

Alumnae Chapter Recruitment

Alumnae Chapter Officer Roundtable
July 2025

Gamma
Phi Beta
TRUE AND CONSTANT

Welcome!

Shannon Howard (South Florida)

Alumnae Chapter Supervisor, South Region

Tampa Bay Alumnae Chapter

Heather Johnson (Morehead State)

Alumnae Chapter Team

Leader Louisville Alumnae Chapter



What To Expect

- Presentation-style format (15-20 minutes)
- Roundtable conversation amongst attendees



Learning Outcomes

1. Locate and understand how to use helpful recruitment resources (paper and people resources).
2. Examine current challenges related to alumnae chapter recruitment and identify solutions as a group.
3. Discuss successful recruitment tactics/strategies.



Alumnae Chapter Recruitment

- Alumnae chapter recruitment refers to the efforts placed toward bringing alumnae members (not current roster members) into the alumnae chapter.
 - Recruitment event planning
 - Recruitment event outreach
 - Recruitment event execution
 - Recruitment event follow-up



Alumnae Chapter Recruitment Resources

Alumnae Chapter Supervisor (ACS)

- Responsible for the effective operations of the alumnae chapters in their designated region through building relationships with chapter officers and alumnae in the area.
- *Beta Base > Leadership > Reports > Alumnae Chapter Leadership*
 - *Beta Base will be updated in early August to reflect any ACS changes with the start of the new volunteer term.*

Request and Alumnae Area Report

- Use this export to:
 - Freshen your local email list.
 - Identify members who recently had a change of address.
 - Communicate with recent graduates.
 - Review existing area international alumnae dues payers and Life Loyal members.
- Beta Base > Members > Reports > Area Alumnae Report By Miles



Alumnae Chapter Recruitment Resources

Gamma Phi Beta website resources (*member-only; must be logged into website*)

- [Alumnae Chapter Officer Support Website](#)
 - Member > Alumnae > Chapter Officer Support
- Membership Chairwoman Resources
 - Member > Alumnae > Membership Chair
 - [Recruitment Event Toolkit](#)
 - [Sign-In Sheet](#)
- [Find a member tab](#)
- [Brand Standards, Logos and Letterhead](#)
- [GPB Social media materials](#)

Alumnae Chapter Officer Facebook Page

- [Join Here!](#)



Area Alumnae Report Request - Alumnae Chapter

Alumnae chapters may request an area alumnae report be sent for their geographic location. During the request submission, you will be asked to select how many miles you would like to search in a circle radius around your city's center point. The following output information will be provided via email following the request.

- Full Name
- First Name
- Maiden Name
- Last Name
- Informal
- Address Status (Lost = outdated address on file)
- Last Updated (The last time the address was changed/updated in the database)
- Address 1
- Address 2
- City
- State/Province
- Zip
- Email
- Chapter
- School
- Mobile Phone
- Home Phone
- Initiation Date
- Graduation Date
- Good Standing Thru Date

Please allow for 5-7 business days for the request to be fulfilled.

For additional questions, please email alumnae@gammaphibeta.org.

First Name *

Maiden Name

Last Name *

Email Address *

Alumnae Chapter Requesting Report *

Alumnae Chapter Officer Role *

What zip code should be used as the center of the radius search? *

How many miles would you like to search? *

Briefly explain how you/another alumnae chapter officer plans to utilize the requested report. *

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What are the common recruitment challenges your alumnae chapter faces?

- No collegiate chapter close by.
- Unsure how to locate members in the area
- Sisters not showing up to events



**What solutions can we use to
address these challenges?**

