

VOLUNTEER ENGAGEMENT GUIDE

It is vital to understand that graduate brother's involvement and engagement is dependent on the chapter's outreach and communication at all levels. There are multiple ways to get graduate brothers involved beyond the traditional volunteer positions of Purple Legionnaire, Board of Chapter Advisors, and Housing Corporation. This guide's goal is to provide an outline to continue engaging graduate brothers in order to maximize their involvement.

ELEVATE – ENGAGE – EMPOWER

Elevate the Level of Involvement

We have discussed the importance of involvement, but what does involvement look like beyond traditional volunteer roles? There is opportunity throughout the academic year to fully exemplify the motto of “Not for College Days Alone” by incorporating graduates into operations of the chapter. Chapters which excel in their graduate relations efforts have opportunities outside of the “graduate dedicated” events for graduates to play a role.

Tips:

- Have a “Not for College Days Alone” recruitment event.
- Invite graduate brothers to community service and philanthropy events.
- Open the invitation to graduates for rituals, specifically initiation.
- Ask Board of Chapter Advisor (BCA) members to serve as mentors for specific officers.
- Ask graduate brothers to host a professional development seminar/workshop.
- Work with your BCA and/or House Corporation to be sure graduates are aware of scholarship funds they can help create or support.
- Create a graduate big brother/mentor program to continue bridging the gap between undergraduates and graduates.

Engage Through Relationships

Relationships are key to building a strong graduate support foundation. One of the biggest complaints of graduate brothers is not knowing the men in the chapter; therefore, relationships are key to building a foundation. Chapters with successful graduate relations practices take time to reach out to graduates individually or as a chapter to find those opportunities to build relationships. Peak optimization is reached when there is ample time for graduate brothers to interact with and get to know our undergraduate members.

Tips:

- Treat events with graduates like recruitment events.
- Utilize your curiosity to build a deeper connection with graduate brothers.
- Absorb information from graduate brothers, old and young.
- Step out of your comfort zone by taking initiative to meet graduate brothers.
- Plan set tables/groups with balance of undergraduate brothers and graduate brothers.

Empower Through Communication

Communication is key to successful graduate relations. This is an opportunity to showcase the impact graduate brothers' involvement can have on your chapter's success by outlining the roles that graduate brothers can play in supporting the chapter. It is important to not rely solely on one single form of communication when engaging graduate brothers.

Tips:

- Tell graduate brothers how much they're wanted back.
- Create an award that is given for level of involvement with the chapter outside of a volunteer position.
- Ask members of the BCA to serve specific mentor roles for officers of the chapter.
 - Ex: The BCA chairman for risk management mentors the Risk Management chairman.
- Send out a chapter newsletter every semester.
- Utilize the *Undergraduate Communication Services* for hard copy/electronic communication.
 - Use mailing service to reach all your chapter graduates.
- Continue connections through social media.