



PI KAPPA PHI

ALUMNI NEWSLETTER RESOURCE GUIDE

Alumni newsletters are one of the best ways to keep alumni informed. Through the Chapter Newsletter Program, the National Headquarters can assist chapters in getting newsletters out to their alumni.

The alumni communications team will assist **alumni chapters/housing corporations** by designing and distributing one to two alumni newsletters per year. **Undergraduate chapters** are encouraged to partner with their alumni organization, with alumni organization leadership being the main point of contact for the request. However, if an undergraduate chapter does not have a corresponding alumni organization, the alumni communications team will still help with design and distribution.

While the overall process remains the same, each chapter will have unique goals and opportunities when implementing a newsletter program. Please email commteam@pikapp.org to get started. Read on for content examples and best practices.

SUCCESSFUL NEWSLETTERS

As you plan for your newsletter, take a look at successful newsletter examples from other chapters.

- Xi (Roanoke) - [Xi Lites](#)
- Alpha Omicron (Iowa State) - [The Almicron](#)
- Alpha Psi (Indiana) - [Alpha Psidelines](#)
- Eta Rho (Texas State) - [Eta Rho Alumni Chapter Newsletter](#)

TIMELINE

Three months out	Two months out	One month out	Distribution date
<p>Create an outline of what you plan to include in your newsletter.</p> <p>Reach out to collect stories and photos from members.</p>	<p>Start drafting your newsletter in a Word document.</p> <p>Create a folder of photos you plan to include.</p>	<p>Send written content and photos to the alumni communications team (for printed newsletters, add an additional two weeks of lead time).</p> <p>National Headquarters will review content and design the newsletter.</p>	<p>Newsletters can be distributed as a print or digital publication.</p> <p>Digital publications can be emailed on an agreed upon date.</p> <p>Print publications take 7-10 days for printing and mailing once approved.</p>

BEST PRACTICES

- Aim to send an annual or biannual newsletter. Utilize social media to share updates between newsletters.
- Start preparing early. Once you've decided on a target distribution date, start working on content at least three months out and plan to submit content to the alumni communications team one month prior to the intended distribution date (six weeks if you are planning to print and mail your newsletter).

- Collect chapter photos throughout the year. If you're not compiling photos from members (undergraduate and alumni), you should start! This will help you select photos for your newsletter. [Submit your news](#) and share these photos with the National Headquarters.
- Brainstorm topics to start with plenty of ideas and scale down to the most impactful content.
- Focus on sharing impactful stories. The alumni communications team will help ensure there are no mistakes in submitted written content.
- Published digital newsletters will be uploaded to Issuu.com under Pi Kappa Phi's page. This is where we publish digital versions of the Star and Lamp. We will share the Issuu link via email with the audience of your newsletter. Using this link, members are able to download or flip through an interactive pdf of your newsletter.

Content Examples

The following are common content topics among successful chapter newsletters. Use this list as a menu for potential content. You will have a successful newsletter if you choose three to five and focus on providing compelling content.

- **Letter from alumni chapter/housing corporation president:** Provides broad updates about the alumni chapter/housing corporation, highlighting accomplishments and future plans. This can serve as a prologue to the newsletter and reference articles on later pages.
- **Letter from the archon:** Provides broad updates about the chapter's accomplishments and plans for the future.
- **Undergraduate chapter updates:** Short two to four sentence updates to accompany a photo(s). Elaborates on the letter from the archon and highlights successes and moments of brotherhood (e.g., philanthropy, service, brotherhood events, formals, etc.).
- **Event recaps:** Share photos and key memories from recent events (e.g., homecoming, tailgates, anniversary celebrations, happy hours, etc.). The kind of event will determine the appropriate length.
- **Upcoming events:** Provide a list of upcoming events and encourage people to mark their calendars and/or register to attend.
- **Brother spotlight:** Highlight a chapter brother who has brought credit to your chapter. This is a great way to recognize members who are doing exciting things in addition to their involvement with Pi Kappa Phi (e.g., professional accomplishments, positive community impact, etc.)
- **Alumni updates:** Short one to two sentence life updates on individual alumni (e.g., promotions, new job, getting married, having a child/grandchild, etc.).
- **Topical stories:** Elaborate on a recent alumni event, share more detailed updates on chapter initiatives or share an impactful story. Pair this content with photos to tell a compelling story. Typically, this will be a half to a full page.
- **The Ability Experience participation:** Highlight brothers who are participating in upcoming Ability Experience events and encourage support. Celebrate brothers who have recently completed an event and share a testimonial about the experience.
- **Chapter Eternal list:** If you would like to include a list of chapter brothers who've recently passed into the Chapter Eternal, the alumni communications team can provide a list for you.
- **Awards and recognition:** Highlight a list of local and national awards received by the chapter, alumni organization or individual members. If an individual receives an award, consider spotlighting them.