



Delta Gamma

1873

Collumnae Events Best Practices Guide

Alumnae groups and collegiate chapters are encouraged to plan events together to facilitate the concept of lifetime membership throughout the whole collegiate experience. Collegiate chapters must include alumnae in one event per year. If you are a chapter with a chapter facility that is under Fraternity Housing Corporation with a house corporation board, the Annual House Corporation Meeting should be scheduled in conjunction with another event such as Founders Day, an anniversary celebration or a collumnae event.

Contents

- Benefits of Collumnae Events 2
- Collegiate Chapter and Alumnae Group Matches 2
- Keys to Successful Collumnae Events: Communication and Planning 2
- Collumnae Event Ideas 3
- Remote Collumnae Opportunities 5
- Collegiate Lists 5
- Aunt Hannah Program 6
 - Aunt Hannah Program: Survey Sample for Alumnae 9
 - Aunt Hannah Program: Survey Sample for Collegians 9
 - Introduction to the Aunt Hannah Program Letter for Alumnae 10
- Exam Bags 12
 - Sample Bag Photos 14

Benefits of Collumnae Events

- Encourage commitment and the concept of membership for life.
- Demonstrate the broad picture of the Fraternity and opportunities beyond one's own chapter.
- Foster friendships among members of all ages and different chapters of Initiation.
- Provide connections for alumnae and encourage their participation.
- Encourage collegians to become engaged young alumnae.
- Provide collegians with mentors for careers, personal goals, life skills, etc.

Collegiate Chapter and Alumnae Group Matches

Refer to Anchorbase for vp: programming and director of alumnae relations contact information for both collegiate chapters and alumnae groups. Collegiate chapters without an alumnae group should contact the RCS/CAC/NCC for help in arranging a substitute program with a Fraternity visitor or regional team member. Alumnae groups should contact their RAS/ADC if they are looking for a collegiate chapter to partner.

Keys to Successful Collumnae Events: Communication and Planning

- The alumnae vp: programming and collegiate vp: programming should connect to jointly schedule and plan the event.
- The collumnae event may include [Founders Day](#), homecoming, alumni weekends, recruitment assistance, service, fundraising, or education events.
- The event should be scheduled at a time and location convenient for alumnae and collegiate members and included on both the collegiate and alumnae calendars. Here are a few things to consider:
 - The Fraternity has asked chapters to avoid scheduling anchored events on weekends to accommodate members who need to work or have family obligations. Please keep this in mind for scheduling collumnae events.
 - Please be mindful of costs/fees associated with collumnae events.
 - If in-person events are not possible, consider using a virtual platform (e.g., using Zoom, Webex, Google Hangouts, Skype, etc.) to facilitate a virtual collumnae event. Additional details are available in the [Virtual Programming Guide](#).
- The goal is to include alumnae in existing programming, not schedule an additional event. Some options for multipurpose programming may include:
 - Founders Day
 - Senior Recommitment/Installation Ceremony (collegiate chapters and alumnae groups ideally would work together to plan and implement the senior re-commitment ceremony)
 - Collegiate chapter fundraiser, such as AnchorSplash
 - Holiday luncheon
- Please remember: collumnae events may not include alcohol.

Pro Tip: *Alumnae groups and collegiate chapters plan their calendars at two very different times. It is important to connect with each other early and before the collegians plan their calendar (collegiate calendars are due in early spring) to find a date that works best for both chapters. Waiting until the last minute risks the inability to find a mutual date and low attendance.*

Collumnae Event Ideas

- Meet at the chapter house, an alumna's house or community meeting room for a potluck dinner. Consider having a short program on rituals/our heritage for a great multipurpose program. Check the Delta Gamma Library for a DG Dialogues resource about Delta Gamma History/Facts. That program would be a great collumnae opportunity.
- Invite an expert to educate alumnae and collegians on professional dress or how to mix up your wardrobe! This could be done virtually or in person.
- Attend a community event and end the evening with coffee and dessert at the chapter house.
- Invite an alumna or collegian with special craft skills to lead the group in a hands-on activity: scrapbooking, ceramics, knitting, wreath-making, jewelry making, yoga, etc. This could be done virtually or in person.
- Plan an educational program promoting healthy and productive lifestyles. Consider hosting an exercise or cooking class. This could be done virtually or in person.
- Plan an activity such as roller skating, ice skating, bocce ball, miniature golf, karaoke, etc.
- Connect with New Member Pursuit - Week 6 has an opportunity for connection to DG alumnae, so you may work with the new member team to plan a collumnae event in conjunction with that new member meeting. This could be done virtually or in person.
- Participate in joint Foundation projects, which can engage members through "Do Good Service" (e.g., vision screening, working with visually impaired, other Do Good activities), Fundraising (e.g., raising money for guide dogs, raising money for local chapters that support visually impaired individuals, etc.), or Foundation education.
 - Note: Working with a local guide dog chapter can also really bring out the masses. Some groups have had success raising money for their local guide dog chapter or hosting a social where the members can play with the local guide dog chapter's puppies in the park. Ensure to follow the Fundraising guidelines along with completing the Fundraising Finance Form.
 - Note: While sight-related service is still encouraged, Delta Gamma welcomes alumnae and collegians to volunteer for any group or organization for which they are passionate about to fulfill our Do Good mission.
- Plan a "speed dating" activity to practice conversation skills, network with local alumnae and ask questions about careers and life after college. Consider

sharing sisterhood stories. You could alternatively include preparation tips such as resume building, interview practice, dressing for the job, etc. This could be done virtually or in person.

- Gather for a game night—bingo, bunco, or other games and serve light refreshments.
- Visit a local museum, art exhibit or planetarium.
- Tailgate or hold a BBQ before homecoming or other university athletic events and attend as a group (reminder: alcohol cannot be served).
- Plan a seasonal activity, such as Trick-or-Treating or a spring egg hunt for children of alumnae at the chapter house, a visit to a local pumpkin patch or apple orchard, a “lucky to be a DG” get together for St. Patrick’s day, etc.

Here are more ideas that may be included (some may be repetitive) from the 5-star programming document. Many of these activities can be done virtually or in person.

- Song night (teach chapter members official Delta Gamma songs and chants)
- Homecoming parade and collegiate open house
- Pizza night
- Ice cream social
- Dinner with a Collegiate Development Consultant (CDC) at the chapter facility or with chapter members
- Jeopardy facts about DG and the college/university
- Fireside (alumnae and collegians share DG experiences)
- Desserts with DG
- Getting crafty (make a craft that all members can participate in like door wreath, shirts, or jewelry)
- Holiday cookie decorating with collegiate chapter (ensuring all members’ respective holidays are represented)
- Bingo night
- Trick-or-Treating with children or grandchildren at the chapter house
- Career day/speed dating career night with resume review and mock interviews
- Host a guest speaker to discuss money management
- Host a DG author and a book signing
- Rally for Recruitment (work with alumnae on completing Recommendation Forms, learning about legacies)
- Cupcake making (travel to bakery for a cupcake baking/decorating class)
- Sew tactile quilts
- Senior farewell dinner
- Holiday decorating at the house
- Tailgate at a sporting event with snacks and non-alcoholic beverages provided by alumnae

Remote Collumnae Opportunities

We understand not every alumnae group or chapter will have a group close to them or you may want to find ways to connect virtually. That is ok! There are so many opportunities for remote partnerships. With so many technologies available for remote connection, you just need to think a little outside of the box. Below, we've included planning guides for two programs that are well-suited for remote support. For additional ways to connect virtually, see the [Virtual Programming Guide](#) in the Delta Gamma Library.

- Communicating remotely (e.g., using Zoom, Webex, Google Hangouts, Skype, etc.)
 - Consider scheduling an alumna guest on a regular basis to lead a ritual or share a sisterhood story
 - Consider scheduling a fireside chat to share your experience with graduating seniors or new members
- Providing financial support: donating to Anchor Splash or other fundraisers
- Sending care packages: study kit, movie night package, goody bags of candy with words of encouragement, recruitment packages, move-in packages
- Collegiate Support page on your website to include photos of what the collegiate chapter you are supporting is up to or a place to post their alumnae newsletter
- Sending cards to graduating seniors
- Sending flowers for recruitment, Initiation, or Founders Day
- Participating in the Aunt Hannah Program (see below)
- Participating from a distance in events such as recruitment or Initiation.
 - Send a light and a card to new members at Initiation. The card could say, "A friend is neither an Anchor to hold us back, nor a Sail to take us there, but always a Guiding Light whose love shows us the way. We are so happy you chose Delta Gamma to be your Guiding Light!" and can be signed by the local alumnae group.

Collegiate Lists

Some alumnae groups have worked on improving their collumnae relations by developing a list of collegiate members who may be available and interested in babysitting, petsitting, housesitting, etc. for alumnae members. These groups develop this list with the collegiate chapter and update it each summer before the start of the new school year. The groups then offer the list to any group member as an incentive to pay dues.

Here is an example of one alumnae group who utilizes a tiered dues system.

For the pink level, which is a step above the base level, members are provided with the babysitter list.

Pink

\$50 level

- Access to the Gamma Zeta collegian babysitter list
- Special invitation to exclusive member only events
- Recognition at Founders Day

Aunt Hannah Program

Who?

Alumnae and collegiate members

What

The Aunt Hannah program is an opportunity for an alumna to pair with a member of a collegiate chapter to help guide them into the next chapter of their Delta Gamma story, becoming an alumna. This relationship fosters lifelong membership in Delta Gamma by welcoming collegiate members into the alumnae world.

Alumnae volunteers may serve as an Aunt Hannah for one or more collegiate members. This relationship may begin at any time. Some groups choose to begin the program during a senior member's final year in college. Other groups choose to begin the program immediately after the new member period as it can begin to lay the foundation for lifelong membership. Some chapters may also wish to start the program during the collegiate member's junior year, allowing more time for a relationship to be built as the member transitions to an alumna. The length and time commitment is at the discretion of the alumnae group and collegiate chapter, working together

Typically, Aunt Hannahs will be from a local alumnae group that supports a local collegiate chapter, but the beauty of the program is that it can be a way to engage remotely as well through the use of tools such as Skype, email, Facetime, etc., putting a new spin on Pen Pals.

Aunt Hannahs are NOT big sisters. It is a different relationship for the member to help cultivate additional relationships to cultivate lifelong membership. While some aspects of the program may be fun and pull inspiration from big/little such as reveals, these relationships are separate and different.

Logistics

Suggestion 1:

Coordinate with the Collegiate Chapter

- Contact the chapter president or ATC to determine the best point of contact for this program, if you do not already have a contact. Often, this may be the chapter's vp: programming, director of senior program, or director of alumnae relations.

- Determine at what year in membership your alumnae group and the chapter would like to start the program. Will members be matched as new members, after initiation, as juniors or as seniors (most common)?
- Determine how many collegiate members will need an Aunt Hannah for this year.
- Determine any special events that need to be scheduled on the alumnae and collegiate calendars.
- Determine the alumnae group's budget for the reveal, if necessary.

Suggestion 2:

Call for Aunt Hannahs

- Draft an introduction email about the Aunt Hannah program and the purpose. Include time commitments, event dates (if known), and financial obligation (if any).
- Utilize Google Form to determine which alumnae in your area are interested in volunteering as an Aunt Hannah.
- Ideally, this should be done at the beginning of the school year around fall kickoff each year. Setting a deadline for those interested to complete the form will help you gauge interest. You may need to send out a reminder email as your deadline approaches.

Suggestion 3:

Survey for Aunt Hannahs & Survey for collegiate women

- Utilize Google Form for the survey sent to both alumnae and collegians
- Some things to consider asking:
 - Name and contact information
 - Major/minor
 - Current career/career goals/other professional information
 - Interests and hobbies

Suggestion 4:

Matching

- Alumnae group officers match based on interests, majors or career goals
 - If the matching is completed by majors or career goals, the alumnae are not responsible for helping you find a job, internship, etc.
- Contact each Aunt Hannah to let her know the name, contact information and other details about the collegiate member. Also let her know how/when to contact the collegiate member, event dates, and a reminder of any other expectations or special events for this program.

Suggestion 5:

Introductions

How your group decided to introduce Aunt Hannahs to collegiate members may vary. Work with the collegiate chapter to determine what events need to be scheduled, if any. Some recommendations for the initial introduction include:

- An email directly from the Aunt Hannah to the collegiate member, making the first introduction

- An email from the alumnae group to both the Aunt Hannah and the collegiate member introducing each other and encouraging them to reach out to each other.
- Aunt Hannah Week culminating in an Aunt Hannah Reveal or Dinner. This may include small gifts from the Aunt Hannah left for the collegiate member each day (please be sure to clearly communicate this expectation and financial obligations in advance, if your group chooses to do this) or daily notes or inspirations.
- Aunt Hannah Reveal Dinner - This may be an event hosted by the alumnae chapter. Some groups host an event after the Senior Recommitment Ceremony to welcome alumnae or this may be a stand alone event. If Aunt Hannahs are covering the cost of meals, please be sure to communicate that expectation in advance. There should not be alcohol at this event.
- Aunt Hannah Reveal informal ritual - This may be an event at the chapter house, university, or other public location, where members are introduced without a meal involved. Again, this may be done in conjunction with the Senior Recommitment Ceremony or be standalone. There should not be alcohol at this event.

Aunt Hannahs at a Distance

This program can be great for women who cannot always meet in person or live far from a collegiate chapter. With technology today, there are many ways to connect with the collegian at a distance and still cultivate a meaningful, special relationship. Consider connecting with the collegiate member formally via:

- Skype
- Facetime
- Email
- Facebook
- Zoom
- Webex

Reveal Event Ideas

- Match Aunt Hannahs and collegiate members with flowers (members to find the person with a matching flower).
- Consider providing conversation starters on table tops.
- If a meal is not served, consider serving hors d'oeuvres or appetizers. Mocktails can be a fun addition.
- Decorations and favors are determined by each alumnae group. These can be a nice addition, but are not required.

Time and Financial Commitment

The time commitment can vary, but it should be beneficial for both parties. It should not be a large time commitment, but the members should be hearing from their Aunt Hannah when they reach out.

The financial commitment should be small if not non-existent. This program is not about buying gifts or DG swag, it is different than the role of a "big" sister. All you really need is a valid email address and maybe a few stamps!

Best Practices for Aunt Hannahs

- Keep in touch after graduation! Personally invite the recent graduate to alumnae events, special interest groups, and networking opportunities.
- Meet for coffee
- Have dinner at the house
- Check in via email or phone call once a month
- Attend Founders Day with that collegiate chapter
- Attend Senior Recommitment Ceremony
- Help the member identify an alumnae group in the city she will live in post-graduation
- Encourage the member to update contact information with deltagamma.org upon graduation

Aunt Hannah Program: Survey Sample for Alumnae

These questions are just suggestions. Feel free to be creative and have fun with the survey and add anything you would like!

1. Name
2. Email address
3. Where did you attend college
4. Would you be willing to take more than one Hannah?
5. Your hometown
6. Town you live in now
7. Your Major/Minor in college
8. Current occupation
9. Pastimes/ hobbies / volunteer work
10. What do you most look forward to in the next six months?
11. If you had to describe yourself using three words, they would be...
12. If you could have an endless supply of any food, what would you get?
13. If they made a movie of your life, what would it be about and which actor would you want to play you?
14. Favorite TV shows
15. If you could only listen to one band/musical artist for the rest of your life what would it be?

Aunt Hannah Program: Survey Sample for Collegians

These questions are just suggestions. Feel free to be creative and have fun with the survey and add anything you would like!

1. Name
2. Birthday
3. Graduation Date

4. Email address
5. Your hometown
6. Your Major/Minor in college
7. Pastimes/ hobbies / volunteer work
8. Career Aspirations
9. If you had to describe yourself using three words, they would be...
10. If you could have an endless supply of any food, what would you get?
11. What are your favorite colors?
12. If they made a movie of your life, what would it be about and which actor would you want to play you?
13. Favorite TV shows:
14. If you could only listen to one band/musical artist for the rest of your life what would it be?
15. Where do you hope to live after college?

Introduction to the Aunt Hannah Program Letter for Alumnae

This letter can be customized as suited for your alumnae group and collegiate chapter as well as what collegiate year you decide to start the Aunt Hannah program.

Dear Sister,

This pen-pal relationship is meant to create deeper bonds of friendship through the many generations of Delta Gamma. Aunt Hannah's will be expected to welcome their Little Hannah to DG and keep in touch throughout important milestones of the year. This could include sending notes or small gifts during finals weeks, recruitment, and Initiation. Aunt Hannah's could also invite their pals out for coffee or dinner if they are local!

To get started your first outreach will be to welcome your Little Hannah to DG and get to know one another. The following points could all be included in this message:

- Welcome to Delta Gamma!
- Get to know me
 - Your Name
 - Your city
 - Your profession/activities
 - Your chapter of initiation
 - Why you joined/still love Delta Gamma
- Get to know your Little Hannah
 - Year in school
 - Area of study
 - Aspirations after college
 - Why they wanted to join Delta Gamma
 - What has been their favorite experience thus far
- Set up a time to meet (if local)

Future communication topics are outlined below

- Now that Bid Day is Over – making the most of membership in Delta Gamma
- Big/Little or Twin Reveal – creating a supportive network within the chapter, consider sharing a story about your experience with the Big/Little program as a collegian!
- Preparing for Initiation – making a lifelong commitment to Delta Gamma
- (At Initiation) Congratulations!
- Balancing DG and Other Commitments
- Making the Most of your Membership – continued support to get involved and attend events
- Becoming a Big
- How to Be a Leader (with or without a formal position)
- Lifetime Membership – share your experience with Delta Gamma after college!
- Other
 - Send Little Hannahs holiday cards
 - Send Little Hannahs birthday cards
 - Invite Little Hannahs out to lunch if visiting campus
 - Connect on social media
 - Help Little Hannah with networking opportunities

Exam Bags

Alumnae groups can put together exam/study bags for the collegiate chapter(s) they support. Parents can purchase bags with proceeds going to a scholarship fund or other financial support for the chapter(s) while alumnae can enjoy time together assembling the bags at an event. Below are some ideas for a timeline and process to hold a successful alumnae initiative.

- Set dates to assemble bags during your annual calendar planning (before Thanksgiving for the fall and before Easter for the spring is one suggestion)
- Between calendar planning and 2 months prior to your assembly event decide on the design of the bag and the items going in the bag
- 2 months prior to your assembly event request a list of parent/support system email addresses [here](#)
- Create memberplanet payment form also around 2 months prior to event and send it to the parents/support system email addresses you received. Click [here](#) to view a sample payment form.
- Send a reminder email to parents/support system 1 week to a few days prior to order by deadline
- Order bags and items from vendor with shipping guarantee before your assembly event
- If you'd like to add snacks or items not purchased from the vendor to the bags without taking money out of the proceeds, consider setting up an Amazon Wish List for your members to contribute. Click [here](#) to view a sample.
- Send memberplanet event to your members to RSVP to your assembly event. Click [here](#) for a sample.
- Print cards and tags at least a few days prior to assembly event
- Hold your assembly event and be sure to take pictures!
- Coordinate delivery of the bags to the collegiate chapter(s)
- Calculate and send proceeds
 - If sending to the Foundation for a scholarship complete the Alumnae Fundraising Finance Report Form in Anchorbase
 - If sending to the collegiate chapter(s) for financial support complete the Outreach and Financial Contributions to Collegiate Chapter in Anchorbase
- Complete Post Event Summary in Anchorbase

Some additional things to consider:

- If you are looking for a place to order bags and items from, consider supporting a DG business owner
- Promotional items (bags, mugs, pens, etc) normally have a minimum quantity. If you are below that number, consider ordering extras for gifts for your chapter members or partnering with another alumnae group in your state to combine efforts to sell bags at multiple collegiate chapters.
- If you support collegiate chapter(s) remotely, but many collegians are from your area, coordinate having a collegian pick up the bags to take back to

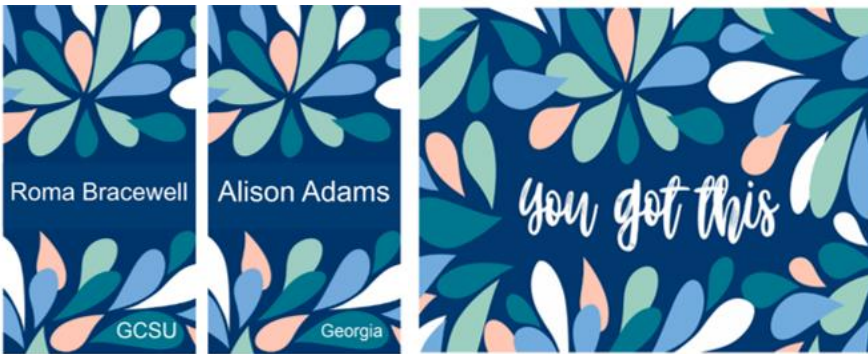
campus with them when they are on Thanksgiving Break in the fall and Eastern weekend in the spring.

- Process works well even when you support multiple collegiate chapters. Just be sure to sort the cards and bag tags by chapter and placing the school name on the bag tags will help ensure the correct bags go to the correct school (Avery business card style 5871 work well – you can mail merge their name and chapter on the card and hole punch and tie on the bag)
- Putting a message field on the payment form allows the purchaser to leave a message for their collegian when they make their payment. You can download a report with all the responses and mail merge them on a card (Avery postcards style 5689 sheets work well)
- Consider a theme for the bags (examples: self-care with Dream Girl sleep masks, bath bombs, fuzzy socks or a summer fun bag with a beach mat, sunglasses, sunscreen, etc.)
- Consider sharing the memberplanet payment form link with the collegiate chapter(s) so they can also spread the word to their parents/support system.
- If you raise at least \$2,000 in a year you can sponsor a one-time merit-based scholarship administered by the Foundation. Click [here](#) for the application to complete and funds are due by February 28th. You can designate the scholarship be awarded to specific chapter(s)
- If you are unable to raise \$2,000 for a scholarship you can send proceeds directly to the collegiate chapter towards any cause (initiation cakes, senior pins, their Foundation fundraisers, etc)
- When you set the cost for your bags, plan to spend half that amount on the items. Selling the bags for \$30 and spending \$15 per bag is a good profit.

Sample Bag Photos



Examples of tags (printed on business card sheets) you can hole punch and tie to bags



Back of card example using postcard sheets and mail merged message from purchasers

To: SARAH KERN
From: MOM AND DAD

THINKING ABOUT YOU DURING
YOUR EXAMS! DO YOUR BEST!

To: Makenzie Muenzer
From: Gracie, Mom and Orlando

Study hard and finish strong! We can't
to have you back home for break!! We
Love You.

To: Kate Templeton
From: Momma and daddy

Keep *knocking their socks off! You
are amazing!!

To: Brittany Hawkins
From: Sanford and Marlo Hawkins

Good luck with exams and remember
we love you always! Mom and Dad