Engaging Your Alumni

Award Winning Alumni Relations

Patrick J. Alderdice, President, PENNINGTON & COMPANY
The most successful chapters are those with alumni involvement...
PENNINGTON & COMPANY has interviewed more than 3,600 affluent Greek alumni (representing more than 125 chapters of 34 (inter)national fraternities on 40 college campuses) with the perceived ability to make a major gift ($25,000 or more) towards a proposed capital campaign.
83% described their interest and attitude toward the Chapter as “Moderately Interested” to “Very Enthusiastic/Positive”
74% ranked the chapter housing project as a “Medium” to “Top” priority among their philanthropic priorities for the next few years.
1. “They don’t know proper manners and etiquette...”

Be sure to greet and welcome all visitors.

Promptly send thank-you notes to alumni for recruitment recommendations, financial offerings, volunteer activities, and other contributions.
2. “They don’t take care of the House...”

Our chapter houses are symbols of the shared values of the fraternity.

Alumni want to see that the facility is given the necessary care and respect, and that their investment is secured.
3. “I rarely hear from the Chapter, and when I do it is usually a request for money…”

Create and follow a consistent alumni relations calendar, incorporating regularly scheduled events and communications.
The 3 C’s of Award Winning Alumni Relations

Communicate.
Connect.
Cultivate.
Communicate

- Professional and Consistent
- Timely
- 50-75% alumni news
- Promote chapter accomplishments, recognize outstanding efforts of alumni volunteers
Connect.

- Maintain current contact information and other detailed records for your membership.
- While alumni care about the current chapter, their real interest lies in staying connected with their contemporaries.
- Utilize technology, but do not rely on a web site for your alumni relations.
Cultivate.

- Recognize that every event, each communication is a chance to further build your case for support.
- Provide opportunities for involvement and support.
The goal of an effective alumni relations program should be to consistently **COMMUNICATE** the goals and objectives of the Chapter and **CONNECT** your alumni with the organization and each other. This sets the foundation from which to **CULTIVATE** their involvement and support for future needs.
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