



ALUMNI INITIATION GUIDE FROM PROSPECTING TO DEBRIEFING

ALUMNI INITIATION AND WHY IS IT IMPORTANT

Not every young adult has the opportunity to become a member of a men's college fraternity. Some attend schools that do not have Greek organizations, other people's schedules in college did not allow them to join, or they never found the right fraternity for them. Pi Kappa Phi would like to give those men another opportunity.

While most of our members join as undergraduate students, long ago Pi Kappa Phi chose to offer membership to men through a non-traditional means. As an "Alumni Initiate," this privilege takes on an additional meaning for the initiate and Pi Kappa Phi. Becoming an initiate as an adult is comparable to receiving an honorary degree from a university, or a certificate of recognition by an honor society just in the way undergraduates are initiated for their work as associates or their campus leadership role. Alumni Initiation is recognizing an adult for his achievements, but as Pi Kappa Phi, we consider it recognition for all that he has accomplished as well as what he may accomplish in the future. The honor of Alumni Initiation is shared with those who have demonstrated congruence with the values of Pi Kappa Phi. In turn, we then share with them the deeper meaning of our brotherhood through our Ritual.

Each chapter of Pi Kappa Phi chooses outstanding individuals to become members as adult role models because they realize joining a fraternity is a life-long commitment. While most of fraternity focuses on the four or five-year college experience, there is still more that men can do for the Fraternity, and a quality Fraternity experience has a great deal more it can offer those men.

The Fraternity recognizes that alumni bring experience, wisdom, knowledge, and a vast network; all proving to be invaluable to the organization. Today, more than ever, Pi Kappa Phi students need mentors and we have many alumni who already aspire to help our students by giving back. Developing exceptional leaders and lifelong friendships is what Pi Kappa Phi is all about. Becoming an initiated brother of Pi Kappa Phi Fraternity, no matter the age is a great honor and privilege.

WHY? | BENEFITS OF ALUMNI INITIATION - STUDENT CHAPTER

- Shared sense of purpose and values in life such as service to others, integrity and honesty
- Receive mentorship and friendship from established members of families and the community
- Drive local participation with The Ability Experience
- Develop a bond with adult role models
- Give recognition for consistently living Pi Kappa Phi's professed values
- Grow the fraternity network and leverage that new connection for job opportunities
- Provide greater opportunities for community involvement
- Provide recognition for positive contributions or leadership to community or campus
- Receive support for scholarships and educational programs for the chapter
- Increase attendance at chapter hosted alumni and family weekends/events

WHY? | BENEFITS OF ALUMNI INITIATION - THE ADULT

- Shared sense of purpose and values in life such as service to others, integrity and honesty
- Mentorship and service opportunities
- Participation with and support of The Ability Experience
- Develop a bond with important young men in life
- Recognition for consistently living Pi Kappa Phi's values
- Opportunity to make an impact on young men during the most critical time of their development
- Membership badge and certificate to display
- Networking and new job opportunities
- New social circle to share in men's fellowship
- Recognition for contributions in shaping well-rounded young men
- Recognition for positive contributions or leadership to community and society
- Subscription to the Star & Lamp magazine
- Support scholarships and educational programs through the Pi Kappa Phi Foundation
- Attend local-area alumni engagement events

WHO? | PROSPECTING AND IDENTIFYING POTENTIAL ALUMNI INITIATES

The best way to construct your Alumni Initiation Strategy is to begin by identifying a prospect list of men in the community and/or men who are close to current fraternity members who already exemplify the shared values of Pi Kappa Phi. You can develop a prospect list by identifying:

- Community leaders - mayor, sheriff, public works, community center
- Faculty members - professors, TA, grad students in your program
- Local churches and other places of worship - pastors, associate pastors, clergy, deacons
- Staff on campus - campus activities, housing and residence life, athletics
- Dads - fathers and grandfathers of brothers, recent alums, and associate members
- Biological brothers - brothers at other schools or community colleges
- Attendees at Parent's & Family Weekend events - uncles, cousins, godparent, family-friends
- Recommendations from current alumnus

Once you have your chapter's prospect list, best practice is to facilitate a conversation about an Alumni Initiation through a current chapter brother who has a relationship with the individual. Schedule a meeting between that particular brother, the Historian, a local alum if possible, and the potential Alumni Initiate.

HOW? | FIVE STEP PROCESS TO SUCCEED AT ALUMNI INITIATE ENGAGEMENT

STEP ONE: THE MEETING

Set up a quick meeting or have an impromptu meeting. Be ready and prepared to highlight the following in your conversation with the prospect.

- Prepare
 - The impact Pi Kappa Phi has had on your life
 - Share some significant and relevant chapter statistics, e.g. chapter GPA, size, involvement on campus and in the community
 - Have an idea of, and further identify how and why this individual represents the values of Pi Kappa Phi
 - Use the conversation to find common ground and common interests
- Explain
 - Share what an Alumni Initiation actually is, a full honorary-type membership
 - Share the fun of fraternity and tell a story that relates fun to common interests
 - Share the concept of sub rituals and how they build fellowship and brotherhood
 - Outline the benefits of Alumni Initiation for the prospect: describe how you can envision them bringing credit to the fraternity, how they would impact the chapter and the brother's lives, and the benefit you expect them to receive from joining
 - Describe and give examples of the role alumnus play in the chapter's success and give information on the continued brotherhood through the alumni chapter.
 - Give detail about the cost of fraternity: is the chapter willing to cover any of the cost? What does the \$50 Alumni Initiation fee cover and why \$100 is recommended (White Diamond book, badge, rose at initiation, help the chapter with recruitment, etc.)
 - Describe why you want to honor this individual, re-cap the conversation and the common interests and goals
- Ask
 - See if the person would be interested
 - Answer any and all questions - if you don't know the answer, find the answer and get back to them in a reasonable timeframe
 - Make the ask - "We've had a great conversation, I'm glad I was able to share Pi Kappa Phi with you and answer your questions. Would you become an initiate and join Pi Kappa Phi?"

STEP TWO: FOLLOW UP

Once the person has agreed to be initiated, do a good job in offering personal and timely follow-up with next steps:

- Send him logistical details for the initiation
 - Date
 - Time
 - Place
 - Attire
- Invite him to chapter and alumni events
- Send him a schedule of chapter key meetings and service events

STEP THREE: INITIATION

As the chapter prepares the facility for the Ritual of Initiation, ensure that his experience is first class in every way.

- Ensure that a member is at the facility, ready to greet him
- Give him his initiation card to fill out (gold and white)
- Invite him to be initiated early in the evening, especially if you will be initiating multiple people, e.g. the current associate member class
- Offer a quality pre-briefing about what he will encounter and what to expect, i.e. take a few extra moments to explain what the initiation will be like
- Once he is initiated, invite him to watch others be initiated

STEP FOUR: LECTURE & DEBRIEF

After performing the Ritual of Initiation, be sure to invite him to learn more about the experience via the Lecture and Debrief.

- Be ready to present him with his member badge and red rose
- Allow the chaplain, archon, or certified ritualist of the chapter to spend a few extra moments with the man to personally explain some of the ritual and answer any additional questions
- Introduce the man to other alumni and/or Alumni Initiates who are in attendance at the ritual and/or debrief

STEP FIVE: POST INITIATION

Perhaps the most important part of the Alumni Initiation process is the follow-up after the gentleman has actually been initiated. This is a critical period that can be leveraged in order to get him more involved with Pi Kappa Phi and many of the chapter's activities. Next steps should include:

- 'Alumni Initiate' him on Chapter Gateway
- Mail in his initiation card (along with all the others)
- Pay his Alumni Initiation fee (\$50 to the national headquarters)
- Share that your chapter has performed an Alumni Initiation via letusknow@pikapp.org, Facebook, Twitter, and Instagram
- Invite him to follow Pi Kappa Phi's and the chapter's social media accounts
- Scheduling a meeting with the individual to ask how he'd like to stay involved
- Add him to chapter email lists and social media groups
- Get him in contact with the alumni chapter and any alumni groups in his area
- Send a thank-you note thanking him for the support of the fraternity and chapter

TESTIMONIAL | JACOB GARRETT, THETA ALPHA (SOUTHERN MISSISSIPPI)

WHY DO IT?

Every semester, our chapter has at least one Alumni Initiate. We have initiated everyone from family members to our faculty advisor on campus, even the governor of Mississippi. Alumni initiates have proven incredibly beneficial for our chapter in several ways.

Alumni initiating family members has enabled the chapter to grow our members' personal connections to the chapter while making Pi Kapp more of a family affair; the first person I actually got to initiate as Archon was my father.

Initiating our faculty advisor enabled him to attend the ritual of initiation and all of our formal brotherhood meetings, in turn allowing him to have a more hands-on role with our chapter.

In addition, we look for non-Greek community leaders in an effort to grow our chapter's influence in the community while also growing our undergraduate brothers' networking capabilities. Overall, spreading our brotherhood to great men in our lives and the community has helped the chapter in numerous ways.

HOW?

When the semester begins to come to a close, we start reminding the chapter about looking for Alumni Initiates, whether it's somebody's dad or a leader in the community that they personally know. We ask this pretty early in the semester to give the potential Alumni Initiates some time to make sure their schedule is free.

A brother brings an Alumni Initiate up to the chapter during chapter meeting, the man is discussed (as in who they are, what they do, why would we initiate them, etc.), and then the chapter actually takes a vote on whether the person is to be initiated. A 3/4 vote is needed for them to be passed (It is very uncommon for an Alumni Initiate to be denied if a brother speaks on their behalf).

The gentleman is then notified that he is more than welcomed to be Alumni Initiated and logistics such as cost (whatever the national fee is, plus a copy of *The White Diamond* and a badge) and where to be the night of initiation is discussed. We give a copy of *The White Diamond* a couple weeks ahead just so the gentleman can become acquainted with the fraternity in advance. They are initiated the same night as the associate class, so an extra setup is not needed.