



Recognition Management

Below is a recommended strategy to follow with your recognition program.

Donor Recognition

- All donors should receive written thanks within one week of receiving their gifts.
- All donors should be listed in each newsletter.
- All donors should be thanked on the website.
- All donors should be thanked in an annual email in December when the end of the year online appeal is completed.
- All donors of \$250 or more should receive a thank you phone call by a volunteer or undergraduate officer if no volunteers involved with the chapter.
- All donors of \$1,000 or more should be seen in person by a volunteer or undergraduate officer if no volunteers involved with the chapter every year to two thanking them for their support.
- Donors that have “gone beyond” should be thanked at events unless they have asked to not be recognized.
- A “Wall of Giving” should be placed in the Chapter House (if you have one) and donors should be listed by giving category/name (\$25,000 or more, \$10,000-\$24,999, \$5,000-\$9,999, \$2,500-\$4,999, \$1,000-\$2,499, \$500-\$999 and \$499 or less).
- Every year to two a phone-a-thon should take place to thank donors, update records & ask any survey questions.

Alumni Recognition

- Alumni updates should be included in each newsletter, on the website and in e-news as much as possible.
- An annual recognition should take place that recognizes alumni for success in their careers and/or for service to the community, fraternity and/or university. The Hall of Fame should recognize 3-5 alumni each year (the first few years might have larger classes). A Man or Women of the Year should be recognized at this event each year as well. They are usually chosen based on service.
- You should provide each award winner with an award to take home and then be sure they are recognized on a perpetual award hung in the Chapter House as well as on the website, in a newsletter and in an email to all alumni.
- The University Alumni Association, National Headquarters, and hometown paper of the winner(s) should be notified with a copy of the biography.

Parent Recognition

- An award should be in place for recognizing parents for their service to chapter and/or success in their careers.
- You should recognize them at Parent Weekend and/or Homecoming Weekend.
- You should provide each award winner with an award to take home and then be sure they are recognized on a perpetual award hung in the Chapter House as well as on the website, in a newsletter and in an email to all alumni & parents.
- All parent donors & volunteers should be thanked in a parent letter that goes out each school term.

Undergraduate Recognition

- Either annually or once per school term the chapter should recognize undergraduates in the following areas: Top GPA of the Semester/Year, Most Improved GPA of the Semester/Year, Outstanding New Member of the Semester/Year, Outstanding Active of the Semester/Year, Outstanding Graduating Senior of the Semester/Year, Outstanding Officer of the Semester/Year, Outstanding Athlete of the Semester/Year, Outstanding Campus Involvement of the Semester/Year, Outstanding Community Service of the Semester/Year etc.
- You should recognize them at Homecoming or end of the semester banquets.
- You should provide each award winner with an award to take home and then be sure they are recognized on a perpetual award hung in the Chapter House as well as on the website, in a newsletter and in an email to all alumni, parents & undergraduates.

Volunteer Recognition

- Volunteers should be thanked in e-news, in newsletters, on the website, in programs at events, and by winning some of the awards above.
- Volunteers name tags at events should note their positions & years of service if known.
- Volunteers should receive written thanks from the chapter president each year.