**Ten Successful Elements of Fundraising**

1. **Regular Communication:** An alumni newsletter should be published and sent to all alumni at least two times per year. Providing updates on the chapter increases their feeling of belonging to the chapter. This sense of belonging encourages them to give back financially.
2. **Prompt Communication:** Save the Dates and Invitations should be sent in a timely manner. These invites need to be mailed far enough in advance so alumni can plan to be present. Remember: Alumni have busy lives. If you don’t give them an opportunity to put Acacia their calendar, they won’t.
3. **Special Events:** Plan an event that will entice alumni to come back to your campus and let them know far in advance. Make them feel as if they are needed, because they most certainly are.
4. **Alumni addresses:** Maintain and up-to-date alumni record and make a strong effort to locate “lost” members.
5. **Alumni asking Alumni:** People are influenced to give based on who is asking. Brothers tend to like to donate to brothers of their same pledge class or college years. Find alumni willing to do the ask on behalf of the chapter. Great alumni for this are those on House Corporation and advisory boards or are regularly involved in the alumni chapter.
6. **Annual Dues:** Chapters can institute a voluntary annual, or semi-annual, dues program. The annual dues can be used to defray the cost of newsletters, mailings, and special events. You can even present each member with a membership card or certificate to show they are an alumni dues paying member.
7. **Face-to-Face: P**eople give to people, not to causes. Direct mailing fundraising usually has a response rate of about 3-5%. A 10% response is excellent. Therefore, it is recommended you take the time to sit down with an alumnus member to make the ask.
8. **Put Fun into FUNdraising:** Plan a special fundraising event with a theme. For example, have dinner, charge a certain amount per plate, and invite a motivational guest speaker. Ideas are endless.
9. **Be Positive:** Alumni want to hear the good things about the chapter. They want to know the chapter is growing, members are achieving academically, and having a positive influence in human service. Sharing the chapter’s success with the alumni is a great idea! Afterall, it is their chapter too!
10. **Say “thank you”:** People love to be recognized and thanked for their monetary and physical contributions. Writing thank you notes is a great way to show recognition for a kind deed. Many alumni find hand-written letters professional and personal. It is worth the time!