

# COMMUNICATING WITH YOUR MEMBERS

The most important thing you can do as a graduate chapter is to communicate often and clearly about what the chapter has planned. The reason is as simple and as true as it is in business.

By communicating regularly, you keep brothers informed. You send a message that the chapter is organized, which helps to get brothers to attend events. People want to be a part of a winning team.

Regular communication keeps the Phi Gamma Delta name in front of all brothers in the area. Remember, you are advertising and competing for time among a lot of other groups, companies and commitments.

## Ways to Communicate with Your Brothers

- Email and social media have proven to be the best ways to send messages easily and quickly to our membership. Headquarters staff can help with initial communications to all brothers in the geographic area and provide the graduate chapter with database information for future communications.
- A mailing service such as *Mailchimp.com* is used by many graduate chapters. It is a no cost option for groups to manage and update contact information and to design branded templates.
- Most graduate chapters use social media groups and pages, such as Facebook or LinkedIn. This creates a central point of communication and allows others to easily share upcoming activities.
- Postcards help remind brothers of upcoming events and meetings and are inexpensive to send.
- Newsletters and e-newsletters can capture more of the organizational format and are more interesting to read. Newsletter or e-newsletter formats allow you to highlight a brother in each issue, list upcoming events and have phone numbers and names of new members with their business interests. Include information about your members' undergraduate chapters. Additionally, IHQ can design and mail your newsletter through the low-cost Graduate Communication Services, if you provide the articles and photos.

Keep in mind, you will not reach every brother in each area using any single communication mechanism. Successful graduate chapters use a combination of communication mediums to communicate with their brothers and successfully recruit additional brothers to join their ranks. Communication is key to building a strong graduate chapter and there are many innovative ways to communicate. The more regular the communication, the stronger your program will look to other brothers.

Always copy the International Headquarters on any general correspondence, so that we can be kept informed of your activities.