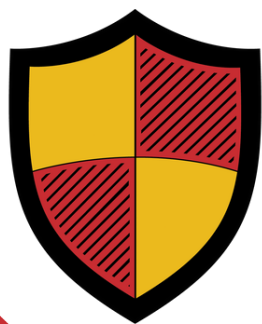


DELTA CHI
FRATERNITY
Updated August 2024



BRIEF

ALUMNI NEWSLETTER

While an effective alumni relations program is multi-faceted, a key element in every successful program is communication. One of the most common tools in a communication strategy is an alumni newsletter. This BRIEF encompasses best practices for developing and distributing an alumni newsletter.

PURPOSE OF THE ALUMNI NEWSLETTER

A newsletter can be a great way to provide consistency in your alumni relations program. Below are some benefits of distributing an alumni newsletter:

- Provide a forum for alumni insight and recognition.
- Provide an avenue for readers to keep up with the current state of the chapter/provisional chapter and the Fraternity.
- Maintain relations between the undergraduate chapter/provisional chapter and alumni members.
- Inform alumni members of upcoming events and programs.
- Promote a culture of information sharing and engagement.
- Help alumni to maintain interest in the chapter/provisional chapter, fellow alumni, and the Fraternity.
- Assist in developing and maintaining a pool of interested alumni for further engagement or volunteer opportunities.

STEPS FOR CREATING AN ALUMNI NEWSLETTER

1. **Gather information:** Consider including university news, upcoming events, chapter/provisional chapter accomplishments and pictures.
2. **Create a layout:** Use the same design or template for each newsletter you produce.
3. **Insert your content into the layout:** consider the length of content and how it visually appeals within your template.
4. **Check your mailing list for accuracy:** Annually verify that you have correct mailing addresses (for physical mail) or email addresses (for digital distribution) of alumni. You may also wish to distribute copies to parents/family members, your campus Fraternity/Sorority office, and Delta Chi International Headquarters.
5. **Edit your rough draft:** Have an ABT advisor proofread the content.
6. **Distribute your newsletter:** If physically mailing, get your newsletter printed and properly addressed before bringing it to the post office, or send it out electronically.
7. **Promote on social media:** Send a notice that the newsletter has been mailed or provide a link to the digital version!

TIMING AND CONTENT

Without a regular newsletter and updates, alumni will lose touch with the chapter/provisional chapter. While your distribution schedule is up to you, it is recommended that you should distribute a newsletter at least three times a year. A sample timeframe and proposed content would be:

- **Early Fall:** feature a story about an alumnus, newly initiated brothers, or plans for Week of Service and Founders Day. Include chapter/provisional chapter upcoming events (ex. Homecoming), a review of the chapter/provisional chapter attendance at the International Convention (depending on the year), updates on recruitment, and plans/goals for the rest of the academic year. Showcase any awards/recognition the chapter/provisional chapter received during the summer.

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- **Winter:** feature a story about an alumnus or highlights of winter graduates; promote recent alumni event attendance (ex. Founders Day) and give information about any upcoming Spring term alumni events. Recap Homecoming or other Fall events, and spotlight newly elected officers.
 - **Spring:** feature a story about an alumnus or highlight spring graduates. Review attendance at the Regional Leadership Academy and any regional awards the chapter/provisional chapter may have received. Give information about alternative break or spring break trips members participated in.

Every issue should showcase traditional alumni highlights (which include reunions, weddings, births, promotions, etc.), information about the V Foundation and fundraisers, and any upcoming rituals (Alumni Rededication Ceremony, Pinning Ceremony, etc.).

FEATURES/TOPIC IDEAS

The following is a list of topic ideas, suggestions, and other resource ideas for your newsletter that other chapters/provisional chapters have utilized. You are encouraged to expand on these ideas as appropriate for your chapter/provisional chapter. Regardless of the topic area, your primary focus should be centered on things that would appeal to and be of value to your alumni.

- **Alumni Biography:** These features provide a quick overview of an alumnus. Information can include initiation year, graduation year, family updates (spouse/significant other, children, grandchildren), career information, personal accomplishments, etc. You can solicit answers to these questions from alumni in your newsletter, on social media, or at alumni events.
- **Blast from the Past:** Include information about points in your chapter/provisional chapter's history. This could be a throwback/historical photo or an excerpt from a news article. For example, if you are promoting upcoming Homecoming events, find a photo from a past or historic Homecoming for the chapter/provisional chapter.
- **Calendar of Events:** Include a list of dates, locations, and times of events that are of interest to alumni that are happening until you send the next newsletter. Be sure that your information is firm before publishing. Remember, your alumni should receive notice of an event at least four weeks in advance.
- **Undergraduate Member Spotlight:** Similar to an alumni biography, feature a story and relevant information about a current member, especially if they have recently taken on a new leadership role or received recognition on campus or within the chapter/provisional chapter.
- **State of the Chapter/Provisional Chapter:** Alumni often are very interested to know what is currently happening with their undergraduate organization. Keep your updates focused on specific events, as well as areas of needs and attention.
- **At-A-Glance Stats:** This section could provide a quick overview of facts and figures that could be of interest to alumni in a more digestible format rather than reading it in a narrative. This could be number of undergraduate members, number of associate members, completed community service hours, dollars donated to philanthropic causes, organization GPA, etc.
- **Alumni Volunteer Reports:** Your "BB" - Chapter Advisor and ABT should be encouraged to submit articles from their perspective in those roles supporting the chapter/provisional chapter. An annual House Corporation report is also a good idea (if applicable).

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- **Open Invitation:** Every newsletter should include an open invitation for alumni to visit the chapter/provisional chapter for an activity or event. The section should include the contact information for the “E” for alumni to have a point of contact with questions.
 - **International Fraternity Updates:** While your alumni may be receiving communications sent from IHQ, you should include some of those same updates in your newsletter just in case. You can include news and updates, policy changes, recent expansions to new campuses, and involvement/volunteer opportunities (including things like links to register for Regional Leadership Academy or the International Convention).
 - **Volunteer Needs:** If your chapter/provisional chapter has an opening on their Alumni Board of Trustees or has a request of a need for a presentation or program, it should be included as well as contact information for who interested alumni can connect with to express an interest.
 - **Thank You Feature:** Dedicate a section of your newsletter to thanking alumni and volunteers for efforts and contributions. This may include financial donations to the chapter/provisional chapter, participation in an event, requests to update contact information and instructions on how to do so, or donated items.
 - **Graduation Features:** Ask graduating members to share their “[Senior Send Off](#)” information, including career plans, how they plan to stay connected with Delta Chi, etc. This will help alumni to stay informed and network with graduates.
 - **Campus Involvement:** Outline the involvement of members in various campus student organizations and activities. This can be a point of pride for alumni, a chance to recognize the contributions and efforts of undergraduates, and provide content to the impact of membership beyond chapter/provisional chapter involvement.

SOURCES OF INFORMATION

The best source of information for the alumni newsletter is your alumni. The most accessible people will probably be your “BB”- Chapter Advisor, ABT members, involved Alumni Chapter members, and other engaged alumni. They can be a great resource for you when gathering alumni accomplishments and may have leads for potential stories to feature. Aside from these resources, you must be willing to contact alumni for information. They will usually be more than willing to provide information on their personal accomplishments. Don’t forget other resources like the Delta Chi International Headquarters, your institution’s alumni association and nearby Alumni Chapters.

GATHERING ACCURATE ALUMNI CONTACTS

Though your chapter/provisional chapter may have an alumnus contact list, it may be out-of-date. The Director of Alumni Engagement & Relations at the Delta Chi International Headquarters can provide you with an updated list of alumni contact information using the [Mass Member Information Request Form](#). Typically requests are made within a specified parameter - usually these parameters are by chapter/provisional chapter or alumni within a certain radius of your campus.

BRANDING

Delta Chi has an [established style guide available on the website](#). This can help you understand the appropriate use of Delta Chi logos, images, typefaces, and colors. Reference this style guide when establishing your newsletter to ensure you are adhering to Delta Chi standards. This will also enhance the professional feel of your newsletter.

UTILIZING TECHNOLOGY

Technology can enrich your alumni newsletter by enhancing its accessibility and interactivity. Below are two formats you can use to be more technologically friendly.

- **Canva:** This design tool can allow you to create a template or use a pre-existing format, for download to be distributed electronically or by printing and mailing.
- **MailChimp®, Zurb®, GitHub®, and Cakemail®:** All are newsletter platforms that allow you to create electronic newsletters for distribution via an email mailing list.

By using an electronic template, you can also post to social media accounts for the chapter/provisional chapter to increase the number of people who can access the content. To increase the individuality of the newsletter, you could include videos in your newsletter - either by recording a message from an officer, linking to something from your college/university, or featuring something like a recruitment promotional video. To provide additional information, you can also hyperlink to relevant articles, websites, or social media pages.

SPELLING AND GRAMMAR

Spelling and grammar may seem like a minor detail, but it contributes to the overall professionalism of the communication you put out. While everyone makes mistakes, it is important to avoid making the same mistake over and over again. Below are a few grammatical reminders for your consideration:

- Delta Chis_ Preferred: “30 members of Delta Chi achieved a 3.0 GPA.”
- Delta Chi’s “Delta Chi’s new house”
- international fraternity The whole fraternity (all the chapters).
- Chapter vs. chapter Capitalized when referring to a specific chapter or is used in place of the entire chapter name. “The North/South Chapter raised over \$8,000 for The V Foundation” or “The Chapter raised over \$8,000 for the V Foundation” vs “Our chapter helped a local food bank during the Fraternity’s Week of Service.”
- Fraternity vs. fraternity The Delta Chi Fraternity vs. “The North/South Chapter house is on fraternity row.” Avoid using the term “frat”.
- house vs. chapter The house is the physical structure. The chapter is the group of people representing Delta Chi on the campus.
- alumnus vs. alumni An alumnus is one male graduate. Two or more are referred to as “alumni”
- alumna vs. alumnae An alumna is one female graduate. “Alumnae” is plural.
- Brother vs. brother Capitalized when referring to a specific brother (“Brother Smith”) vs. “the brothers were proud of their recruitment efforts.”
- actives “Student” or “undergraduate member” is preferred.
- “Nationals” International Headquarters or IHQ is the correct terminology. Delta Chi is an international organization, and there is only one.