

2026 Example Alumnae Order Of The Crescent Goal Setting

Alumnae chapters looking to set a goal for themselves for the upcoming year can use this document to help them organize the steps they need to take to complete their goal.

Questions to consider before setting goals:

- What are areas of success in the alumnae chapter?
- What are areas of improvement in the alumnae chapter?
- What are the priorities of the chapter this year? How have those changed from previous priorities?
- What is important to members to see in their alumnae experience?
- How does this further **Gamma Phi Beta's Philosophy on Alumnae Engagement?**

Goal: Send a quarterly newsletter to alumnae in the area during the year via email.

Alumnae Order of the Crescent Category:

- | | |
|---|---|
| <input type="checkbox"/> Relationship with Alumnae Chapter Supervisor (ACS) | <input type="checkbox"/> Programming |
| <input type="checkbox"/> Service | <input checked="" type="checkbox"/> Communication |
| <input type="checkbox"/> Recruitment | <input type="checkbox"/> Retention |
| <input type="checkbox"/> IRS Compliance | <input type="checkbox"/> Beta Base |

Goal Status: In progress

Actions	Steps	Resources	People	Timeline	Status
Brainstorm and pick general topics for the newsletter.	<ul style="list-style-type: none"> • Ask members what they would like to see in newsletters. • Ask ACS for ideas and examples. • Synthesize this information to create general topics for each newsletter. 	<ul style="list-style-type: none"> • Templates and examples from ACS • Member ideas 	<ul style="list-style-type: none"> • Betty – leading • Members and ACS – ideas 	January 1	Complete – Going to feature events, members, dues payments and international Gamma Phi Beta updates
Find a platform to send a newsletter through.	<ul style="list-style-type: none"> • Determine what our needs are for the newsletter (style, needs in a platform). • Research email template providers. • See how their features align with our needs. • Pick one that is the most functional. 	<ul style="list-style-type: none"> • Officer ideas • Google to find a provider • ACS for ideas of what other chapters use 	<ul style="list-style-type: none"> • Betty – leading research • Officer and ACS – ideas 	January 15	Complete – Going to use Mailchimp
Create a distribution list from the Area Alumnae Report in Beta Base (do this before each newsletter to ensure the most up-to-date information).	<ul style="list-style-type: none"> • Request an area alumnae report with IH. • Sort the list by email to get those with emails at the top. • Verify that there are no obvious email errors (e.g., no @ sign, misspelled email provider). 	<ul style="list-style-type: none"> • Area alumnae report request • Excel how-to guides 	<ul style="list-style-type: none"> • Abigail – pulling and sorting Beta Base report 	Two (2) weeks before each newsletter is sent	In progress – Did for first newsletter

<p>Write and send newsletters.</p>	<ul style="list-style-type: none"> • Gather content for each section of the newsletter. • Write each section of the newsletter in email provider. • Send to another officer to proofread. • Upload emails from sorted Area Alumnae Report. Add ACS to email. • Track open rates of emails. • Respond to people who ask questions. 	<ul style="list-style-type: none"> • Ideas from members • Email provider how-to guides 	<ul style="list-style-type: none"> • Betty – write email • Abigail – sending list of names 	<p>Newsletter 1 – send by March 1</p> <p>Newsletter 2 – send by June 1</p> <p>Newsletter 3 – send by September 1</p> <p>Newsletter 4 – send by December 1</p>	<p>Newsletter 1 – Sent on March 1</p> <p>Newsletter 2 – Working on now</p> <p>Newsletter 3 – Not started</p> <p>Newsletter 4 – Not started</p>
<p>Update contact information as it is received.</p>	<ul style="list-style-type: none"> • Contact a member through phone or mail if their email bounces back to get an updated one. • Send any updated information to International Headquarters (IH). • Send invalid email addresses to IH if no response after a month. 	<ul style="list-style-type: none"> • Area Alumnae Report • Emails that are returned or didn't send 	<ul style="list-style-type: none"> • Betty – collecting information 	<p>One (1) week after newsletters are sent</p>	<p>In progress – Five (5) returned emails after Newsletter 1. Called those with phone numbers and got two (2) updates. Sent to IH.</p>
<p>Completion of Goal</p>	<ul style="list-style-type: none"> • Work with all involved in the goal to review progress and determine next steps based on completion on incompleteness of the goal. • Contact ACS with the status of the goal upon completion or at the end of the year, whichever is first. 	<ul style="list-style-type: none"> • Alumnae Order of the Crescent Planning Guide 	<ul style="list-style-type: none"> • Alumnae chapter officers • ACS 	<p>Completion of the goal or at the end of the year</p>	<p>Not started.</p>