



Gamma Phi Beta

TRUE AND CONSTANT

How To Use Alumnae Order of the Crescent

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Introduction

Alumnae Order of the Crescent is Gamma Phi Beta's newest tool to recognize and provide support to Gamma Phi Beta's alumnae chapters. This tool gives chapters the opportunity to:

- Create priorities for the chapter and outline clearly defined steps for growth.
- Track progress toward priorities year-over-year.
- Evaluate if the priorities are growing alumnae engagement in their geographic region.
- Determine what level of recognition is important to the chapter and work to create a plan to achieve it.
- Develop a deeper relationship with their alumnae chapter supervisor (ACS) who can connect them to new ideas or other chapters.

There are two additional resources to help chapters set goals for themselves: a planning guide and a goal setting guide, both of which are outlined in this document and available on GammaPhiBeta.org. While not required, these resources can help chapters create plans for follow-up that might lead to higher engagement from officers and members.

If you have any questions about information presented in this document, please contact your ACS. Their information can be found on Beta Base under Leadership > Reports > Leadership Roster.



Timeline

Alumnae chapter officers will follow the below timeline for the Alumnae Order of the Crescent.

January: Alumnae Order of the Crescent Rubric is released. Chapter officers should review the rubric together and determine priorities and next steps based on the discussion.

After a discussion has taken place, chapters are encouraged to set up a time to discuss the priorities that the chapter determined so that the ACS can provide more personalized support to the chapter. This can count toward one of the communication opportunities as outlined in the rubric.

If the chapter decided to set a goal for the year, they can review the goal with the ACS.

February to November: The chapter can review the initial priorities set by the rubric to ensure they are on track.

November: Discuss your chapter's rubric submission with the ACS. Meeting via phone or video to review the submission together is suggested.

December 1: The completed rubric is sent via email to the ACS for final review.

December 15: ACSs will review the rubrics and submit results to the alumnae chapter team leader (ACTL).

January 15: All chapters Alumnae Order of the Crescent rating for the fiscal year is added to the chapter's dashboard in Beta Base.



Rubric Categories Explained

Unsure about where to start with the Alumnae Order of the Crescent Rubric? Use this guide to help you find inspiration for activities that might be meaningful to your members.

Relationship with ACS	
Category Description	
Evaluates how consistently and proactively the chapter communicates and collaborates with its ACS throughout the year, including sharing updates and involving the ACS in relevant communications.	
Officers to Support	
<ul style="list-style-type: none">• President• Vice President• Treasurer• Alumnae Panhellenic Delegate• Collegiate Relations	<ul style="list-style-type: none">• Membership Chair• Philanthropy Chair• Programming Chair• Technology Chair
Ideas or Examples	
<ul style="list-style-type: none">• Schedule times for regular check-ins on Alumnae Order of the Crescent progress with any chapter officer (two or four times per year).• Send any relevant documents to the ACS before a scheduled call to give the ACS a chance to review the documentation beforehand. This could include:<ul style="list-style-type: none">○ An updated planning guide if changes have been made.○ Goal progress filled in the “Status” column (if chapter set a goal).• Add ACS to any email communication that the chapter sends.• Send digital copies of any printed materials that are sent to alumnae.• Send updated standing rules to the ACS.	

Programming	
Category Description	
Measures the chapter’s delivery of events and activities that provide meaningful opportunities for alumnae connection, considering both frequency and intentional outreach.	
Officers to Support	
<ul style="list-style-type: none">• President• Vice President• Programming Chair	
Ideas or Examples	
<ul style="list-style-type: none">• Chapter can host two, four or six events annually. Types of events are up to the chapter’s choosing. Consider varying the chapter’s programming to encourage engagement from a variety of alumnae audiences.• Chapters should request an Area Alumnae Report from IH to create their email distribution lists.<ul style="list-style-type: none">○ This report may be requested in one of the following ways:<ul style="list-style-type: none">▪ Click here and bookmark the website link▪ Beta Base > Members > Reports > Area Alumnae Report By Miles▪ GammaPhiBeta.org > Members > Alumnae > Chapter Officer Support > Resources > Important Officer Links > Area Alumnae Report Request○ The Area Alumnae Report is updated in real time, people who are moving in or out of an area are added to the roster instantly, and those who update their information are also captured.	



- If your chapter utilizes an internally updated distribution list, it is still suggested to request an area alumnae report from IH to combine lists before communications are sent to ensure they are reaching the most accurate local audience.
- This criterion does not mean that every area alumna member must receive the communication, just that there is an attempt to get the most current residents included. Alumnae chapters are not expected to send mailings to those who do not have email addresses.
- For chapters looking to start interest groups, more information can be found in the “interest groups” section of the Alumnae Chapter Operations Manual.
 - Examples of interest groups are:
 - Book clubs
 - Mother’s groups
 - Dinner clubs
 - Service clubs
 - Young alumnae groups
 - The chapter only needs one interest group to qualify.

Service

Category Description

Assesses the chapter’s engagement in service to Gamma Phi Beta, Building Strong Girls initiatives, and the broader community, based on the range of service efforts completed.

Officers to Support

- | | |
|----------------------|------------------------------|
| • President | • Programming Chair |
| • Vice President | • Collegiate Relations Chair |
| • Philanthropy Chair | |

Ideas or Examples

Below are examples of activities that chapters could do for each of the criteria:

- Conducting outreach to a collegiate chapter
 - In-person opportunities:
 - Volunteer with the collegiate chapter
 - Attend a chapter’s philanthropy event
 - Partner to create a collegiate/alumnae event for the chapter
 - Host Senior Celebration with a collegiate chapter
 - Offer in-person mentoring opportunities with a chapter
 - Help members move into the chapter’s facility
 - Have the alumnae relations chairwoman from the collegiate chapter participate in the alumnae chapter’s executive council meetings
 - Virtual opportunities:
 - Write a letter to the chapter to encourage members at the start of a semester
 - Record a video of alumnae chapter members welcoming new members to the chapter
 - Virtual mentoring programs or connections
 - Send the alumnae chapter’s newsletter to members of the collegiate chapter (or collegiate chapter officers to distribute)
 - Have phone calls with the collegiate chapter’s officers to share more about your alumnae chapter or alumnae life
- Partnering with Girls on the Run (GOTR) or another organization that builds strong girls
 - In-person opportunities:



- Volunteer at a GOTR 5K
- Donate items to a GOTR council
- Attend a GOTR after-school session (if permitted)
- Volunteer with an organization whose mission aligns with Building Strong Girls
- Virtual opportunities:
 - Donate items to a GOTR council
 - Share information about how others can be involved in GOTR
 - Research if your local GOTR council is hosting virtual events
- Participating in an Alumnae Panhellenic Association (APA)
 - In-person opportunities:
 - Have a representative at APA events
 - Hold a leadership position on an APA
 - Volunteer with a local Collegiate Panhellenic Association
 - Virtual opportunities:
 - Participate in fundraisers held by the APA
 - Participate in virtual offerings held by the APA

Communication

Category Description

Focuses on how regularly the chapter communicates with area alumnae to share information and encourage engagement.

Officers to Support

- President
- Vice President
- Technology Chair

Ideas or Examples

- Chapters should communicate with area alumnae two, four or six times a year.
- This can be done through a newsletter, social media postings, website maintenance, mailings, phone calls, etc.
- Chapters should request an area alumnae report from IH to create communications lists and minimize the use of secondary databases to capture the most accurate alumnae population in the area.

Recruitment

Category Description

Evaluates the chapter's efforts to grow membership through intentional outreach, follow-up, and re-engagement of alumnae.

Officers to Support

- | | |
|------------------------------|---------------------|
| ● President | ● Membership Chair |
| ● Vice President | ● Programming Chair |
| ● Collegiate Relations Chair | ● Technology Chair |

Ideas or Examples

- Conducting individualized contact with alumnae to invite them to events
 - Give each executive council officer 10 names to email, call or text to invite them to events.
 - Send personalized emails to a specific audience (those living in a neighborhood, young alumnae, alumnae from the 1980s, etc.).



- Encourage every member to bring a sister that does not normally attend events.
- Following up with alumnae who attend events to invite them to join the chapter
 - Take attendance at events and follow up with non-members to thank them for coming. Share more information about the chapter with them through email or a phone call.
- Tracking members who were once a part of the group but have stopped attending
 - Compare the previous year's member roster to the current roster and contact members who have stopped attending events.
 - Ask members who they have not seen or heard from recently. If that person has stopped attending events or engaging with Gamma Phi Beta, contact them.

Retention

Category Description

Measures how the chapter sustains member involvement through feedback, connection between events, and recognition of contributions.

Officers to Support

- | | |
|--------------------------------|----------------------|
| ● President | ● Membership Chair |
| ● Vice President | ● Philanthropy Chair |
| ● Treasurer | ● Programming Chair |
| ● Alumnae Panhellenic Delegate | ● Technology Chair |
| ● Collegiate Relations Chair | |

Ideas or Examples

- Asking members what they want to see in the chapter
 - Send an annual survey to members about what they should do for events next year.
 - Send short surveys after events to determine if the chapter is getting the results they are looking for.
- Appointing a committee/person who conducts personal follow-ups with members between events.
 - Have someone call/text members and check-in on them between events.
- Chapter recognizes member contributions to the chapter
 - Nominate members for Merit, Service and Loyalty Awards.
 - Recognize 10-, 25-, 50- and 75-years of membership.
 - Recognize members with local alumnae chapter awards.
 - Thank members publicly and privately for their service to the chapter (adding a section to the newsletter, writing thank you notes, sharing praise at meetings, etc.).

IRS Compliance

Category Description

Confirms whether the chapter has met required IRS and financial filing obligations accurately and on time, when applicable.

Officers to Support

- President
- Treasurer

Ideas or Examples

For information about submitting Form 990, please see the Alumnae Chapter Operations Manual or [Alumnae Chapter Officer Support webpage](#).



Beta Base Reporting

Category Description

Assesses the chapter's completion of required Beta Base reports in alignment with alumnae good standing requirements.

Officers to Support

- President
- Treasurer

Ideas or Examples

Please see the Schedule of Officer Responsibilities in the Alumnae Chapter Operations Manual or [Alumnae Chapter Officer Support webpage](#).



Planning Guide Usage

For chapters looking to plan for the year and determine what they want to accomplish, the planning guide is a great resource. Chapters can complete the planning guide with as much or as little detail as they see fit. This resource will help alumnae chapter officers create a plan for the year and a follow-up strategy to review as the year progresses.

When reviewing the planning guide, use the following questions to think about what level you expect to fall into.

- What did we do last year? Where would we have landed on the rubric doing that?
- Could we improve in any area based on last year's performance?
- Is there a level that is most achievable for our officers and officer capacity?
- Is there a priority for our chapter that we would like to focus our attention on?
- Does our anticipated level of recognition meet our expectations? Are there areas we can improve in to increase our level of recognition?

Once you have determined where you hope to fall, you can then break down each of the categories by defining what the chapter would need to do to complete each one.

LABEL	DESCRIPTION
Actions	The larger items that the chapter would have to complete for the goal.
Resources	Places to seek out information about how to complete the action.
People	The names of people who are responsible for the action.
Timeline	The timeframe in which the action should be completed by.



Goal Setting For Alumnae Chapters

For chapters interested in setting a goal for themselves, the Alumnae Order of the Crescent Goal Setting Guide is a helpful tool to define the goal and create a plan of action to achieve it. Goals should follow the SMART goals format so that they can be easily measured and tracked throughout the year.

SMART goals use the following guidelines to ensure that goals can be accomplished within a specific timeframe.

CRITERIA	DESCRIPTION
Specific	Clearly states what the outcome of the goal should be.
Measurable	Clearly states how the chapter will know when the goal has been completed.
Achievable	Verifies that the goal is something that the chapter could achieve.
Reasonable	Verifies that the goal is relevant and worthwhile for the chapter.
Time-based	Clearly states a timeline that the goal should be completed by.

Below are good examples of SMART goals:

- Have 15 new sisters attend September’s kickoff event.
 - **Specific:** Clearly states the chapter’s intention of trying to have 15 new sisters attend the year’s kickoff event.
 - **Measurable:** Clearly states that the goal will be completed when 15 new members attend the kickoff event.
 - **Achievable:** If 10 new sisters attended last year’s kickoff event, then this could be achievable.
 - **Reasonable:** It is reasonable that an alumnae chapter would want new members.
 - **Time-based:** This goal will be completed after the kickoff event.
- Send a quarterly newsletter to alumnae in the area for a year.
 - **Specific:** Clearly states the chapter’s intention of sending a newsletter every quarter.
 - **Measurable:** Clearly states that the goal will be completed once a newsletter has been sent every quarter.
 - **Achievable:** If the chapter has the officer capacity to create a newsletter every quarter, then this could be achievable.
 - **Reasonable:** It is reasonable that an alumnae chapter would want to send a quarterly newsletter to area alumnae.
 - **Time-based:** This goal will be completed within one year.

Below are poor examples of SMART goals:

- Get new members.
 - This goal does not address how a chapter might do this, when a chapter would expect to do this or how long it would take the chapter to achieve this. There is no way to measure this goal or define if it is achievable based on the way it’s written.
- Communicate with alumnae.
 - Likewise, this goal does not offer a plan for follow-up or action based on its simplicity.



If your chapter’s executive council is struggling to create SMART goals, brainstorm answers to the following questions.

- What are areas of success or improvement in the alumnae chapter?
- What are the priorities of the chapter this year? How have those changed from previous years?
- What is important to members to see in their alumnae experience?
- How can the alumnae chapter build a positive and engaging alumnae experience for alumnae in the area?
- How does this further **Gamma Phi Beta’s Philosophy on Alumnae Engagement?**

As you answer these questions, ideas for goals or areas of improvement might begin to illuminate themselves. Determine a few priorities for the year and then begin to work through how those priorities might accomplish the goal using the guide provided.

Taking time to break down the goal into manageable steps will allow for better follow through by officers and follow-up by the ACS. Use the chart on the goal setting guide to help officers define what their course of action should be to accomplish their goal.

LABEL	DESCRIPTION
Goal	List the SMART goal that the chapter has created.
AOOC Category	List the category it relates to on the Alumnae Order of the Crescent.
Goal Status	The goal should be marked as not started, in progress or completed.
Actions	The larger items that the chapter would have to complete for the goal.
Steps	The smaller items that further define the action and break it into manageable pieces.
Resources	Places the chapter could seek out information about how to complete the action or steps.
People	The names of people who are responsible for each actions or step.
Timeline	The timeframe in which the action should be completed by.
Status	The status of the action.



