



**PI LAMBDA PHI**  
LEAD COURAGEOUSLY

## **Collegiate Chapter Newsletter Guide**

### **Audience**

The first step to creating a chapter newsletter is to discern your target audience. The recommended stakeholders are listed below:

- Alumni brothers
- Collegiate brothers
- Parents
- University/College officials
- Possibly even other Greek-letter and student organizations on your campus

Once you determine the target audience of your chapter newsletter, you can build the distribution list for the newsletter. If you need assistance in gathering contact information for alumni, you will want to reach out to your chapter's International Headquarters representative.

### **Production Schedule and Frequency**

At a minimum, the chapter should be producing and sending an annual newsletter to its target audience(s). While the frequency of the newsletter is up to the chapter leadership to decide, the consistency of sending dates is important. In general, two time frames stand out for the sending of an annual newsletter:

- May through August – Marks the the end of one semester and/or the start of a new academic year, allows the new executive board to boast of prior semester accomplishments and share excitement about programming for the upcoming semester. Include “Save the Dates” for your Fall programming!
- December/January – Marks the start of new officer terms, which brings its own level of renewed excitement. This timeframe also works well for recapping fall semester achievements, announcing important dates for the new calendar year, and preparation for founders day celebrations.

### **Newsletter Content**

We recommend the following content distribution:

- 50% collegiate chapter news
- 30% alumni news

#### **INTERNATIONAL HEADQUARTERS**

PO Box 8176, #1895 • Greenwich, CT 06836 • Phone: 203-740-1044 • Fax: 203-740-1644 • [www.pilambdaphi.org](http://www.pilambdaphi.org)



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- 20% Fraternity/Campus news

Your chapter's newsletter may contain any number of different content areas. Below is a list of possible content areas:

## Chapter News (50% of total content)

- State of the Chapter – Written by the Rex. Would recap achievements since the last newsletter and where the Chapter is going moving forward.
- Chapter News – Recent highlights and upcoming activities for the collegiate chapter. This might include a letter/note written from the Rex or Vice-President of Alumni Relations, including relevant links to the chapter's website and/or social media.
- Chapter Coaching Board/Chapter Coach – An update from the Chapter Coaching Board Chairman or the Chapter Coach and how others can get involved.
- Chapter House – Any news about the chapter house.
- Brother Spotlight – Short story to highlight a deserving collegiate brother and his special accomplishments, or to congratulate those senior brothers who will be graduating.
- "Save the Date" – Upcoming events or activities alumni are invited to attend. Might also include important events on campus and national events of the Fraternity.
- Chapter Officer Listing – Name, photo, position, year in school, linkedin, contact info

## Alumni News (30% of total content)

- Alumni Chapter News – Alumni chapter accomplishments and plans. This information should come from the alumni association of the chapter [if applicable], or from the chapter's alumni serving on the chapter coaching board.
- Alumni Spotlight – Interview and write an article about an alumnus. This alumnus could be someone who has attained distinction in his career or personal life, or what has made an outstanding contribution.
- Alumni Chapter and/or Chapter Coaching Board Listing – Include name and role. Might also include an email address if those individuals are agreeable to it.
- Chapter Eternal – Listing of those alumni who have passed into Chapter Eternal since the last newsletter. Pictures and/or links to obituaries may be included.
- Update Your Contact Info – Encourage alumni to update their contact information with the General Fraternity. Provide the [hyperlink](#) for the Fraternity's website and instruct them to select "Claim Your Account".
- Membership Referrals – Featured box or space with instructions for how alumni can refer names of potential new members to the collegiate chapter. Link this to a ChapterBuilder referral link, if applicable.

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## Fraternity/Campus News (20% of total content)

- Any news/updates from the National Fraternity or University/College that is of special importance. For the National Fraternity, you could ask for a message from your Headquarters Representative or include links to your social media, the General Fraternity website, and you should include it on your chapter's website, or the most recent edition of The Frater. For the University/College, you could ask for a message from your Fraternity and Sorority Life Advisor.

## Format/Layout and Distribution

There are countless options and resources for assembling a newsletter. Here are a few online resources you can explore:

### Format and Layout

- [Canva](#) Templates
- [Microsoft](#) Templates
- [Etsy](#) Templates
- Ask your Headquarters representative to see templates used by other chapters

### Distribution

Newsletter via email is less expensive than hard copy and can be more efficient. Rather than just sending as an attachment, we advise that you post your newsletter online [via chapter website and social media] as a link so that your audience may then download it. Reach out to your Headquarters Professional Staff representative to assist and take part in the distribution.

Sending hard copies is more expensive due to printing and postage costs. However, hard copy does have an appeal for some audiences, so it is worth considering. No matter how you send your newsletter, be sure to also post on your social media outlets and chapter website.

## Review from your IHQ Staff Representative

Your chapter's stakeholders deserve to receive the highest quality product. Consult your Headquarters Representative to ensure your newsletters are edited and reviewed for content, grammar, and functional links. Send as a PDF file to avoid formatting issues.

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