



PHI GAMMA DELTA

GRADUATE OUTREACH BEST PRACTICES

Invitations

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Invitations

The invitation is the formal notification to graduate brothers of the upcoming Pig Dinner. There are certain details that should be included in the invitation, such as the date, time, location and cost. Invitations should be sent out three months ahead of time but this should not be the first notice graduate brothers are receiving of the upcoming Pig Dinner date. It is up to your chapter to decide whether the invitation should be sent electronically or in print; however, it is suggested that invitations are printed and mailed.

Save the Date

Save the dates should be sent out at least six months in advance to give graduates time to make arrangements to attend Pig Dinner. Information should include the date, location and hotel block information if applicable.

RSVP

Include a way for brothers to RSVP to the Pig Dinner so that your chapter can have a more accurate head count. The Fraternity suggests utilizing services such as LegFi, EventBrite, or Eventbee to easily manage your event; however, a simple RSVP form can be created through Google Forms.

Payment

Many chapters choose to set up ticket sales through [LegFi](#), or other online platforms. Chapters that utilize LegFi for their billing and collections have this service available at no additional cost, except for credit card processing fees. This should be included in the invitation, along with a payment deadline (if needed). The purpose of the payment is to cover the necessary cost for the dinner. Though these services will charge a processing fee, many find this to be well worth the cost and/or built the additional fee into the ticket price.

IHQ Communication Services

The Fraternity's graduate communication services provides an array of offerings for our undergraduate brothers and chapters, as well as graduate brothers and graduate chapters. Some of the services offered are save the dates, Pig Dinner invitations, Pig Dinner programs and personalized emails that can be sent on the chapter's behalf, utilizing the Fraternity database.

If your chapter would like to utilize these services, please [click here](#).

Gifts

Some chapters give gifts or mementos to commemorate the Pig Dinner. Most gifts are Fraternity related, such as lapel pins, owl ornaments, glasses with embedded coat of arms, etc.

Class Representatives

Chapters may find it useful to get their graduates involved to help bring in more graduate brothers. It is suggested that the chapter identifies one class representative for every class year. This graduate would reach out to brothers that were in his pledge class, and pledge classes around the time when he was in the chapter. This can be helpful in bringing “lost” graduates back for reunion.

Follow-Up

After Pig Dinner your chapter should follow up with brothers who attend Pig Dinner by sending out a “thank you” notice within a month of the event. The purpose is for the chapter to show its appreciation to the graduate brothers who took time to attend. It is up to the chapter’s discretion to decide whether they want these sent in print or electronically.

Graduate Contact List

Chapters with successful graduate outreach efforts keep internal records of brothers’ information. This contact list should have brothers’ names, email address, phone number, alma mater/graduation year and address. It is important to remember to include all graduate brothers in your contact list, not just your own chapter’s graduates.