OFFICIAL GUIDE TO A SUCCESSFUL ALUMNI ASSOCIATION
Tau Kappa Epsilon has been described as the Fraternity for Life for many years. We say Fraternity for Life constantly. Alumni Associations put those words into action by engaging generations of TKE alumni in both their chapters and where they live.

In this guide, you will find the basic elements of establishing and growing your Alumni Association.

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It is important to understand that this guide is intended to help new Alumni Associations get started and to provide an overview of new resources for established associations. The TKE Alumni Engagement Team is available to answer additional questions as you craft your Alumni Association experience.
Alumni Associations Defined

Division Four of the Constitution and Bylaws of Tau Kappa Epsilon states that each Alumni Association Shall elect Officers Biennially and immediately following election shall certify that the association has met the necessary requirements during each calendar year to retain their active status and vote in the Grand Chapter.

1. Payment of the registration fee as determined by the Grand Council.
2. Provision to the Offices of the Grand Chapter of an updated address list for the alumni membership of the association.
3. Publication of at least two newsletters per calendar year to be sent to all members of the association with a copy sent to the Officers of the Grand Chapter.
4. Sponsorship of at least one alumni social event per calendar year.
5. Participation in at least one project per calendar year to assist the collegiate chapter, the association, or the International Fraternity.

The Constitution and Bylaws goes on to state that It is the duty of each chapter to form an Alumni Association of that chapter to assist the Board of Advisors, Chapter Corporation, and Chapter Advisor in securing loans and property to promote the welfare of the chapter and to promote the continued association of the alumni members of that collegiate chapter. It is also the duty of each alumnus member to become at the earliest possible time a member of the Alumni Association of his chapter and/or a member of the Alumni Association geographically located within a reasonable distance of the member’s residence.
Alumni Association Structure

Your association can be as formally structured, as you need it to be to meet the needs of your members. A basic set of bylaws and an officer team will keep you organized and on track. These are some best practices to get your group started.

- Bylaws should be developed locally to fit your needs. Sample chapter bylaws found at tke.org/aa-bylaws can help you start this process.
- Incorporation is not a Fraternity requirement for your association. It will become necessary if you wish to open a bank account for the association. Most financial institutions will want to see Bylaws, State Incorporation and a Federal Employer Identification Number. tke.org/aa-incorporation
- Tax Exempt Status is not required for your association. The vast majority of collegiate chapters are non-profit corporations defined as 501(c)(7). Most of the incorporated Alumni Associations do the same defining themselves as social clubs. The additional tax filings and maintenance required for a 501(c)(3) isn’t a needed step if the association simply uses the TKE Educational Foundation to administer scholarships and donations.
- Tax Filings for small organizations with annual revenue under $25,000 has been a requirement since about 2010. This requirement is met by simply filing a 990N E-postcard for most Alumni Associations. Larger associations with additional income and assets should enlist a professional accountant.
- Chapter Corporation administered by the Board of Advisors should hold chapter Property. This is not an Alumni Association responsibility.
- The Black Book contains the Constitution and Bylaws of Tau Kappa Epsilon Fraternity. The Black Book includes descriptions of Alumni Associations and chapter corporations providing additional clarity as well as the legal descriptions of both tke.org/blackbook
Officer and Committees

Avoid getting hung up on ideas of hierarchy or simply remembering the way your chapter functioned. Your Alumni Association will have members with many other responsibilities. Giving members ownership of programs and events they are passionate about will make delegation much simpler. Delegation of responsibilities is the key to a sustained Alumni Association.

Bylaws should include officer names and responsibilities. Officer positions may vary between Alumni Associations based on local needs. All should have a regular election date and term. This will help keep one person from feeling trapped in a position and give others the ability to contribute.

- **President** will serve a chief executive presiding at meetings and supervising all activities of the association.
- **Vice President** will assume the duties of the president if he is unable to be present. The Vice President may also help to guide committees and projects.
- **Secretary** will keep accurate records of sessions, roster, and matters pertaining to the welfare and membership of the association. He will communicate these to the members of the association.
- **Treasurer** will oversee Alumni Association funds keep accurate and transparent records. Dues collection should be in accordance with bylaws.
- **Historian** is a position some associations have added. Much as the chapter history ensures all members sign the scroll and update their contact information the AA Historian can help track down members updating their information. AA historian can also help keep the database current.
- **Committee Chairs** are critical for events. Your committees will be the workhorses of the association and provide programs for the members. Committee chairman should have 3-5 alumni on their team for any major event, You can use the Alumni Association scorecard to help determine which committees the association will have. Founders’ Day, major anniversaries, and events like Golf Outings may each have their own committee. You may want a communications committee to publish newsletters and manage social media. A recruitment committee may work on bringing seniors and alumni who have not been involved before into the association.
# Alumni Association Scorecard

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Alumni Association Scorecard Explained

Alumni Association interactions were limited to simply submitting newsletters and paying fees in years past. The Alumni Association scorecard is designed to provide a more regular interaction between the association and Fraternity's Professional Staff. The use of the scorecard and events listed are not mandatory. Using this scorecard and a checklist provides a framework for events and activities that will sustain the association.

- **Service Hours** performed by members of the association in service to your local community are logged for your reference and to share a larger story of the work being done by our alumni associations.
- **Finding Missing Emails** and helping to update the TKE database will help you and your successor reach out to alumni in the future.
- **Founders' Day** is a natural time to schedule an alumni event. Get a committee working on this early. If you would like guest speakers from the Staff or Grand Council to attend and / or speak, be sure to reach out well in advance. Dozens of Founders' Day events happen around North America each year.
- **Social Media** sites like Facebook, Twitter, and Instagram will help you stay connected to current and potential association members as well as a website. Someone on your team is probably a natural fit to administer these accounts. The award winning TKE Social Media Guide is a great reference. Review it at tke.org/guides.
- **Officer Elections** should be held once a year even if the same individuals end up running and holding multiple terms. It is good for those volunteering their time to feel that they have the opportunity to move on and that younger members know they can help to lead the team.
- **Recruitment Seminar** for chapter may refer to your chapter if you are a chapter based association or it may be geared toward several local chapters if you are an area based association. Members of your local province volunteer team can help you to set this up.
- **Fraternity for Life** and graduating senior events are great ways to recruit new members to join your association and to give the group more visibility.
- **St. Jude Events** will update automatically when you make donations to St. Jude. These are logged by St. Jude then reported back to TKE Headquarters, so there is some time between the event and the report. Using a St. Jude fundraising website will help your work show up more quickly.
Chapter Service Project

The Black Book states that all Alumni Associations should participate in at least one project per calendar year that benefits a collegiate chapter, the association or the International Fraternity. In practice, Alumni Associations exceed this requirement and bring benefit to all of the above many times over each year.

- Decide what matters to the Alumni Association. If your members are passionate about a project, utilize that energy because it will help drive the project’s success. A member who is particularly focused on something might be a great chairman.

- Relevance to the chapter is key for anything focused on helping them. It could be as simple as a shared newsletter or complex as a scholarship or capital campaign. The key here is to have conversations and ensure it is needed.

- Scale of the event matters. If your association is new and the chapter relationship is beginning then start with something simple. If you are thinking of anything financial then start using existing tools like TKE Educational Foundation’s Special Projects. It is important to start simple and build into complex projects.

- Consistency in projects will help sustain the association. Even if their first event was not all they hoped, associations with successful annual events such as golf outings did a second and then a third. Eventually, they built an annual event that alumni and collegiate members look forward to.

- Committees are critical in all Alumni Association projects. Everyone is busy and life will intervene. Family, career and other obligations can put the one member you thought was doing something way behind schedule. Don’t set someone up for failure. A committee chaired by someone who is passionate about a project and supported by other members with skills that support the event will succeed. Talk about what is needed and work to get the team right.

- Alumni Associations complete a wide range of chapter improvement projects each year. The Chapter Alumni Association events on the following page may provide a guide. Successful projects have included golf outings, house improvements, establishing scholarships, supporting conferences, and annual events that include the chapter.
Chapter Association Events

Chapter Alumni Associations connect generations of alumni back to the chapter. These can be events that bring alumni back to campus or they may occur in areas where groups of chapter alumni live. The key is connection to multiple generations.

- **Homecoming** is a major alumni event on many campuses. Piggybacking on to this event in the fall when members may be feeling nostalgic about their school days is a great fit. Plan something to complement the activities that university already has planned. Something that is uniquely yours will attract more attendance.

- **Fall Events** for chapters from universities that don’t have a campus homecoming, Alumni Associations often develop their own fall tradition. Events like clambakes and cookouts that get folks outside are very popular.

- **Anniversary** event planning should always be underway. Look at your calendar and get some teams thinking about the next major milestone. 10 years to 40 years will draw a crowd. Think about breaking up events after the 40th anniversary to celebrations every five years. As alumni retire, they enjoy meeting up more often. A major milestone anniversary typically takes over a year of planning. Set a date early, invite speakers 6 months ahead. Set a price that includes as many people as you can. Be mindful of the collegiate chapter when you set pricing to allow them to attend.

- **Founders’ Day** is an easy event to build into an annual gathering. Everyone knows the date. Many area associations are already planning events you could attend as a group if an event near campus is not practical.

- **Scholarship Events** such as golf outings, dinners, bowling tournaments, that are fun and have a cause behind them often draw a larger group of alumni that are interested in making a difference.

- **Family Events** like picnics and sports outings will help young alumni to attend events and be involved. Be inclusive and encourage family participation at every event possible. These should be all about nostalgia. You are building up some new relationships as well.

- **Fraternity for Life** Ritual events held in conjunction with chapter initiation events help to introduce graduates to the association.
Area Association Events

Area Alumni Associations engage members where they live and work. This is an opportunity to bring together alumni from many different chapters and to build life long relationships in the Fraternity. Connecting alumni from many chapters is key.

- **Happy Hour** events and cocktail hours are a good introductory event to introduce new members to the association.

- **Family Events** such like apple picking, baseball games, picnics, softball tournaments, volunteer events, and other activities that will get alumni to bring their wives and kids will give your association staying power.

- **Founders’ Day** is a natural event for Area Alumni Associations. Many people will have TKE on their minds. They are just coming off the holiday season and are looking for something fun to do. Dinners, Dinner Cruises and Luncheons work well. Be sure to set the date early and remember to give guest speakers plenty of lead-time if you want them to attend.

- **Networking Events** are specifically to build business connections. Hosting an event for a specific field with a key note speaker, some refreshments, and plenty of time for alumni to talk will make you relevant to more local alumni. Be sure to set some ground rules and expectations so the event isn’t a job fair.

- **Sporting Events** are simple from the standpoint of being preplanned. They can be a challenge if one person is paying for a block of tickets. Early announcements and a cut off date can avoid some of the stress these events can produce. If you reserve a box or section try to have a cancellation window. Remember this is about being together. Minor-league events can be just as much fun for a group as a major league game.

- **Fraternity For Life** ritual events held locally will give alumni an opportunity to reconnect with the values and traditions of the fraternity. They can also help bring new alumni to the group. Coordinate with a local chapter for equipment and space to make this event happen.

- **Diverse** events planned by committee chairs in your association will help build your appeal to local alumni. Spartan Races, Ski Trips, Marathon Teams, and other events that get people moving will appeal to one group. Another group might be far more interested in a golf outing. Committees will allow you to put together a variety of events each year to keep members engaged.
St. Jude Events

Tau Kappa Epsilon’s partnership with St. Jude Children’s Research Hospital is in its second commitment. TKE has committed $2.6 million over the next 6 years to name a Proton Therapy unit at the hospital. This follows a $1 million 5 year commitment to name an MRI suite that was completed a full year ahead of schedule.

- **St. Jude** holds its signature Walk/Run during childhood cancer month in September of each year. Locations across the United States are announced months in advance with incentives offered for early registrations.

- **Fundraising Portals** provided by St. Jude allow your Alumni Association to form a team and add members right away. Individual team members can share their page and raise funds from friends and family to support the team. You can request a page by contacting tkeogc@tke.org.

- **Gold Level Sponsorship** from TKE for this event meaning that our members can sign up for the walk without paying registration fees. The association can start building a team and members can simply focus on hitting their goal.

- **St. Jude Walk/Run to End Childhood Cancer** is typically a fun day spent working for a great cause. There are presentations, prizes, and plenty of attractions on hand before the walk kicks off. Teams will often dress alike, bring flags and banners and make their presence known. This is a great friends and family event for your association,
TKE Conferences

TKE Conferences are ready made events for Alumni Associations. They provide an opportunity to piggyback on to existing planned events and allow for you to craft a unique experience for your members. Work in conjunction with the Alumni Engagement Team to coordinate receptions around Province Forums and Regional Leadership Conferences. Conclave will have a number of planned events to attend.

- **Province Forums** are led by the volunteer Province Team in your area and supported by the Professional Staff. These one-day educational events will include collegiate and may include alumni programming. These will typically happen in the fall. Organizing a reception to follow the event is a great opportunity to connect with a larger alumni base.

- **Regional Leadership Conferences** are held between the last weekend of January and the first weekend of March. The dates for these conferences are typically released by the start of the fall term. RLC is typically held in a major city at a hotel. The program will run over the course of a weekend including both collegiate and alumni content. The Alumni Engagement Team will coordinate with the local Alumni Association on receptions.

- **Conclave** is the biennial convention of the Fraternity. As a chartered Alumni Association, you have the right and responsibility to have a voting delegate present at Conclave. Your association gets to vote on the Grand Council and any proposed legislative changes to the Black Book. Conclave also includes extensive programming for both alumni and their families. This is an incredible TKE experience that everyone should try to attend.
Fraternity for Life

Fraternity for Life is a ritual of the Fraternity for Alumni and Graduating seniors. The ritual is a celebration of a Frater become an alumni member and an acknowledgment that Tau Kappa Epsilon is The Fraternity for Life.

- **Alumni Associations** are encouraged to support this ritual for graduating seniors and existing alumni members at the end of the fall and spring terms to help welcome new members into their associations.

- **Area Alumni Associations** have added to their membership significantly by simply advertising and holding a Fraternity for Life Ritual. Tekes who were unable to participate in the ritual before leaving campus are eager for the opportunity to be a part of this and often join the association.

- **Ritual** is an opportunity for members of your Alumni Association to reconnect with the values and ideals of the Fraternity. Your chapter or a local chapter can help to facilitate the ritual.

- **Fraternity For Life Pins** are available as needed to associations at no additional charge. Simply email Todd Farmer tfarmer@tke.org with a list of members who will participate in the ritual to receive your pins.
Life Loyal Teke

Life Loyal Teke is a program that asks all alumni members to make a small annual contribution to further the mission of the Fraternity. This tax-deductible donation to the TKE Educational Foundation is very important to our future success as a Fraternity.

- **Communications** including an annual subscription to THE TEKE magazine are provided to all Life Loyal Tekes and can help to strengthen the connection of your Alumni Association members to the Fraternity.

- **Students** have shouldered 98% of the financial burden of operating the fraternity for the last century. These costs have increased over the years to include liability insurance, legal fees, expanded education programs and online resources. With 11,000 collegiate members and nearly 230,000 living alumni, it is easy to see that each of our alumni making a small contribution annually will have a very significant impact on our Fraternity.

- **Alumni Association Fees** are deliberately low to foster more associations. Those alumni who chose to become Life Loyal Tekes support the cost of providing resources to associations in addition to supporting TKE as a whole. Several Alumni Associations have built Life Loyal Teke membership into their dues.

- **Grey Level** membership is $18.99 per year. Cherry Level membership is $50.00 per year. Additional Cherry Level benefits include access to every single issue of THE TEKE from the first issue to the present day. Learn more and become a Life Loyal Teke today at [tke.org/llt](http://tke.org/llt).
Tools to Build the Association

- **Database access** is available to the Alumni Association on request by contacting any member of the Alumni Engagement Team. The TKE Headquarters maintains a comprehensive database of every member who has ever been initiated. These lists are provided as an Excel spreadsheet. The database is also synced with our partner, Memberplanet, on a regular basis.

- **Memberplanet** is a third party service that provides association management tools to a wide range of groups. Tau Kappa Epsilon maintains a partnership that allows Alumni Associations to use the service for group mass email communications, event management, and online payments.

- **Lost Brother Platform** allows members of the Alumni Association to view a list of TKE Alumni that the Headquarters does not have current contact information for. Updating this list will update the master Fraternity database. These updates will show up in the contact lists that you request as well as in the Memberplanet system. [tke.org/lost](http://tke.org/lost)

- **MyTKE.org** is an individualized TKE experience that allows each member to track their TKE experiences, update contact information and connect with those around them. This in turn will help your association better connect with members and potential members.
Website and Social Media

Communicate with your membership in a variety of ways for the greatest impact. Having accounts on all prominent social media platforms will help you grow the association as long as someone is updating them regularly. The Chapter & Colony Guide to Social Media found at tke.org/guides is an excellent outline for when and how to have the greatest impact on social media.

- **Social Media** sites like Facebook should not be your only communication method. Simply setting up a Facebook event and expecting people to attend typically leads to disappointing results. Setting an event date well in advance is critical. Sharing event details and increasing amounts of invitation via social media can help build momentum. Be sure to use this communication in conjunction with email, web posts, phone calls, texts and paper invitations to get the greatest return on your investment.

- **Meeting minutes** should be taken at all of your association meetings. These should be shared via email with all of your members. There is no need to post these online or on your social media accounts.

- **Website** for your association including hosting is provided at no additional charge to your chartered Alumni Association. These websites will feed additional information from TKE.org directly to your news feed so the site doesn't get stale. Many associations had one member with a particular set of web skills that then moved on and left them with a stale site. The TKE branded websites will remain current and fresh. Contact support@tke.org for more information.

- **Submit Your Event** to TKE.org and we will post it across our website and social media platforms where relevant. Visit tke.org/submit/events to have your event included on TKE.org.

- **Online Conversations** often miss elements of humor and sarcasm that a member wishes to convey. You should discourage members from making your social media accounts their personal soapbox. You should also help members to understand that a story from 20 years ago that may seem funny to them would be better shared in person than online where it may remain available to friends and family for many years.
TKE Educational Foundation Tools

TKE Educational Foundation is dedicated to the advancement of the Fraternity. The Foundation provides scholarships and grants to collegiate members each year.

- **The Foundation** is a separate non-profit corporation with 501(c)(3) status. This status allows the TKE Educational Foundation to accept tax deductible donations.

- **Alumni Associations** can establish individual chapter scholarships through the Foundation and direct the donations of their membership to those scholarships. The Alumni Association sets the criteria and reviews applications while the Foundation processes donations, handles tax filings, and ensures that your donors have an end of year document for tax purposes.

- **TKE Educational Foundation** administers Special Projects Funds. These funds allow Alumni Association members to donate funds to support collegiate attendance at educational programs. They may also be used to support the educational components of a house. These donations are tax deductible.

- **Alumni Associations** will often use Special Projects Funds to begin awarding grants to the chapter they choose to support immediately while they work to build up an endowed scholarship to award annually.
Closing Notes

We have worked to make the requirements to become a chartered Alumni Association clear and easy to attain. This first benchmark of being chartered gives you access to additional resources and staff as well as a voice at the table including a Conclave vote. Alumni Associations have structured their mission and bylaws to support the desires of their membership. It is up to your association to craft your own experience and determine your goals. Keep your association vibrant by encouraging new members to share their ideas. Much as a collegiate chapter benefits from new initiates, Alumni Associations are refreshed by the ideas of new members.

Alumni Associations have helped introduce members to new cities and new careers. They have produced newsletters and magazines on par with any university publication. They have launched capital campaigns and built houses. They have provided thousands of dollars in scholarships to collegiate Fraters. Most importantly Alumni Associations have helped to reconnect old friends and foster new friendships. They truly have made Tau Kappa Epsilon, the Fraternity for Life.

Contact Information

Tau Kappa Epsilon’s Alumni Engagement Team is available as you run into obstacles, have questions, or simply want to share success stories. The communications team can help spread the work of your Alumni Association to the masses.

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Established January 10, 1899, Tau Kappa Epsilon is a men’s social fraternity founded on the honest convictions of Love, Charity and Esteem.

For more information, please visit tke.org