

Recruiting Alumni Advisors

The number one objective of the Alumni & Volunteer Program is the recruitment of new alumni volunteers to fill various roles in our Fraternity. As with our undergraduate chapters, recruitment must be a 365-day continuous process. The following provides examples of recruitment actions that produce results.

- Identify your needs then look for alumni in your area to fill your needs.
- Obtain contact information from Headquarters of all your Alumni. Break it down by pledge class and location. Evaluate the list. Look for former Chapter Commanders and other past officers living in the region whose contact power can be leveraged into the membership building effort.
- Recruit a Membership/Recruitment Chair who is well networked with your alumni.
- Create a website that is structured to respond well to Internet search engines, so that if, for example, someone enters their locale and the name "Sigma Nu" into a "Google" search, your local Sigma Nu website shows up at the head of the list. Use it as a communications and recruitment tool. Research the best Sigma Nu alumni websites and utilize their best ideas. Allow the website to be interactive, if possible. Additionally, establish Facebook and LinkedIn groups.
- Plan events which can be advertised on the website. Every chapter event should be seen as a recruitment opportunity.
- Use the Director of Alumni & Volunteer Programs at Headquarters as a resource. Solicit ideas about what other chapters are doing that have impressed him in the recruitment area.
- Check with other local Alumni Chapters and Clubs to profit from their lessons and successes.