Introduction

When developing a communication plan to engage with alumni, consider creating an alumni newsletter. Newsletters can inform alumni about the chapter and its events without overwhelming them with multiple emails. As you create a newsletter, consider including the following information.
Alumni are still allowed to attend chapter meetings.

Not everyone will be interested in returning for a chapter meeting, but some might want to from time to time. Extending an invite reminds alumni they are still able to attend if they are interested, but there is no expectation to be present.
Chapter events

Invite your alumni to your events and fundraisers. If they can’t attend, they might know someone who would be interested.

If your chapter hosts multiple events per month, it’s not necessary to mention each one. Be sure to include your chapter’s flagship programs and fundraisers as well as smaller ones you are interested in growing. Alumni can be champions for marketing the event, and they might even be able to attend if they are given enough notice.
Members and alumni accomplish a great deal in their professional lives and on campus. Highlight your brothers’ achievements.

Each issue of the newsletter is an opportunity to highlight new members, student brothers or alumni, and their accomplishments. Not only is it a chance to showcase achievements of different brothers, but it’s an opportunity to enhance the brotherhood as people can celebrate an individual's success.
Be proud of your chapter’s accomplishments. Alumni will want to celebrate your success.

If the chapter wins an award or meets a goal, whether it is university-related or fraternity-wide, share that news with your alumni. They could have won the award as students themselves or tried to meet a similar goal, and will want to celebrate with you.
Any news from your chapter, your university, or your community can be notable.

Did the chapter host a new event recently that was a huge success? Have individuals received job offers with major companies? Has the university built a new business facility? If there is something remarkable happening in the chapter, university, or local community you feel your alumni would be interested in knowing, include it.
Alumni will want to contact you, so make sure they have the right resources to do so.

In most chapters, the Vice President of Alumni changes frequently. In order to ensure alumni have correct information about who to contact with questions or comments, include that information in the newsletter.

Newsletters are an easy way to connect with alumni and invite them to chapter events. Be sure to find a balance of content relating to all readers and create a consistent schedule for release.
More in the Alumni Relationship Series:
Increasing Alumni Engagement | Alumni at Events | Alumni Don’ts