

# CHAPTER NEWSLETTER

January 2011

## Thawing out for an amazing spring semester

When normally-balmy Macon, Georgia experiences a snow day, you know it's an extraordinarily cold winter. Of course, you don't need a weather update from the Peach State to verify something you can tell just by opening your window - or by looking at your (revised) academic calendar: an exceptionally icy winter is upon us, and has already started playing havoc with our carefully-laid plans for spring semester. Whether your campus cancelled the first week of class due to snow or your students are having trouble getting back to campus due to weather-induced travel delays, we know things are a little hay-wire right now - and that we may be in for a few more weeks of unpredictability.

That's why we're here - to help you when the snow hits the fan. We understand that schedules are being changed, plans are having to remain a little more flexible this spring, and that unpredictable weather (and other little emergencies) can cause all sorts of problems with your Alpha Lambda Delta chapter's plans for the spring. So, if life, Mother Nature, or some other outside force throws a monkey wrench in your plans, please let us know what we can do to help. We're always just a phone call or an e-mail away, and we're here all day to help you make your chapter's experience a **warm** and positive one!



*This winter, sights like this have become common even in places that normally never see a snowflake. If Jack Frost causes a hiccup in your plans for Alpha Lambda Delta this winter, please let us know what we can do to help via e-mail ([ald@nationalald.org](mailto:ald@nationalald.org)) or telephone (1-800-9-ALPHA-1)*

### DATES TO REMEMBER:

JANUARY

31

Applications for Graduate Fellowships must be post-marked

FEBRUARY

9

Advisor of the Year nominations are due to the National Officer

FEBRUARY

11

National Council election ballots must be returned to Nat'l Office

FEBRUARY

15

Applications for Stemler Scholarships must be post-marked

APRIL

1

Trow Scholarship applications must be postmarked

MAY

1

Chapter annual reports due. Order of the Torch/Maintaining the Flame applications due.

Come see us at

# FYE

If you'll be attending the 2011 Conference on The First-Year Experience (Feb. 4-8, Atlanta, GA), come by booth #45 to see the National Office staff (and to get a free highlighter!)

Tips for initiation-ceremony planning, viral marketing for your ALD chapter via Facebook and more on the next page!

Help 'em find you on

facebook®

It's hard to imagine college students from across our wide and diverse nation being unanimous in their use of anything - but today, the use of social networking is almost literally ubiquitous amongst college students. And, as the movie implies, Facebook is **the** social network.

If you're already using Facebook to promote your chapter on and around campus, **bravo!** If you haven't already tapped this incredible resource, why not give it a shot this spring?

"Incredible resource?" I hear you cry. "Isn't Facebook just a collection of random quotations, joking media references, and links to hilarious YouTube videos?" Well, those statements may be partly or wholly true, but Facebook may also be the best grassroots marketing tool ever to see a computer screen. Here's one quick and easy tip on how you can use Facebook to improve **your** chapter's visibility:

- Start a Facebook page for your chapter. It's easy - log into your Facebook account, and then click on the "Ads and Pages" link on the left-hand side of the page - if you don't see it, you may have to click "See All" beneath the "Photos" or "Apps" link. If you still don't see it, type "pages" into the search bar at the top of the screen, click on the "Facebook Pages" item, and then click on "Create Page" in the upper-right corner of the subsequent page. Follow the directions to create a page for an organization, and use the "non-profit" sub-category. Name the page after your chapter.
- Invite your chapter's officers and all advisors to "like" the page by clicking on the "Suggest to Friends" link.
- Post information about your chapter on the page - pictures are always a good idea if available - and start posting information about upcoming events.
- In your invitation letter, suggest that potential members visit and "like" your chapter's page. This will serve two purposes:
  - 1) It will give potential members an immediate personal connection to the chapter and up-to-date information about your chapter's programming and events.
  - 2) As soon as your new member "likes" the chapter's page, that information will go out to all of the new member's friends - improving your chapter's visibility and encouraging other students to join.

And that's all there is to it! Remember to update the page frequently and add new content whenever it becomes available - or assign a chapter officer (this is a great job for the webmaster) the job of making sure that the chapter's Facebook page stays current.

Get your message in front of the eyes that need to see it - Facebook is rapidly becoming one of the world's most popular forms of communication, so why not use it to help your ALD chapter be the best it can?

Never mind the 3 R's, here's the 4 P's:

## PRIOR PLANNING PREVENTS PROBLEMS

The logistics of inviting new students into ALD can be daunting. Here are some tips to help keep things moving a little smoother:

- **Get your list early:** Registrar's offices are busy, too - request your potential-member list as early as possible.
- **Plan multiple contacts:** We've found that chapters have better success when they contact potential members in at least three ways:
  - An initial invitation via **snail-mail** with an invitation brochure.
  - A **letter to the parents** of the invitee.
  - An **e-mail follow-up** - try the downloadable ALD brochure at [www.nationalald.org/documents.htm](http://www.nationalald.org/documents.htm)
  - Try a **phone contact** for students who haven't responded.
- **Have your plans set:** Have your initiation ceremony planned so that you can include details about the event in your invitation.
- **Parents love us:** We've already mentioned it, but it's worth mentioning again - sending a letter to the students' parents can double your response rate.
- **Pack 'em up:** Hold an envelope-stuffing party and get your members to help in getting the invitation packets assembled.
- **Mail out early:** Make sure to get your letters out early and beat the flood of other organizations vying for your prospective members' attention.
- **Follow up:** As mentioned above, follow up with e-mails, phone calls and other contacts.
- **Think outside the box:** All of these ideas are suggestions, not rules. If something else works better on your campus, go for it!

## Spring Rush Notice:

**EASTER 2011 WILL BE APRIL 24**

Over 85% of our new members join in the spring, and almost a third of those are inducted around Easter. Due to the late date of Easter this year, the National Office is expecting a serious rush in the last 2-3 weeks of April.

If you're planning your ceremony for mid/late April, please be sure to **allow at least two full weeks** between ordering your chapter's membership certificates and the initiation ceremony, so that we'll have time to head off any problems with production or shipping.

Regardless of when you're planning your initiation, **set the date ASAP** - early planning makes for an easier ceremony - and **notify the National Office of your initiation date** once you have it set (send an e-mail to [ald@nationalald.org](mailto:ald@nationalald.org)) so we can help out when we need to!