

DELTA CHI

BRIEF

RUSH YOUR ALUMNI

Although your alumni are members of Delta Chi for life, you must still continually "rush" them if you want them to remain interested and, hopefully, involved. This involvement can come in a variety of forms: attendance at homecoming and other activities, participation on the Alumni Board of Trustees or house corporation, membership in the alumni association, responses to requests for information, rush referrals and even gifts (money, furniture, free labor, etc.) to name a few.

You must help keep Delta Chi an important part of their lives, while recognizing that the ebbs and flows of family, professional, and civic commitments will affect the time they have available to devote to the Fraternity. While an effective alumni relations program is multi-faceted, a key element in every successful program is the alumni newsletter. Because of the importance of your alumni audience, it is worth the extra effort and expense to make it as attractive and interesting as possible.

PURPOSES OF THE ALUMNI NEWSLETTER

A newsletter can be a great vehicle for anchoring the consistency in your alumni relations program. But remember, the direct and immediate benefit is for the alumni; the indirect benefits to Delta Chi and the chapter accrue over the long-term. The chapter can gain additional benefits by sending copies of the newsletter to other audiences. Some purposes to keep in mind while planning the newsletter are:

1. Maintaining interest in the chapter, alumni and the Fraternity.
3. Developing a pool of interested alumni.
4. Complementing fundraising efforts.
5. Exposing your chapter members to the alumni perspective.
6. Providing an avenue for alumni to find out what the chapter, the Fraternity and other alumni are doing.

7. Improving relations: to show the alumni that the chapter cares about its alumni.
8. Informing the alumni of upcoming alumni and alumni-oriented chapter events.
9. Informing parents of their son's fraternity.
10. Helping with rush through encouraging alumni rush referrals.
11. Informing the institution's administration about Delta Chi.

KEEPING THE RIGHT PERSPECTIVE

While it is the *responsibility* of the "E" to be the editor, there is no substitute for alumni or professional involvement. The "E" typically holds office for one year and then graduates or changes office, often without lending any help to the new "E". This leads to inconsistency when consistency is essential in alumni programming. The alumni newsletter (in fact, every element of the alumni program) must have a long-range perspective. In order to be effective, the newsletter must appear regularly, and appeal to the interests of the alumni, not the undergraduates! By involving an alumnus or a professional newsletter service, the problem of inconsistent publishing, inherent in the parade of "E"s of varying quality and/or effort can be avoided. A word of caution: not all professional newsletter services are created equally. Carefully check references, quality, and price. The alumnus (ABT Alumni Relations Advisor) working with the "E" can help in the evaluation. As each new "E" is elected, the alumnus can help him learn the job more quickly and ensure that the continuity of the newsletter is maintained.

WHAT A NEWSLETTER IS NOT!

A quality newsletter does not happen over night, it takes time. If the chapter has not produced a newsletter in some time, then do not expect to receive an overwhelming response. A good rule of thumb is that it will take as many years of treating alumni correctly as those wasted by simply ignoring them before your chapter will be able to point to its alumni relations with pride. If, on the other hand, the chapter had been view-

ing the alumni as a source of cash and had been abusing their trust then it will take twice as long to rebuild a healthy relationship. Even then, some alumni will never come back. One bad "E" can cause you to have to start the whole process over again. In the same vein, if you haven't received any response before, do not expect your issue to revolutionize the chapter's alumni relations. Again, **it takes time**. So keep in mind, a newsletter is **not**:

1. A cure-all for poor alumni relations.
2. To brag about the last party the chapter held and "what cool guys the members are."
3. To promote rivalries between fraternities.

Furthermore, an alumni newsletter should not be the sole avenue for fundraising. The purpose of a newsletter, first and foremost, is for alumni relations. Fundraising should be incidental to its purpose. Also, only alumni should ask other alumni for money. The request should never come from students.

AS EASY AS...

Producing and distributing a quality newsletter can be as easy as the following steps:

1. Gather alumni, chapter, and university news, information, and pictures.
2. Create a "skeleton" layout for each page of your newsletter. This design should remain basically the same for every newsletter you produce.
3. Fill in your layout with text, graphics, and pictures.
4. After editing the rough draft and finally achieving the look you want, have someone else proof read it for the umpteenth time (because nothing looks worse than bad grammar and misspelled words) and then take it to the printer to be finalized and copied.
5. Mail the newsletters to all area and chapter alumni, the Greek Affairs office at your university, the International Headquarters, and all other interested parties (such as the parents of the current undergraduates and your "hot" rush prospects).

BE PERSISTENT!

With a little persistence, your newsletter can become a major tool in strengthening your chapter by keeping your alumni informed and involved. Quality alumni relations must become a way of life for your chapter. Only by establishing and maintaining frequent contact can you and your alumni truly experience "Delta Chi - The Brotherhood of a Lifetime."

SECTION I: WHERE TO START

WELCOME!

In your first effort at editing, the overwhelming temptation to convert the newsletter to a new format has hit you. Don't give into primal urges. Remember, redesigning a newsletter can be a risky business especially if you are making change for the sake of change alone. When making changes, the goal is to find the happy medium between making too many changes in too little time vs. keeping an outdated, stuffy newsletter that is losing readers. That medium may seem ambiguous right now but this **BRIEF** should help point you in the right direction.

FOR WHOM ARE YOU WRITING?

Alumni - Of course, it is written for them! Make sure the information is oriented towards them.

Parents - Print copies so that each member can mail or take a copy home. Parents like to feel that their son is a member of a viable group.

Prospective Members - Many chapters use their newsletters as a rush tool. When a prospective member leaves a rush function with a copy of your chapter newsletter, they have something that personalizes the chapter and makes it easier for them to remember whom they met and where they were.

School Administration - It is not often that you have the opportunity to present the accomplishments of your chapter and individual members in black and white to the Board of Trustees and administrators of your school. Send them a copy.

TIMING AND CONTENT

Without a regular newsletter, the alumni *will* lose touch with each other and lose interest in the chapter and Delta Chi. The newsletter should be published at least twice per year. Resist the temptation to do four and set a pace that can be maintained with quality for years to come. A sample time frame would be:

1. **Early Fall** - feature story about an alumnus; fall plans; awards received; review of the Senator Henry M. Jackson Leadership College and/or International Convention (depending on the year); biographies of Fall graduates; etc.
2. **Winter** - feature story about an alumnus; homecoming wrap-up; a thank you to each alumnus who attended homecoming; biographies of Spring graduates; recruitment recommendation request; promotion of spring alumni event; rush wrap up; etc.
3. **Spring** - feature story about an alumnus; spring alumni event wrap-up; Greek Week; awards received; review of the Regional Leadership Conference; preview and invitation for summer and Fall rush; promotion for any summer alumni events and information about how to attend the Senator Henry M. Jackson Leadership College or the International Convention (again, depending on whether it is a even or odd year); year end wrap up; homecoming promotion; recruitment recommendation request; etc.

Of course, every issue will include the usual alumni highlights (class notes, reunions, weddings, births, promotions, etc.).

FINANCING YOUR NEWSLETTER

Like every other facet of your program, the newsletter may be financed in the following ways:

1. Chapter budget
2. Alumni Board of Trustees
3. Alumni association
4. Money raised from alumni donations or an alumni dues program.
5. Some institutions will underwrite a portion of a newsletter if it promotes events that the institution's alumni association is sponsoring, such as homecoming. Check with your institution's alumni association/development office.

Often it takes a combination of the above. At a minimum, the chapter should be able to pay for the majority of the program. Alumni relations is *not* a luxury. It should be thought of as an operational expense, just like social, intramural and rush.

MAILING: HOW TO DO IT AND HOW TO SAVE MONEY DOING IT

1. Your newsletter's shape must conform to the Postal Service's standard sizes. The mailing has to be at least 3 x 5 and no larger than 15 x 17. Templates, to guide you, are available from the U.S. Postal Service.
2. In the United States, the Postal Service provides a reduced rate for bulk mailings by not-for-profit organizations. You must mail at least 200 pieces or 50 pounds each shipment. Permits are available at your local Post Office. There is an annual fee for the permit. Shipment must be domestic only (first class rate applies outside the U.S.). Unfortunately, the Canadian postal service does not provide reduced rates.
 - a. Please contact your local Post Office for current permit and postage rates. It takes about 4 weeks to be approved, so apply early.
 - b. Bulk rate costs less because it moves slow. Allow at least two weeks for delivery. This will mean you need to think ahead when writing your newsletter (e.g., if you are trying to give four weeks notice for homecoming, send the newsletter six weeks before the event).
 - c. You will also need to sort your letters according to zip code (address labels in this order are available from the International Headquarters). The Postal Service can provide complete instructions for sorting.
3. Pay attention to how the piece of mail is sealed. If stapled in the wrong place, the middle of the page could rip out when opened. Tape or closing stickers work well.

SECTION II: CONTENT

DO'S AND DON'TS

In most things we do in life, there is a right way and a wrong way to get it done. Preparing an alumni newsletter is no exception. Listed below are a few of the basic "Do's and Don'ts" of a well written alumni newsletter. Read this list before you start work on *each* issue.

1. DO have mostly alumni news.
2. DO include a questionnaire (see Section III) in each newsletter. Make it easy for the alumni to let you know what is happening in their lives.
3. DO be concise in your statements. Provide reasonable detail instead of saying, "It was a great time" or "We are looking forward to a great spring."
4. DO try to show the chapter in a positive light.
5. DO be consistent in your publication dates.
6. DO mail copies to the parents of current members, university officials, members from other chapters who now live in your area and the International Headquarters.
7. DO double check spelling of names by comparing them with your alumni list provided by Delta Chi's International Headquarters.
8. DO list in each newsletter a complete list of all contributors for that school year. Define the time frame (i.e., July 1, 20__ - June 30, 20__).
9. DO include wives and their college or sorority affiliation if possible, (a significant portion of contributions come from the wives). It is also good public relations with the brothers.
10. DO be honest; don't twist facts or print statements that are not verifiable (i.e., the *best* associate class on campus, *best* social program of all fraternities, etc.).
11. DO *occasionally* list "lost" brothers (those for whom Delta Chi no longer has addresses).
12. DO compare addresses with the your institution's alumni affairs office at least annually.
13. DO provide the International Headquarters with all address changes as they are discovered so that future mailing labels are correct.
14. DON'T waste space on unimportant or negative chapter news (i.e., parties, coming in second in horseshoes, etc.).
15. DON'T list alumni notes until they have actually happened (i.e., promotions, marriages, births and other time-oriented events). If they don't happen you do not want to remind the brother of the fortune that is no longer his.

Remember, following a few "DO'S and DONT'S" in producing your alumni newsletter will help you build a stronger and more lasting relationship not only with your alumni, but also with other area alumni and the parents of your current members and associate members.

SOURCES OF INFORMATION

The best sources of information for the alumni newsletter are your alumni. The most accessible people will probably be your "BB", ABT, alumnus editor and Faculty Advisor but the best sources will be key alumni from each era. Try to develop a network of class correspondents with at least one from every decade. Also contact your institution, alumni association and Delta Chi's International Headquarters.

Be willing to contact alumni for information on some topic of interest to them. They will usually be more than willing to assist in a project that is for their benefit.

DEPARTMENTS/TOPICS

The following is a list of topic ideas, suggestions, and other resource ideas for your newsletter. With a little thought you can easily expand upon these. No matter what the general topic area, your major focus should be on items of specific interest to your alumni.

Questionnaire/Biography - Send a questionnaire in each newsletter asking for the member's full name; graduation year; home address; business address; wife's name; names and ages of his children; marriage and/or births (don't print it before it happens; it might not); occupation and title; recent promotions or success; civic activities outside business; special honors or offices; recent Delta Chi alumni activities attended; chapter offices, campus positions, and/or athletics participated in as an undergraduate; ask for a recent photo; messages to other alumni that he wants printed in the next newsletter; with whom he keeps in touch with regularly; could be used as an R.S.V.P. response card for upcoming events; always ask for suggestions; etc.

"Who's Doing What and Where" - Quick short paragraphs about an alumnus with information from a questionnaire. For example:

John Coleman '78 and his wife Jane (Smith) just celebrated their tenth wedding anniversary. They have two kids, Kevin, eight and Mary, five. John was also recently appointed vice president of production for Acme, Inc. He would like to hear from other alumni from his era. Please contact him at 123 Main St., Anytown, US 12345, (123) 555-6789.

Feature Articles - Some avenues to find articles would be: other fraternity and sorority magazines (available through your Greek Office or contact the individual organizations); write it yourself; have an undergraduate or an alumnus write one; newspapers; the university alumni publication; and the *Delta Chi Quarterly*. Be sure to obtain permission when necessary.

Blast from the Past - Include information from every five or ten-year period of your chapter's history. An alumnus who graduated in '56 would have little to relate to if all the alumni news and features were about brothers who graduated after 1980. If all else fails, include excerpts and quotes of past Chapter Meeting Reports (CMRs), which the "C" should have readily available.

Calendar of Events - Include a list of dates, places and times of events that are of interest to alumni. Examples would include football and basketball schedules, the annual alumni day, homecoming, etc. Be sure your information is firm *before* publication. Remember your alumni should *receive* notice of an event at least *four to six weeks* in advance.

Campus Relations - Report on events at your campus that would be of alumni interest. For example, a change in administration, retirement of a well-known faculty member, new building erected, number of students, or the chartering of a new fraternity. The results of fraternity and sorority GPA standings are *always* read.

State of the Chapter - Letters from the "A", "D", "E", etc. tend to be redundant, often poorly written and/or contain pleas for money. All of these are *guaranteed* to shoot your alumni relations in its collective foot. Much of the chapter news section should be handled under a brief report. Try to limit yourself to traditional events with which the majority of your alumni are familiar. However, major news such as a planned move to a new house or outstanding campus achievements should be treated as such. Don't report on the Wednesday night party with the Alpha Beta Gammas. Even though it was probably a good party, it is of little or no interest to your readers. In other words, reserve the chapter news section for news and not gossip or an essay on your chapter's social habits.

“Stats at a Glance” - Could be part of the chapter news. This is a brief section that gives the number of undergraduate dues paying members, number of associate members, number of new initiates, accounts receivable, accounts payable, chapter GPA, number of fraternities on campus, number of sororities, dates of the next ABT meeting, address and phone number of the “A” and the house, and any other important information.

Alumni Reports - Your “BB” and ABT should be specifically encouraged to submit articles as well as to suggest news that will be of interest to alumni. An annual house corporation report is also a good idea.

Members of Delta Chi In . . . - There are probably many members in major cities and counties in your state, some from your chapter and many from others. Through prior notification through your newsletter, you can assemble an interesting article on Delta Chi brothers in a particular area. A list of their names, addresses, job information, as well as a brief biographical sketch would prove of interest. Also, it may help involve alumni from other chapters.

Open Invitation - Every newsletter should include an open invitation for alumni to visit your chapter. Make a habit of including the place, day and time of your ABT, house corporation, and chapter meeting. Also, you should regularly publish the name of the “E”, a telephone number and mailing address that alumni can use to contact the chapter.

“Lost” Brothers - In every other issue, list some of those alumni for whom you have no address and seek assistance from other alumni in locating these brothers. Print those “found” in the next issue.

Alumni Association News - Include information on how to get involved, what it is doing, its officers and how to contact them, and any upcoming events. If your chapter does not have an association, advertise to the alumni about starting one.

“International” Reports - Information to include: recent colonizations nearby and how to contact the colony; information on attending the International Convention, Regional Leadership Conferences and the Senator Henry M. Jackson Leadership College; information on the size and number of chapters in Delta Chi; and anything of interest happening on the international level.

Donations List - These people need to be thanked for their time, money and material items contributed. Enough said!

“E”ditorial - This section could include ideas about improvements in programming for alumni.

Senior Features - Ask each graduating senior to complete a short biographical sketch including his career objectives. He might get a job out of it — it has happened many times. To be effective, publish at least six months before graduation.

Kudos - Thank those alumni who attend meetings, major events, retreats, etc. *Everyone likes to see their name in print.* Also, this will encourage other alumni to become more active when they see familiar names associated with your activities.

Historical Features - A Delta Chi story of some years ago that can be taken out of an old *Delta Chi Quarterly*, newsletters, yearbooks or a campus history.

“BB”’s Report - An analysis of the chapter’s strengths and areas for improvement.

Alumni Board of Trustees and House Corporation Reports - To announce decisions, plans and meetings of these groups.

The Men of Delta Chi on Campus - Outline the involvement of members in various campus organizations and activities.

Intramural Sports - Outline the chapter's current or year-end standing but do not go into too much detail.

House Mother/Father - If there is a new one, provide a biography. If you have one that's been there for a long time have her/him provide a report.

Community Service - Describe the latest community service projects sponsored by the chapter.

Legacies - Include an article about the legacies in the chapter and their respective relatives.

Sporting Schedules - Whether the big sport is football, basketball, lacrosse, etc. list the schedule in the newsletter.

"What it Means..." - Print articles by alumni or undergraduate members on what it means to be a Delta Chi.

SECTION III: MAKING YOUR NEWSLETTER LOOK PROFESSIONAL

A good design makes your document lively and helps communicate your message. In order to choose the best design, first develop a clear understanding of your intended message, your audience and the resources you have (both time and money).

How do you want your audience to perceive you? Is it formal or informal, avant garde or traditional? Is the content generally serious or fun? The overall image is created by your choice of fonts, writing style, graphic elements and the quality of paper you use.

LAYOUT AND COMPOSITION IDEAS

Keep in mind that even an expensively produced newsletter may not be read if it doesn't look interesting. Think of all the junk mail you toss right into the garbage; compare that with one of those ads for a product you don't even use, yet you end up reading it anyway. The difference is DESIGN. *Communication* and *involvement* are the fundamental goals of a newsletter. You want to make your newsletter something an alumnus looks forward to receiving. This doesn't mean you have to spend a fortune in production and printing. Creativity is the key, along with an awareness of what makes an attractive and attention-getting piece, but do practice some restraint. With the power of today's computers, it's easy to overuse the design capabilities.

- A. **Spacing** - Laying out a newsletter begins with an awareness of the space in which the action takes place. A world of variety exists within these boundaries if we keep in mind the principles of design:
 - 1. **Balance** - You want to create a pleasing overall impression, with all the elements in visual balance. This is not as complicated as it sounds. For instance, it will look dull if all the photographs are on one page and all the print on another.
 - 2. **Proportion** - The pictures cannot overwhelm the print, it needs to be symmetrical.
 - 3. **Compromise** - Design is largely a matter of reconciling editorial needs vs. visual needs, statement vs. white space, and type vs. art. All it takes is a little patience, and a willingness to try things a few different ways. When it looks right, you're finished.
 - 4. **Direction** - We typically scan from the upper left corner to the lower right corner. Your reader should be able to move through the document in an easy manner. Be careful of continuing articles on other pages as this disrupts the flow.

- B. **Characters** - The human eye loses interest after about sixty characters, *maximum*. Actually, 35-40 characters in a line is more readable. The length of the line should be consistent. Count the number of letters and spaces in a typical newspaper column. It is that way for a reason. Paragraph indents should also remain consistent.

Avoid "widows" and "orphans." Widows occur when less than a third of a line is left isolated at the bottom of a paragraph, column or page. An orphan is word that is isolated at the top of a page or column.

In general, body text is easiest to read when set at 9, 10, 11 or 12 points.

Italics should be used for emphasis. Don't underline as that is a throw-back to the typewriter and lends to an unprofessional look.

Outline or shadow type styles are ornamental and should be rarely used.

- C. **Columns** - Leave a little white-space—keep some room between columns and headlines and pictures so the reader is not overwhelmed. Keep columns fairly thin. Allow nothing to run into the margins (margins should be the same on every page). Rules between columns can be helpful, but be careful not to use too many rules or borders as they tend to compartmentalize the page and break up the natural flow of the text.
- D. **Dividers** - Try not to use too many subject dividers; it makes things look cramped. The same goes for continuing subjects on many pages; it will make it harder to follow if you have to search to find your place. Headings and subheadings should be clearly defined to help guide the reader. If you cannot tell the difference between the heading and the story or you cannot tell where one story begins and the other ends, you have a problem.
- E. **Photos** - Having different sized photos can hurt the uniformity of the page. Photo groupings are more effective than a “scattered” unorganized look.
- F. **Alignment** - Flush left alignment with ragged right edge provides an “open,” informal feeling. It is generally considered the most readable of line settings. Because justified columns are uniform in length, they can sometimes “darken” a page. Avoid centering long blocks of text as this forces your reader to search for the beginning of each line.

PAPER

Using colored paper or print is okay but make sure it will photocopy well. If the paper is too dark, it will copy poorly and that is a hint that it is also hard to read. If the print is light or photocopies light, that will also make your letter hard to read. If using colored paper (which is hard to recycle) use pastels, tans, or ivory and then use dark ink—it will make your newsletter stand out from the rest of the mail and can be copied easily. Using parchment paper is also nice. If using colored ink use warm colors (navy, brown, forest green, maroon, and other dark shades) as opposed to cold colors (red, yellow, orange, and other lighter shades). Red ink usually looks good on buff paper.

MASTHEAD

Your initial impression will be created by the masthead. It should be the largest element on the front page. This is the title of your newsletter, and generally contains these elements:

- Name of the publication (nameplate/banner)
- Chapter/campus and address and phone number (with area code).
- Date and/or volume of publication
- Often includes a logo of sorts, such as: the Coat of Arms or Badge. Some chapters also use the university emblem or a picture of the school mascot (ask permission first).

Try to keep it simple. The masthead should be the most readable and visually pleasing item on the page. Two pleasing ways to approach the layout of the masthead are to place all information at the top of the cover page or place the name at the top of the page with the address and phone number at the bottom.

HEADLINES

Once you have the reader holding your newsletter, he should have no trouble finding out what is in it. A table of contents is not really effective for a publication with fewer than eight pages. The best form of indexing is the use of bold headlines. This way the reader can scan the page for items of interest to him.

At the same time, bold, active headlines will attract more attention than bold, static headlines. Try to make a statement or ask a question, or use a play on words, anything to get away from using titles. Make your headlines interest-catching by using verbs. A headline without a verb has all the excitement of a losing team. For example, many newsletters include a letter from the "A", usually titled "Letter From the "A"." This could read instead, "1,000 Initiated, More On The Way," to introduce an article by the "A" about your chapter's successful history and the prospects for the coming year. He can then sign it at the end. The typeface or font should be consistent with the nameplate.

PICTURES

Good pictures can bring your publication to life. Use pictures that will reproduce and lend credit to the chapter. Here's some tips:

- A. **Black & White vs. Color** - Black and white glossy prints of high contrast are much better than colored matte finish because colored pictures will not be as distinct. The best are called half-tones, and if you are investing money in typesetting and offset printing, these are the ones to use.
- B. **Which Pictures are the Best** - Action photos look better than lined-up group photos (it looks like a firing squad). When having group photos have some people sitting, some standing, and work at getting more relaxed postures by joking with them. Always plan to have a group picture taken at all alumni events. Tell the photographer to stand closer!! There is nothing interesting about the floor or the ceiling or even everyone's shoes. It's their faces everyone wants to see so fill the frame with their personalities!
- C. **The Acid Test** - When deciding which pictures should go in the letter, have it pass this test first:
 1. Are those in the picture deserving of being placed in the newsletter or are there individuals more deserving of recognition?
 2. Could this picture violate *anyone's* moral, ethical, or value code?
 3. No one cares to see pictures of alcohol and/or member's dates so they should *not* go in the newsletter.
 4. Most alumni would rather see their classmates, instead of the current undergraduates.
 5. Have the photographer ask the subjects to set their drink glasses down.

Inexpensive clip art, available at art supply stores, also adds some visual interest. Delta Chi clip art is included in this BRIEF.

TYPEFACES AND WORDING

There are many different styles, or families, of type. Every print shop has catalogs full of the styles available. Once you've decided on a type family, you can pick different styles within it, like bold-face or italic. Each has suitable applications. You should stay with one, or at the most two, similar families of type—it gives the publication a more finished look. More than two different kinds of type will distract the reader.

There are two groups of typefaces: serif and sans serif. Those with small accents at the ends of the strokes of the letters are serifs. Fonts without these are "sans" serifs. In general, the serif type is considered more readable. The sans serif type is more legible. Serif type is most appropriate for text.

T
serif

T
sans serif

SECTION IV: SOME QUICK REMINDERS

Leave well enough alone in the grammar department. Alumni have an uncanny regard for the English language, and many will remember not what you said but *how* you said it.

Some examples:

Delta Chi <u>s</u>	Preferred: "30 members of Delta Chi had 3.0 GPAs."
Delta Chi' <u>s</u>	"Delta Chi's new swimming pool."
international fratern <u>ity</u>	The whole fraternity (all the chapters).
<u>C</u> hapter vs. <u>c</u> hapter	Capitalized when referring to a specific chapter. "The North/South Chapter just broke 100 members!" "The chapter won first place in scholarship."
<u>F</u> raternity vs. <u>f</u> raternity	The Delta Chi Fraternity. "The North/South Chapter house is on fraternity row." "Frat" is unacceptable.
house vs. chapter	The house is the physical structure. The chapter is the organization.
alumn <u>u</u> s vs. alumn <u>i</u>	An alumnus is one male graduate. Two or more are referred to as "alumni".
alumn <u>a</u> vs. alumnae	An alumna is one female graduate. "Alumnae" is plural.
<u>B</u> rother vs. <u>b</u> rother	Capitalized when referring to a specific brother ("Brother Smith") vs. "The brothers were satisfied with rush."
teachers/professors	"Faculty" is preferred.
actives	"Student member" is preferred. Hopefully, your alumni are active (involved) also.
"Nationals"	International Headquarters, IHQ, Delta Chi and the Fraternity are preferred (depending on the entity to which you are referring). Also Delta Chi is an <i>international</i> (U.S. and Canada) organization and there is only one, so drop the "s."
Officer titles	"A", "BB", "AA", etc. is preferred for publications prepared for members of Delta Chi. President, Alumni Advisor, International President, etc. is preferred for general publications.
	Convention vs. Conferences A Convention is the international meeting of brothers held every two years. A Conference is a regional meeting held every spring (Regional Leadership Conference). A college (Senator Henry M. Jackson Leadership College) is a leadership development seminar held every year.

ONE LAST TIME

Your car keys are in your hand. Your newsletter is about to go to the printer. Stop! Go back through and do a double or triple check. The following is designed for just this purpose:

1. Did you give the article typed just before the deadline especially close attention? You know that when something is rushed it usually comes out half done. Next time do not write an article right before a deadline. Give it time and then re-read it.
2. Did you read it aloud? Your ear will pick up mistakes that the eye will miss. Try reading it to someone else (especially non-members of Delta Chi). Does it make sense to them?
3. Are your lead sentences 25 words or less?
4. Have you kept paragraphs short, and answered the who, what, where, when, why and how questions in the first paragraph of each article?
5. Have you used active verbs rather than adjectives and passive verbs?
6. Have you avoided *extraneous*, weakening adjectives?
7. Do your sentences vary in length and structure; or did you write only simple sentences? At the same time did you avoid overly long sentences?
8. Did you write in active voice? For example, "We won the game!" is better than "The game was won by us."
9. Did you write as if you were talking to a friend but avoided using slang? *Is that the fact Jack!?*
10. Did you take a second to look at your writing to find errors, repetition and wordiness that can be edited?
11. Did you avoid clichés?
12. Did you check your facts and spelling?

North/South Chapter of The Delta Chi Fraternity



Coke's Connection

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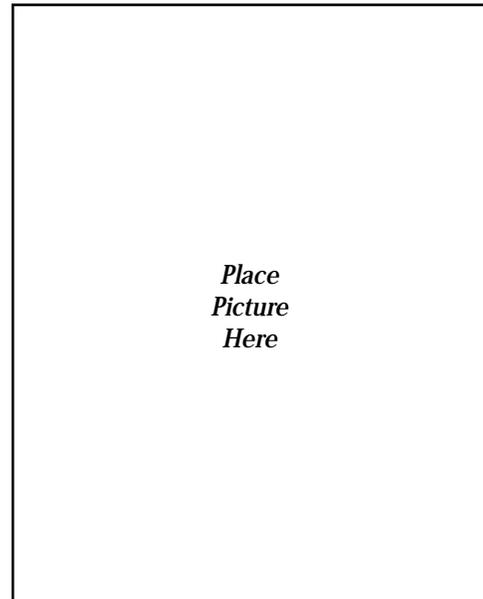
“Upholding the Highest Standards and Traditions...”

John Smith '54 is this year's recipient of our chapter's Outstanding Alumnus Award. As many of you are aware, John has provided much assistance, both financial and legal, to our chapter over the years. We hope that many of you will be present to watch John receive this much-deserved award on the Saturday of Homecoming Weekend.

John grew up in Willow Glen, between Colletown and Anyplace. He graduated from North/South with the class of '54. He became a brother of Delta Chi in 1950, was president of the student body, and he also served as editor of the yearbook. Since Brother Smith graduated he has served as "BB", ABT Recruitment Advisor, ABT President, and for the last 10 years he has been our Legal Advisor. John is widely recognized for the legal work he did for the chapter during the zoning dispute when we owned the house on Small Street.

Upon graduation, Brother Smith took a position with the firm of Jones & Jones. That summer he took and passed the State Bar exam. He was admitted to the bar on Saint Patrick's Day in March of 1960. John has served as an attorney for the State Legislative Board, Association of Railroad Engineers, and Association of General Contractors. In 1975, John became a partner in the firm—making it Jones, Jones & Smith.

Brother Smith has received a number of other awards, including one in 1991 from the state bar for "upholding the highest standards and traditions of the legal profession for more than 30 years." He was also made an honorary member of the Brotherhood of Locomotive Engineers, in recognition of "long, faithful service to the union cause and



*Place
Picture
Here*

John Smith '54 at last fall's Homecoming Banquet.

dedication to the welfare of its members.”

These days, John can be found in his office at 212 State Street in Big City or relaxing on his 360 acre estate in Countryside County with his wife Cindy and kids, John, Jr. and Kim. He continues his support of North/South as Reunion Leadership Gifts Chairman for his 35th class reunion next June, and he is active with the fund-raising drive for North/South University.

We're hoping to hear the rest of the story at Homecoming.... John, we are proud to call you our brother!

Who's Doing What and Where

The purpose of this portion of the newsletter is to keep you informed as to what our brothers are doing. Please do your part and fill out the enclosed information sheet so we can include you in the next newsletter. "Who's Doing What and Where" is just one way that we can keep time and distance from breaking the Bond of Delta Chi.

Arnold Ward '52 is semi-retired after 35 years of activity as a real estate broker and appraiser in North County. "Ack" lives at 295 Lakeview Dr., Biglake, US 13455.

"I can't wait to see everyone at Homecoming, it has been so long!" says **Edward Q. Kimball '59**. "I try to keep in touch with as many brothers as possible." He has been working as an insurance salesman in New York.

Dennis Moore '63 (P.O. Box 314, North, US 45678) has just bought a yacht to sail the Great Lakes, "so call if you want to go fishing sometime!"

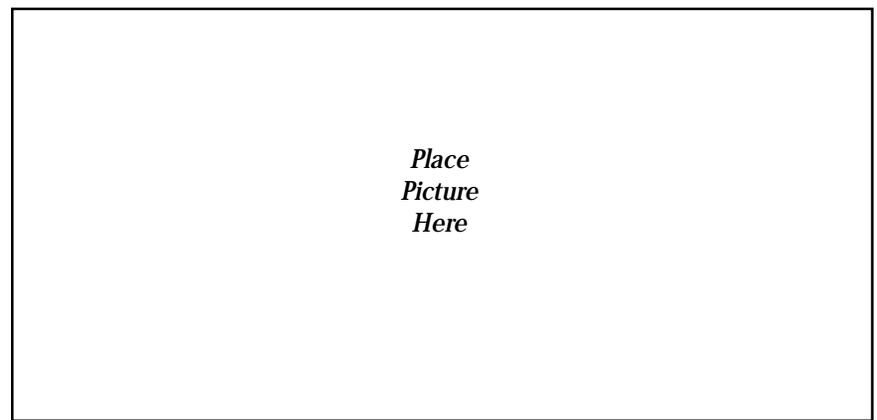
Terrance Washington '68 (345 Luther St, South, US 76543) has a private practise in pediatrics. He recently started playing golfing.

Eddy Coke '78 (631 Sir, Milham, Norfolk, England) received his law degree at the Inner Temple, and he is back home in England working for Parliament.

After graduating from Chiropractor College in 1989 **Doug Tims '84** (345 Woodrose Ctr., Belmont, US 12345) opened a practice in City, US.

Stationed in Nowhere City, **Terry Parker '86** (P.O. Box 110, Nowhere City, US 12345) is passing time by pretending to be the business developer. He sends his best to **Jose Mundoz '88**: call me!

Do you remember when...?



*Place
Picture
Here*

(Caption)

*We are always searching for information to update our scrapbooks. If you have any information about these events or if you can identify the brothers pictured here, please send it to the 'E'.

Dave Sovich '88 (10 Queen Street, Ontario, Canada 1A2 3C4) is going to law school in Canada.

Al Wilkinson '91 (314 Church Street, Iowa City, IA 52244) is working at the International Headquarters as a Leadership Consultant.

Pete Johnson '92 (110 Maple Street, Anyplace, US 12345) even though he just started law school, do not worry. He still finds time to play basketball. He sends a message to all the brothers, "Delta Chi is my first love and it shall be my last!"

Dave Harrison '92 is working as a sales representative for a Kluge Laboratories in the southeast. He plans to return to school next year to attend graduate school. You can contact him at (123) 555-6789.

Homecoming/ Founders' Day Set for the 13th

Homecoming will be celebrated October 12-14 — Founders' Day weekend. A reception will be held Friday, October 12, from 5-7:00 p.m. On Saturday, the Parent's Club will host a barbecue at 11:00 a.m. and then the football game will begin at 2:00. Sunday, the ABT and House Corporation will meet at 10:00 a.m.

Where will I be staying if I don't already have lodging? We have reserved 50 rooms at the University Hotel. This is the best hotel in Collegetown and is offering us a special rate of \$50 a night for our alumni attending the event. Call the "E" at (123) 555-1234 to make reservations.

Okay, I want to attend, what do I do? Let us know as soon as possible by sending in the information sheet!

So what's the cost? The cost is \$30 for the entire weekend, excluding the cost of a hotel room. This amount covers football tickets, a fantastic barbecue, baby-sitting services and the Sunday brunch. Are my wife and kids invited too? YES, your whole family is invited. Baby-sitting service will be provided for smaller children.

Stats. At A Glance

# of members	76
# of associates	25
Total initiates	945
% of last class initiated	95%
Average size for fraternities at North/South	55
Accounts receivable	\$789
Accounts payable	\$169
Chapter GPA	2.76
All-fraternity	2.74
All-men's	2.73
Rank by GPA	3/15

Newsletter Information Sheet

Every alumnus who completed the last information sheet was included in this newsletter. This questionnaire takes about two minutes to complete and is vital to the success of your alumni newsletter.

Name: _____

Today's Date: _____

Year of Graduation: _____

Last Event Attended: _____

Homecoming/Founders' Day: October 13th

Will you be attending **Homecoming/Founders' Day**?

YES! _____
 Not this year _____
 Maybe _____

Would you be interested in helping us contact your brothers to encourage them to attend **Homecoming/Founders' Day**?

YES! _____
 Not this year _____
 Maybe _____

If you attend, would you use a free baby-sitting service if provided by the chapter?

YES! _____
 No, thank you _____

Newsletter Information:

Please let us know what is going on in your life. Please include information on your job, family, hobbies, etc.

Which brothers have you kept in contact with?

Do you have any messages for other brothers?

Personal Information:

Name of Wife: _____

Date of Marriage: _____

Do you have any children: Yes _____ No _____

Names of children; include birthdates (if applicable):

Home address: _____

Home phone: _____

Occupation/Position: _____

Business Address: _____

Business Phone: _____

Fax Number: _____

May we print all of the above information? If not, what may we print?

Did you enjoy the newsletter and how can we improve it?

(use additional sheet if necessary)

WHEN COMPLETE, FOLD IN THIRDS, TAPE CLOSED AND ATTACH POSTAGE

Where Have They Gone?

Because of your efforts we have cut the number of "lost" alumni in half. This is a GREAT start, but there is room for improvement. With your help, we can locate all of our "lost" brothers. Please, if you know the whereabouts of any of the following men, contact Tom Smith, "E", or provide the information below.

Andrade, Gab '55	Jones, Mick '7
Beals, John '67	Lewis, Boyd '64
Burns, Tim '82	Marks, Paul '52
Canton, Berry '75	Mathers, Tyson '35
Cutter, Rich '65	McCarthy, Rich '35
Dirk, Larry '77	McCar, Douglas '66
Donalds, Cody '78	McDonald, Jay '83
Dunn, Rich '85	Miller, Rusty '56
Johnson, Robert '39	Mitchell, Wade '87
Jones, Jake '74	Moore, Patrick '67

NAME: _____
HOME PHONE: _____ WORK PHONE: _____
ADDRESS: _____

NAME: _____
HOME PHONE: _____ WORK PHONE: _____
ADDRESS: _____

NAME: _____
HOME PHONE: _____ WORK PHONE: _____
ADDRESS: _____

Thank you
for your
contribution
of a stamp

CHAPTER "E"
DELTA CHI FRATERNITY
NORTH/SOUTH CHAPTER
123 FRATERNITY ROW
COLLEGETOWN US 12345

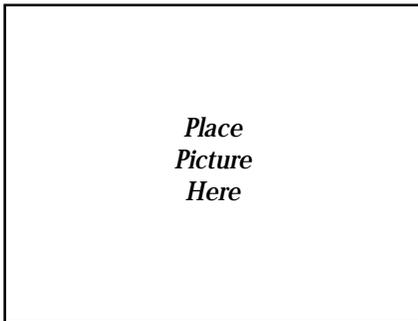
Keeping In Touch...



Class of '75

I'm at home, waiting for guys from my softball team to pick me up, then the phone rings. It's **Stew Baker**...he wants me to be class correspondent and write lots of crazy stuff. After six years, he is hanging up his crayon and has picked me to carry on for the class of '75.

Stew? It sounded to me like the madman of Nazareth has once again absorbed himself in his work. Stew let me know that **Mike Thomas** and his lovely wife **Cindy** were planning a vacation to points south.



(Caption)

When I finally contacted **Darren Peters** he offered his new address promptly let me know what **Tony Felt** is doing these days. First, his address is, 234 Barlow Street, Northtown, US 65433. **Tony** and **Darren** returned from a trip to Europe. They had two days in Rome, a week in England, a week in France, and two days in Spain. It must have been nice—they are talking about doing it again next summer. **Darren** also said that he was working on some top secret stuff that know one can know about. After he told me, I let him know his secret is safe with me. But if you call me I will tell you (no collect calls). Next I tried **Wade Jonson**, of course he wasn't home when I first called. When you're a business owner it makes it hard for people to get in touch with you. He may be becoming easier as I hear he may be selling the shop. After several attempts, I finally gave up!

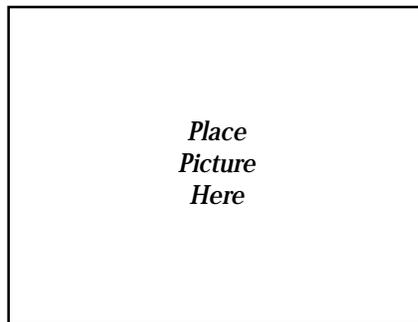
I'll get in touch with the rest of you guys for the next newsletter. Or better yet, why don't you call or write me: Donald Barker, 543 Lane St., Gotham City, US 12345, (123) 555-7896.

Written by Donald Barker.

Class of '82

Peter Turner was home and doing well 'building' his fortune — get it? He frequently goes back and visits the chapter and is working closely with the ABT and house corporation. He will be running for President of the House Corporation this Spring. He told me that **Scott**

Sounders has moved to Hawaii. **Tony Parker** is rumored to have been on vacation recently; **Tony Sims** says he wants to work the grill again this year at homecoming, make sure you are there for his burgers; **Jeff Berry** has been transferred to the West Coast; **Tim Caroway** is still searching for his true love; **Martin Dichonson** was promoted to vice-president of senior sales at XYZ Corporation; **Tony Rodriguez** is now looking towards a future in textiles; **Berry Donohue** and his wife, **Susan**, had a lovely baby boy named **Doug** (your pin is waiting) on August 1; **Travis Brown** is moving to Japan with his company at the end of this year; and I was married four weeks ago (**Brad Turner** was the best man). Thanks to



(Caption)

all those that attended. I'm planning to return for Homecoming. If you cannot make it, call or write me: 765 President Lane, Tiny Town, US 65432, (321) 555-9999. *Written by Bard Toms.*

Class of '88

First, there were 15 of us but sooner or later we all fall. **Owen Stein** was married this Spring to **Linda**. He would like to take this opportunity to thank all those brothers that attended. **Bob Stone** was elected as Vice-Regent for our Region. **Bob** chaired the planning committee for the Regional Leadership Conference that was held at North/South in 1987. **Bob** is currently working at Cem Labs. **Sean Rothenberg** says life in the big city has been good to him. He reports he is studying to be a CPA. **Tom Seaver**, where are you?!

If you receive this newsletter, please write me back. Let me know what you are doing and where you are. Last I heard you were planning to go to graduate school at Cornell. **Terry Marks**, **Sam Bishop**, and

Eric Holt, finally did it. They bought a sail boat and are on their way south.

Write to me at 10 East Way, Big City, FL 67890 or call (111) 555-3333. Let's reminisce about the good times.

Written by Pat Smith.

If your class isn't corresponding please contact the Chapter "E".

"Coke's Corner" is published for the members and friends of the North/South Chapter of The Delta Chi Fraternity. Address changes, news items and photographs are always welcome and may be mailed to:

Tom Smith, "E"
Delta Chi Fraternity
123 Fraternity Row
Collegetown, US 12345
(123) 555-DCHI

Chapter Officers

"A"

Bob Jones, '94
 Small Town, USA
 Business Administration

"B"

Joey Goldberg, '95
 Collegetown, USA
 Speech Communication

"C"

Steven Washington, '95
 Gotham City, USA
 Mechanical Engineer

"D"

Nathan Fernandez, '94
 Big City, USA
 Accounting

"E"

Tom Smith, '96
 Anytown, USA
 English

"F"

Darren Stravenski, '95
 Somewhere, Canada
 Secondary Education

UPCOMING EVENTS

September 4-15

RUSH! RUSH! RUSH!

September 21

North/South vs. East/West
 Members of the East/West
 Chapter will be visiting.

September 22

ABT meeting at the
 chapter house

October 6

North/South vs. City College

October 13

Founders' Day
 Homecoming

October 14

ABT/House Corporation
 meeting at the
 chapter house

October 27

North/South vs. Big U.

November 4

North/ South
 vs. Western

November 11

Fall Associate Member
 class initiation!

November 12

ABT Meeting

Alumni Honor Roll

A special thanks goes out to brothers who have most recently donated money, service and/or time to the chapter. Unless otherwise requested, money donated is placed in our building fund. The money in this fund will be used for the renovation of the chapter house.

Art Sounders '44
 Sandy Koulbern '52
 Arnold Ward '56
 Greg Ward '56
 Grady Adams '61
 Terry Parker '62
 Edward Kimball '65

Rusty Jawarski '66
 Kevin Martinez '66
 Kevin Jones '72
 Matt Lane '75
 Pete Thomas '77
 Steve Stamey '80
 Scott Sutter '81
 Tucker Lincoln '83
 M.M. Duncan '83
 Joshua Rosen '85
 John Brook '87
 Bob Smith '88
 Doug Waller '90
 Mike Stone '90
 Steve Costner '90
 William Chen '91

**THANKS FOR YOUR
 CONTINUED SUPPORT!**

THE DELTA CHI FRATERNITY
NORTH/SOUTH CHAPTER
123 FRATERNITY ROW
COLLEGETOWN, US 12345

*Place bulk
 rate stamp
 here*

Place address label here

