population, but can be done online if you have E-mail contacts for everyone. At minimum, you may want to do a short survey with your speakers to determine their opinions on planning, the information provided them, etc., to determine what you can do better next year.

### **REPORT**

Use your website, school or IFC newspaper, chapter newsletter, or even The Shield magazine to report your success. Provide photos and list the alumni and special guests who were there. Those who chose not to come this year will see what they missed and will be more likely to attend the next time. It's also a great way to document your efforts and show the chapter is committed to a variety of programs and even shares their resources with the campus community. If possible, secure your location and date for next year, so people can put it on their calendar a year ahead. Make it an annual event and people will begin to rework their schedules to attend – but also make it worthy of their time.

## **SUMMARY**

Done well, this type of program can provide many benefits to your group. While the most obvious purpose may be to provide information to your members and/or campus community, the more important goal is to bring alumni back, get them to re-connect with the college and students and, hopefully, renew their interest and involvement with the chapter. It won't happen overnight – maybe not even with the first event or two – but if you continue the program, formalize it and build upon it year after year, alumni will begin to participate and look forward to it.

## OPTIONS

A number of models are emerging among chapters who are creating their own CLA programs. Some may help you to decide what kind of event will work best for your needs.

### **CHAPTER SPEAKER SERIES**

Once a month, invite someone to your chapter dinner or meeting to speak on a topic relevant to members. It could be an alumnus, a university administrator or faculty member, a local business or political figure, the police or fire chief, etc. While the topic can be important, this is as much a relationship-building event as anything else. It's a good time to inform your members, but also allow them to meet and talk with someone they might not normally interact with.

### **CHAPTER RETREAT**

Once a year or once a term, pick a weekend and dedicate time to brotherhood and chapter goal setting. Use alumni speakers to talk about topics that will help you succeed, such as: Goal setting, Strategic Planning, Time-Management, Meeting Management, Confrontation Skills, The Ritual, Officer Transition, etc. Identify goals and objectives important to the success of the chapter, assign them to chapter committees and take time for committees to meet, set action plans and timelines, and report back to the chapter on what they'll try to accomplish during the term.

### **RECRUITMENT EVENT**

On many campuses, contact with prospective members isn't allowed until a certain date, but colleges won't prohibit men from attending an educational program. Design your program during pre-recruitment to get your name out as a group for something more than social or intramurals. Use alumni speakers to present on topics such as: Leadership, Success, Focus, Community Service, Getting the Most from College, Time-Management, etc. You might also encourage them to talk about the importance of their fraternity experience to the success they enjoyed later in life.

### **SENIOR WEEKEND**

A few campuses have designed an alumni weekend for soon to be graduating seniors. It's an opportunity for alumni to return to campus, meet the seniors and give them presentations to help them be more competitive in the job market and excel during the first year or two after graduation. Topics such as: Resume Writing, Interview Skills, What Employers Look For, Dress for Success, Etiquette, Buying vs. Leasing a Car, Life Insurance, IRA/Retirement Funds, etc. help prepare soon-to-be grads.

Try to find alumni from a variety of professions/careers and match them to members from relevant majors who can talk about their jobs, the opportunities in these career areas, how best to prepare themselves, and maybe even provide contacts who can help them find employment. This is a great way to give your juniors and seniors a head start on the job search.

### **HOMECOMING/FOUNDERS DAY EVENT**

A few respected and successful alumni speakers can be a great way to ensure turnout from alumni. Focus the topics on How the Fraternity Helped My Success, Famous Chapter Members, or The History of the Chapter. Build pride and respect for the chapter, based on its history of producing leaders for the community and Nation. Combine this with a chapter "Hall of Fame" to recognize your most accomplished alumni. Design a certificate to present them and get a photo to display during chapter alumni or rush events.

## **PARENTS WEEKEND**

Like rushees and other alumni, you need to work to reinforce the values and benefits of membership. Parents who see a benefit to their son's participation will be more likely to ensure that bills are paid on time and to participate in a Parents/Moms/Dads club, if you have one (and you should!). Have notable alumni speak on the benefits they received from membership and how it helped them to be more successful. Have a parent speak about how happy they are their son joined and why. Parents will be impressed with the caliber of alumni associated with the group and more confident the experience will be good for their son's future.

## **BUILDING GREEK COMMUNITY**

If you plan an event open to the Greek community, consider partnering with a women's group to make the program happen. You'll need to share the credit and publicity with them, but they might be able to help with expenses and you'll get to know them well, while doing a worthwhile service for the campus. They also will have some outstanding alumnae of their own who would make great additions to the speaker roster.

## **BUILDING CAMPUS COMMUNITY**

The "ultimate" event is one that invites the entire campus population to participate. This is not recommended for your first effort, unless you have a very small campus. The work you will need to do to organize and coordinate this type of program is many times what you'll need to do for smaller programs – and you don't want it to fail, or it's worse than not doing the program at all. Consider partnering with an established campus programming group to help you. You can still involve your alumni, so that you will gain in reputation, but you'll have experienced programmers (and maybe some of their funding) to help make it a success.

# APPENDIX

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**NOTE:** These resources are provided as examples – they will not accommodate every type of event and every type of campus. They will give you good ideas and help you think through the factors that will affect the success of your program. Use what is helpful to you, adapt what needs changing to help you, and ignore what is not helpful.

Also, look for other resources from your campus that can help you design and carry out successful programs. Maybe members have classes in marketing, advertising or media production and could help with the program, as part of their coursework. Your Greek Life office, Office of Student Activities or Dean of Students, or campus programming groups also can be invaluable to you. There also may be student activities or student government fees available, if the program is open to the general campus population.

You'll get accolades for providing this resource to your members or campus, so don't worry about making money on the project. The goal should be to bring alumni back, connect them with students, and learn from their experiences and expertise. If you can succeed in achieving additional benefits (recruitment, PR, campus/community relations), that's icing on the cake!

## PROGRAM SUMMARY

**DATE:** <date/s of event>; **TIME:** <start and end times>; **LOCATION:** <where is event held>

### GOALS:

#### **BRING ALUMNI BACK TO CAMPUS –**

Alumni are the constant, generous force of influence on a college and its organizations, but need a reason to be involved. The program can provide a reason and cause for more and better alumni involvement at little or no cost to them, and help them connect with current undergraduates.

#### **REINFORCE OUR POSITION AS A LEADERSHIP ORGANIZATION**

Fraternities have produced U.S. Presidents, numerous Congressmen and governors, and leaders in almost every profession imaginable. A program such as this reinforces our history as leaders and demonstrates our concern to create future leaders.

#### **HELP CAMPUS UNDERGRADUATES SUCCEED**

In the current economy, students want and need opportunities to prepare themselves both academically and through personal experience and discussion. This program provides important life-lessons from those who have succeeded after graduation.

#### **ATTRACT AND INVOLVE THE BEST POSSIBLE NEW MEMBERSHIP**

As we demonstrate ourselves to be leaders, we attract the attention and involvement of others who desire to be leaders.

#### **BE A RESOURCE TO THE COLLEGE AND COMMUNITY**

Greek organizations and systems must work to be a credit to their campus/community. To the extent they are a resource and compliment to the academic life, they are valuable partners in the educational experience.

### EXECUTION:

We will invite several local alumni who have enjoyed success in their chosen professions, to share their experience, knowledge and life-lessons with students who will soon be working to achieve the same things after graduation. During several hours of presentations, program speakers will provide important and helpful information to students; the experience will provide a vital connection for alumni to the college and students, and; participants will enjoy an interesting and unique event for the campus.

### PARTICIPATION:

Speakers will be chosen from alumni in the area and may be fraternity members, other college alumni, or special guests such as a local business or political leader, sports or entertainment personality. It is recognized that attendance can be helped greatly by presenters who are well known or have particularly eventful lives.

Chapter members will coordinate all aspects of the program, facilitate its completion and gauge its success. Ideally, we will make this an annual event and help it to grow over the years.

### INFORMATION:

For additional information, contact <name> at <Email address>, or by phone at <phone number>. (If several people are involved, provide their names and numbers, or on a summary QnA sheet as an attachment)

## PROGRAM TIMELINE

Use the timeline below to organize the activities needed to make the program successful. More detail on each item below is in the DIY Program document, but posting this sheet and checking items off as they are completed, will help everyone on the committee to see progress toward the program date.

### 12 WEEKS OUT

- 1 Select a Chairman and/or Committee to coordinate and carry out the program
- 2 Select a Date, Time & Location appropriate for your event type and convenient to your audience
- 3 Set your Budget – calculate expenses liberally and income conservatively, so the only surprises are good ones
- 4 Identify and Invite your Speakers based on the goals of your program

### 8 WEEKS OUT

- 1 Finalize your Speakers and Program Schedule
- 2 Announce and begin to Promote the Event on Campus – start the buzz and keep it going

### 4 WEEKS OUT

- 1 Accelerate Campus Promotions – use free resources (campus radio, TV, newspaper) where you can
- 2 Finalize Room Setup and Audio/Visual
- 3 Identify your Volunteers – younger members can show they're worthy of running the show next year
- 4 Personally Invite Prospective Members – nothing beats a phone call or handwritten note
- 5 Remind Area Alumni – E-mail for younger grads and letters or phone calls to older grads

### 2 WEEKS OUT

- 1 Design Program Materials – grab attention and pique curiosity
- 2 Continue Campus Promotions – push value to those who want to lead or find a job after college

### 1 WEEK OUT

- 1 Finalize all Speakers Arrangements – best to talk with each speaker to ensure you have all the details
- 2 Blitz the Campus – flyers, announcements at chapter dinners or residence hall meetings, promos on radio/TV
- 3 Prepare/Train your Volunteers – be on time, wear a smile and make everyone welcome
- 4 Print Program Materials – Even program, speaker bios, a bit about your group – whatever is appropriate

### PROGRAM DATE

#### WITHIN 1 WEEK AFTER

- 1 Say "Thank You" – this is a good time to also get them thinking about participating next year
- 2 Evaluate the Results/Impact of the Program – you can't improve if you don't get feedback
- 3 Report on Program Success – let everyone know their participation was an important part of the success

# SAMPLE EVENT SCHEDULES/BUDGETS

## CHAPTER RETREAT

Once a year or once a term, pick a weekend and dedicate time to brotherhood and chapter goal setting. Use alumni speakers to talk about topics that will help you succeed, such as: Goal setting, Strategic Planning, Time-Management, Meeting Management, Confrontation Skills, The Ritual, Officer Transition, etc.

**SAMPLE SCHEDULE** (provided as an example only; topics may differ)

### Friday –

- 4 PM Travel to Retreat Location
- 6 PM Dinner and Socializing
- 7 PM Speaker: Goal Setting and the Importance of Planning
- 8 PM Goal Setting exercise – What does the chapter want to accomplish in the next year?
- 9 PM Speaker/Facilitator: Break Goals into objectives, timeline, tasks, and assign responsibilities
- 10 PM Fireside discussion: Meet in committees and discuss results

### Saturday –

- 9 AM Breakfast and discuss Friday results
- 10 AM Speaker: Public Relations, Leadership and Success
- 11 AM Speaker: Recruitment – Finding and Attracting the Right Guys
- 12:30 PM Lunch Break
- 1:30 PM Speaker: Accountability, Responsibility and Confrontation (include case study?)
- 2:30 Speaker: Execution and Measuring Results
- 3:30 Wrap up, Evaluations and depart to return to campus

## BUDGET CONSIDERATIONS

Costs will differ significantly by region and how much you want to spend on items. Rather than outline specific costs, here are some items you should consider in your budget.

**Retreat location** (campsite, retreat center, campus dorm, etc.): Try to get away from campus if you can, so you will not be distracted by television, books, video games, etc. The more rustic the location, the more your members will be forced to talk and get to know each other.

**Food:** It doesn't have to be fancy, but make sure there is enough for everyone. If they're not properly fed, attendees will be in a bad mood to do the business of the retreat.

**Transportation:** If it may be a challenge to get everyone where you need them, on time, you may consider hiring a bus or shuttle to transport you. That way, everyone is "on board" and can't leave early. If it's only for one night, it shouldn't be a problem. Have an alumnus or two drive, so you have a vehicle in case of emergency. If members are driving, get commitments from drivers that no alcohol will be consumed.

## RECRUITMENT EVENT

On many campuses, contact with prospective members isn't allowed until a certain date, but colleges won't prohibit men from attending an educational program. Design your program during pre-recruitment to get your name out as a group for something more than social or intramurals. Use alumni speakers to present on topics such as: Leadership, Success, Focus, Community Service, Getting the Most from College, Time-Management, etc.

**SAMPLE SCHEDULE** (provided as an example only; times & topics should fit what students locally want/need)

### Saturday –

- 11 AM Speaker: The Importance of Leadership
- Noon Lunch with Rushees and Alumni – maybe have a discussion topic
- 1 PM Speaker: Getting the Most from your College Experience
- 2 PM Speaker: Preparing Yourself for Leadership after College
- 3 PM Speaker: What Will Employers Want – Getting a Head-Start on the Competition
- 4 PM Reception with Speakers

## BUDGET CONSIDERATIONS

Costs will differ significantly by region and how much you want to spend on items. Rather than outline specific costs, here are some items you should consider in your budget.

**Event location** (chapter house, college lecture hall, community location, etc.) If you have a chapter house that can accommodate the event, great. If not, get a classroom or auditorium on campus. That may require an expense, but rushees will be more comfortable showing up to a neutral location than knocking on the door of the house. If the residence halls have meeting rooms, then you're right on their doorstep.

**Food:** A good meal will always get good attendance. Splurge a bit if rushees are going to attend, so they have plenty to eat and it's better than what they'd get at the residence hall. You'll have their undivided attention once they sit down with a couple burgers. As with any rush event, the majority of men will be under 21. Alcohol should not be present.

**Promotions:** Depending upon your campus and how you recruit, you could send personal invitations, or just create flyers to drop off. If it has to be open to all students to meet no-contact rules, then you may want to skip down to the "Building Campus Community" outline. Keep in mind, if it's allowed, personal contact will always result in a better turnout than blanketing the campus with flyers. Put together a call-list, divide it among members and assign responsibilities to call (repeatedly) each rushee. Seal the deal by knocking on his door a half-hour before the event, and escorting him there. Don't let him talk himself out of coming at the last minute.

## SENIOR WEEKEND

A few campuses have designed an alumni weekend for soon to be graduating seniors. It's an opportunity for alumni to return to campus, meet the seniors and give them presentations to help them be more competitive in the job market and excel during the first year or two after graduation. Topics such as: Resume Writing, Interview Skills, What Employers Look For, Dress for Success, Etiquette, Buying vs. Leasing a Car, Life Insurance, IRA/Retirement Funds, etc. help prepare soon-to-be grads. You can do those in two sessions of three or more breakouts each, so each student can pick two topics they want to go to.

**SAMPLE SCHEDULE** (provided as an example only; times & topics should fit what students locally want/need)

### Saturday –

- 2 PM Speaker: Preparing for Life after College
- 3 PM Speaker: What Will Employers Want? – Getting a Head-Start on the Competition
- 4 PM Breakouts Round I: Resume Writing, Interview Skills, Dress for Success, Etiquette
- 5 PM Breakouts Round II: Resume Writing, Interview Skills, Dress for Success, Etiquette
- 6 PM Alumni Induction Ceremony for Seniors
- 6:30 PM Dinner together at house or on own in Community

## BUDGET CONSIDERATIONS

Costs will differ significantly by region and how much you want to spend on items. Rather than outline specific costs, here are some items you should consider in your budget.

**Event location** (chapter house, college lecture hall, community location, etc.) A chapter house would be the ideal location, since attendees usually all will be members. If there is no house, or the house isn't large enough, find a campus classroom or meeting facility. You'll need room to have your breakout groups, so try to keep them close together. The Induction ceremony can be in a classroom, or you may want to find a more formal location (church chapel, art gallery, museum room). A different location will require transport and more time, though.

**Food:** You may want to have snacks available as people gather – to help get people there and make sure they're alert for the program. Coffee, tea, soft drinks, juice, etc. will be helpful to keep energy levels up. Cookies, nuts or granola bars are good and inexpensive. Some will opt for a formal style chapter dinner, if they have housing, so will need to budget for the additional alumni attendees and/or a better than usual meal. Most may prefer a dinner on your own expense and can reserve a private dining room in a local restaurant, or just offer ideas on good places for people to go.

**Promotions:** Since this is mostly an internal event, there shouldn't be a lot of promotional expenses. However, you should send invitations to area alumni inviting them to attend. You may also want to create a certificate or other document to give to all those who complete the program. It's simple, but is a visible documentation of participation. For seniors going through the alumni induction ceremony, consider purchasing alumni recognition pins (about \$3) for each, and present them at the end of the ceremony.

## **HOMECOMING/FOUNDERS DAY EVENT**

A few respected and successful alumni speakers can be a great way to ensure turnout from alumni. Focus the topics on How the Fraternity Helped My Success, Famous Chapter Members, or The History of the Chapter. Build pride and respect for the chapter, based on its history of producing leaders for the community and Nation. Obviously, the schedule can vary widely based on whether or not the weekend is focused on a sporting event or celebrating the Fraternity's founding.

**SAMPLE SCHEDULE** (provided as an example only; times & topics should fit what attendees will want/need)

**Friday** – If appropriate, consider an evening cookout for alumni arriving town early. Make it possible for them to meet the undergrads, tour the house (if you have one) and find out what life is like at the college today. If you have a speaker, it should be someone who is respected by alumni and can talk about change and the importance of alumni involvement.

**NOTE:** Social events won't draw alumni, unless it's an event THEY would appreciate (reception with college president, accomplished alumnus speaker, acclaimed faculty speaker, etc.). If the music is loud and the undergrads are focused on their dates, alumni won't show up, or won't stay around long.

**Saturday** –

Morning Provide a light breakfast to help alumni gather before the game (if homecoming)

After the Game Allow people to come and go as they please

5:30 PM Reception at Dinner location. Speaker: Welcome Alumni & Reinforce Greek Life

6:30 PM Dinner together at house or on own in Community

7:30 PM Dinner Speaker: How Phi Psi Helped My Success

## **BUDGET CONSIDERATIONS**

Costs will differ significantly by region and how much you want to spend on items. Rather than outline specific costs, here are some items you should consider in your budget.

**Event location** (chapter house, college lecture hall, community location, etc.) A chapter house would be the ideal location, since attendees usually all will be members. If there is no house, or the house isn't large enough, contact a local restaurant or hotel to see about a dining room and meal services. This normally will require you charge a fee to alumni for participation and maybe also to your members.

**Food:** Whether Homecoming or Founders Day, you'll need to organize and budget for a meal for everyone. If alumni are going to make the effort to drive in, they'll also budget for meals, so will not object to paying a fee to underwrite the costs of feeding them. Make sure they get their money's worth and also that you include taxes, tip, room rental, etc. when you calculate what the event will cost them. There is no reason you should lose money on a meal.

**Promotions:** If Homecoming, you can piggyback on the college's promotional materials. Get letters out to alumni to let them know what and when your events occur. They may have many other college/class related events they'll be attending, so you may want to check with the school to find out what they're doing. For Founders Day, you need to work months ahead of time, setting a date, sending out letters and E-mails, promoting on your website, etc. If you can, partner with the local fraternity alumni association. Also, your Fraternity HQ will have lots of materials to help you plan a good Founders Day.

## **PARENTS WEEKEND**

Like rushees and other alumni, you need to work to reinforce the values and benefits of membership. Parents who see a benefit to their son's participation will be more likely to ensure that bills are paid on time and to participate in a Parents/Moms/Dads club, if you have one (and you should!). Have notable alumni speak on the benefits they received from membership and how it helped them to be more successful. Have a parent speak about how happy they are their son joined and why. Parents will be impressed with the caliber of alumni associated with the group and more confident the experience will be good for their son's future.

**SAMPLE SCHEDULE** (provided as an example only; times & topics should fit what attendees will want/need) If your campus has a Parents Weekend, as many do, just provide this as a special event during the weekend, when there's a break.

### **Saturday –**

- 1 PM Coffee, tea, cookies, etc. to help parents get to know each other and meet your members and alumni
- 2 PM Alumnus Speaker: How Phi Psi Helped My Success
- 2:30 PM Parent Speaker: How Membership Has Helped My Son Succeed
- 3 PM Featured Speaker: Have a prominent alumnus talk on an interesting topic (Examples: Succeeding in a Tough Economy, The U.S. in World Diplomacy, The Ten Fastest Growing Careers, etc.)
- 3:45 PM Meeting of the Parents/Moms/ Dads club
- 5 PM Dismiss and let students and their parents do what they wish

## **BUDGET CONSIDERATIONS**

Costs will differ significantly by region and how much you want to spend on items. Rather than outline specific costs, here are some items you should consider in your budget.

**Event location** (chapter house, college lecture hall, community location, etc.) A chapter house would be the ideal location, but make sure it's clean if moms are coming. If there is no house, or the house isn't large enough, find a campus classroom or meeting facility.

**Food:** It doesn't take much to gather people. Parents are there for their sons and interested in their sons' college involvements. If each member invites his parents, they'll probably attend. All you need to do is provide some light refreshment after lunch, to give them a time to meet each other, your members and alumni before the program begins. It also gives a bit of buffer to those who may arrive late.

**Promotions:** If the college does a Parents Weekend, as many do, you can piggyback on the college's promotional materials and their schedule. It's also a good idea to send each parent an invitation by mail and have their son follow up with a phone call to personally invite them and answer any questions. Plan carefully to find a time when your program won't interfere with a college event your parents won't want to miss. Colleges are good at programming in breaks during the weekend. They know you want a chance for parents to take you to lunch/dinner or go shopping!

## **BUILDING GREEK COMMUNITY**

If you plan an event open to the Greek community, consider partnering with a women's group to make the program happen. You'll need to share the credit and publicity with them, but they might be able to help with expenses and you'll get to know them well, while doing a worthwhile service for the campus. They also will have some outstanding alumnae of their own who might make great additions to the speaker roster. This usually will be a one day event, but you might be able to encourage events on days leading up to it – getting each of the Greek groups to highlight their alumni leaders, post chapter goals, hold chapter retreats, etc. Maybe even tie it in to Greek Week or the Greek Awards program, if you have one on campus.

**SAMPLE SCHEDULE** (provided as an example only; times & topics should fit what students locally want/need)

### **Saturday –**

- 2 PM Speaker: Preparing for Life after College
- 3 PM Speaker: What Will Employers Want? – Getting a Head-Start on the Competition
- 4 PM Breakouts Round I: Resume Writing, Interview Skills, Dress for Success, Etiquette
- 5 PM Breakouts Round II: Resume Writing, Interview Skills, Dress for Success, Etiquette
- 6 PM Featured Speaker (College President?): The Greek Community's Legacy of Success
- 6:45 PM Reception/Awards for Greek leaders, Administrators and Alumni guests

## **BUDGET CONSIDERATIONS**

Costs will differ significantly by region and how much you want to spend on items. Rather than outline specific costs, here are some items you should consider in your budget.

**Event location** (chapter house, college lecture hall, community location, etc.) Depending upon the size of your Greek system, you may need a large auditorium for this one. Some campuses will use their basketball arena or movie theater. Check as early as possible (sometimes a year in advance or more) to reserve the best location. There can be many costs associated with a larger venue (Audio/Video, cleaning, HVAC, staffing, etc.), so plan well.

**Food:** If possible, have a reception afterwards. At some campuses, the college president will offer his home. It can be a great help for student leaders to be able to mingle informally with university administrators and the alumni speakers you've involved. It's also a good time to get to know the other chapter leaders better. Keep it light – no need to provide a full dinner to all – but have items easy to carry around on a little plate, so people can socialize. Take care to budget for the right number of people and ask the Greek Life office or IFC/PC/PHC if there are funds available to help support such programs.

**Promotions:** This kind of event takes a lot more planning. The good news is you can usually get the word out to all Greek members through their weekly meetings – that makes it easy to reach your target market. As for alumni and administrators, you need to get a date on their calendars as much as six (6) months in advance to ensure they can attend. Use all the media available to you – campus radio, TV and newspapers, flyers and letters to Greek groups, calling group leaders, meeting with administrators, etc. If possible, try to set this up as an annual event, so people will begin to expect it each year.

## **BUILDING CAMPUS COMMUNITY**

The “ultimate” event is one that invites the entire campus population to participate. This is not recommended for your first effort, unless you have a very small campus. The work you will need to do to organize and coordinate this type of program is many times what you’ll need to do for smaller programs – and you don’t want it to fail, or it’s worse than not doing the program at all.

Consider partnering with an established campus programming group to help you. You can still involve your alumni, so that you will gain in reputation, but you’ll have experienced programmers (and maybe some of their funding) to help make it a success. The schedule can be similar as that for the Greek Community program, but the featured speaker topic should be different.

**SAMPLE SCHEDULE** (provided as an example only; times & topics should fit what students locally want/need)

### **Saturday –**

- 2 PM Speaker: Preparing for Life after College
- 3 PM Speaker: What Will Employers Want? – Getting a Head-Start on the Competition
- 4 PM Breakouts Round I: Community Service, Etiquette, Ethics in Leadership, Living Green, Financial Literacy
- 5 PM Breakouts Round II: Community Service, Etiquette, Ethics in Leadership, Living Green, Financial Literacy
- 6 PM Featured Speaker (College President?): Making a Difference in our World
- 6:45 PM Reception/Awards for campus leaders, Administrators and Alumni guests

## **BUDGET CONSIDERATIONS**

Costs will differ significantly by region and how much you want to spend on items. Rather than outline specific costs, here are some items you should consider in your budget.

**Event location** (chapter house, college lecture hall, community location, etc.) Depending upon the size of your audience, you may need a large auditorium for this one. Some campuses will use their basketball arena or movie theater. Check as early as possible (sometimes a year in advance or more) to reserve the best location. There can be many costs associated with a larger venue (Audio/Video, cleaning, HVAC, staffing, etc.), so plan well.

**Food:** If possible, have a reception afterwards. At some campuses, the college president will offer his home. It can be a great help for student leaders to be able to mingle informally with university administrators and the alumni speakers you’ve involved. It’s also a good time to get to know the other campus leaders better. Keep it light – no need to provide a full dinner to all – but have items easy to carry around on a little plate, so people can socialize. Take care to budget for the right number of people and ask the Dean of Students or Student Government Assn. if funds are available to help support such programs.

**Promotions:** This kind of event takes a lot more planning. Get word to Greeks through their meetings. Reach the residence halls through their staff and meetings. Again, get a date on alumni and administrator calendars as much as six (6) months in advance to ensure they can attend. Use all the media available to you – campus radio, TV and newspapers, flyers and letters to Greek groups and residence hall staff/admins. Call individual group leaders and meet with administrators. If possible, try to set this up as an annual event, so people will begin to expect it each year and plan it into their schedules.

## SAMPLE INVITATIONS

Sample invitation to Prospective Speakers

**\*\*Note:** The content of the letter will vary, depending upon the type/scope of the event – whether it’s just a talk with the chapter or a campus-wide event. Keep it brief and use the phone call to get into more detail. Consider sending a copy of the program summary or event schedule (in Appendix), so he’ll have an idea of how the program will look. Make the call 3-5 days after sending the letter. If possible, enlist the help of an alumnus – especially if it’s one known to the speaker prospect – to help with recruiting him. **\*\***

<Date>

<Name>

<Address>

<City, ST, Zip>

Dear Brother <Name>,

Congratulations on the successes you’ve had in life! The members of <Chapter> at <College> salute your accomplishments and recognize the impact you’ve made in our community. Would you now consider making an additional impact with a few hours of your time?

We’re designing a new program – one that will better prepare us to succeed after graduation. Our goal is to bring successful alumni back to campus to share with us the lessons they’ve learned in life. We know what we learn in the classroom is important, but the knowledge gained from work and life in society is invaluable.

I’m not asking for money, or for your long-term participation on any committee. Just come spend an hour or so, telling us about the values, habits and principles you think each of us should know before entering the workforce. What is it you’ve learned from your successes and, perhaps more importantly, failures, that will help us in our own careers?

I’ll follow up by phone soon to talk with you in more detail about the program, our goals, and how it can help us personally and as a chapter. I hope you’ll be able and interested to participate.

Sincerely,

<your signature>

<your typed name>, <office or title>

Contact information: E-mail: <E-mail address>; Cell Phone: <Number>; Chapter Phone: <Number>

## SAMPLE INVITATIONS

Sample invitation to Area Alumni

**\*\*Note:** If you have fewer than 100 area alumni, you may want to make this a personal letter. Letters will have best success in being opened if they are hand-written, and mailed in a hand-addressed envelope. If some alumni live close to the chapter, consider delivering it in person. The enclosed materials may be printed, but every effort should be made to give this letter a personal feeling. If there are many area alumni, or you are sending to chapter AND all other area alumni, a form letter is acceptable, but at least hand-sign them. There's nothing wrong with starting small and building a support group of alumni over time. It may take a couple years for alumni to see the benefits of attending. Either way, do what works best for YOU. **\*\***

<Date>

Dear Brother <Last Name>,

On behalf of the <Chapter> of Phi Kappa Psi, I'd like to invite you to come back to campus and join your brothers for a unique experience – <program name> on <day, date, time>. This program is aimed at preparing our undergraduates for life after college. The speakers we have invited will offer their valuable professional and personal insight to our men and challenge them to take up leadership in their communities, after graduation.

This is a new program of our chapter – one we hope will benefit our members, but also serve to bring chapter and area alumni together annually for fellowship and leadership. Whether you've built an empire or just a good reputation, you've learned something in your years that our undergraduates don't know. This event is an opportunity for alumni to share their knowledge with us.

We all hope you will be able join us. The program and your interaction with our members will be a valuable contribution towards our future success. Thank you very much for your time.

In the Bond,

<Name & Signature>

P.S. Enclosed you will find a schedule of the day's events, bios for the speakers and more information of our goals for this program. If you have any questions, feel free to contact me by E-mail at <E-mail>, or by phone at <phone number>. We hope to see you soon!

## SAMPLE INVITATIONS

Sample invitation to other Fraternities and Sororities on campus

<Date>

<Name>

<Address>

<City, ST, Zip>

Dear <Chapter President>,

On behalf of the <chapter name> of the Phi Kappa Psi Fraternity, please accept this invitation to attend our <program name> on <date, time>.

We have scheduled a number of outstanding speakers who will share their personal and professional insight with the entire Greek community here at <school name>. In addition to fulfilling some of the Greek Life office's required hours of programming, you will have the unique opportunity to learn from the real-life experiences of these successful professionals. Their shared knowledge goes further than what you will learn in the classroom, and it will better prepare you and your members for life after college. Please join us by taking advantage of this opportunity.

Phi Kappa Psi believes in the importance of a thriving Greek community here at <school name>, and we hope that <guest organization's name> will support our cause by joining us.

Sincerely,

<your signature>

<your typed name>, <office or title>

P.S. Enclosed you will find a schedule of the day's events and bios for the speakers. Please announce this to your chapter to ensure participation. If you have any questions, feel free to contact me by E-mail at <E-mail>, or by phone at <phone number>. Thank you.

(Send on your chapter or personal letterhead, or create a special letterhead just for your event)

## SAMPLE INVITATIONS

Sample invitation to Administration and Faculty on campus

<Date>

<Name>

<Address>

<City, ST, Zip>

Dear <Dr./Professor/President/Dean/Mr./Mrs. Last Name>:

On behalf of the <chapter name> of the Phi Kappa Psi Fraternity, please accept this invitation to attend our <program name> on <date, time>.

We have scheduled a number of outstanding speakers who will share their personal and professional insight with our students, faculty, administration and our invited guests. Please take advantage of this unique opportunity to learn from the experiences of these top professionals. The real-world knowledge they will share goes further than what is traditionally taught in the classroom, and may be valuable to the entire campus community.

We at Phi Kappa Psi believe in the importance of a constructive Greek experience here at <school name>, and seek to develop our members into compassionate, intellectual and ethical students, campus leaders and citizens. We hope you will support our cause by joining us.

Sincerely,

<your signature>

<your typed name>, <office or title>

P.S. Enclosed you will find a schedule of the day's events and bios for the speakers. Please pass this information along to your colleagues, or to any students you may know, who would be interested in attending. If you have any questions, feel free to contact me by E-mail at <E-mail>, or by phone at <phone number>. Thank you.

(Send on your chapter or personal letterhead, or create a special letterhead just for your event)

## DAY OF EVENT CHECKLIST

For larger events, you'll want to make sure all the bases are covered before people start to walk into the event location. Here's a quick checklist of things you'll want to address.

- Brothers in attendance, wearing letters and nametags, networking with guests. This event reflects your chapter. Every member should participate actively and take responsibility for its success. Make sure they're up early, dressed appropriately and wearing nametags. Do an orientation the night before, so they'll know answers to questions they'll be asked. Attendees will see them as hosts and facilitators.
- Parking, Campus Directions & Signage. Have signs on campus directing students to the event location. If there are people coming from off campus, make sure there are signs directing them to appropriate parking areas. If necessary, have members directing traffic or handing out flyers with directions at the entrance to campus. Imagine you know nothing of campus – how would you find your way to the event?
- Nametags & Markers. Print (don't write) clear nametags for all speakers and special guests. Use large type for their first name and smaller type for their last name. If you have room, include their title or position. Your chapter members and officers also should have clean, printed nametags. For others who have not RSVP'd, have blank nametags and markers.
- Sign-in and guestbook (names, email addresses, organization/Chapter, etc...). Depending upon the size of your event, or maybe just for the reception after, have a guestbook that people can sign. This will help document attendance and provide contact info you can use for thank-you cards, follow up surveys or invitations to next year's event.
- Prep your Emcee. Make sure your emcee has all that he/she needs to facilitate the program. They'll need a script to welcome attendees, recognize special guests and introduce each speaker and topic. This can be done well in advance of the event day, but you need to confirm the emcee has everything before the event starts.
- Programs, handouts, surveys, other printed materials. What handouts will you use? Who will distribute those? Are they ready? Do they have the materials? Make sure all printed materials are complete, in hand, and get them where they need to go for the event.
- Audio/Visual. What A/V do you need? Is the tech guy there? Does he know how the event will proceed? Do some presenters have special needs (PowerPoint, spotlight, special music, etc.)? Make sure all A/V issues are identified, addressed and that any support people or resources needed are present and working properly.
- Photographer. Do you have a member who can serve as photographer to document the event? Make sure he's ready and has what he needs to do his work. Let him know of any special shots or photo ops you need him to capture. Arrange time/space at the reception for photos of speakers and special guests.
- Reception. Is food arranged? Is the location set up and unlocked for food delivery or prep? Do you have plates, cups, tableware, napkins, extra trashcans, extra clean up help, etc.? The reception is a little event unto itself and can be a great highlight of the event, if done properly.

# SAMPLE EVENT SURVEY

## Event Survey

Please take a few minutes to let us know what you thought of our program. Your candid feedback will help us to make next year's program a bigger success. Just fill in the appropriate circle below, with a pen or pencil. Thank you for your help!

**Speakers** – Please respond to the following statements for each speaker, according to the following scale.

1. Strongly Disagree | 2. Disagree | 3. No Opinion | 4. Agree | 5. Strongly Agree

**Speaker 1:** <Name; Topic> \*\*Repeat for each speaker\*\*

- |  |   |   |   |   |   |
|--|---|---|---|---|---|
| A. This topic was relevant to me.              | ① | ② | ③ | ④ | ⑤ |
| B. This speaker taught me something new.       | ① | ② | ③ | ④ | ⑤ |
| C. This speaker motivated me to make a change. | ① | ② | ③ | ④ | ⑤ |
| D. I would like to see this speaker again.     | ① | ② | ③ | ④ | ⑤ |

**Event** – Please rate the following areas about our event, according to the following scale.

1. Poor | 2. Fair | 3. Good | 4. Great | 5. Excellent

- |   |   |   |   |   |   |
|---|---|---|---|---|---|
| A. Advance Promotion/Publicity                | ① | ② | ③ | ④ | ⑤ |
| B. Access to Information (Web, phone, E-mail) | ① | ② | ③ | ④ | ⑤ |
| C. Organization during event                  | ① | ② | ③ | ④ | ⑤ |
| D. Facilities/Meeting Room/s used for event   | ① | ② | ③ | ④ | ⑤ |
| E. Sound and/or Video services during event   | ① | ② | ③ | ④ | ⑤ |
| F. Event Materials (programs, bios)           | ① | ② | ③ | ④ | ⑤ |

**Comments** – Please respond to the following statements about our program, according to the following scale.

1. Strongly Disagree | 2. Disagree | 3. No Opinion | 4. Agree | 5. Strongly Agree

- |   |   |   |   |   |   |
|---|---|---|---|---|---|
| A. This program was helpful to me, personally.                | ① | ② | ③ | ④ | ⑤ |
| B. This program helped me see new opportunities.              | ① | ② | ③ | ④ | ⑤ |
| C. This program will make me a better leader.                 | ① | ② | ③ | ④ | ⑤ |
| D. This program inspired me.                                  | ① | ② | ③ | ④ | ⑤ |
| E. This program made me feel more optimistic about my future. | ① | ② | ③ | ④ | ⑤ |
| F. This program should be offered every year.                 | ① | ② | ③ | ④ | ⑤ |

\*\*Note: Use whatever questions/statements provide you the information you need to evaluate whether the program was of benefit to the students who attended, but keep it short to get the best response. Also, always add a couple open ended questions at the end, like "What else would you like to say to help us make the program better next year". It gives people a chance to give you more information than allowed by the rating system and you'll get some good new ideas for next year.\*\*

## SAMPLE THANK YOU CARD

**\*\*Note:** Thank you cards should be sent to all speakers, any faculty or administrators who attend, presidents of other Greek groups, and any special alumni or community leaders. They don't have to be detailed, but are best handwritten and hand addressed – so they're sure to get opened. Cards can be purchased at Target, Wal-Mart or any office supply store – make sure the envelopes come with them, so they'll match. Get a group of brothers with good handwriting to help and you can do all of them in an hour or so.\*\*

### 1. For a Speaker

Thank you so much for being a part of our inaugural <Program name> this weekend. Your presentation was very helpful to many of our members, and inspired quite a few to step up their efforts as leaders in the chapter. We've also had very good feedback from others at the event that they've benefited from your words. You've definitely made an impact!

I hope you'll consider joining us again next year when we hope to improve on our program and involve even more students. Until then, please stay in touch and know that you are welcome at the chapter any time.

In the Bond,

<Signature>

### 2. For a member of the Faculty or Administration

Thank you very much for attending our inaugural <Program name> this weekend. It was great to have members of the faculty/administration participate in an out-of-class experience. Phi Psi is committed to strong relationships with the university and hopes to continue the kind of programs that can compliment the outstanding academic experience we have here.

Sincerely,

<Signature>

### 3. For Area Alumni

Thank you very much for attending our inaugural <Program name> this weekend. It was great to have so many alumni participate. I hope you enjoyed meeting our undergrads as much as they did meeting you. Please know you are welcome to come to any of our future events.

In the Bond,

<Signature>