

PPP

Project Push-Pull-Push the membership plan that pushes 90% retention of current roster's membership, pulls **potential** 10% of brothers lost from any nonfinancial brother in city/area, and push **at least** 10% growth through membership intake. Each chapter should have a Membership Development Chairman with a sociable and energetic committee to perform these tasks.

Alumni Guidelines

September

1. Get an official membership roster from national headquarters for the last five years
2. Compare roster to chapter's list of financial brothers (resolve any discrepancies)
 - Send any errors that have not been corrected to the Regional Director
3. Identify at least 90% of brothers who will likely pay the next fiscal year
4. Get or confirm contact information for all brothers on the roster and in the local area
 - Name
 - Home Address
 - Phone Number(s)
 - Email
 - Chapter Initiated
5. Setup chapter's method of dues collection
 - a) Method
 - Ability to pay online
 - Written check/cash
 - b) Process
 - Pickup check/cash from brother's home
 - Mail-out with a letter of chapter's accomplishments
 - Solicitation of dues with a pre-stamped envelope
 - Chapter meetings
6. Host a brotherhood event to heighten the interest and/or attract brothers to the chapter*

<input type="checkbox"/> Roundup	<input type="checkbox"/> Spades	<input type="checkbox"/> Skating
<input type="checkbox"/> Picnic	<input type="checkbox"/> House Party	<input type="checkbox"/> Attend a sporting event
<input type="checkbox"/> Bowling	<input type="checkbox"/> Bar-B-Q	<input type="checkbox"/> Basketball or Flag
<input type="checkbox"/> Dominos	<input type="checkbox"/> Basketball	Football Tournament
7. Send out communication to brothers about dues for next year

<input type="checkbox"/> Email	<input type="checkbox"/> Text
<input type="checkbox"/> Mailings	<input type="checkbox"/> Calling Post
<input type="checkbox"/> Phone calls	<input type="checkbox"/> Facebook/Twitter
8. Identify brothers in city/area who are not financial

* Events can be done multiple months in a row. Co-hosting with other organizations is encouraged

** MIP can be done at any time. Follow time for proper MIP

Created by Theodore "TJ" Lewis – August 19, 2008

9. Using the contact information, establish a contact process for all brothers in city/area to inform them of the chapter's upcoming activities
 - Phone (personal or calling post)
 - Facebook/Twitter
 - Email
 - Radio
 - TV
 - Billboards
10. Compare roster from last five years to determine which brothers are historically active with the chapter.
11. Determine whether active brothers on rosters were senior, life member, transfer (feeder school), or traditional dues paying brothers.
12. Define a current and total percentage breakdown of roster composition. What percentage of brothers are:
 - Seniors
 - Life Members
 - Transfer
 - Traditional dues Payers
 - From feeder colleges
13. Begin pushing 90% retention (Maybe through installment plan to be paid before the Holidays)
 - Talk to senior brothers to get them on-board for paying dues earlier
 - Life Members only have to pay Regional and local dues. Promote that fact
 - Inform transfers and traditional dues payers of chapter's desire to increase membership and the benefits of membership.
 - Inform collegiate/feeder brothers they only pay undergraduate dues and are transferred into the alumni chapter.
 - Inform second year collegiate/feeder brothers they only pay national and regional dues (recommendation)
9. Setup an incentive plan for brothers who bring other brothers back to the fold

Note: Create a plan that is financially feasible to the chapter

A plan can be:

 - Bring back 5 brothers – Get local dues paid
 - Bring back 10 brothers – Get regional and national dues paid
 - Bring back 15 brothers – Get local, regional, and national dues paid
 - Bring back 20 brothers – Get all dues paid and Regional Registration
10. Certify all Alumni brothers interested in participating in the Membership Intake Process
 - Alumni members also must be certified to participate in MIP
 - Allows for future growth if key brothers are missing

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11. Push growth by beginning to recruit and publicize interest meeting and begin MIP
 - All printed material should be professional designed
 - Brothers who are fluent public speakers should be on the program
 - The venue should appealing and welcoming
12. Continue Pushing 90% retention
 - a) Write a letter to each group of brothers requesting their dues
 - Life Members, Traditional dues payers, and feeder school transfers
13. Communicate membership goals for chapter to brothers.
 - Current year's total
 - Next year's desired total
 - Current total for next year
 - Incentive Plan
14. Determine how to offset the potential 10% lost. Pull 10% from:
 - Recruiting existing members
 - Recruiting transfer members
 - Recruiting from feeder schools
 - Membership Intake

October

1. Host a fellowshiping activity to heighten the interest and/or attract brothers to chapter*
 - Joint activity with Zeta Phi Beta Sorority, Inc.
 - Family Night at the movies
 - Attend a sporting event
2. Continue gathering and soliciting contact information from all brothers in the area for communication purposes, invitations for fellowshiping, and mailing.
3. Look at dues structure:
 - Is it conducive for the financial stability of chapter?
 - Should it be more or less?
 - Should we collect only for one year or two years?
 - Do we need an incremental increase for undergraduate transfers?
 - Do we have the best payment process in place?
4. Push growth by setting a date, location, and time for membership intake interest meeting
5. Continue gathering contact information from all brothers in the area for communication purposes, invitations for social events, and mailing.
 - Name
 - Home Address
 - Phone Number(s)
 - Email
 - Chapter Initiated

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November

1. Assess progress of pushing 90% retention
2. Implement any new ideas for 90% retention and 10% offset
3. Finalize Membership Intake
4. Send collected dues to National Headquarters
 - Make a copy of everything that will be sent.
5. Plan an Initiation Celebration

December

1. Continue pushing and pulling membership numbers
 - Personally calling any brother who has not paid for the upcoming year
 - Keep a log of why they are not becoming financial
2. Push Growth by hosting an interest meeting and begin MIP for January
 - Brothers who are fluent public speakers should be on the program

January

1. Verify membership total with National Headquarters.
2. Send communication to all brothers about dues and the late fee attached by Headquarters
3. Celebrate Centennial
4. Push 90% retention, Pull **potential** 10% of nonfinancial brothers, and push **at least** 10% growth

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