



Congratulations on your election as High Rho of your Zeta! You are now your chapter's most immediate link to the many alumni who have passed through your Zeta before you. It is your responsibility to ensure that each of your brothers realizes that Lambda Chi Alpha is a lifetime commitment and to prepare them to become lifetime brothers. To this end, regular contact with your alumni brothers will provide opportunities for communication and enrichment and will allow these alumni to serve as role models for how Lambda Chi Alpha can become an important and continuing part of life after graduation. You are encouraged to develop programs which will promote the positive involvement of alumni and undergraduate brothers together in a range of activities. Remember that alumni bring much more than financial resources to their interactions with the active chapter. Their wisdom, experience, and range of vocational involvements offer remarkable opportunities to enhance your Zeta and the possibilities available to your brothers. By connecting your undergraduate chapter with concerned alumni, you are building bridges of brotherhood which will last far beyond your time in office.

Charge

You are this chapter's link to the alumni of Lambda Chi Alpha, both within and beyond this chapter. Your development of an effective program that provides events of interest to the alumni, recognizes outstanding service to the fraternity by individual alumni, and encourages alumni involvement in support of this chapter is vital for its continuity, future strength, and stability. You are invested with the collar and pendant bearing upon it the HEART, your symbol of office.

Oath

IN THE PRESENCE OF ALMIGHTY GOD / AND BEFORE THE BROTHERS / OF LAMBDA CHI ALPHA HERE ASSEMBLED / I / DO SOLEMNLY PROMISE AND SWEAR / THAT, TO THE BEST OF MY ABILITY, / I WILL AT ALL TIMES / FAITHFULLY, / HONORABLY, / AND IMPARTIALLY / PERFORM THE DUTIES OF MY OFFICE / AS PRESCRIBED BY THE LAWS OF THE FRATERNITY. / SO HELP ME GOD.

**Master Steward Bill Mercer
Master Steward Bobby McDowell
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Purpose

The Position

The High Rho is the alumni chairman for the chapter and the chapter's link and liaison between the undergraduate brothers and alumni brothers. The brother entrusted with this office bears a tremendous responsibility as he is the officer charged with ensuring that the link between the chapter and its alumni remains strong. Remember, Lambda Chi Alpha is a fraternity for life. All undergraduate brothers will someday become alumni brothers, just as all alumni brothers were once undergraduate brothers. The High Rho must maintain and nurture this relationship through responsible, creative, and dependable programming.

Duties and Responsibilities

The *Constitution and Statutory Code IV-25* reads as follows: "The High Rho shall serve as the Alumni Secretary of the Chapter and shall act as the liaison between the Chapter and the alumni members. He shall be Chairman of a Committee on Alumni Affairs, and shall be responsible for the development of an alumni program and the alumni records of the Chapter. It shall be his general duty to work with the Alumni Director of the General Fraternity and with his Chapter in:

- A. Soliciting news notes from his Chapter's alumni members, to be given to his Chapter's Editor and Correspondent for inclusion in the Chapter's newsletters, and the Cross & Crescent.
- B. Keeping an up-to-date address file of his Chapter's alumni membership.
- C. Working with other elected or appointed officers of the Chapter, in contacting, planning, and preparing for alumni functions such as homecoming, alumni weekend, Founders Day, and commencement, and working with the officers of the Chapter Alumni Organization, House Corporation Board of Directors, and the members of the Alumni Advisory Board."

Developing the alumni program affords you a unique opportunity as a chapter leader due to the potential for development that exists. Unfortunately, many of our chapters neglect this vital area. All of your leadership skills will be utilized because this position will be required to educate both the chapter and the alumni on the immense benefits to be gained from an effective alumni program.

When elected, you probably thought your only responsibility would be to put out a newsletter, talk to the alumni brothers when they came to alumni events and just be High Rho. These are three of your responsibilities, but there are many more of which you are probably unaware. The office of High Rho will require you to wear many hats and play many different roles.

One of these roles is that of a **public relations coordinator**, which requires numerous personal contacts with alumni of various age groups and interests. Your efforts in the public relations field will revolve around the newsletter, various alumni events and, actually, all contact you will have with any alumni brother. Many times you or your communications program mailings will be the only contact alumni brothers will have with the chapter; therefore, the impression you generate is vitally important. If you are efficient, polite, mature and creative and your mailings reflect this image, an alumni brother will think the entire chapter is the same. The same holds true for a negative image. Be aware of the image you are generating in all your dealings with your alumni brothers.

Your program involves several different events often requiring large expenditures of chapter funds. You, therefore, are required to play the role of **financial manager**. You will have to monitor your budget in order to make sure you and your committee have enough funds to adequately pay for several alumni newsletters, alumni mailings and alumni events.

You will also have to play the role of **secretary/records manager**. Alumni brothers move rather frequently, and with the more alumni brothers you have, the more they seem to move. One of your primary responsibilities is to maintain and update alumni address lists. This can often be a time consuming job, but a job that must be done.

With the fraternity world changing every day and with Lambda Chi Alpha in the forefront of these changes, your chapter is continually evolving into a new chapter. Alumni brothers want and need to know about these changes; therefore, in your efforts to educate alumni brothers of the need for the chapter to adapt, you will act as fraternity educator to the alumni.

Another facet of your job is really that of "alumni recruitment chairman," since the same techniques used in chapter membership recruitment will prove effective in your alumni program as well. Think about it. You must first make personal contact in both chapter recruitment and alumni recruitment; you then must develop programs that will interest both and present the rationale for becoming involved with the chapter. You must "sell" the chapter and make each alumni brother proud of his accomplishments and association with the chapter.

Accordingly, your job entails much more than just putting together a newsletter once or twice a year. A positive attitude toward the task before you will lead to the satisfaction that comes with knowing you have made a lasting impression, and a significant contribution, to the future of your chapter.

Getting Started

We all realize the need for an alumni brother program. Lambda Chi Alpha ELC recommendations always contain numerous suggestions for improving the alumni brother program. In this manual you will find presented an ideal alumni brother program. Checklists are provided after each section so you can compare your performance against the prescribed standards. Use this as a diagnostic tool; once you have found your weak areas, get to work on them. A good way to ensure that you are completing the responsibilities of your office is to remind yourself of the 13 obligations of a High Rho as set forth the in **Standards for Chapter Excellence**. These 13 standards cover all aspects of you office and striving to meet all of them will keep you on track. In order to help keep you on point, this manual has been designed to correspond with the 13 standards.

The Ideal Alumni Brother Program

Actively Involved High Pi

“An officially appointed and actively involved High Pi who attends chapter meetings and all Executive Committee meetings.” High Rho Standards for Chapter Excellence, No.1.

Our *Constitution and Statutory Code* requires every chapter to have a High Pi. The High Pi is the chancellor of the active chapter; he is the chief judicial officer and the representative of the Grand High Zeta in the chapter. The Grand High Pi appoints the High Pi upon the recommendation of the Executive Committee. The High Pi shall be an alumni brother of at least two years and in good standing with Lambda Chi Alpha. He does not have to be an initiate of the chapter where he serves as High Pi. A faculty or honorary initiate may serve as High Pi as well. The High Pi's term is for two years; at the end of this term, the chapter may recommend that the High Pi be reappointed or that someone else serve as High Pi.

As the chief judicial officer and representative of the Grand High Zeta, the responsibilities of the High Pi are numerous and varied but can be managed in a reasonable amount of time each week. The High Pi should attend a majority, if not all, chapter meetings and, as the chief judicial officer, he is to attend Executive Committee meetings as well. Any appeals of chapter decisions should be made through the High Pi. In his role as representative of the Grand High Zeta, he is obligated to report any violation of the Fraternity, federal, state and local law to the Lambda Chi Alpha. He shall also appoint and serve as the chairman of the Alumni Advisory Board.

The most important aspect of the High Pi's job is that of the adviser. He should be able to sit down with any chapter officer, or any brother for that matter, and discuss any aspect of chapter operations. As an older alumni brother, he should be able to offer insight and advice drawn from both his fraternal and life experiences. Many times a chapter will have a High Pi in name only who rarely, if ever, attends chapter and Executive Committee meetings and is completely disconnected from the chapter. If this is the case, you or the High Alpha need to either discuss the problem with your High Pi or begin the search for a new one.

HIGH PI QUESTIONNAIRE

To begin with, you must ask yourself some questions about your High Pi. Work through the questions with your High Alpha.

1. Do you currently have a High Pi? If no, move to the next section - *Finding a High Pi*.
2. Has he been officially appointed by the Grand High Pi? If not, complete the Recommendation for High Pi Appointment form and return it to Lambda Chi Alpha.
3. Does your High Pi attend a majority of your chapter meetings?
4. Does your High Pi attend a majority of your Executive Committee meetings?
5. Does your High Pi offer advice and review chapter programming with each officer?
6. Does the chapter feel comfortable with respect your High Pi?

If you answered “no” to any of questions 3 through 6, you and the High Alpha should meet with your High Pi and discuss his responsibilities. You may find that your High Pi never fully understood his obligations. You may also find that your High Pi has wanted to let someone else take over but did not know how to find a replacement. Whatever the situation, the chapter needs to reach some agreement with your High Pi about his future in that role. If you answered yes to questions 3 through 6, then your High Pi is performing up to standards and you had better keep him.

An effective High Pi is extremely important to every chapter and, if you do not have one or your current High Pi is not performing up to your expectations, you should begin the search for a new High Pi.

FINDING A HIGH PI

Step 1 - Forming a Search Committee

The first step you will need to take is to form a search committee. This committee should consist of the High Alpha, one Executive Committee member, the current High Pi (if you have one you are replacing), two involved local alumni brothers, a university official (optional), and yourself, the High Rho. This committee will prepare selection criteria and develop a list of responsibilities for the new High Pi.

Step 2 - Preparing a List of Prospective Candidates

Once your search committee is formed, it should develop a list of possible High Pi candidates. Your current High Pi, or the two alumni, may know several other alumni in the area who might be interested in the position. The university representative may also know of faculty members who may be qualified. Put every possible candidate on your list. If you cannot come up with many names, contact the General Fraternity for a listing of alumni brothers in your area. Once the committee develops a complete list, remove those candidates who are obviously unable or unwilling to serve. Narrow your choices down to at least four, if possible, and prepare brief biographies of all your firm candidates.

Step 3 - Interviewing your Candidates

Schedule an appointment to meet with each candidate. The purpose of the interview is to discuss the responsibilities and time requirements with each candidate. Further, you should explore the common issues facing the chapter in order to get his opinions and viewpoint on those problems. Do not turn these interviews into inquisitions; they are simply meant to ensure that the committee and the prospective High Pi agree on the general issues facing the chapter. It is also an opportunity to explain the following duties of the position that the candidate is expected to perform:

1. Attendance at a majority of chapter meetings is expected. A majority would be three out of four in any given month.
2. Attendance at Executive Committee meetings is expected. As chief judicial officer he should be at every one.
3. He is expected to serve as chairman of the Alumni Advisory Board if the chapter has one. If the chapter does not have an Alumni Advisory Board, the High Pi will be expected to form one after a reasonable period of time.
4. He is expected to meet with each chapter officer and review his program, offering suggestions and helping to set goals.

Step 4 - Selecting your High Pi

After the search committee has interviewed all the candidates, it should recommend one of them to the Executive Committee. It is suggested that you select one as your first choice and then select a first alternate. Take into consideration the opinions of all the committee members and arrive at a consensus; do not just take a straw vote. Thoroughly examine the pros and cons of each candidate and make a mature and logical decision. The selection committee then nominates these two individuals and gives the nominations to the Executive Committee. The Executive Committee then can either accept or decline these nominations. If they accept them, move on to Step 5; if they do not, repeat Step 4.

Step 5 - Asking the Candidate to Serve as High Pi

The High Alpha and the High Rho should arrange a meeting with the selected candidate and at that time issue him an invitation to serve as your High Pi. Do not ask him over the telephone; a personal visit is much more effective. At this time, review the responsibilities with him once more. Answer any questions he might have and ask him if he would like some time to think about your offer.

Step 6 - Following up your Invitation

If the candidate accepts your offer, you should arrange a dinner or some type of informal meeting with him and the chapter. Once he accepts, give him a copy of the chapter's master calendar and review it with him. After the candidate has accepted the nomination, you should send a personal note to all of your other candidates telling them the position has been filled.

Step 7 - Officially Recommending the Candidate as High Pi

After he has accepted, the High Alpha needs to complete the Recommendation for High Pi Appointment form and forward it to Lambda Chi Alpha. Note that the new High Pi needs to write a letter of intent and include this with the form; do not forget to have the High Alpha sign the form on the back. The Grand High Pi will make the official appointment from this form.

The Alumni Advisory Board

“An Alumni Advisory Board of at least three alumni to assist in the development of chapter programming.” High Rho Standards for Chapter Excellence, No. 2.

The formation of the Alumni Advisory Board is the responsibility of the High Pi; however, as High Rho you should have input into the process. The Alumni Advisory Board is there to assist the High Pi in advising the chapter as its name implies. The minimum number of alumni brothers needed for an advisory board is stated as three, but the more you have, the broader and more diverse will be the advice received. You also may have several area alumni brothers interested in serving the chapter in some way and, since only one individual can serve as High Pi, the Alumni Advisory Board gives those alumni brothers a chance to remain involved.

You may believe your chapter really does not need an Alumni Advisory Board. After all, the chapter officers can make the important decisions; why bother getting the alumni involved, right? If this is how you feel, then you need to seriously reconsider your position as an officer. Every leader has shortcomings, and if the leader recognizes these and looks for help, everyone benefits. For example, a certain High Rho wants to begin an annual fundraising campaign. He reads the section in the *Alumni Programming Manual* and realizes he cannot put this program into effect without the advice and assistance of some alumni. There is no Alumni Advisory Board at this chapter, and the High Pi knows nothing of fundraising so the project is dropped.

The Alumni Advisory Board is designed to provide advice and guidance to each officer. They are not to assume control of any given program; they are only to offer support and direction. They should meet formally as a group only once or twice a term, but the individual advisers should meet at least monthly with their specific chapter officers. Basically, the adviser should review the officer's program outline in the beginning of the term, meet with the officer before major events, answer any questions when these arise and review the positive and negative points of the program at the end of the year. Hopefully, you can see the need for an Alumni Advisory Board; take steps now to begin formation of one for your chapter. The next exercise will help you do just that.

HOW DO WE FORM AN ALUMNI ADVISORY BOARD?

You will need to first contact your High Pi and get him involved with this exercise.

1. Sit down with your High Pi and decide how many people you would like to have on your Advisory Board. Ideally you would like to have one alumni adviser for every officer, but realistically you may have to settle for one alumni adviser for every two or three officers. Once this is done you will need to compile a list of names of interested potential Alumni Advisory Board members. Do not limit yourself to alumni brothers of your chapter or even Lambda Chi Alpha alumni. There may be an alumni brother from a different chapter or a faculty member or even a brother's father that would make an excellent adviser.
2. Draft a letter to these potential board members outlining your goals and intentions for the Alumni Advisory Board. In the letter, you should include a self-addressed postage paid return card; this card should be similar to the example in the appendix. Make sure to include return address and current telephone number and more importantly, what offices that alumni brother held in the chapter.
3. Once you get several of these reply cards back, plan an organizational meeting. Notify those alumni brothers who gave affirmative replies of the date, time, and place the meeting is to be held. Prompt follow-up on these reply cards is crucial; your organizational meeting should be held not later than two weeks after you receive the first card back. If someone replies negatively, write them a note, thanking them for their consideration.
4. The High Pi is to run the organizational meeting as he will be the chairman of the Alumni Advisory Board. At this meeting you should explain the responsibilities of the Alumni Advisory Board and answer any questions. Do not forget to tell the possible candidates that they are fully covered under our liability insurance program in the event of a tragedy. At this time you will want to ask for a firm commitment from the candidates. Hopefully, most will agree to serve; your next step will be to decide on who will advise what chapter officer. You should also set your next meeting date. You may choose to include all of the High Zeta officers in this initial meeting in order to allow the potential advisers a chance to meet the officers with whom they will be working.
5. The High Pi, as the chairman of the Alumni Advisory Board, is now responsible for running the board. You, as High Rho, will now assume a less directive role and work with your individual advisers.

The House Corporation

"A functioning House Corporation and/or alumni organization that meets at least twice per school term for schools on terms and once per term for schools on quarters." High Rho Standards for Chapter Excellence, No. 3.

Every chapter that rents or owns a house **must** have a House Corporation. The active chapter should not have to worry about paying rent, repairing the chapter house, and paying utility bills. That is not to say the chapter brothers do not pay fees to have a house; that only means the House Corporation will assume the responsibility of most chapter house maintenance. The House Corporation also provides the much-needed continuity necessary for having a chapter house. With a complete undergraduate brother turnover every four to five years, a chapter cannot provide the stability necessary to maintain a property over a long period of time.

The House Corporation is there to help you, not to control the chapter. Many times the undergraduate chapter perceives the House Corporation as an unbending group of old men or as a power-hungry group of young alumni trying to relive their undergraduate experience. More often than not, however, the House Corporation is only concerned about the continued welfare of the chapter and the protection of its most valuable monetary asset, the chapter house. The House Corporation may not know exactly how to communicate their concerns, but they only want to see the active chapter grow and prosper. If you are currently having problems communicating with your House Corporation, please see the section on a "Role of the Undergraduate in the House Corporation."

For information on the creation and operation of a House Corporation, please see the *House Corporation Manual*.

ROLE OF UNDERGRADUATES IN THE HOUSE CORPORATION

“Undergraduate representation on the House Corporation/alumni organization including High Alpha, High Tau, High Rho, and the House Manager who shall report the minutes of the meeting to the undergraduate chapter.” High Rho Standards for Chapter Excellence, No.4.

What about the role of the undergraduate brother with respect to the House Corporation? Ideally, the House Corporation Executive Committee should meet with the entire active chapter at least twice a year in order to answer any questions the chapter might have. A House Corporation director should attend the chapter and High Zeta retreats each semester as well. The House Corporation president should also attend as many chapter meetings and/or High Zeta meetings as he feels are necessary. The High Alpha, the High Tau and the High Rho should always attend all of the House Corporation meetings.

Attendance is necessary and is vital to effective communication; however, participation is even more vital to communication. In other words, do not go to the House Corporation meetings and passively accept everything that is said by the alumni brothers. You are the representatives of the undergraduate chapter, and your opinion is important. You should feel free to voice your opinions in these meetings, ask questions, and generally become a part of the House Corporation and not merely an observer.

Remember, however, that all decisions will not go your way, and a few alumni brothers on the House Corporation may not seem overly friendly, although the great majority will not fit this category. If you are not satisfied with a decision of the House Corporation, listen to the reasoning behind the House Corporation’s decisions and try to understand them. If something is passed that you do not quite agree with, do not go back to the chapter and grumble about the decision. Quietly express your support and try work with the House Corporation to reach a compromise decision or consensus that would address all concerns.

IMPROVING CHAPTER/HOUSE CORPORATION COMMUNICATION

More often than not the communication lines between the House Corporation and the chapter are not as open as they should be. This is largely due to differing perceptions and attitudes towards fraternity life and chapter house maintenance. If the two groups can first discuss their respective wants and needs and then agree upon a mutually acceptable goal, the communication lines will become much more open. This exercise will help you to begin to talk to each other.

1. Contact your High Pi and ask him to set up a meeting with the House Corporation and the High Zeta. The entire membership of both groups should be present. If a special meeting cannot be scheduled, ask to place time on the calendar during the annual meeting of the House Corporation.
2. One week before the meeting, create and distribute a chapter/alumni goal questionnaire. Each member of both groups should complete this form.
3. At the meeting arrange the chairs in a circle and mix the High Zeta members and the House Corporation members together. Do not let the two groups sit next to each other.
4. The High Pi will run this meeting. He will collect the worksheets and then each member present will state his ultimate priority goal for the Fraternity. The High Pi will redefine these goals to their basic level that, in the end in every situation, will be the improvement or advancement of the chapter.
5. Once the group sees that they all only want the chapter to improve, the High Pi will list the major areas of concern between the two groups. Each person is allowed to comment for two minutes on each of the concerns. Do not let this part of the session deteriorate into a shouting match.
6. Divide the group into smaller equal groups and assign them one of the concerns to discuss. They are to formulate an action plan to deal with or solve this problem.
7. Reconvene the entire group and have each present their plan of action. The smaller group that formulated the plan is responsible for seeing that it is executed.
8. After the meeting allow time for individual social interaction. You may even like to plan a barbecue for that evening.

Remember that brotherhood in Lambda Chi Alpha is for life. All brothers, whether in their undergraduate or alumni years, want nothing more than the best for the chapter. By working together, the undergraduate and the alumni brothers can realize the common nature of their goals.

Alumni Communications

“Establishment of a year-round alumni correspondence program utilizing cards, thank-you notes, initiation invitations, anniversaries, etc.”
High Rho Standards for Chapter Excellence, No. 5.

Each chapter has several alumni brothers in the area who serve as High Pis, House Corporation officers, and Alumni Advisory Board members. In total, these people usually only add up to about 10 or 15 alumni brothers. That leaves several hundred, sometimes even thousands, of alumni in the dark about the progress of their former chapter, other than maybe receiving a brief newsletter once a year. Of course, alumni brothers cannot give 100 percent of their time to the chapter; jobs, families, and other commitments must come first. However, this is not to say that the alumni brothers are not interested in the well being of the chapter, as they are definitely interested and want to know. Therefore, the chapter needs an alumni brother communications program to keep them informed about chapter activities.

When an alumni brother remembers his Fraternity, he does not think about the current undergraduate brothers or the chapter today; rather, he remembers his college years and the brothers he was in the chapter with. These nostalgic memories are to be expected, but after an alumni brother is through reminiscing, he begins to wonder about the current status of his chapter. Most of the time his pondering will stop because he does not know how or who to contact. The current chapter is a faceless, nameless entity. An alumni brother communications program can put a name and a face with the active chapter and hopefully generate increased support.

The alumni brother communications program does not involve the semi-annual newsletter; this program is in addition to the newsletter. This next section of the manual will deal extensively with newsletter production. Instead, let's take a look at exactly what is involved in an alumni brother communications program. Listed below are the main points of the program. Remember, however, that this is not an exhaustive list of the points. You can and should add to this list:

- 1. Notification through the newsletter or other mailings of important chapter events** such as ritual dates, White Rose formals, Greek Week dates, and chapter scholastic standings. You can fulfill this portion by distributing a semester calendar and mailing it out at the beginning of each term accompanied by a cover letter inviting them to attend all of these events. An extra personal touch would be to telephone local alumni brothers the week before such events in order to invite them.
- 2. Season's Greetings cards should be sent in December.** Sending these cards is an excellent way to keep current with the alumni brothers. You may want to design your own personal chapter card or there are several companies that print fraternity greeting cards. Also include a small introduction about the current state of the chapter, and any big upcoming events in the spring. Be sure to contact your local post office about bulk rate postage for this endeavor, as this mailing can be quite expensive.
- 3. Assign Alumni Big Brothers to each member.** Divide the list of alumni among the current chapter brothers. This alumni brother then becomes the undergraduate's alumni big brother. If your list of alumni brothers is quite long, some undergraduates may have two or more. Having an alumni big brother involves writing an initial introduction letter, contacting that alumni brother personally before major chapter events and writing personal notes on the correspondence that goes out to that alumni brother. This part of the program is intended to personalize the chapter for the alumni brother. Another way to go about the alumni big brother program is to gauge the interest of the chapter based on majors, hobbies, etc. Also, do this with your alumni brothers (if possible) and try to pair them according to similar interests. Be sure to appoint an alumni big brother coordinator to help the High Rho ensure that letters are being sent out in a proper manner.

There are the main points of an Alumni Brother Communications program. As previously stated, this is by no means a complete list; you can and should add to it. The following exercise should help you get started on your program.

HOW DO WE START AN ALUMNI BROTHER COMMUNICATIONS PROGRAM?

1. Prepare an alumni program master calendar. List all alumni events you are planning to have for the entire year. Make sure to include homecoming festivities or a reunion weekend if your campus does not have a homecoming and a Founders Day celebration. Use a checklist similar to the one below to help you plan your events.

<u>Event</u>	<u>Date</u>	Fall Term Events	<u>Committee member</u>
Homecoming	_____		_____
Reunion Weekend	_____		_____
_____	_____		_____
_____	_____		_____

<u>Event</u>	<u>Date</u>	Spring Term Events	<u>Committee member</u>
Founders Day	_____		_____
White Rose Formal	_____		_____
_____	_____		_____
_____	_____		_____

Now integrate this with the chapter's master calendar and include in your alumni events calendar all other important chapter dates.

1. Prepare a brief calendar of alumni events to mail out to the alumni.
2. Assign each undergraduate an Alumni Big Brother. Distribute a copy of the initial introduction letter they can use as a sample. Do not let them copy it verbatim!! Have them write such a letter and include the chapter calendar with it. Mail this before the third week of the term.
3. Assign local alumni brothers to the High Zeta officers so they can telephone them personally before important events.
4. Contact a local printer and see if they have season's greetings cards available. Also talk with any brothers who may be artistically talented and get them to design a card for you. Get cost estimates on both. Submit a proposal to your Executive Committee to purchase and mail these. Remember to include postage costs.
5. Distribute copies of the newsletter to the undergraduate brothers and have them write a personal note to their Alumni Big Brother.

Supplementing a successful program with special mailings enhances and extends interaction with all alumni brothers associated with the Fraternity. A willingness to attempt the unusual can give an old or tired approach a new dimension and spur interest in the next publication. Breeding creativity and opening the avenues of communication can help overcome the years between undergraduate brothers, associate members, and alumni brothers.

Here are some examples of mailings you might want to pursue:

1. Commemorative publication concerning a particular alumni brother.
2. Announcement of homecoming activities with a return reservation form.
3. Printed history on the occasion of a major chapter or Lambda Chi Alpha anniversary.
4. Notice of Founders Day banquet.
5. Letter asking for alumni brother recommendations well before recruitment begins.
6. Statement sent annually by the alumni organization president with a financial report from the treasurer.
7. News flyer from the undergraduate brothers detailing chapter news.

Alumni Newsletters

"Alumni newsletter published at least twice per year which includes a ration of 80% alumni news and 20% chapter news." High Rho Standards for Chapter Excellence, No. 6.

Often times, a High Rho will consider publication of a newsletter the only responsibility of his office. As the preceding and following sections prove, there is more to an alumni brother program than just the newsletter. A newsletter, however, is the backbone of your program, and it is your main communication line. It keeps alumni brothers who are not able to become actively involved informed, and it allows you to present the current chapter to the alumni brothers.

Each chapter's publication will look different and have a different overall "feel." Alumni newsletters can take on any color, shape or size. In fact, each chapter should strive to make its newsletter reveal a true picture of the chapter -- past and present. Each of these newsletters, although different, can be called a good newsletter. There is not a single "best" newsletter, although Lambda Chi Alpha gives an Outstanding Alumni Publications Award every year. This award is given to chapters that produce professional newsletters with interesting, relevant articles following accepted journalistic and design principles and offer the alumni brothers a link with their past chapter experience as well as with the current chapter.

Newsletters are quick and economical to produce. Even so, to publish a good newsletter, you need to acquire skills in editing and writing, planning and scheduling, layout and design and production. We hope that this section will help you develop those skills so that your job will be easier and your newsletter more effective.

PROJECTING AN IMAGE

Technically, image is a way of referencing something by a kind of shorthand. People tend to form mental pictures and memory cues of someone or something according to an impression. Few would argue that good impressions are not important, but all too often we fail to appreciate the impact that impressions have in establishing an image. For many businesses and organizations the most direct image projection is achieved through the print media; thus, whether you want to or not, your newsletter is communicating an image.

Obviously you want to project a positive image, but which kind? And how can you possibly control the impression the alumni brothers might gain from your newsletter? The key word is control. You can realize a significant level of control if you specifically identify the image you wish to transmit and if you carefully construct both content and appearance accordingly.

This planning stage can be extremely helpful in monitoring the content and quality of copy, and in design stages the clarified image can help you guide format and nameplate decisions.

SCHEDULING

Maintaining a realistic schedule from issue to issue can make the task of producing a newsletter much more enjoyable and far less harried. If you are planning your first newsletter, you should expect a degree of trial and error in estimating the time required for the various production stages. But if you have produced a newsletter before and still face the time crunch each issue, a few tips can help you, too.

The first task is to structure a schedule sheet that contains a list of all the stages involved in planning and producing the newsletter. Write down everything that comes to mind, even the smallest of details, and order them chronologically. Once you have formulated a production schedule, stick to it as best you can.

NEWS GATHERING

Few situations can cause more panic than being faced with a deadline only to discover that you don't have enough copy to fill your newsletter. Here four steps you can take to avoid that situation:

1. Develop reliable information sources.
2. Plan in advance what stories you want to run.
3. If you need any additional information for those stories, arrange to get it well before your deadline.
4. Have back-up material available that you can substitute at the last minute if you encounter a problem with a story that you had planned to run.

BUILDING A NEWS GATHERING ORGANIZATION

Developing an enthusiastic team of correspondents for your publication can make your job easier and your publication more complete and interesting.

The first step is to decide how many correspondents you need and what they will cover. Various alumni brothers may be willing and able to help in being correspondents. Keep in mind that gathering information for your newsletter will not be a high priority for most of our correspondents. Therefore, try to make their jobs as easy and as rewarding as you possibly can. Be prepared to spell everything out for them, remind them when information is due and give them recognition.

At the beginning of the year, give each correspondent a colorful (and therefore hard to misplace) folder with pockets on either side. Include your publication schedule and copy deadlines as well as instructions on how to submit copy (for example, email and written copy? It's up to you).

If you are lucky enough to have correspondents who can write well, then by all means ask them to write their stories. But if your correspondents can't write well, you will save time if you ask them to submit only the facts. To avoid bruised egos, make it clear that you are the writer/editor and they are the reporters.

Give your correspondents recognition in each issue if possible. One method is to list them in the masthead. Another method is to have their names appear in a credit line at the end of each story they submit. Finally, praise your correspondents whenever appropriate and thank them each time they submit information. At the end of the year, send each correspondent a thank you note.

CONDUCTING INTERVIEWS

To conduct a successful interview, prepare for it in advance, develop rapport with your subject, and take good notes. Remember to be pleasant, even if you have to ask about a touchy subject.

Following are some additional points to help your interview go smoothly (many of these suggestions are taken from William Zinsser's book *On Writing Well*).

1. Make sure you have a notebook and two or three sharp pencils or pens or a laptop to take notes.
2. Be prepared with some questions ahead of time. You may not refer to these questions at all, but if your mind goes blank in the middle of an interview, you'll be glad that you have them.
3. If possible, conduct the interview in your subject's office or home. This will help your subject be more relaxed.
4. When you arrive for the interview, don't take out your notebook or laptop right away. If you do, you're likely to intimidate your subject. Spend a few minutes chatting, and try to encourage the subject's trust.
5. Don't use a tape recorder unless you feel uncomfortable without one. Tape recorders can malfunction and they sometimes can impede open interaction. Also, if you rely on a tape recorder instead of taking notes, you probably will have to make a transcription, which can take four to six hours to transcribe if you have a one hour interview.
6. If the person you are interviewing is talking faster than you can take notes, ask him or her to show down for a moment while you write it down. Your subject won't be offended; in fact, they will likely be pleased that you find their words so important.
7. Develop your own method of shorthand for taking notes. Use abbreviations and leave out unimportant words.
8. As soon as possible after the interview, fill in your notes. Write in the missing words and complete the uncompleted sentences.
9. When you return to your chapter house, you may want to type your notes. While this isn't necessary for short interviews, it may be helpful if you have several pages of hard-to-read notes.

DULL STORY? GET A GOOD QUOTE

In his book *On Writing Well*, William Zinsser describes the common writer's dilemma of dealing with a dull story and offers the solution:

Often...you will find yourself embarking on an article so apparently lifeless — the history of an institution, perhaps, or some local issue such as storm sewers - that you will quail at the prospect of keeping your readers, or even yourself awake.

Take heart You will find the solution if you look for the human element. Somewhere in every drab institution are men and women who have a fierce attachment to what they are doing and are rich repositories of lore. Somewhere behind every storm sewer is a politician whose future hangs on getting it installed and a widow who has always lived on the block and is outraged that some damned fool legislator thinks that it will wash away. Find these people to tell your story and it won't be drab.

When writing a story based on an interview, keep two points in mind — be fair and be brief:

1. Don't quote the person out of context or misrepresent their position. It's up to you to present their position fairly and accurately.
2. Make the main points without excess verbiage. Although you may have spent an hour or two conducting the interview, don't make your readers wade through all the information you obtained. You have an obligation to your readers to get to the heart of the matter and cut out the trivial.

OBTAINING INFORMATION OVER THE TELEPHONE

When you need to find out a few quick facts for your newsletter, you probably find yourself reaching for the telephone.

You should also consider the possibility of conducting long-distance interviews over the telephone. This is especially handy if you and your subject are not in the same area. You can set up a phone interview just as you would a face-to-face interview. Call or write ahead of time to schedule a convenient time for a telephone interview. Let your subject know what you want to cover so that they can organize their thoughts before the interview.

Here are some tips to make your telephone interviewing and information gathering more efficient:

1. Write down your questions before you call. That way you won't forget to ask about anything.
2. Use your computer for note-taking. If you have even moderate typing skills, it makes sense to type your notes rather than write them out in longhand. You'll find your typed notes easier to read, and more accurate, than scribbled handwriting.
3. Set up your computer before you call. Open all files beforehand. The file can later be transformed into your story. (If you want to keep the notes for reference after the story is written, you can either print off a copy of the notes and then erase them on your disk, or make the notes the first or last pages in the file.)
4. Use all lower case. If you're typing your notes on a computer, follow an old newsroom custom and avoid using capital letters by not hitting the shift key for caps, you'll save time.
5. Abbreviate. Whether you're writing your notes or typing them, use abbreviations, again to save time.
6. Fill in your notes right after you hang up. This is especially easy on a computer.

WRITING AND EDITING

Newsletter writing should be clear, vigorous, and concise. Your stories are not meant to stand as literature for the ages; they are meant to convey information to your readers quickly, informally, and above all, accurately.

One of the best summaries of good writing techniques appears in, *The Elements of Style* by William Strunk, Jr., and E. B. White. It belongs right next to the dictionary on every editor's and writer's desk. The following 10 guidelines are drawn from *The Elements of Style*:

1. Choose a suitable design and hold to it. Decide on a basic structure for your story and stick with it. If you are writing a straight news story, you should follow the inverted pyramid structure. This structure requires the writer to convey the important facts about the story in the first few paragraphs. It is referred to as the inverted pyramid structure as it answers the most significant questions in order of decreasing importance (i.e. Who, What, When, Where, and Why). If you are writing a feature story, you can design your own structure according to the mood of the story.
2. Make the paragraph the unit of composition. A paragraph may be of any length, from a single, short sentence to a passage of great duration. In a newsletter, most paragraphs should be no longer than 10 typeset lines, even if this means breaking a long paragraph into two shorter paragraphs. Huge blocks of type will intimidate your readers.
3. Use the active voice. The active voice is usually more direct than the passive. In sentence written in the active voice, the subject performs or causes the action expressed by the verb. In the passive voice, the grammatical subject is the object of the action or the effect of the verb. In the following sentences, note the weakness of the passive voice and the strength of the active voice.

No (passive voice): "There were a great number of dead leaves lying on the ground."

Yes (active voice): "Dead leaves covered the ground."

4. Put statements in positive form. Make definite assertions. Avoid tame, colorless, hesitating, noncommittal language.

No: "He was not very often on time."

Yes: "He usually came late."

5. Use definite, specific, concrete language. Prefer the specific to the general, the definite to the vague, and the concrete to the abstract.

No: "A period of unfavorable weather set in."

Yes: "It rained every day for a week."

No: "He showed satisfaction as he took possession of his well earned reward."

Yes: "He grinned as he pocketed the coin."

6. Omit needless words. The following paragraph from Strunk and White's *The Elements of Style* elegantly illustrates this point:

Vigorous writing is concise. A sentence should contain no unnecessary words, a paragraph no unnecessary sentences, for the same reason that a drawing should have no unnecessary lines and a machine no unnecessary parts. This requires not that the writer make all his sentences short, or that he avoid all detail and treat his subjects only in outline, but that every word tell.

No: "His story is a strange one."

Yes: "His story is strange."

No: "Wood is used for fuel purposes."

Yes: "Wood is used for fuel."

7. Avoid a succession of loose sentences. If you have many, loose sentences filled with "ands," "buts," "whiches," and "whiles," break the sentences into shorter ones.

8. Express coordinate ideas in a similar form. This principle, often known as "parallel construction," requires that expressions similar in content and function be outwardly similar.

No: "Formerly, science was taught by the textbook method, while now the laboratory method is employed."

Yes: "Formerly, science was taught by the textbook method; now it is taught by the laboratory method."

No: "In May, June or in July"

Yes: "In May, June or July"

Yes: "In May, in June or in July"

9. Keep related words together. Confusion and ambiguity result when words are badly placed.

No: "He noticed a large stain in the rug that was right in the center." (Was the stain in the center of the rug or was the rug in the center of the room?)

Yes: "He noticed a large stain right in the center of the rug."

10. Place the emphatic words of a sentence at the end. A fine example of this principle is the above sentence. Notice how it loses strength when "at the end" is moved to the middle:

No: "Place the emphatic words at the end of a sentence."

Yes: "Place the emphatic words of a sentence at the end."

Another excellent book that belongs on every editor's desk is *The Washington Post Deskbook on Style*, compiled and edited by Robert A. Webb. To the previous list of guidelines, we add the following from the *Deskbook on Style*:

11. Don't be too formal. Write in easy, conversational language. Use short sentences - perhaps a separate one for each thought. Notice the difference in these two versions:

No: "The hearing, which began yesterday, is the first step toward possible revision of the 22-1/2 percent oil depletion allowance, which oil companies consider essential to exploration and the development of reserves but which critics call an unconscionable tax giveaway."

Yes: "The hearing began yesterday. It is the first step toward possible revision of the 22-1/2 percent oil depletion allowance. Oil companies consider the allowance essential to exploration and the development of reserves. Critics call it an unconscionable tax giveaway."

12. Avoid jargon and faddish words as much as possible. When a new word or technical term must be used, put it in quotation marks if appropriate and define it at the first chance.

HEADLINES/SUBHEADLINES

If you write a dull headline for an exciting story, your exciting story probably won't be read. Try to make your heads lure readers into your stories. Here are some guidelines:

1. Use an action verb and preferably the active voice.
2. Be specific.
3. Avoid weak and hackneyed works.
4. Don't use names, terms, places, initials or other references not instantly understandable to your readers.
5. Headlines generally should have a subject and a verb. Avoid "title" headlines with only a subject.
6. Avoid awkward breaks of thoughts or elements such as:
 Smith Runs Dead
 Last for Mayor
7. Use the present tense unless references to the past or future make it awkward.
8. Don't end the first line of a headline with an adjective, preposition, article or conjunction. When possible, break lines by meaning.

Keep in mind also that you should treat your headlines consistently in their capitalization for a more professional appearance.

In most newsletters subheads are used to divide text copy into logical sections. The subheads may announce a shift in topic, indicate a progression of content or simply serve to break up copy that is too dense and discouraging to the reader.

In addition to text subheads, headline and subhead pairings have become very popular. Try teaming a large type headline with a smaller type subhead that elaborates and invites the reader.

Study major newspapers and magazines to see how well this pairing can look graphically and how much more information can be expressed to lead the reader to the story.

PHOTO CAPTIONS, BYLINES, SIGNATURE LINES, AND PHOTO CREDIT LINES

Make sure that you follow a consistent style for photo captions, bylines, signature lines and photo credit lines. Doing so will help your publication achieve a professional appearance.

Photo Captions

Some guidelines:

1. Captions must be accurate and complete. If you don't have enough information to write a caption, contact the individual or organization that issued the photo, or contact the photographer.

2. Identify everyone appearing prominently in the photo. Choose one of these forms and use it consistently: “from the left” or “from left.” Avoid the redundant “from left to right.”
3. Use the present tense to describe action in progress in the story.
4. If a past event is pictured, the caption should say so, giving the date or year when possible.
5. Take advantage of the eye-catching value of captions by writing captions that say more than the obvious. Include details from the text that will encourage the reader to move from the photo caption to the story itself.

Bylines

Bylines identify the author of the story and appear at the beginning of the story. Use bylines for major, not routine, stories. “By” may be either capped or lower case:

By Joe Johnson

by Joe Johnson

Signature Lines

Signature lines, like bylines, identify the author of a story, but appear at the end of the story usually in opinion/editorial pieces.

Photo Credit Lines

Photo credit lines identify the photographer and/or the organization issuing the photo. They usually appear in small type (8 points or less) along one edge of the photo. Some publications show the photo credit in parentheses at the end of a caption, but we prefer the first method.

MASTHEADS

Sometimes confused with the “nameplate,” the masthead of your publication is the box of information that list the name and address of your chapter, publication schedule, list of key individuals responsible for producing the newsletter and so on.

The size and detail of the masthead vary substantially among publications, but the information you decide to provide probably will stay the same from issue to issue. Since this element remains constant, you need to prepare it only once. Simply repeat the masthead box in the same place on the same page for each issue.

The minimal information your masthead should include are the following components:

1. Name of your publication
2. Name and address of your chapter
3. Name of the editor/High Rho
4. Frequency of publication
5. Ordering information

The reading public has free access to any material that is not protected by a copyright, so if your chapter would prefer to grant or deny permission to photocopy your newsletter, the publication should be copyrighted. The simple inclusion of the word “Copyright,” the symbol (c), date and name of the owner printed in your masthead protects all material within your newsletter.

Example: Copyright (c) 2008 by Lambda-Lambda Zeta

If your chapter prefers to file the copyright for official verification, contact the Copyright Office of the Library of Congress, Washington D.C. 20059. While this filing does not make your copyright any more potent than the published use of the copyright phrase, it does serve as proof of the date your newsletter was copyrighted.

You may decide to elaborate in the masthead your chapter’s guidelines for reproducing material found in your publication. Some newsletters, even those for profit, encourage limited use of their material with the condition that the source is properly credited.

Additional details to consider including in your masthead are the following:

1. Copy deadlines, if you encourage contributions of stories or photos.
2. Guidelines for submitting content suitable for reproduction.
3. Advertising information, if applicable.
4. Names of key staff members and contributors to issue content.
5. Names of officers, correspondents, financial supporters.

The amount of detail you include depends on the needs of your organization, the publication and your readers. Do not minimize the value of listing staff members' names or contributors' names in the masthead. This simple form of recognition could make the difference between getting reliable results from your co-workers and getting no results at all.

MAILING AND DELIVERY

Once you have prepared the newsletter, you must think about your method of delivery. There are three methods to go about the delivery of the newsletter:

1. **POSTAL SERVICE MAIL:** Newsletters can be mailed to all alumni, using the bulk postage rate. However, even with the help of the Postal Service to try and decrease the cost, this can still prove to be a very costly endeavor.
2. **INTERNET/E-MAIL:** Because of the age of technology we currently enjoy, this is a much more affordable option. The newsletter can be saved as an Adobe PDF file, JPG image, or other format and uploaded to either the Chapter website or to a file uploading website. Then, the link can be forwarded to all alumni via a simple click of the "send e-mail" button. This guarantees that everyone can see the newsletter in its entirety, as well as in full color. Also, certain multimedia clips can be added into the newsletter, including videos, sound clips, and more.
3. **COMBINATION:** The most effective method is a combination of both Postal Service mail and E-mail. Try to use primarily the e-mail system, as this keeps costs down. Contact alumni who do not have an e-mail, and either ask to update their e-mail with you, or allow them the opportunity to receive the newsletter by snail mail.

Apprise Lambda Chi Alpha of All Newsletters and Mailings

"All alumni newsletters and mailings sent to the General Fraternity." High Rho Standards for Chapter Excellence, No. 7.

Of all the 13 Standards in the Alumni Programming area, this one is the easiest to complete. All you need to do is include a mailing label for Lambda Chi Alpha in your listing of alumni. If you are using a computer to generate those labels, just enter the Lambda Chi Alpha address in your data base. If you are sending electronic newsletters, simply add your ELC or the associate director of chapter services email to your list.

Lambda Chi Alpha is not trying to check up on you or your alumni brothers; we are only interested in what you are doing. We can also offer constructive criticism on your publications in an effort to improve them. We will only do this, however, if you ask. Also, every newsletter we receive through the course of the year is automatically considered for the Outstanding Alumni Publication Award.

Annual Giving Program

"Voluntary annual giving program sponsored and solicited by official alumni organization in conjunction with the undergraduate chapter support." High Rho Standards for Chapter Excellence, No. 8.

The active chapter should not solicit donations from their alumni brothers; the Alumni Association or House Corporation should be the ones to ask for donations. There are several reasons for complete alumni brother involvement in this area.

First, the potential donating alumni brothers will give to a name they recognize. If they see the name of someone they have never heard of, they will not give because they do not know the person asking for the money. However, if alumni brothers see the name of a well-known alumni brother, possibly the chapter's first or oldest initiate asking for donations, they will be more likely to respond. This principle simply stated means that people give money to people, not organizations. When a chapter member asks for money the alumni brothers sees that as the chapter asking. When a prominent alumni brother requests a donation, the alumni brother sees that as giving money to an individual they know and respect.

Second, the alumni brother organization can provide greater continuity to an annual giving program. As enjoyable as our college years are, they can not last forever. Chapter brothers may hold the office of High Rho and then move on to other offices and eventually graduate and leave entirely. With a new "director" of the annual giving campaign changing every year, the fundraising effort will lose much needed continuity. However, with an alumni brother running the annual campaign, the chapter's fundraising efforts gain continuity and experience as time passes.

Third, the alumni brother organization can bring a greater financial and investment knowledge to handling chapter funds. Every chapter has its share of finance and accounting majors; however, each chapter has an equally large number of professional accountants and bankers in the business world right now. With their expertise and experience the alumni brothers can manage and invest the chapter's money with skill and confidence.

As High Rho, you should be involved in the annual giving, but you should not run it. Basically, you and your committee can do the leg work while the alumni brothers ask for the donations. When the alumni brother contributions begin to come in, you will want to write a personal thank you note to all contributors. This personal touch will put a name with the chapter and make the alumni brother feel needed.

If your chapter's alumni brother organization does not currently have an annual giving program, you will want to discuss starting one with your High Pi and House Corporation president. In this meeting, offer to see to all of the printing and mailing of solicitation letters; the alumni brother organization will need to write them and pay for mailing costs.

Draw up a basic timeline for implementing an annual giving program and suggest some possible uses for the money. Some of these are: a chapter scholarship fund, a capital account for house expansion or repairs, an account for future house renovation, an account to pay for publication of the newsletter, or a donation to the Lambda Chi Alpha Educational Foundation. To get the entire chapter involved, brainstorm for a campaign slogan in a chapter meeting or sponsor a contest for the best slogan and logo design.

Alumni Functions at Least Twice Per Year

“Alumni events at least twice per year designed especially to build alumni involvement.” High Rho Standards for Chapter Excellence, No. 9.

“Successful relations between alumni members and the active chapter can be characterized by the principles found in our own Golden Rule. The active chapter must treat its alumni just as they themselves expect to be treated upon graduation. Anything less will result in unsuccessful alumni events and relations. The key is consistent effort by the active chapter, conducting timely events throughout each year in order to attract alumni of all age groups and backgrounds to relive the excellent memories of the Lambda Chi Alpha experience.”

Bruce H. McIntosh (DePauw 1916),
Lambda Chi Alpha Administrative Secretary, 1920-1942

This can be called the Golden Rule of planning alumni brother activities. McIntosh condensed the entire process of planning alumni brother events into one simple concept — treat your alumni brothers as you would like to be treated.

While this sounds simple, many of our chapters do not fully appreciate this concept. If every chapter planned one event a year where they treat the alumni brothers with the same cordiality and brotherhood with which they treat each other, very few chapters would have trouble with alumni relations. Those chapters that do have consistent, thoughtful and balanced alumni brother activities not only enjoy the benefits of fellowship with older brothers, but receive outstanding alumni brother support as well.

This standard requires that the chapter host two alumni brother functions per year. Many chapters already consider their homecoming activities and their spring formals as alumni brother activities, and these can be. However, consider if you are actually planning an alumni brother activity or merely inviting alumni brothers to chapter activities. Ask yourself these questions:

- Was the event already scheduled as a chapter event?
- Is there any reason for an alumni brother to attend?
- Were the alumni brothers notified in time to make plans to attend?
- Most importantly* If you were an alumni brother, would the event be enjoyable?

These questions should tell you whether or not the event can qualify as an alumni brother event. You can make chapter events coincide with alumni brother events, and in fact, chapter/alumni brother events can be quite successful. However, keep in mind our Golden Rule for Alumni Event Planning - are you treating alumni brothers as you would like to be treated?

Every chapter will have some type of homecoming celebration. Why not be creative and plan a different kind of alumni brother activity? Listed below you will find several ideas for new alumni brother activities:

<u>Large Scale Events</u>	<u>Time of Year</u>
Founders Day Weekend	Late March/April
Golf Outing and Barbecue	Early fall/late spring
Homecoming Weekend	When scheduled
Alumni Family Picnic	Late spring/summer
Annual Alumni Meeting	Homecoming, Founders Day
Alumni/Chapter Trip	Early fall/spring
Pig Roast	Early fall/late spring
Christmas Dinner Dance	December
Special Anniversaries	When appropriate or in conjunction with a Founders Day.

While the above list is not comprehensive by any means, it does list a good foundation of alumni brother events to consider planning for your chapter. Many chapters currently plan alumni brother events that have been regional or local traditions. Those chapters are certainly encouraged to continue their outstanding efforts.

THE ALUMNI BROTHER EVENTS TEAM

When considering adding alumni brother events to your programming calendar, you may wish to assemble an Alumni Brother Events Team to assist you with the planning and execution of alumni brother functions. This team and its captain are responsible for planning and executing all your alumni events.

The alumni brother organization — the House Corporation of the Alumni Association — will also need to be involved in any event planning. These alumni brothers can be valuable advisers and contact people because they know the alumni brothers and what type of event they will enjoy.

In planning an alumni brother event, the Alumni Organization will be responsible for sponsoring all mailings, approving promotional materials and overseeing planning and scheduling of the event.

The High Rho will be responsible for coordinating chapter members, preparing mailings and overseeing the Alumni Brother Events team.

Just as the High Rho has team leaders working with him, the Alumni Brother Events Team Leader will have specialty team leaders working with him. He will need to designate three specialty team leaders: the Communications Team Leader, the Hospitality Team Leader, and the Banquet Team Leader. Of course, the Alumni Brother Events Team Leader and the High Rho will be involved with the planning; these men are simply responsible for their individual areas.

The Alumni Brother Events Team Leader will be responsible for overseeing his specialty team members and coordinating events with the High Rho and Alumni Organization. He will also be responsible for registration and monitoring the event budget.

The Communications Team Leader will oversee all mailings, bulk mail permits, telephone calls, obtaining mailing labels and the event program.

The Banquet Team Leader arranges the banquet meal, secures the facility, supervises decorations, organizes set-up and head table seating, arranges for any awards to be given out and organizes the subsequent dance.

The Hospitality Team Leader arranges hotel accommodations for out of town guests, child care, photographers, welcome committee, guest speaker for the banquet, receptions and open houses.

Every alumni brother event is not going to get one 100 percent participation from every alumni brother of your chapter; however, you can get a large number at each event. With luck and planning, you will get a different group at each event. The next section should help you increase attendance at your events.

ACHIEVING MAXIMUM ATTENDANCE AT ALUMNI BROTHER EVENTS

1. Contact your local alumni brother organization's president or chairman at least four months before the proposed date of the event. Ask the alumni brother organization to sponsor the alumni brother event; this means they will initiate and sign all correspondence, receive the money from the alumni brothers and co-sign all contracts for hotel reservations and halls. The chapter can develop all the promotional materials and make all the arrangements, but the event is to be sponsored by the alumni. Why? **Because other alumni brothers will respond to invitations and correspondence from other alumni brothers at a much higher rate than they will from the chapter.**
2. Sit down with your alumni brother volunteers and determine what activities the alumni brothers want. Prepare a tentative schedule before you go and modify it as the alumni brothers recommend. You want to get the alumni brothers input for two reasons. First, people support what they create, and if the alumni brothers have direct input into the event planning they will sell

the event more effectively to their fellow alumni brothers. Second, alumni brothers are not in the chapter now; they do not like the same type of social functions that the current chapter brotherhood does. They can help you determine what types of events the other alumni brothers will enjoy.

3. Notify your alumni brothers at least three months in advance of the date of the event. Alumni brothers are not like chapter members; their jobs and families do not allow them to be as flexible as college students. A notification at least three months before the event will allow them to schedule your alumni brother event into their calendars.
4. Send with your first mailing a pre-addressed, postage paid return reservation card. The card needs to be pre-addressed and postage paid in order to make it as easy as possible for the alumni brothers to return it. With each mailing you send, send this card. (See the following example.)
5. Announce your event in the next issue of your newsletter. Include a list of alumni brothers who are already preregistered; this list will cause other alumni brothers to want to return when they see how many of their old friends will be there. Also include a synopsis of last year's event, if it is an annual event, and include any pictures from the previous year.

The best way to promote your alumni brother event is through the mail; however, plan to send all mailings well in advance in order to compensate for the time required for alumni brothers to receive their mail. Below is a basic timetable for alumni event promotional mailing.

<u>Publication</u>	<u>Content</u>	<u>Weeks Prior</u>
First General Mailing	Time, place, cost, program details, return envelope registration card, guest speaker information, wives program, child care, hotel.	15
Chapter Alumni Newsletter	All alumni events details, biography on main speaker,	10
First General Mailing	Event Details along with contact information for the chapter	6
Second General Mailing	List of alumni confirmed to date, additional details and changes, return envelope, registration card, final push for attendance.	4

Following this schedule will ensure that all the necessary information gets to the alumni brothers well enough in advance.

There are a few points you should try to avoid in your promotional mailings. These are listed below:

- Never mention alcohol in a promotional mailing.
- Completely avoid tasteless, sophomoric or offensive language in your mailings.
- Never have registration fees sent to the chapter house; have them sent to a post office box or to a local alumni brother.

TELEPHONE CAMPAIGN

An often overlooked, but effective, promotional tool in generating greater attendance at your alumni brother events is a telephone campaign. Many chapters with strong alumni brother programs use telephone calls as personal invitations to alumni brother events. By doing this they add a "personal touch" to their program that is often times the difference between a good and excellent program.

Telephone calls to alumni brothers will be effective only under the following circumstances:

- » Advance promotional mailings have given the alumni brothers plenty of advance notice of the event.

- » The chapter must have sponsored, in conjunction with the alumni brother organization, several successful alumni brother events over the past three to five years.
- » The chapter must have had a somewhat effective alumni brother communications program in effect for at least the past year.

Chapters with an inconsistent record of planning alumni brother events should refrain from telephone calls to alumni brothers until a **consistent** program of communication is established.

Below is a sample format for a typical telephone call to an alumni brother.

“Hello, may I speak to _____? This is Steve Smith, an Lambda Chi Alpha undergraduate brother at State University. How are you doing? If I could just have a minute of your time I’d like to explain to you why I’m calling. Hopefully you received the recent mailing describing the upcoming homecoming weekend. I’m calling to extend you a personal invitation to homecoming on behalf of the chapter. Joe Wheeler, your little brother, is also going to be there and asked if you were planning to attend.

The weekend activities start Friday night with an open house for our alumni brothers and guests. Saturday we will tailgate before the game then have a steak barbecue afterward. We would like you to join us. Several of the brothers you were initiated with will be there, and I am sure they would like to see you. Can we count on you to be there?”

The goal for the telephone calling committee is to contact each local alumni brothers with a personal invitation to the event. Undergraduate brothers, associate members, and alumni brothers can all serve on this committee.

ADDING THE EXTRAS — “LITTLE THINGS” TO MAKE YOUR EVENTS A LARGE SUCCESS

We all recognize the need for a good public relations program and public image. However, many chapters consistently neglect one of their publics — their alumni. The following seemingly small points can make your events an opportunity to enhance the chapter’s image in the eyes of the alumni brothers and make your events a large success.

1. Contact at least two local hotels to arrange special room rates for out of town alumni brothers. List the names, rate, and reservation telephone numbers for each hotel in either your first or second mailing. Remember to check the events calendar for your school and community before locking down a date. It does not make sense to plan an event for a weekend that you later realize conflicts with a major event that will take up most hotels/caterers.
2. Locate a reputable child care service to provide care for children of alumni brothers during alumni brother events. Few alumni brothers will probably use the service. Even so, it is nice to make it available. The cost of the service should be built into the event budget.
3. Always have guest books for alumni brothers to sign. This will help you keep track of which alumni are active in attending functions. Further, it is an invaluable tool to gain current addresses, phone numbers, and email addresses of these alumni brothers.
4. Plan to have a photographer present to take pictures of alumni brothers mingling during the event. This will enable you to have a nice photo layout in the next alumni brother newsletter. While a professional photographer is certainly nice if the budget will allow, an undergraduate brother with a digital camera will also suffice.
5. Send thank you notes to each alumni brother present. This should be done no later than one week after the event. Due to the prevalence of computers, a thank you note sent via e-mail is appropriate, as long as it is personalized to each alumni brother and is not a mass email. In the event some of the older alumni brothers do not use email, a brief handwritten note is necessary.

The often overlooked small points are the ones that will make your event a resounding success. Take the time to cover the “little things,” and they will pay off.

PREPARING AN EVENT BUDGET

The most common mistakes made in alumni brother events are over-budgeting and over-spending. Chapters often over-estimate the number of alumni brothers who will attend, and they run into financial problems. Mailings sent well in advance will circumvent over-estimating alumni brother attendance, and careful, monitored spending will correct any over-spending that may occur.

On Appendix 1 is a sample budget. Remember this is only a sample. You will need to modify it to accommodate your specific event.

Remember: Follow-up Is Crucial. Everyone has heard the cliché, “It isn’t over until the fat lady sings.” A variation of that phrase can be applied to alumni brother events. The event is not over until you have completed your follow-up work. All alumni brothers who attended your event should receive a handwritten thank you note from someone who met and talked with them during the event. These notes should go out no later than three days after the event. Your next newsletter should feature an article on the event, listing the names of all those in attendance. This article accomplishes two purposes; It acknowledges those alumni brothers who attended and thanks them for their support, and it promotes your next alumni brother event. When alumni brothers see how many and who attended the last event they will be more likely to attend the next event.

As a final comment regarding alumni brother events, treat alumni brothers as you want to be treated when you return as an alumni brother. Talk to alumni brothers, be friendly and show a real interest in them just as you would like to be treated some day. This is the “Golden Rule of Alumni Brother Events.”

Chapter Recognition Program for Outstanding Alumni Service

“Recognition program for outstanding alumni service including chapter sponsored awards and General Fraternity service recognition program.”
High Rho Standards for Chapter Excellence, No. 10.

Remember, alumni brothers are people, too. They like to be recognized and praised for a job well-done just as undergraduate brothers do. Therefore, the chapter should begin some type of formal recognition for alumni brothers involvement. As previously detailed, alumni brothers have numerous other responsibilities outside of the Fraternity, and often the smallest amount of time an alumni brother gives the chapter is causing him to sacrifice his time with his family, his career, or other civic groups. Recognizing the involved alumni brother’s commitment to the chapter through public, formal awards or honors just makes good sense.

If a prospective member does not feel he is wanted during recruitment, he will leave and the chapter has lost a potentially productive member. The same holds true for alumni brothers; if an alumni brother does not feel the chapter wants or appreciates his help, then he will stop contributing his time and efforts. Once again you can see that the High Rho’s job does involve “alumni rush.”

These alumni brothers are giving the chapter a valuable gift. They may not donate a large sum of money or new furniture to the chapter house but they are making a valuable contribution nonetheless. They are giving you their time and experience -- often a much more valued commodity than a new appliance for the kitchen. Honor their contributions, and their contributions will continue. Ignore their contributions and watch your alumni brother support dwindle to nothing and vanish.

Hopefully you recognize the need for an alumni brother recognition program. The next exercise will help you implement one in your chapter.

BEGINNING AN ALUMNI BROTHER RECOGNITION PROGRAM

1. Meet with your committee and brainstorm for possible awards to give. Come up with possibly three or four different types.
2. In the same meeting, decide when and where the most appropriate place to distribute the awards will be. You will probably want to present them at the next Founders Day or homecoming. You should definitely present the Outstanding Alumni brother Award once a year and any others you so choose.
3. Consider starting a “Wall of Fame” for your chapter. The alumni brothers selected for this honor should be men who have contributed a great deal of time, talent, or money to the chapter, or an alumni brother who has distinguished himself in some way in society. For instance, if one of your alumni brothers becomes president of the university or wins the Boston Marathon, he should be placed on the “Wall of Fame.” You can call this award anything you like, but your object is to honor alumni brothers who do something outstanding.
4. In the newsletter before the alumni brother event where you plan to present the awards to the alumni brothers, run a feature article explaining the awards and how they were started. Also, detail the selection process and encourage any suggestions.
5. The month before the presentation of the awards you should decide what type of actual award you would like to give. Many chapters will give plaques or certificates, and these make nice gifts. But, all too often the recipient has a wall full of these already. Try to be more creative and come up with a unique award. This decision could be a good one for your committee to discuss.
6. After the presentation is made at the banquet or reception, distribute a press release to the local and school papers. If the honored alumni brother lives further away, send a press release to his home town. You should also include a feature article in the next newsletter about the alumni brother who were honored. There are two reasons for this. One, the article will encourage the honored alumni brother to remain involved, and two, the article may encourage other alumni brothers to become involved.

Alumni Brother Directories

“Alumni membership directory published at least every three years and sent to all alumni.” High Rho Standards for Chapter Excellence, No. 11.

The current average chapter size in Lambda Chi Alpha is 40-50 undergraduate brothers. Of course, some chapters are smaller and some much larger; nonetheless, you and everyone in your chapter probably feel that they will always know where their current undergraduate brothers are. As time passes, we tend to lose touch with our friends, like it or not. Just think of how many of your high school graduating class you can name and tell what they are doing now. Your Fraternity brothers will be the same; the first year or so after graduation all the names are fresh in your mind, and you can keep in touch with most of them. Let a few years pass, and more of the names and faces pass with them. Let several years pass and then only a composite can refresh your memory.

As High Rho, you can help all your alumni brothers recall their old brothers by publishing an alumni brother directory. An alumni brother directory lists all the initiates of your chapter in a telephone directory format.

Standard protocol requires you to publish an alumni brother directory every three years. In order to publish this, you need current addresses. The next section will help you update your address file. Keep in mind updating your address file is an ongoing project, one which you will appoint a committee team captain to do.

LOCATING LOST ALUMNI BROTHERS

The following steps will not guarantee that every lost alumni brother will be found; however, it will give you the primary methods for undertaking the job.

1. Look at your current address list. What form is it in? If it is not in a computer or other digital spreadsheet format, now is the time to create one. As you will be creating and updating this list, it is essential to back up this file in numerous places just in case of computer failure. A very simple program to use for this task is Microsoft Excel. Set up headers should include: Name, Zeta Number, Initiation Date, Address, Phone Number, E-mail, Date Info Last Update, Comments, and others. Be sure to add not only alumni brothers from your chapter, but any other alumni brothers from other chapters who are interested in participating with your chapter as well.
2. From your last mailing, identify those alumni brothers with “bad” addresses. These will be the letters returned from the post office or those emails that have bounced back.
3. Once you have the list of “lost” alumni brothers you are ready to begin searching for them. Listed below are the sources you should pursue.
4. University or College Alumni Office — Almost every college and university has an alumni office responsible for fundraising, planning alumni activities and publishing the institution’s alumni newsletter. Just as with your program, the success of their efforts depends on current alumni addresses. They have more extensive resources to maintain a current alumni list and the alumni department will generally have an accurate address list. Many institutions will have a record of the alumni brother’s fraternal affiliation thereby making it possible to request a printout of all Lambda Chi’s from that institution. If they will provide this service, offer them your current address list. You may have some addresses they do not.
5. Telephone Directories — Finding alumni brothers through telephone directories is admittedly a tedious job, but if you know the city an alumni brother lives in you will be able to find him in the telephone book. Most college libraries and larger public libraries will have sizeable telephone directory collections in their reference section.
6. Other Alumni — Your own alumni brothers will be useful in locating “lost” members. Include a listing of all “lost” alumni brothers in your next newsletter and request their addresses from the other alumni brothers. You can also send a letter to the “lost” alumni brother’s contemporaries and ask them if they know where the individual is now living.
7. U.S. Postal Service — Periodically, you may want to send a newsletter, invitation or other mailout first class or third class return postage paid. These two postage categories will enable the post office to provide you with address changes. Obviously the expense incurred may be substantial. Consequently, this method of locating alumni brother should be used only when necessary.
8. After you have pursued all these sources, you should have a fairly accurate address list. Continually work to keep your list as current as possible. In each newsletter print a change of address tear-out section as well.

**REMEMBER - PLEASE INFORM LAMBDA CHI ALPHA
OF ANY CORRECTIONS!**

Often time you will already have an updated and complete mailing list. If this is the case, the publishing of an alumni brother directory becomes very easy.

PUBLISHING AN ALUMNI BROTHER DIRECTORY

1. Get a copy of your alumni brother mailing list from your alumni brother address records chairman. He should have listing of alumni brother current up to the week of your request. Review this list with him, listing all “lost” alumni brothers as you go.
2. Take the list of lost alumni brothers to your newsletter editor and have him run a feature story on your upcoming directory, listing the “lost” alumni brothers at the end of the article. In the article, request a current address of any of these alumni brothers from the other alumni brothers.
3. Also take your list to the alumni relations office on campus. Ask them to give you any updated addresses they might have. They will also want any current addresses you have as well.
4. Contact Lambda Chi Alpha and request a current listing in print-out format of all your alumni brothers. Compare your list against theirs and send any updated addresses back to Lambda Chi Alpha.
5. Once you have pursued all of these sources and your list is 98 percent current, arrange the addresses in two ways – alphabetical and by Zeta number. The reason for listing in these two ways is obvious; you may not remember the name of someone you were initiated with, but you can remember approximately what their Zeta number was in relation to yours. Once you find their name in the Zeta number listing, you can look them up alphabetically.
6. You need to decide whether you want to have your directory typeset or in an electronic file. A typeset directory will be much more expensive. The General Fraternity offers a directory service also. They can print out a computer generated, camera ready directory from your chapter’s current file. Once you have decided on your format, contact several printers and get estimates.
7. In your next newsletter, run an article announcing that the directory is available. The Alumni Association or House Corporation may want to use the directory as an incentive bonus to get people to pay their annual dues.

An alumni brother directory will provide you with not only an opportunity to become re-acquainted with brothers, but it will also allow you to establish new and lasting friendships with others. It should be a useful reference guide for locating fellow brothers. Above all, it needs to be as complete and accurate as possible.

An alumni brother directory is simply a listing of alumni brothers; however, an excellent alumni brother directory will have a few extra features.

1. Organize your directory alphabetically, numerically by initiation number and geographically by region.
2. List all deceased and “lost” alumni brothers in alphabetical order to be listed on the very back. In that way, an alumni brother would know why someone is not listed in other sections.
3. Make your cover design appealing and eye-catching.
4. An optional list of alumni brothers from other chapters can be included. This would include transfers from other chapters that affiliated with your chapter.
5. Keep our directory updated, and print one every four years.
6. A letter of welcome from the president, High Rho or High Pi should be included in the front of the directory.
7. A return envelope for contributions or address updates should be included.

Observance of Founders Day

“Observance of local and international Founders Day.” High Rho Standards for Chapter Excellence, No. 12.

Lambda Chi Alpha’s theoretic beginning occurred on November 2, 1909, with **Warren A. Cole’s (Boston 1912)** first efforts in Boston. It was not until 1912, however, that a second chapter came into being at what is now the University of Massachusetts. After that, chapters were formed at the University of Pennsylvania, Pennsylvania State University, Brown University, and the Massachusetts Institute of Technology. Expansion

occurred rapidly after this initial flurry, and Lambda Chi Alpha was on its way to becoming a strong national fraternity. By 1918, Lambda Chi Alpha consisted of 48 chapters.

The actual founding of Lambda Chi Alpha occurred at the second national convention held in Boston on March 22, 1913. At this convention, **Dr. John E. Mason Jr.'s (Pennsylvania 1913)** proposal for the revision of the Initiation Ritual and emblems of Lambda Chi Alpha was adopted, laying the spiritual foundation of our Fraternity. The adoption of these precious ideals and symbols was so instrumental in Lambda Chi Alpha's growth and success that the 1931 Asheville Assembly set aside March 22 as Lambda Chi Alpha Day, or as it has come to be known, Founders Day. This celebration commemorates the vital intangibles we believe in, and when they were adopted as the cornerstones of our Fraternity.

When we speak of Founders Day, the images of Mason, Cole, McIntosh, **Ernst J.C. Fischer (Cornell 1910)** and others come to our minds. These men were the founders of our Fraternity and should be honored as such. However, what about the name of the founders known only to your chapter? Those men performed an equally great task by bringing Lambda Chi Alpha to your campus; these men should be honored as well. A chapter's Founders Day should recognize the achievements of not only familiar Lambda Chi Alpha founders, but also the more obscure local founders. Without all of these men, Lambda Chi Alpha would not be alive on your campus or anywhere.

The "Planning Alumni Events" section has thoroughly covered the planning and execution of a Founders Day celebration; however, there are a few points you need to consider.

1. Founders Day does not have to be held exactly on March 22. You can observe Founders Day on any day in March, or even April. If you decide to have your official celebration on a day other than March 22, you can hold a chapter-only activity on the March 22.
2. Founders Day is an excellent occasion to recognize alumni brothers. At your banquet, or whatever type of function you decide to hold, present your annual alumni awards.
3. In the *Open Rituals of Lambda Chi Alpha Manual*, there are suggestions for a memorial to deceased brothers. You can tailor this memorial service to fit your chapter's needs and hold the service during your celebration.
4. Founders Day is an excellent occasion to improve relations with administration and city officials. You should always invite the dean, the Greek adviser, city councilmen, the mayor, and any other officials you come in contact with. If your chapter works consistently with a specific charity, invite the local representative from that organization.
5. Prepare a memorabilia table for the banquet. Outside the banquet hall, set up a table with all the chapter scrapbooks, old photographs, your charter and any other available historical materials. Your alumni brothers will enjoy seeing these materials.
6. Any major chapter founding anniversary should be celebrated with a special Founders Day event. For the more notable milestones, 25th, 50th, 75th anniversaries, many chapters will want to have a black tie formal event. These milestones are important to your chapter's history and should be honored as such.
7. If you want a speaker from Lambda Chi Alpha for a major anniversary, you must request one well in advance. A semester in advance is not too early. Put your request in writing and send it to Lambda Chi Alpha Headquarters.
8. To reiterate a point from a previous section, you must begin planning extremely early in order to get a good alumni brother turnout to your Founders Day.

Founders Day is an extremely important part of your total alumni brother program. If you are not currently observing Founders Day, make that a major goal of your program this term.

Alumni Awareness through the Fraternity Education Program

“Send all updated alumni information to the General Fraternity including, but not limited to, address changes and report of deaths.” High Rho Standards for Chapter Excellence, No. 13.

Face the facts; everyone will be an alumni brother some day. To the freshman and sophomore, this inevitability seems extremely remote. To the junior or senior, alumni brother status is not so far away. Whether you will be an alumni brother one, two, three or four years from now does not matter; everyone should begin thinking about it now.

Why should you think about it? Alumni brother status seems to be a natural progression. But when you become an alumni brother your expectations and needs change dramatically. Just ask that recent graduate how he feels about Lambda Chi Alpha now. Ask him how it felt to return to the chapter for the first time as an alumni brother.

Gen. George S. Patton, a fellow Greek, understood and ultimately defeated Field Marshal Erwin Rommel because, Patton said, “I read his book.” Patton took the time to get to know the enemy; therefore, he was more effective when he faced him. Now, alumni brothers are not our enemies; they are your allies. However, they are different from you. You and the chapter must take time to get to know the alumni brothers and what they expect from the chapter and the Fraternity.

Appendix

Sample Alumni Event Budget

Expenses

Postage and Mailing:

1st mailing (postage)	\$	56.00
2nd mailing (postage)		56.00
Paper		30.00
Mailing Labels		90.00
Printing Costs		<u>50.00</u>
Total Postage and Mailing	\$	282.00

Banquet (if applicable)

Dinner 150 persons X \$8.50	\$	1,275.00
Entertainment		600.00
Tablecloths		80.00
Centerpieces		120.00
Alumni Award Plaque		80.00
Programs/Menu		100.00
Room Rental		200.00
Miscellaneous		<u>250.00</u>
Total Banquet Expense	\$	2,705.00

Miscellaneous Expenses

Photographer	\$	100.00
Guest Book		30.00
Guest speaker Fees		150.00
Thank You Notes		50.00
Child Care		<u>85.00</u>
Total Miscellaneous Expenses	\$	415.00

Total Expenses	\$	3,402.00
Add 10% reserve	\$	<u>340.00</u>

Total Alumni Event Expense **\$3,742.00**

With a conservative estimate of 150 people in attendance the minimum price charged to each person should be \$25.00 each.

Figures used for sample budget are just that - **samples**. Your actual cost will vary.