

Sigma Nu Fraternity, Inc.



**INVEST: How Alumni Chapters
Provide Support**

MINNETT

SIGMA NU FRATERNITY, INC.

INVEST: How Alumni Chapters Provide Support

All rights reserved. This publication and all its contents are protected by copyrights, trademarks, service marks, or other intellectual property and proprietary rights and laws, and is owned by Sigma Nu Fraternity, Inc., or its Licensors. Except as stated herein, none of the material may be copied, reproduced, distributed, republished, downloaded, displayed, posted or transmitted in any form or by any means, including, but not limited to, electronic, mechanical, photocopying, recording, or otherwise, without the prior written permission of Sigma Nu Fraternity, Inc. or the copyright owner. Permission is granted to display, copy, distribute and download this publication for personal, non-commercial use, provided you do not modify the materials and that you retain all copyright and other proprietary notices contained in the materials. This permission terminates automatically if you breach any of these terms or conditions. Upon terminations, you will immediately destroy any downloaded and printed materials.

Copyright © 2020 Sigma Nu Fraternity, Inc.
9 N. Lewis Street
Lexington, Virginia 24450
Phone 540.463.1869 • Fax 540.463.1669
www.sigmanu.org

CONTENTS

WHAT IT MEANS TO INVEST	4
IMPORTANCE OF ALUMNI INVESTMENT	4
INVESTING IN THE COLLEGIATE CHAPTER	5
INVESTING IN FELLOW ALUMNI	6
INVESTING IN SIGMA NU	7
UP-TO-DATE CONTACT INFORMATION	7
SIGMA NU MENTOR NETWORK	7
SIGMA NU LINKEDIN GROUP	7
ALUMNI CHAPTER MEMBERSHIP	7
ATTENDING A LOCAL/REGIONAL/NATIONAL EVENT	7
SIGMA NU EDUCATIONAL FOUNDATION – CHAPTER SCHOLARSHIP ACCOUNTS	7
SIGMA NU EDUCATIONAL FOUNDATION – CHAPTER EDUCATIONAL FUNDS	7
INVESTING REVISITED	8

WHAT IT MEANS TO INVEST

Invest: to “provide or endow someone or something with a particular quality or attribute.”

Investing in Sigma Nu means many things. The collegiate chapter, the alumni, and the Fraternity all need the support and investment of the alumni chapter. Consistent to the definition above, the “particular quality or attribute” invested into each entity may vary but is vital regardless.

Time, talent, and treasure are all important and all are needed to preserve and strengthen Sigma Nu – alumni chapters are in a unique position to supply all three. In the end, an alumni chapter’s support is one of the key investments needed toward fulfillment of Sigma Nu’s mission.

Mission of Sigma Nu

To develop ethical leaders inspired by the principles of Love, Honor, and Truth.

To foster the personal growth of each man’s mind, heart, and character.

To perpetuate lifelong friendships and commitment to the Fraternity.

IMPORTANCE OF ALUMNI INVESTMENT

As an alumnus, Sigma Nu needs you and your fellow alumni to invest in the future of the Fraternity. Contrary to widespread belief, though, investing in Sigma Nu is not just about the giving of dollars. In fact, tens of thousands of alumni invest in Sigma Nu every day.

Investments of time and talent are key factors to ensuring the future of Sigma Nu, and these investments occur at all levels – national to local.

Alumni bring ability, dynamic thinking, and real-world experience to an environment ripe with tradition and slow to change. All levels of the Fraternity need this alumni support to develop, foster, and perpetuate the Sigma Nu experience for all brothers – collegians and alumni.



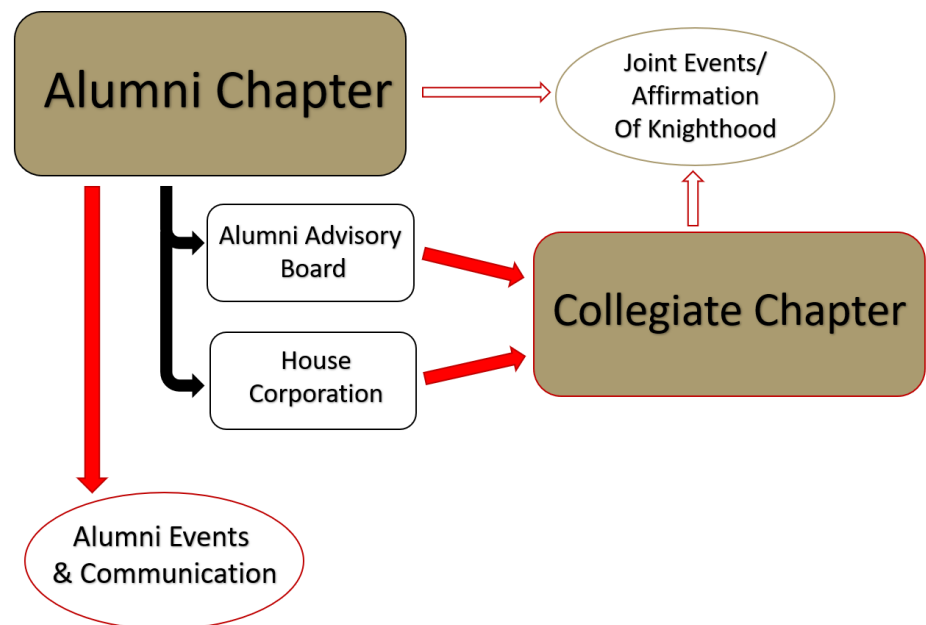
INVESTING IN THE COLLEGIATE CHAPTER

The alumni chapter can be, and at some level should be, a consistent driving force that pushes a collegiate chapter to excel with honor. That is not to say that an alumni chapter should expect to do anything for a collegiate chapter, but the consistent influence of alumni guidance and direction assists collegiate chapters in their decision making, goal setting, and operational efforts.

Ideally, an alumni chapter can be most directly connected to a collegiate chapter in three ways:

1. Appointment and oversight of the [Alumni Advisory Board](#) (AAB). Ideally, the alumni who serve as the members of an AAB would be members of the alumni chapter. Moreover, an ideal situation would involve the alumni chapter developing a succession plan for the AAB to guide those transition efforts if, and when, AAB members choose to step down.
2. Joint efforts between the collegiate and alumni chapters. Again, from a perspective of the "ideal," planning/hosting a joint annual event with the collegiate chapter is a tremendously supportive effort by the alumni chapter. More information about planning events can be found in the resource [ENGAGE: A Guide to Alumni Chapter Events](#).
3. A third way that may, or may not, be applicable for some chapters has to do with the development, or integration, of the House Corporation with the alumni chapter. To begin, it is important to note that a house corporation must be a separate, legal entity from the alumni chapter. However, setting up a line of communication and incorporating the house corporation board into alumni chapter efforts is a sound practice.

Through these three means of support, the alumni chapter can/will have the means necessary to effectively assess the needs of the collegiate chapter and assist in the development of strategic plans that can address those needs, while the collegiate chapter maintains the operational autonomy it both needs and deserves.



Flow of support from an alumni chapter to a collegiate chapter.

INVESTING IN FELLOW ALUMNI

Life is a series of peaks and valleys, and we hope there are more peaks than valleys. When we do experience those down times, we hope the depth of those valleys is minimal. With that knowledge, the alumni chapter can, and should, play an important role in terms of offering and supplying support to fellow alumni. There are several ways in which an alumni chapter may choose to supply its support. Following are two general scenarios in which the alumni can show support for fellow alumni:

1. **Celebratory Life Events** – Publicly share/announce these moments with the alumni-at-large. Announcements of this type are a prime opportunity where an online presence, particularly on a social media platform, can be beneficial.
2. **Life Events for Condolences** – These types of life events should be handled with delicacy; therefore, it is recommended that a two-step process be considered.
 - a. **Step 1** – a private message from the alumni chapter to the alumnus brother, or his family, expressing condolences on behalf of all chapter alumni. In that message, if deemed appropriate, ask the brother, or his family, if it would be okay to share basic information about the situation and a method of contact if other brothers would like to contact them.
 - b. **Step 2** – In appropriate situations, where the brother, or his family, have provided their blessing/permission to do so, informing the chapter alumni that a brother is dealing with a difficult time, outlining what the alumni chapter has done to show its support (i.e. expressed condolences/well wishes on behalf of all alumni), along with how other alumni may communicate any private messages they may have, is a tremendous sign of support and brotherhood. In these situations, it is recommended that such information be communicated in a way that is semi-private, such as a group email, as opposed to a public announcement on social media. Again, care for the feeling of the affected brother, and his family, is of the utmost importance in these scenarios.

Celebratory Life Events to Support

Marriages
 Birth of child/children
 Purchasing a home
 Moving to a new city
 Work promotion
 Starting a new job
 Civic/Professional award
 Completion of a post-graduate degree

Life Events for Condolences

Loss of a loved one
 Loss of employment or promotion
 Injury/Health crisis
 Divorce

Brotherhood is a hallmark of being a member of a fraternity and, specifically, of Sigma Nu. While life after school involves many more responsibilities, it is important that our alumni brothers know that Sigma Nu supports them, in good times and bad.

INVESTING IN SIGMA NU

It is important that alumni brothers understand what it means to “give back” to the Fraternity. For many, when they think about “giving back” to Sigma Nu, they automatically think they are being asked to contribute financially. Make no mistake, financial contributions to the Sigma Nu Educational Foundation or a local housing campaign are important to the Fraternity’s ability to continue working towards fulfillment of its mission, but “giving back” is not synonymous with just dollars.

UP-TO-DATE CONTACT INFORMATION

It is important that Sigma Nu be able to communicate with its brothers. As members of the Fraternity, brothers have a right and a need to know information when it is shared. Taking a few minutes to update contact information, on occasion, will ensure that Sigma Nu alumni do not miss out on these opportunities.

SIGMA NU MENTOR NETWORK

An on-demand mentoring platform focused on professional and career development. This platform offers collegiate and young alumni brothers global access to the professional knowledge and career experience of Sigma Nu’s broader alumni membership. Alumni brothers can join the network as an Advisor, Advisee, or both.

SIGMA NU LINKEDIN GROUP

Sigma Nu’s private LinkedIn group includes more than 10,000 brothers. This group is an opportunity for collegiate brothers and alumni to network and support one another in an exchange of professional advice and suggestions.

ALUMNI CHAPTER MEMBERSHIP

Being a member of an alumni chapter is a tremendous way to support Sigma Nu. How? Active alumni chapters are the frontline of continuing the brotherhood experience as alumni. The supportive efforts of the alumni chapter for the collegiate chapter and fellow alumni is imperative to the ongoing success of the Fraternity, as a whole.

ATTENDING A LOCAL/REGIONAL/NATIONAL EVENT

These events not only supply insight to what is happening in the Fraternity, at a local or national level, but they are also excellent social and networking opportunities as well. The attendance of alumni at these events supports the Fraternity by reconnecting them to the broader Fraternity, in terms of years since initiation, geography, or both.

SIGMA NU EDUCATIONAL FOUNDATION – CHAPTER SCHOLARSHIP ACCOUNTS

Chapter Scholarship Accounts are set up by alumni for the benefit of a specific chapter. These accounts further the charitable, educational, and other tax-exempt purposes of the Foundation by implementing scholarship programs for the benefit of initiates and candidates of the chapter.

SIGMA NU EDUCATIONAL FOUNDATION – CHAPTER EDUCATIONAL FUNDS

Chapter Educational Funds are set up by alumni for the benefit of a specific chapter. These Funds further the educational and philanthropic Mission of the Foundation by promoting leadership, supplying educational facilities and equipment, and implementing scholarship programs for the benefit of members and candidate of the Chapter.

INVESTING REVISITED

All levels of the Fraternity need alumni support to protect, strengthen, and advance its mission. Investing in Sigma Nu is not just about dollars, though. In fact, tens of thousands of alumni invest in Sigma Nu every day with their time and talents. These virtues – time, talent, and treasure – are all important forms of investment in Sigma Nu and alumni chapters are uniquely positioned to supply all three.

It is the alumni chapter that most directly allows alumni to stay connected to their brothers, and the chapter; most readily extends, and expands, the Sigma Nu experience after college; and serves as an active demonstration of one's lifetime membership and commitment to the Fraternity. Alumni chapters are also a mechanism through which all levels of the Fraternity benefit from the expertise, dynamic thinking, and real-world experience of alumni. Sigma Nu need this alumni support to develop, foster, and perpetuate the Fraternity experience for all brothers – collegians and alumni.