



## How To Establish Committed Volunteers On Your Campus

### Step 1 – Establish A Greek Life Advisory Board

- Recruit a board of interested alumni & parents to help the Councils & Greek Life. Committees should be at least the following: Communication, Events & Recognition, Volunteerism, Policies, & Fundraising.
- The board should be 11-15 alumni & parents of affluence and/or influence who will meet 3-4 times annually (the committees & officers will probably meet an additional 3-4 times per year).
- Ask for help from the University Alumni Association & Foundation, Greek Life Office as well as national organizations in recruiting the right board;
- Recruit those with a passion for Greek Life and those that meet the skill-set needed for your committees.

### Step 2 – Quality Records

- Ensure an effective partnership is in place between your chapters, Greek Life Office, Alumni Association, Foundation and National organization.
- See that alumni, parent & undergraduate records are updated each school term with your chapters, national organizations and university.
- Hold a phone-a-thon bi-annually for all of your chapters to call all alumni & parents to confirm/update the following: contact information, employer, title & spouse. You might also use this opportunity to invite alumni & parents to campus & chapter events. You should do half of the chapters each year.

### Step 3 – Survey Your Chapters

- Complete an annual email, mail & phone survey of your Chapter Officers, Advisory Boards & Housing Corporation Boards.
- Your goal is to update/confirm contact information for all chapter officers, advisors & house corporation members.
- Chapters that have less than 3-5 advisors and/or 7-11 housing corporation members should receive help in recruiting more volunteers.

#### Step 4 – Follow-up Survey of Chapters

- Identify training completed & training needed by each chapter Advisory Board & Housing Corporation Board.
- Determine the best days, times, locations & methods for campus-wide meetings for volunteers.
- Find out if any of your volunteers are available to help train volunteers from other chapters where the national organization may not be a resource.

#### Step 5 – Develop Alumni & Parent Relations Programs

- Ensure that Councils/Greek Life email a monthly bulletin to Advisory Boards & Housing Corporation Boards focused on training, news, events and any issues that individual chapters and/or the community are confronting.
- Ensure that the Greek Life website & Facebook site are focused on alumni & parents as well as undergraduates, guests/potential new members.
- Ensure that Councils/Greek Life email a newsletter to all alumni, parents & undergraduates three times per year (fall, spring & summer). The newsletter should focus on community & chapter news, events, profiles (alumni, parent & undergraduate), and recognition of chapters & individuals.
- Ensure that chapters are communicating with alumni & parents via e-news, newsletters, Facebook, & website. See that the chapter Facebook sites & websites are linked with Greek Life & the Alumni Association websites. Of course, see that the right message is being shared.
- Ensure that recognition programs are in place at the chapter & Greek Life level. For chapters that means hosting annual events that thank volunteers as well as induct alumni into the Hall of Fame for success in their careers, and/or for service to community, fraternity and/or university. For Greek Life that means an annual banquet that provides the following recognition: Fraternity/Sorority Advisor of the Year for each Council, Fraternity/Sorority Advisory Board of the Year, Fraternity/Sorority Alumni Association of the Year, Fraternity/Sorority House Corporation President of the Year for each Council, Fraternity/Sorority Housing Corporation of the Year, Fraternity/Sorority Parent Club of the Year, Chapters that are Excelling with Alumni/Parent Relations, Service Awards (1-3-5-10 year & so on), and Hall of Fame inductees.
- Ensure that events are hosted at the chapter & Greek Life level. For chapters that means hosting Homecoming Weekend, Parent Weekend, Founders Day, Golf Tournaments, Luncheons & Receptions. Chapters should try to host events in the top 2-3 population markets of alumni & parents. For Greek Life that means hosting reunions for past Governing Council members & events in the top 3-4 markets of alumni & parents.

- Ensure that the Alumni Association, Greek Life & National coordinate with each other to see that chapters hold quality reunions (10, 25, 35, 50, 75, 85, 90, 100 & so on).
- Ensure that Greek Life & chapters have an annual fund program in place to support chapter & Greek Life programs.

#### Step 6 – Complete Interest/Involvement Surveys

- Post on your Facebook site & website as well as email an Interest/Involvement survey every 2-3 years.
- The focus of the survey is to update contact information, identify potential Hall of Fame nominees, determine events that alumni & parents are interested in attending at the chapter & Greek Life level, and to find volunteers for chapters & Greek Life.

#### Step 7 – Volunteer Management

- See that each chapter has a volunteer identification, recruitment, training & recognition program in place.
- Focus on improving volunteerism at your below standard level chapters first. Time & funding will likely suggest that you need to spend your time on turning things around in 2-3 chapters per year.
- Identification – review national & university donor lists; review past chapter officers lists; review current & past university award winner & volunteer lists; & review past Governing Council officer lists. Ask for help from the Alumni Association, Foundation, Greek Life Office & National. Do not forget recent graduates or those about to graduate when identifying potential volunteers.
- Recruitment – know what the recruitment needs are for each chapter (Advisory Board, Alumni Association Board, Educational Foundation Board, Faculty Advisor and/or Housing Corporation Board). Use the lists developed and recruit in-person. Use a team to help recruit as needed (Greek Advisor, chapter officer or volunteers from chapter recruiting for, regional volunteers, volunteers from other chapters or even other important university staff).
- Training – see that all volunteers are receiving national & university training. Offer varying methods of training: workshops, written materials, online, conference calls, one-on-one, and even chapter to chapter. Try to avoid overlap in training between national & university.
- Recognition – recognized volunteers remain committed volunteers. Ensure that chapters thank volunteers at events, in e-news, in newsletters, on the Facebook site & website, and even note positions on nametags. A written thank you note, phone call or token gift go a long way. Greek Life can help by thanking volunteers in e-news, in newsletters, on the Facebook site & website, & in the Alumni Association magazine. Of course, awards at the chapter & university level make a difference.

## Step 8 – Meetings & Receptions

- Survey to find the best dates & places for meetings & receptions.
- Hold some volunteer meetings via conference calls.
- Hold a few meetings and/or receptions in the top 2-3 population centers of alumni & parents outside of city your campus is in.
- Hold an annual volunteer recognition reception that invites all key administrators on campus as well as all chapter volunteers.

## Step 9 – Model Successful Chapters

- Find your chapters that are succeeding in the area of volunteerism and model them.
- Recognize these chapters on your Facebook site, website, in e-news, in the school newspaper & at events.
- Ask your advisors & house corporation presidents from successful chapters to help you recruit & train volunteers at chapters below standard.

## Step 10 – Re-Evaluate Annually

- Annually evaluate the strengths & weaknesses of individual chapters as well as all governing boards as it relates to volunteerism.
- Research other campuses to see what programming works for them to see if there are any new programs that you might want to implement on your campus.