



**Sigma Nu Fraternity**

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# **Planning Successful Alumni Events**

**Alumni Engagement Series**

# Today's Presenters

**Todd Denson (Nicholls State)**

-- **Director of Alumni Advisory Programs**

**Justin Wenger (William Jewell)**

-- **Senior Director of Alumni Engagement**



# Overview

## Why Alumni Events are Important

- Purpose of Events
- Type of Events

## Event Planning

- Coordination
- Scheduling
- Budgeting
- 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

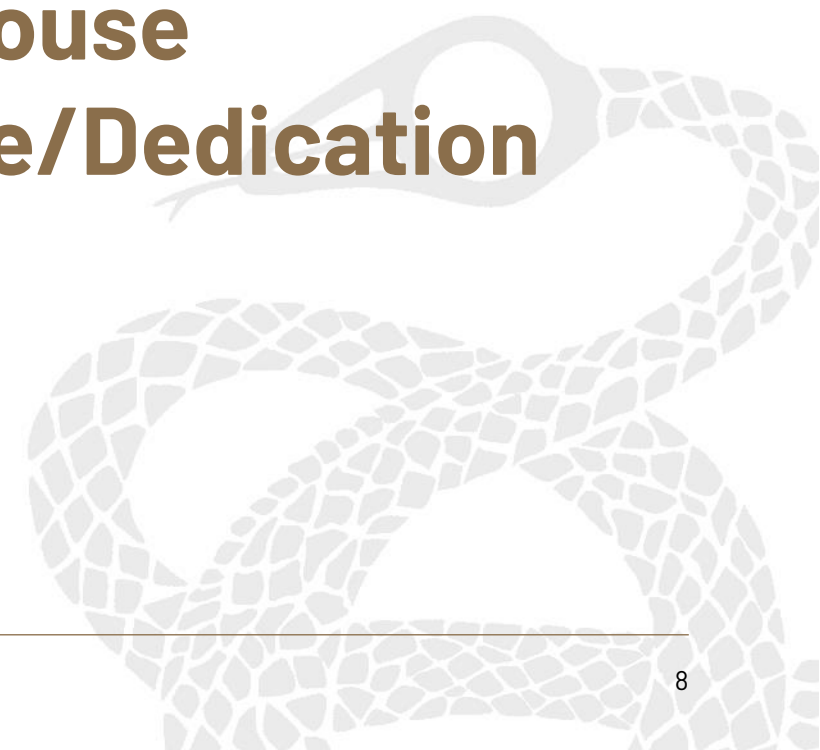


**Special Chapter  
Anniversary**

**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**

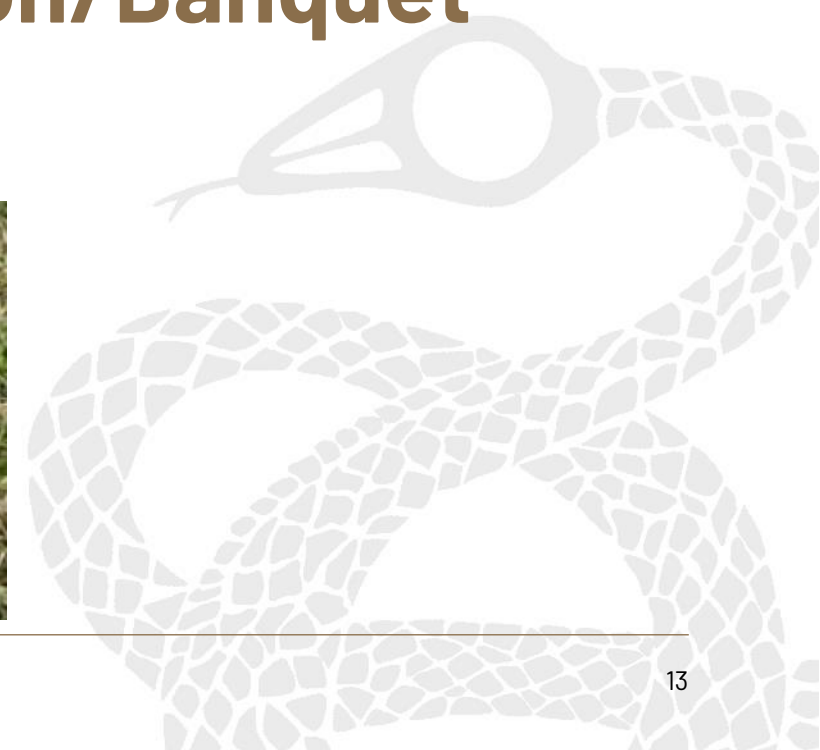


# Event Communication





**Golf Outing**  
**House Tours**  
**Reception/Banquet**





**Chapter Anniversary**  
**Golf Outing/Tourney**  
**Homecoming**  
**Reunions**  
**Holiday Party**





# Sigma Nu Fraternity Gamma Kappa Anniversary Event

**“SLUGGO”**

**Sigma Nu Gamma Kappa Chapter  
Buffalo Brothers Memorial**

Dedicated 2014, to the memory of all our brothers who have left this earth, but continue to live on in our hearts. They believed in the life of LOVE, they walked in the way of HONOR and served in the light of TRUTH.

In appreciation of those alumni / friends, whose generosity have made this memorial sculpture possible, Go Buff!

2N-TX #1002 Bill Thompson	2N-TX #1018 Paul Neuge	2N-TX #1102 Kent Mease	2N-TX #1102 Randy Rowland
2N-TX #1181 QB Wilson	2N-TX #1183 Brent Peterson	2N-TX #1184 Jeff Lewis	2N-TX #1184 Bob Swartz
2N-TX #1179 Ken Kusch	2N-TX #1171 Phil Cervog	2N-TX #1178 Ed Gura	2N-TX #1178 John Taitch
2N-TX #1103 Dan Kasper	2N-TX #1102 Bradley Thompson	2N-TX #1102 George Heyman	2N-TX #1102 John Eastman
2N-TX #1102 Jeff Brown	2N-TX #1101 John Housner	2N-TX #1101 Dan Fitzgerald	2N-TX #1002 Steve Anderson
2N-TX #1002 Karl Brown	2N-TX #1102 Michael Hecht	2N-TX #1102 Geoff Winkler	2N-TX #1003 J. Gregory Davis
2N-TX #1002 Adam Gandy	2N-TX #1102 Paul Neuge	2N-TX #1102 Jeff Neer	2N-TX #1003 Lee Carlson

**“Order of the Rock”**

2N-TX #1102 Bill Thompson	2N-TX #1102 Paul Neuge	2N-TX #1102 Kent Mease	2N-TX #1102 Randy Rowland
2N-TX #1181 QB Wilson	2N-TX #1183 Brent Peterson	2N-TX #1184 Jeff Lewis	2N-TX #1184 Bob Swartz
2N-TX #1179 Ken Kusch	2N-TX #1171 Phil Cervog	2N-TX #1178 Ed Gura	2N-TX #1178 John Taitch
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2N-TX #1102 Jeff Brown	2N-TX #1101 John Housner	2N-TX #1101 Dan Fitzgerald	2N-TX #1002 Steve Anderson
2N-TX #1002 Karl Brown	2N-TX #1102 Michael Hecht	2N-TX #1102 Geoff Winkler	2N-TX #1003 J. Gregory Davis
2N-TX #1002 Adam Gandy	2N-TX #1102 Paul Neuge	2N-TX #1102 Jeff Neer	2N-TX #1003 Lee Carlson

**“Order of the Rose”**

2N-TX #1014 John F. Warden	2N-TX #1102 Jason Ingber	2N-TX #1102 Alvin Gold	2N-TX #1172 Zach Daff	2N-TX #1172 Josh Sauer
2N-TX #1101 Bill Bergener	2N-TX #1101 Bill Warden	2N-TX #1101 Phil Wagoner	2N-TX #1101 Ryan Maloney	2N-TX #1101 Drew Riggs
2N-TX #1002 Jeff Truitt	2N-TX #1102 John Price	2N-TX #1101 Bruce Mackery	2N-TX #1101 Bruce Mackery	2N-TX #1101 Russel Steiner
2N-TX #1101 Evan Hendry	2N-TX #1101 Dylan McCarty	2N-TX #1101 Matthew Tynnell	2N-TX #1101 Alan Gaska	2N-TX #1101 Jonathan Bennett
2N-TX #1101 Ross Baker	2N-TX #1101 David Meech	2N-TX #1101 Zach McWhorter	2N-TX #1101 Connor Collins	2N-TX #1101 Matthew Haral
2N-TX #1101 Michael Spauld	2N-TX #1101 Jayce Mackay	2N-TX #1101 Nicholas Steyer	2N-TX #1101 Travis Langston	2N-TX #1101 David DeWitt
2N-TX #1101 Kevin Bala	2N-TX #1101 Jeffrey Hargrave	2N-TX #1101 Michael Paul	2N-TX #1101 Justin Li	2N-TX #1101 Matt Kahn
2N-TX #1001 Matthew Schreiber	2N-TX #1001 John Hervey	2N-TX #1001 Jason Struss	2N-TX #1001 Matthew Kaplan	2N-TX #1001 Dustin Vite
2N-TX #1001 Kevin Prater	2N-TX #1001 Stephen Hagan	2N-TX #1001 Russell Johnson	2N-TX #1001 Alexander Lee	2N-TX #1001 Evan Neave
2N-TX #1002 Joshua Carroll	2N-TX #1007 David Oliver	2N-TX #1012 Charles Taylor		







## Sigma Nu Theta Rho Snake Shoot Out

Alumni Golf Outing  
2024



**ABOUT:**  
Every year our brothers come together for the Annual Alumni Golf Outing. This event serves as an opportunity for brothers of all ages to reunite.



Weibring Golf Course

INFORMATION

**When:** Saturday, May 4, 2024

**Where:** Weibring Golf Course, Normal, IL

**Time:** 1:00 PM  
(10 minute Staggered Start)

**Format:** 4 Man Scramble

**Cost:** Alumni \$62  
Student \$52

**Registration Deadline:**  
4/30 @ 4PM

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Any questions,  
contact **Bob Carse**  
(708) 577-3663



PRICING PACKAGES

SIGMA NU PACKAGE

- \$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

SNAKE PACKAGE

- \$200 for individual entry
  - \$800 to purchase a team
- Includes a sign recognizing donation at tournament.
- Recognized for donation at tournament reception.

ROCK CHAPTER PACKAGE

- \$250 for individual entry
  - \$1,000 to purchase a team
- Includes a sign recognizing donation at tournament.
- Recognized for donation at tournament reception.
- Recognized in newsletter.

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

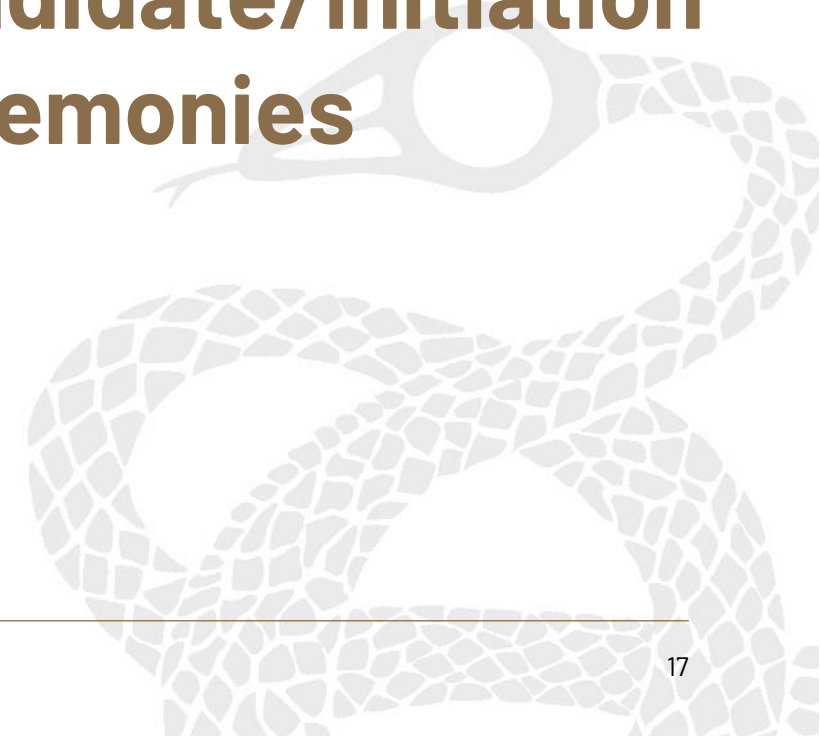
ONLINE REGISTRATION:

HTTPS://OKSTATESIGMANU.COM/EVENTS-1/EVENT-FIVE-G3PK7

# 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

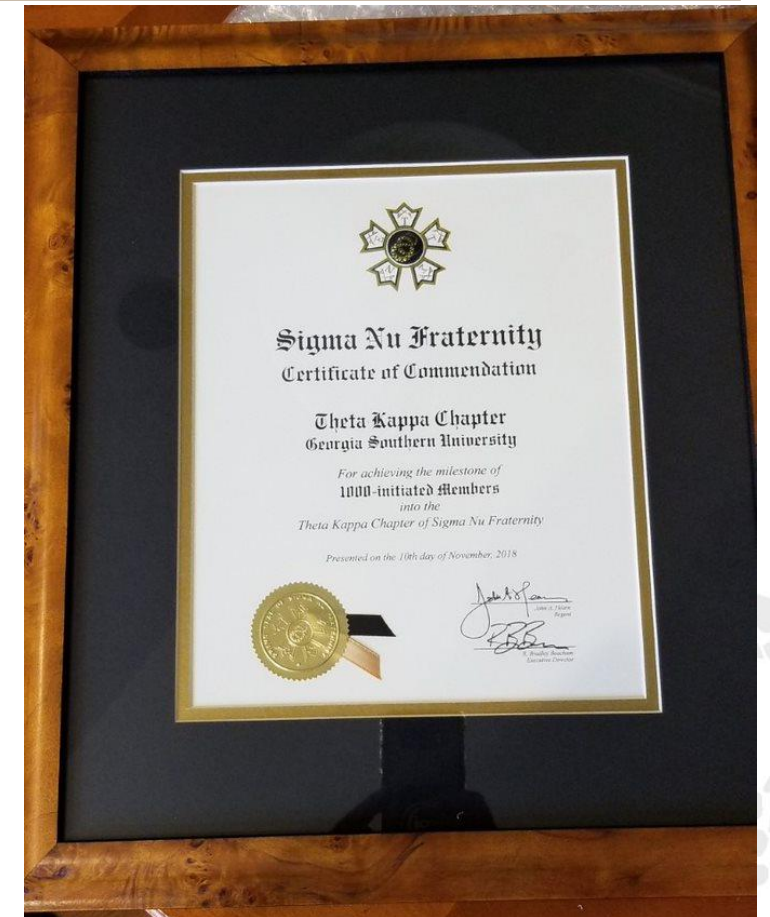


- Alumni Chapter
- Affirmation of Knighthood Ceremony
- Lapel pins
- Reception





# Initiation Ceremonies



**Celebrate Milestone Badge Numbers**



## 5 Rules for Successful Annual Events

Don't be concerned with Numbers

Stay Consistent

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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**Senior Director of Member Engagement**  
**540-600-3007**  
[Justin.wenger@sigmanu.org](mailto:Justin.wenger@sigmanu.org)

**Resource Links:**

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

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

[ENGAGE: Alumni Chapter Events Guide](#)

