

How To Establish Alumni & Parent Programming and Capital Campaigns

- 1 Establish A Steering Committee**
 - Recruit cross-sections of age and expertise
 - Include parents and undergraduates
 - Committees: alumni programming/communications, design/construction, finance, legal, major gifts, special events and volunteer recruitment

- 2 Conduct a capital needs assessment**
 - Find what resident halls, apartments, and other fraternities and sororities are offering
 - Assess the chapter's minimum needs
 - Consider what the chapter would do if money was not an issue
 - Estimate minimum to maximum costs of the project

- 3 Hire an alumni programming/fundraising consulting firm**
 - Ask your headquarters, university, and other fraternities and sororities for possible firms
 - Make sure the feasibility study goes beyond supplying data – strategy, leadership, strengths and weaknesses, case, timetable, budget, volunteers/donors, etc.
 - Hire the right people to represent you
 - Quality and quantity – conduct interviews with those of affluence and influence and input from as many people as possible
 - Educate volunteers on the process
 - Be cautious of a report that only tells you what you want to hear

- 4 Develop alumni and parent programming**
 - Database management
 - Newsletters
 - Directory/website
 - Events
 - Recognition
 - Annual fund

- 5 Develop case statements/projects summary**
 - Vision – preliminary plans and costs
 - Timeline
 - Ways of giving
 - Named gifts and wall of giving
 - Pyramid of giving

- 6 Conduct feasibility study**
 - Prospect research
 - Alumni, parent, and undergraduate survey
 - In-person, phone, mail, and web surveys
 - Develop “ownership in the process” among alumni
 - Identify minimum number needed of gifts and volunteers
 - Results, plan of action, adjust project as needed

- 7 Finalize timetable**
 - Alumni and parent programming
 - Architecture and construction
 - Volunteer recruitment and leadership
 - Campaign
 - Financing

- 8 Organize architectural plans**
 - Choose architect and select floor plans
 - Find interim housing
 - Allocate a construction budget

- 9 Recruit leaders**
 - Recruit steering committee
 - Recruit general and decade chairs
 - Recruit volunteers for missing periods
 - Recruit parent and undergraduate volunteers
 - Train volunteers and have them choose their prospects

- 10 Begin campaign**
 - Time period: 6 to 8 months
 - Solicitation phases:
 - Steering committee or board
 - Major gifts
 - Volunteers (general, decade, class)
 - Undergraduates
 - Special gifts (personal prospects and identified donors)
 - Parents
 - General campaign
 - Communication
 - Brochure and pledge form
 - Volunteer and campaign updates
 - E-mail and website
 - Phone
 - Meetings and events

- 11 Set a construction timetable**
 - Find temporary housing for the chapter
 - Determine construction start and finish
 - Recruit construction manager

- 12 Prepare for construction**
 - With 75% of the goal raised, secure financing, bridge financing and possible mortgage
 - Select a construction firm
 - Good reputation
 - Fraternity and sorority experience
 - Open bid vs. negotiated bid
 - Complete construction documents
 - Arrange for storage

- 13 Begin construction!**
-6-12 months
-Weekly on-site meetings
-Promote progress and on-going fundraising
-Walk through and punch list
- 14 Move in!**
-Grand opening
-Donor recognition and special thanks to volunteers
- 15 Begin post-construction campaign**
-Alumni and parent programming
-Property management plan
-Pledge collection
-Annual and planned giving

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