

# Alumni Leader Best Practices

## Growing Your Chapter

If you are looking to grow your chapter and increase membership, this guide offers a variety of ideas and strategies to help you get started. Every alumni chapter is unique, with its own community, resources, and goals, so not every approach will work the same way for everyone. Use this guide as a flexible resource to explore new opportunities, strengthen engagement, and build meaningful connections among alumni in ways that best fit your chapter's needs and culture.

### Communication

Strong, consistent communication is one of the most powerful drivers of chapter growth. When alumni know who you are, what you're doing, and how to get involved, they are far more likely to participate, stay connected, and invite others to join. Use a variety of communication tools and formats to reach alumni wherever they are.

- Create a dedicated chapter email account to manage outreach and maintain consistency
- Establish chapter social media accounts to share updates, photos, and upcoming events
- Develop and maintain a chapter directory, including member email addresses
- Send regular emails from the chapter (and coordinate broader messages with WVU Alumni Association staff when appropriate)
- Ensure your chapter information is listed and visible on the official alumni website
- Consider an annual postcard mailer to reach alumni who may not be active online
- Design and print business cards for chapter leaders to share at events and in the community

## Events

Events are one of the most effective ways to attract new members, strengthen relationships, and keep alumni engaged. A well-rounded calendar with diverse, welcoming experiences helps ensure there is something for everyone to enjoy and participate in throughout the year.

- Create an annual calendar of events to provide structure and consistency
- Get to know your members and offer a variety of activities that reflect their interests
- Establish a consistent game watch venue (or venues) to build tradition and familiarity
- Assign a dedicated Event Host for each event to support planning and execution
- Develop fun annual traditions such as a pepperoni roll contest, pool party, or signature event unique to your chapter
- Participate in service opportunities that support and give back to your local community
- Promote every event through multiple channels (social media, email, and other communication tools)

Consistent, well-planned events help build community, create lasting traditions, and give alumni meaningful reasons to stay connected and involved.

## Marketing

Effective marketing helps raise awareness, attract new members, and build pride and visibility for your chapter within the community. The more visible and recognizable your chapter is, the easier it becomes for alumni to find you, connect, and get involved.

- Get a chapter banner for permanent use at event venues
- Consider attention-grabbing displays such as a wind-waver or inflatable
- Design car decals to help members promote the chapter wherever they go
- Leave business cards or small handouts (such as those featuring the Flying WV) to share information and spark interest
- Highlight new members with a “Member Moment” to create a welcoming culture
- Develop and sell chapter swag to build identity and pride
- Leverage social media and email to consistently share updates, photos, and upcoming opportunities