



PI KAPPA PHI

ALUMNI NEWSLETTER RESOURCE GUIDE

Newsletters are a great way to stay connected with your alumni, share chapter milestones and celebrate the brotherhood you've built. Whether you're an undergraduate officer or part of an alumni chapter, this step-by-step guide will walk you through creating a successful alumni newsletter with support from Pi Kappa Phi staff every step of the way.

While the overall process remains the same, each chapter will have unique goals and opportunities when implementing a newsletter program. If you're ready to begin or have questions, email commteam@pikapp.org.

HOW THE NATIONAL HEADQUARTERS SUPPORTS YOU

- We help undergraduate chapters, alumni chapters and housing corporations build and maintain a successful newsletter program.
- Our team can assist with editing, design and distribution of newsletters.
- We provide tips, templates, best practices and reminders to help you stay on track with your timeline.

TYPES OF NEWSLETTERS

- **Digital Flipbook:** A multi-page PDF newsletter, viewable as an online flipbook, with the link distributed via email.
- **Print:** A multi-page, printed newsletter, distributed via mail. *Chapters are billed for printing and mailing costs.*
- **Email:** A graphically enhanced email, featuring photos, graphics, etc. *Undergraduate chapters start with this type of newsletter.*

EXAMPLES OF SUCCESSFUL NEWSLETTERS

- Beta Beta (Florida Southern) - [Beta Beta Byline](#) (Flipbook)
- Zeta Theta (Texas-Austin) - [The Zeta Theta Chronicle](#) (Flipbook)
- Delta Lambda (UNC-Charlotte) - [The Gold Mine](#) (Flipbook)
- Beta Epsilon (Mizzou) - [The Beta Epsilon Bell](#) (Email Newsletter)
- Gamma Upsilon (Oklahoma State) - [Gamma Gazette](#) (Email newsletter)

SUGGESTED TIMELINE FOR NEWSLETTER BUILDING AND DISTRIBUTION

Beginning (Draft)	Middle (Content and Creation)	End (Distribution)
• Create an outline of all information you want to be included in the newsletter (grade reports, campus events hosted, brotherhood events, philanthropy, etc.) • Reach out to brothers, members and chapter officers to gather stories and photos	• Put all stories in a Word document • Create a folder with images that you want to use (Google Drive, Drop Box etc.) • Send the content to the communications team	• The communications team will send you your newsletter to review and approve • Newsletters take around a month to finish • They can be distributed as emails or digital publications • Print usually takes 7-10 days for printing and mailing once approved

** Allow 3 weeks to 1 month for the communications team to build your newsletter and send it to you for review. **

BEST PRACTICES

- Send newsletters 1-2 times per year and keep a consistent schedule. Supplement with social media between editions.
- Start early. Give yourself **three months of lead time**.
- Gather photos year-round. Create a shared folder for members to contribute. [Submit your news](#) and share these photos with the National Headquarters.
- Prioritize strong stories. **Focus on quality over quantity**.
- Use a content checklist (see next section).
- Digital versions are published on Issuu.com and shared via email.

CONTENT EXAMPLES

Use this list as a menu for potential content. Choose three to five and focus on providing compelling content.

- **Letter from alumni chapter/housing corporation president (250-500 words):** 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 (200-500):** Provides broad updates about the chapter's accomplishments and plans for the future.
- **Undergraduate chapter updates (150+ words):** 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 (150-300):** 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 (50-100 words):** Provide a list of upcoming events and encourage people to mark their calendars and/or register to attend.
- **Brother spotlight (150+ words):** 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 (250-500):** 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 (250-500):** 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 brothers. If an individual receives an award, consider spotlighting them.
- **Grade Reports:** If any brothers made the dean's list, your chapter has an outstanding GPA, or any brothers have been recognized for their academics.

WRITING AND STORYTELLING TIPS

- **Start with a theme.** Is there a central story or milestone to anchor this issue?
- **Use quotes.** Bring events and updates to life with personal reflections.
- **Avoid jargon.** Assume some readers haven't been involved in years.
- **Keep it concise.** Use subheadings, bullets and short paragraphs.
- **Lead with impact.** Open stories with strong first sentences to grab attention.
- **Make it relevant.** Tie stories back to shared Pi Kappa Phi values and chapter identity.
- **Balance tone.** Aim for a warm, conversational voice without being overly casual.
- **Use captions.** Add meaningful captions to photos that provide context or emotion.
- **Edit and refine.** The alumni communications team will help you polish your final product.