



Breakout 1: Membership roles

Helpful Links

- [Alumnae Officer Navigation Guide: Membership](#)
- [Alumnae Officers Manual](#)
- [Fraternity Standards for Alumnae Groups](#)
- [DG Style Guide](#)
- [DG Branding Guidelines](#)
- [Social Media Policy Procedures](#)

Websites

- <https://www.deltagamma.org/>
- <https://www.memberplanet.com>
- <https://anchorbase.deltagamma.org/>
- Omega One (your group's website will be groupname.deltagamma.org and you can log into Omega One to update it via the button at the bottom of your page.

Fraternity Standards that apply:

- Standard 5 of the Delta Gamma Fraternity Standards for Alumnae Groups: Welcoming all members into alumnae groups by utilizing thoughtful recruitment and retention efforts. Responsibilities.

Membership Core Responsibilities:

- Establish an effective method of communication with the group (e-mail, group message, phone tree) and send out electronic event announcements or reminders throughout the year to increase participation and awareness.
- Implement a system with the vp: communications to contact all members in the area via an electronic or printed newsletter at least once a year.
- Analyze zip codes annually; keep in mind all members in the group should be contacted yearly. Complete the Alumnae Group Zip Code Analysis form to add or delete zip codes from your group. Submit the form to the alumnae

department at Executive Offices at alumnaeddept@deltagamma.org and to the Fraternity Director: Alumnae Resources at alumresources@deltagamma.org.

- Welcome newcomers to events with a phone call, letter, or new member packet and consider matching a member with a newcomer to ensure the new member is introduced and not left alone at events.
- Contact members who have not attended events in a while to find out what caused them to stop participating and tell them they are missed. Use life-stage (young alumnae, senior) or special interest groups (dining group, book club, young moms) to recruit and retain members via a small group where full membership events may not.
- Establish and maintain a website as a tool to increase and recruit new members, especially recent graduates. The Fraternity offers free website capabilities through the OmegaOne system.
- Refer to the Delta Gamma library for additional membership recruitment tips.
- Work with fellow officers to set up and conduct surveys of the group's membership.

Recommended Best Practices:

- Work closely with the vp: communications to ensure group communications are being sent to the full membership. The use of memberplanet for event invites and emails will ensure this.

Membership Events

- Best practice is to send a calendar of events for a minimum of three months to the entire membership. This email needs to include the date, time, location of each event, so the member can plan in advance to attend.
- Event invites to be sent via memberplanet, at least three weeks prior to the event, with a reminder invite a week before the event.
- Utilize social media - Facebook, Instagram, your group's website to advertise your events, dues payment links, information about your

group, etc. Always take pictures at all events and post on social media after the event to show how much fun your group is having and encourage those who could not attend to attend the next event.

- If you do have a member attend an event who is new to the group or who you have not seen in a while, take her under your wing and be sure she is introduced to all the other members in attendance. Making a member feel welcome and included at an event is what will have them return!
- The first week of each new month, log into Anchor Base and pull the “New to Town Report”. You can access this information in Anchor Base: Roster > Reports > DGs New to Town.
 - Send a welcome email to the members on this report for the previous month.
 - In this email, direct them to the chapter’s (updated) website, social media links and list the next three months worth of events. Also include your contact information. Invite them to your next meeting.
 - If not email address, consider hand writing them a note including this information. If the chapter has a budget for postcards, consider printing postcards with the chapters calendar and the link or QR code for dues payment. Then simply address it to the member new to town and pop it in the mail!
- Pass out member names and phone numbers at each meeting
 - You can access this information in Anchor Base: Roster>Reports>Alumnae Roster.
You can make little notecards with the members' information and throw them in a grab bag. Pass the grab bag around at the meeting, ask everyone to take 2-3 cards and contact the member and invite them to the next event. Nothing works better than a personal invite and offer to ride together or meet there!
- Work with vp: programming to plan “decades” events. Ask for volunteers to be the chairperson of their decade and provide the most recent roster for personalized invites to the event.
Personalized invites could include calling, texting, emailing, mailing handwritten invites, reaching out via social media and direct messaging the member. Make it fun! Throw in a prize for the most attendance by decade.

Founders Day

- Send Founders Day handwritten invites to all milestone members.

- You can access this information in Anchor Base: Awards> Reports > Membership Milestone Anniversaries.
- This is a wonderful way to connect or reconnect with members who have not participated recently with the group. There is nothing more special to a person than to have someone remember their Delta Gamma membership anniversary!
- Being responsive to the regional team: They are often the first to hear of alumnae who are moving into the area and may reach out to you or your president to connect with that member to welcome them into the group.