



Sigma Nu Fraternity

Planning Successful Alumni Events

Today's Presenters

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Overview

Why Alumni Events are Important

- Purpose of Events
- Type of Events

Event Planning

- Coordination
- Scheduling
- Budget
- Communication

Alumni Event Best Practices

- Five Rules for Success
- Other Tips

Q&A



Why Are Alumni Events Important?



Mission Critical

"To perpetuate lifelong friendships and commitment to the Fraternity."

Events Facilitate Lasting Connections

To the Chapter

To the University

To the General Fraternity

Strengthens Relationships and Develop New Ones

With Fellow Alumni

To the Student Members

To the Organization

Why Are Alumni Events Important?



Purpose of Alumni Events



What are you trying to accomplish

- Fundraising
- Networking
- Meet & Greet

What do Alumni get out of participation

- Personal Joy
- Pride in Chapter's Success
- Recognition

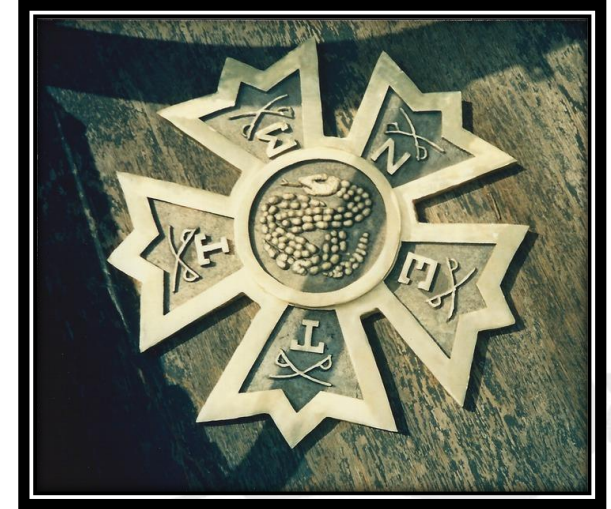
Types of Alumni Events

Annual Events

- ▶ **Consistent opportunities to connect and engage alumni at different points during the year**

Milestone Events

- ▶ **Special opportunities to celebrate a specific achievement**



Milestone Events



**Special Chapter
Anniversary**

Milestone Initiation

**House
Re/Dedication**



Milestone Events

- Don't Happen Regularly
- Deserve Extra Attention
- Need to be a **BIG DEAL**

Milestone Events



Milestone Events: Planning Components



Planning Committee
Planning time
(Preferably 12-18 months)
Charge a Fee – It's okay
Communication is KEY

Event Communication





Golf Outing
House Tours
Reception/Banquet

Chapter Anniversary
Golf Outing/Tourney
Homecoming
Reunions
Holiday Party



Sigma Nu Fraternity **Gamma Kappa Anniversary Event**





Sigma Nu Snake Shoot Out

Alumni Golf Tournament To Benefit 2022 Rush Program



INFORMATION

When:
Friday, April 22, 2022

Where:
Lakeside Golf Course, Stillwater, OK

Time:
10:45am - New House Tour
11:30am - Box Lunch
12pm - *NEW* Putting Contest
12:30pm - Shotgun Start
5:30pm - BBQ Dinner

Cost:

- Sigma Nu Package
- Snake Package
- Rock Chapter Package

*See back for details

Format:
Four-man scramble. Arrange your own team.

ABOUT:

Every year in April, our brothers come together for the Annual Alumni Golf Tournament. The funds raised at this event are a vital part of our rush budget and allow us to continue to succeed on and off campus. It is also an opportunity for brothers of all ages to reunite.

NEW THIS YEAR:

At 10:45am, there will be a tour of the new Sigma Nu house. Swing by and check it out!



Putting Contest:
Earn bragging rights for best putter! \$10 to enter contest. Plaque and cash prize to the winner.

Please direct questions to:
Garrett Jelley: 918-439-6001 or garrettjelley@gmail.com



PRICING PACKAGES

SIGMA NU PACKAGE	SNAKE PACKAGE	ROCK CHAPTER PACKAGE
<ul style="list-style-type: none">• \$150 for individual entry• \$100 for individual entry for brothers after EE2200• \$600 to purchase a team• \$400 to purchase a team for brothers after EE2200	<ul style="list-style-type: none">• \$200 for individual entry• \$800 to purchase a team <p>Includes a sign recognizing donation at tournament.</p> <p>Recognized for donation at tournament reception.</p>	<ul style="list-style-type: none">• \$250 for individual entry• \$1,000 to purchase a team <p>Includes a sign recognizing donation at tournament.</p> <p>Recognized for donation at tournament reception.</p> <p>Recognized in newsletter.</p>

SPONSORS:

\$175 per hole for individually sponsored holes or \$275 for pledge class sponsored holes.

Additionally, Brothers who cannot make it to the tournament can sponsor a team. The sponsorships will follow these pricing packages:

- Sigma Nu Sponsorship: \$100
- Snake Sponsorship: \$150
- Rock Chapter Sponsorship: \$250

PAYMENT:

Venmo: Send to SigmaNuEpEp on Venmo.

Checks: If paying via check, make checks payable to Sigma Nu Fraternity and mail to: Garrett Jelley, 1224 E. 27th Place, Tulsa, OK 74114

ONLINE REGISTRATION:

[HTTPS://OKSTATESIGMANU.COM/EVENTS-1/EVENT-FIVE-G3PK7](https://okstatesigmanu.com/events-1/event-five-g3pk7)

Other Annual Events



Commanders' Dinner
Affirmation of
Knighthood
Candidate/Initiation
Ceremonies

Commanders Dinner



- Make the date predictable
- Make it sustainable
- Make it an honor to attend
- Make it so others want to attend
- Don't Reinvent the Wheel

Affirmation of Knighthood



- **Alumni Chapter**
- **Affirmation of Knighthood Ceremony**
- **Lapel pins**
- **Reception**

Initiation Ceremonies



Celebrate Milestone Badge Numbers



5 Rules for Successful Annual Events

Don't be overly concerned with the Number of Attendees

Stay Constant

Small Wins Lead to Victory

Persevere

Have Fun!



Maximize Event Opportunities



- Use Event opportunities to Recruit Volunteers
- Host Parents functions
- Host events at the house to catch people passing through for Class Reunions
- Look for out-of-the-box opportunities to engage your alumni while on campus



Questions?





Thank You!

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Resource Links:

[Alumni Best Practices Library – Alumni Development](#)
[Alumni Best Practices Library – Alumni Engagement](#)

