

# **Greek Life & Philanthropy**

**A study to determine the links, challenges, and opportunities between Greek Life leadership and community goodwill.**

Completed in February 2012

By

Pete Parker and his NPcatalyst team



Dear friends...

Welcome to our study on Greek Life and Philanthropy, my name is Pete Parker. I'm a 1988 Kappa Sigma initiate and the co-founder of NPcatalyst, a philanthropic solutions specialist for businesses and charities seeking growth in their operations and reach. We analyze charitable organizations and design tools and opportunities for them to achieve their funding goals, while creating strategies for businesses to generate increasing community involvement. My firm was recently contracted by Fraternity Management Group to help guide their social media and nationwide marketing efforts.

When orchestrating a strategy with FMG's owner, Matt Noble, the focus was on providing alumni/parent relations and fundraising services to Greek organizations, which is the essential core of their business. However, when devising the marketing efforts, I wanted to drill down to "whys" and "why nots" of Greek-related solutions. Given our more competitive charitable marketplace, it's easier for Greek alumni to support local causes and organizations, rather than their college fraternities and sororities. We needed to develop appealing messaging and positioning.

Given the passion and interest in community involvement shared by Matt and myself, I set out to target the charitable, or goodwill-related, nature of the Greek system. Matt and I, separately, contribute thousands of dollars and service hours to local organizations each year and have served on dozens of non-profit boards. In addition, my involvement with two young professional organizations provided additional impetus to designing a study targeting future leadership.

As the creator of many of my ideas, I set out on a run on a cold Reno morning to add a unique twist to this study. What I came up with was a strategy to test or confirm Greek life as an incubator of future charitable leadership. From there, the trick was identifying key factors which could amplify leadership and philanthropic possibilities found in individual Greek members.

I invite you to spend a moment to see how Greek advisors on campuses across North America have shared their input and how we interpreted and developed them as recommendations. We believe we're on the forefront of the next generation of community leadership stemming from Greek involvement on campuses everywhere.

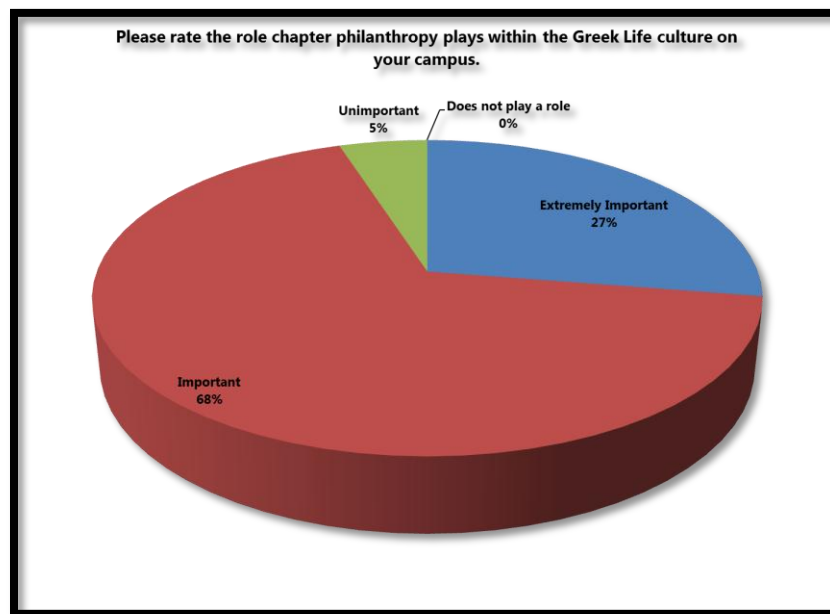
Yours in Community,

Pete

## Philanthropy

**Please rate the role chapter philanthropy plays within the Greek Life culture on your campus.**

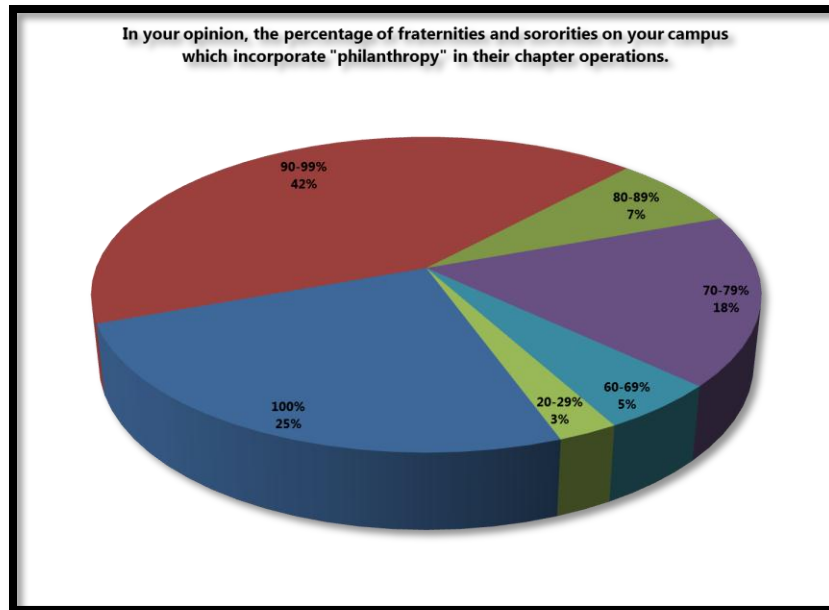
The vast majority of Greek advisors, 95% to be exact, identified the role of philanthropy among Greek chapters as important or extremely important. They believe the majority (roughly 92%) place significant focus on philanthropy.



This could be precipitated by the rules, traditions, and aspirations within chapter philanthropy programs. For decades, the role of Philanthropy Chair in each fraternity and sorority chapter may not have been very common. Today, Greek giving has gone a bit more mainstream, as many chapters are raising thousands of dollars and serving thousands of voluntary hours each year. You can easily recognize the frequency of philanthropic behavior and activity through social media.

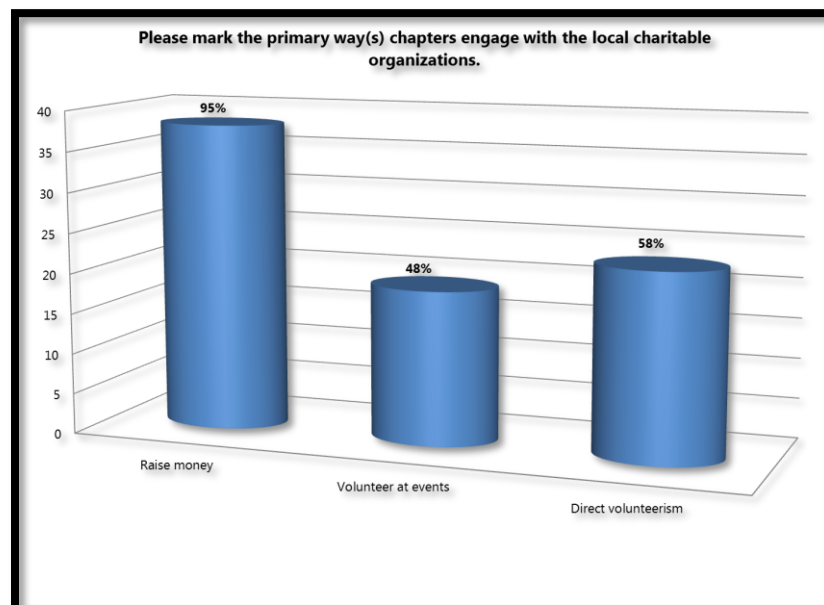
Incentives can be a bonus as national organizations and Universities include community outreach and philanthropy in their awards programming. And, let's not fail to mention the role philanthropy can play when establishing a colony or representing a chapter when forced to "show cause" as a means of preserving its charter. Nevertheless, we love the extremely high numbers!

**In your opinion, the percentage of fraternities and sororities on your campus which incorporate "philanthropy" in their chapter operations.**



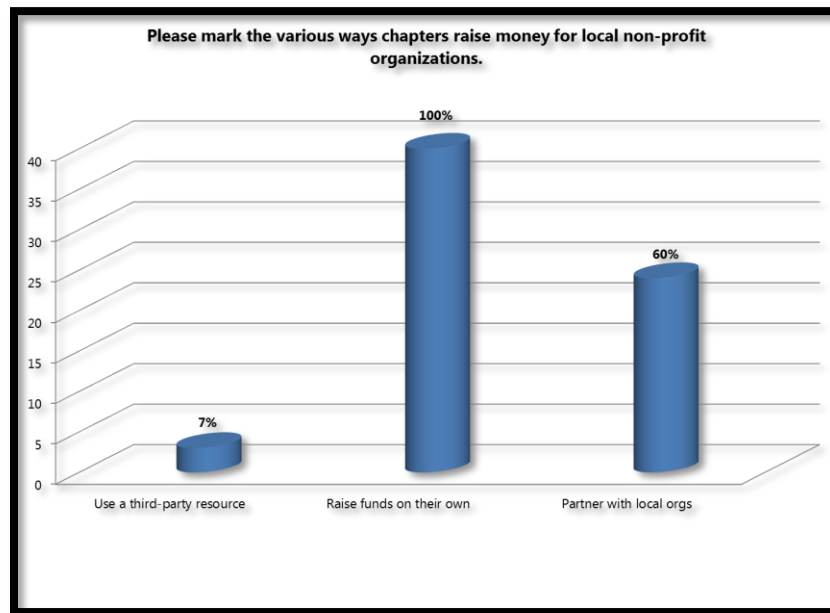
On 25% of the campuses of participating Greek Advisors, each and every fraternity and sorority chapter incorporates philanthropy in chapter programming. This is incredible. This early into the study and we can already point to an opportunity. Nearly 50% of advisors represent Greek systems where chapters aren't too far from reaching the 100% level.

**Please mark the primary way(s) chapters engage with the local charitable organizations.**



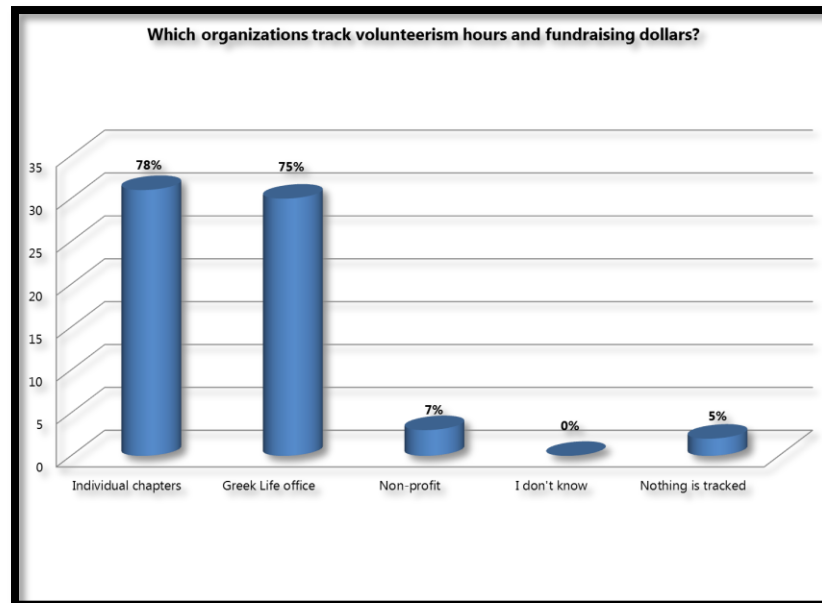
The primary way which chapters engage with local nonprofits is by raising money for them. 95% of advisors noted this. Since we framed the question “primary way or ways”, nearly 68% of them selected more than one. The other two, which received a fair percentage of selections, were direct volunteerism with the charitable organizations and volunteering at their special events.

**Please mark the various ways chapters raise money for local non-profit organizations.**



According to the results, and based on the answers we provided, there are multiple ways Greek chapters are raising money for non-profit organizations. On 100% of the campuses, chapters are raising funds on their own. It should be noted that 60% also partner with local organizations; 100% of these obviously also raise funds on their own. If analyzed further, this could mean that the majority of chapters are fundraising on more than one occasion per year. While this may be true for some, it's likely not that way for as many as suggested.

## Which organizations track volunteerism hours and fundraising dollars?



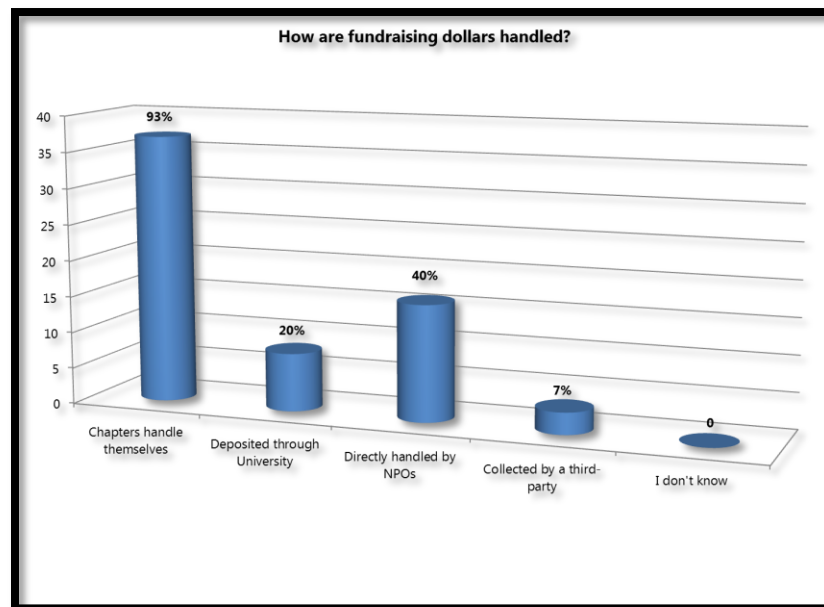
The overwhelming majority noted the individual chapters and Greek Life offices as the two primary groups which maintain records on chapter volunteerism. We believe it's instigated by national organization and University awards and incentive programs, where chapters are recognized for community engagement.

With their incentive programs, chapters are asked to submit the number of hours served and the total dollars raised for charity. This is great. However, if this is true, it would be interesting to see the tools they're using to manage their tracking.

As for the dollars raised, it's a similar story. While it's great that they're tracking the dollars, why aren't the non-profits more involved? Aren't they the end recipient of the goodwill? Surely, they should be recording the contribution amounts.

And while we're not necessarily challenging the accuracy of record-keeping, we are challenging all parties involved to manage the process better. Perhaps an online tool (or third party resource) could be utilized to interface, connect and report fundraising dollars and volunteering hours.

## How are fundraising dollars handled?



The one survey question we asked, but were surprised by the response, was how fundraising dollars are handled. We suspected the majority of funds would be processed directly to the charities. However, roughly 93% of responding Greek advisors identified the chapters as the direct handlers of the funds. While it's commendable, it's just as concerning. That's quite a major responsibility taken on by undergraduate leaders, considering the millions of dollars raised by Greek chapters each year.

As we mentioned, our original assumption was that the non-profit organizations handled the funds directly, leaving the Greek chapters with the basic role of actively raising the funds. Since it's not the norm, this opens the door to potential criticism by donors, particularly questions surrounding potential misuses of funds and improper recording protocol.

## Any comments you'd like to share about the role philanthropy plays within Greek Life on your campus?

We received comments from roughly 35% of survey responders. A strong number offered interesting commentary, including a plug for the University of Idaho, where the Greeks raised \$41,000 for local charities. While we assume other campuses raise about the same, if not more, Idaho was the only campus willing to brag. In this case, bragging about hours served or dollars raised for community benefit organizations is accepted.

Feedback was received in the form of suggesting that more of an emphasis be placed on service than fundraising. Others questioned the sincerity of the philanthropic acts...

- ✓ Whether it was genuine – perhaps meeting the requirements set forth by national organizations, college campuses, or their own chapters.
- ✓ Whether it was just to pass money around to each chapter's charitable cause.
- ✓ Whether it's born out of competition against fellow Greeks more so than a genuine quest to impact local organizations.
- ✓ Whether there's a true investment in the organizations being supported, rather than a "superficial" fundraiser to meet a requirement.

On the positive side, we received comments targeting the growth of philanthropy and the enhanced role it's serving within Greek Life.

### Impact of Philanthropy

The heart of this study is the relationship of philanthropy to and within the Greek community. While we would love to draw a link to its effect on the future community engagement of each and every fraternity and sorority individual, the best we can do is identify characteristics which may be developed during the undergraduate years. Based on the results of the study, a little research, and our own experience, we believe the following three groups benefit from Greek-related philanthropy.

#### The University

- ✓ Showcasing the ideals of Greek Life and the University to the school community.
- ✓ Helping meet the charitable needs and opportunities found within the campus community.
- ✓ Fostering greater, more positive relationships between the Greek community, respective Greek chapters, and the University community.
- ✓ Engaging in University outreach opportunities with campus leaders.
- ✓ Providing proof of student leadership to the University's constituents and stakeholders.
- ✓ Leveraging goodwill to aid in the recruitment of future students.

#### The community

- ✓ Giving local media compelling and positive stories to feature.
- ✓ Meeting the needs found within the community.
- ✓ Engaging in activities with beneficiaries of local non-profit organizations.
- ✓ Partnering with local organizations to address community concerns.
- ✓ Ensuring future leadership within the community, as University graduates.

#### The undergraduate

- ✓ Teaching new skills, perhaps skills not learned in one's field of study.
- ✓ Expressing oneself in a new way in a different environment.
- ✓ Learning the needs of the University and local community in a direct way.
- ✓ Understanding the inner-workings of campus and community plans and decisions.
- ✓ Gaining leadership skills through active involvement.



- ✓ Building relationships with neighbors, new acquaintances.
- ✓ Developing effective time (extra-curricular) time management skills.
- ✓ Dispelling beliefs that all Greeks are good at is partying.

### Review and Recommendation

The role which community service has played within fraternity and sorority chapters, over the years, may not have changed that much. Many chapters continue to enlist undergraduate leadership to focus and coordinate activities for non-profit organizations. Many raise funds, others donate time, some do both. Based on survey findings, there appears to be room for growth.

With greater emphasis being placed on the number of hours served and dollars raised, there currently exists a lack of reporting mechanisms.

Though it's merely speculation, we believe a fair number of awards applications, presented by national organizations and Universities, are completed on the "honors system" and not supported by actual documentation. We'd like to change that by providing a solution. There are a number of affordable and free resources, enabling chapters and/or Greek Life offices to track and record service hours and fundraising dollars. They're simple to incorporate, but do require regular usage, promotion, and frequent reminders.

If fraternities and sororities are already encountering success with their philanthropic efforts, imagine the possibilities if their focus was placed on fundraising and volunteering rather than on reporting and recording? Factor in the sheer promotional power behind social media among college students and you have the makings of something very special. Now you have non-profit organizations receiving extraordinary undergraduate interactivity and, at the same time, Greek members benefiting through shared values and new skills.

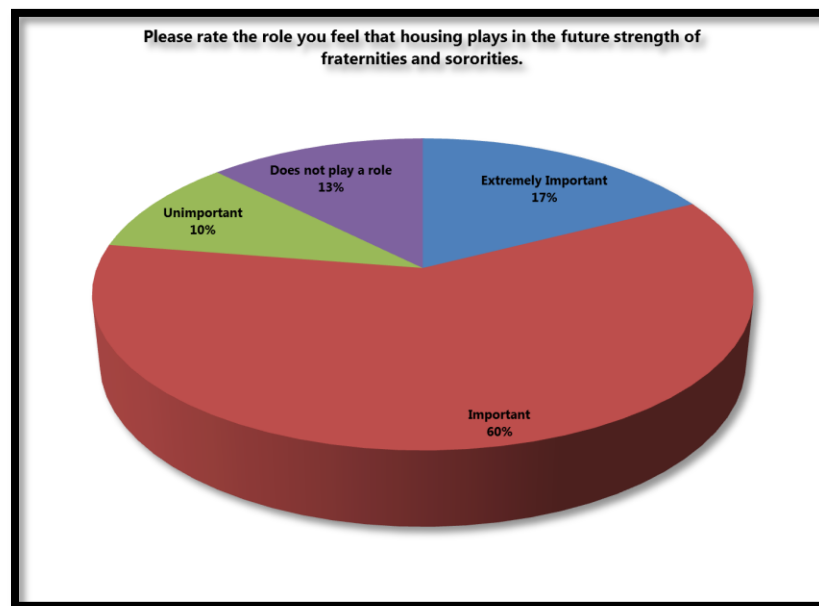
These resources would ease the burden of chapter leaders who are forced to collect funds, track volunteerism, and report results...especially when most do not have experience or time to manage these functions. These same students are also tasked with maintaining high academic performance, balancing employment (if they're working) with school, engaging in other campus organizations and activities, and experiencing college life.

At NPcatalyst, we're happy to meet with Greek advisors and chapter leaders to discuss and implement solutions, enabling chapters to create greater community impact and support causes and organizations in healthy meaningful ways.

## Housing

Based on our experience in raising funds for capital/facility improvements for fraternities and non-profit organizations, we added a sequence of questions aimed at determining the need, role, and usage of undergraduate member housing.

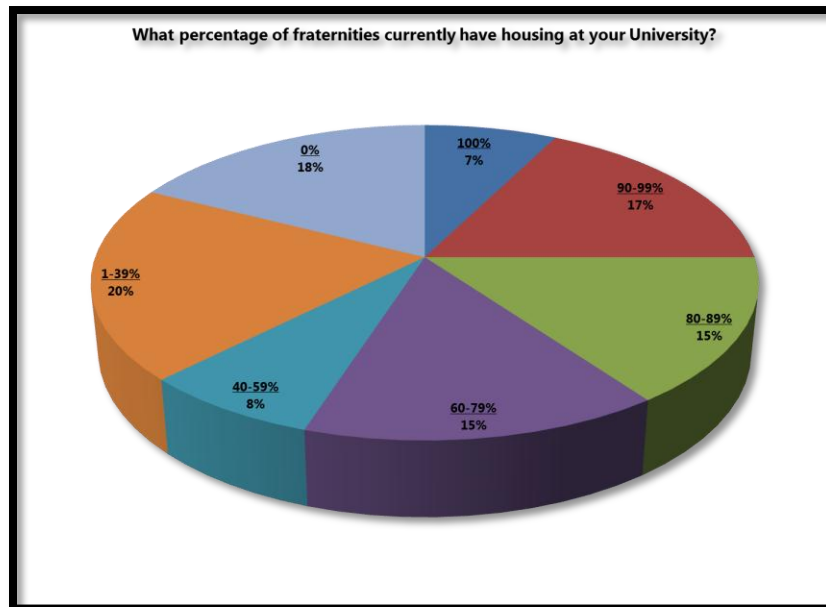
**Please rate the role you feel that housing plays in the future strength of fraternities and sororities.**



About 18% of Greek advisors felt the role that housing plays on the future strength of Greek chapters as extremely important. Factor in all the advisors who rated it as "important" and the number bumps to 77%. These are campuses ranging from robust Greek systems to those with just a small handful of Greek chapters.

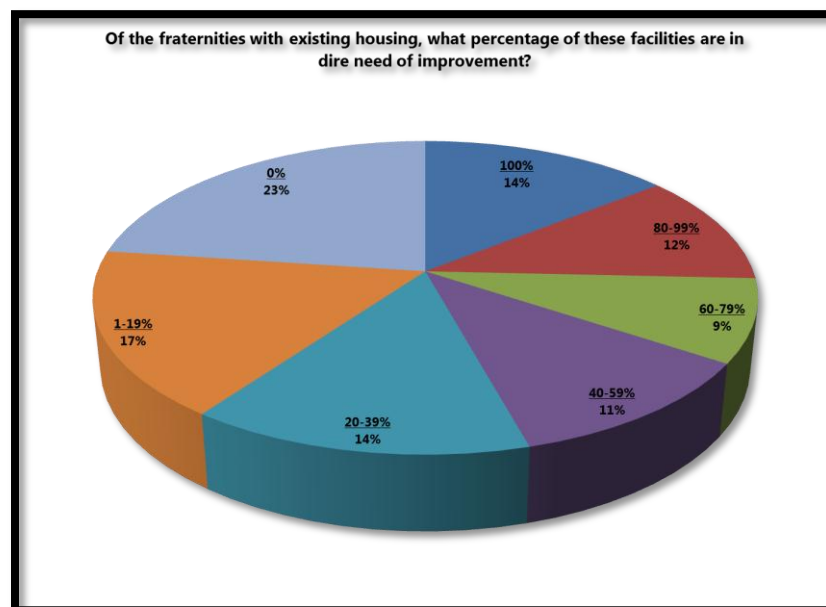
We found it interesting that on a small number of campuses where 80% of the Greek chapters have housing, the Greek advisors rated the importance of housing as unimportant. It's quite possible that the success of Greek organizations, on these campuses, is demonstrated by programs and involvement more than the structures which house undergraduate Greek members.

## What percentage of fraternities currently have housing at your University?



Roughly 17% of advisors responding to the survey do not have housing for fraternities or, on the flipside, 83% that have Greek housing. This compares to 40% of campuses which the vast majority (80-100%) of fraternities have housing.

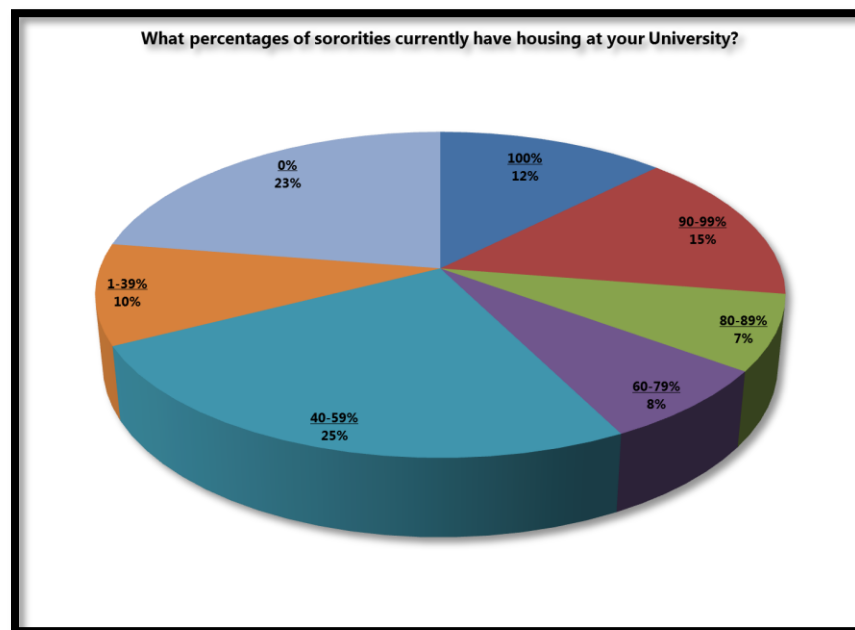
## Of the fraternities with existing housing, what percentage of these facilities are in dire need of improvement?



Over 14% of the advisors feel that all (100%) of the fraternities on their campuses are in dire need of improvement. On the flipside, outside of campuses where Greek housing is not available, roughly 23% of campuses feature fraternity chapter houses which do not need repairs.

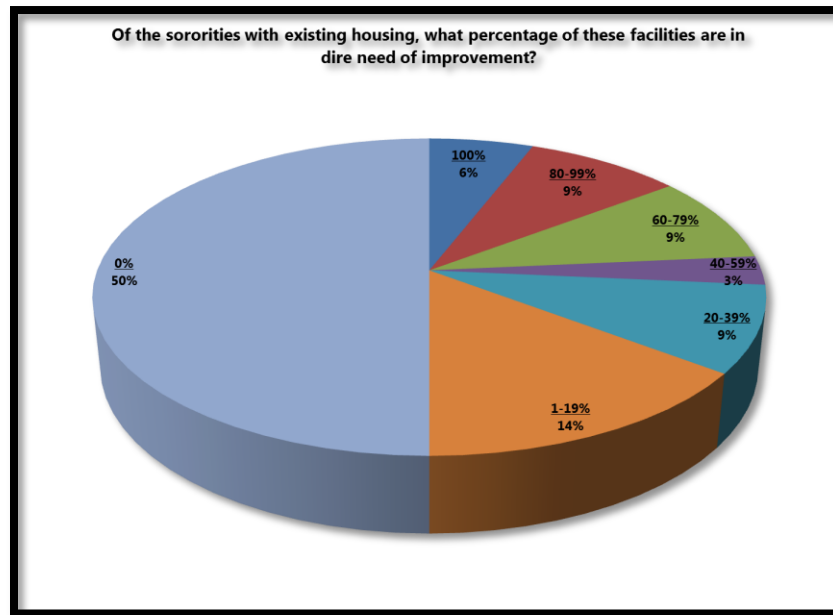
While we may not have defined “dire” in our question, the answers point to a need to pay closer attention to the facilities housing Greek men and women. Living arrangements in poor condition may adversely affect chapter finances and decrease member satisfaction.

### What percentages of sororities currently have housing at your University?



As expected, a greater percentage of sorority houses do not exist, as compared to fraternities. Sorority housing exists, in large part, on two-thirds of the campuses participating in the study.

**Of the sororities with existing housing, what percentage of these facilities are in dire need of improvement?**



As suspected, the condition of sorority chapter houses is much better. 50% of campuses feature chapter houses which don't have a dire need of improvement.

Traditionally, the condition of sorority houses is significantly better than their fraternal counterparts. Rules restricting social events and a greater percentage of rent/dues income allocated to facility needs, are just two reasons why sorority houses are in greater shape.

**In terms of housing, please mention 2-3 reasons for strong housing on your campus.**

While the statistics in this category were very helpful, we found the comments a bit more enlightening. We start with the positives. We broke them into three basic categories.

The first was that the advisors felt housing provided a strong living and learning environment. In their words, the impact of housing...

- ✓ Affects higher academic performance
- ✓ Fosters relationship-building
- ✓ Teaches important life skills
- ✓ Enhances the member experience
- ✓ Enables greater brotherhood and sisterhood unity

The second was housing's physical presence on campus, which...

- ✓ Features favorable proximity to campus
- ✓ Provides a facility for meetings and events
- ✓ Offers reasonable or more affordable housing
- ✓ Fosters healthy competition amongst fellow Greeks
- ✓ Encourages greater sense of pride

And thirdly, housing provides an opportunity for greater alumni participation, either through events, advising, or serving on a house corporation board.

Roughly 15% of campuses where housing is owned and operated by the University, advisors share that facility maintenance is exceptionally high.

### **In terms of housing, please identify 2-3 challenges which the fraternities and/or sororities face on your campus.**

As compared to the strengths, a larger number of issues or challenges were identified in the survey. However, we wrapped them into two key issues.

Facility management. The high cost of repairs, basic to capital (e.g. fire sprinklers), is a major concern. This may be precipitated by poor upkeep, aging facilities, low member respect for the houses, and not charging enough rent or not collecting dues payments. Of these, the poor condition of chapter houses was the answer most frequently selected.

Available housing. Naturally, campuses which don't offer housing fall into this category. But, two threads appeared per the answers falling under available housing...size and support. There's an issue with available housing, especially housing that doesn't meet the needs of fraternities and sororities. Some chapters are having a tough time maintaining capacity, while others are over-capacity. Alumni and house management fall in this category, as some campuses are seeing a decrease in active alumni involvement, particularly with house corporation management, as well as the inability to raise funds to meet the high cost of upgrading facilities or even larger renovations or new constructions.

### **Impact of Housing**

Let's look at how housing impacts the following three key stakeholders:

#### The University

- ✓ Influencing the student's college experience
- ✓ Allowing the student a "home away from home"
- ✓ Creating increasing opportunities for campus involvement
- ✓ Inspiring relationship-building, interactivity

- ✓ Fostering a stronger bond between the undergraduate and his/her eventual alma mater
- ✓ Residing at the core of the University community

### The community

- ✓ Determining, up close, campus and community needs
- ✓ Providing a location where local organizations can connect, visit, and conduct activities
- ✓ Representing the ideals of the University within the local community
- ✓ Dining, shopping, and entertaining...providing economic impact
- ✓ Minimizing carbon footprint via shorter, if any, vehicular commutes
- ✓ Sharing and showing the pillars and benefits of the Greek community

### The undergraduate

- ✓ Absorbing knowledge from campus and academic leaders
- ✓ Fine-tuning interpersonal relationship skills
- ✓ Responding to immediate campus and community needs, upon a moment's notice
- ✓ Building close emotional connection to the University and local community
- ✓ Participating in more chapter and campus activities
- ✓ Addressing the challenges of small, inadequate, and/or limited housing
- ✓ Engaging in activities to clean, freshen, and repair living facilities

## Review and Recommendation

It's no secret that, when comparing the two, the general condition of sorority houses is greater than that of fraternities. Sorority houses are well-maintained, well-funded, and employ on-site supervision. Fraternities tend to host special events, place less emphasis on repairs and regular maintenance, and might not all employ supervision. Naturally, the opportunities with respect to housing include greater oversight, preferably from alumni and their house corporations, increased budgetary allocation to repairs and capital needs, and regular maintenance.

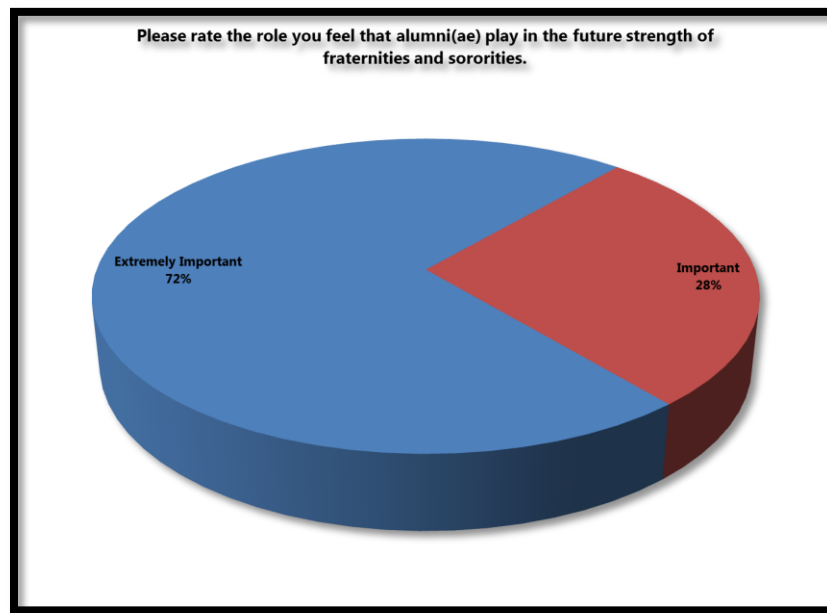
Similar to philanthropy, undergraduates typically aren't skilled or experienced in all areas of housing. To that end, utilizing a house corporation to ease the burden and, more importantly, place the guidance in the hands of interested, caring, and capable alumni (and parents), would make for a more effective and efficient housing solution.

Our friends at Fraternity Management Group employ tools or have access to resources which chapters can tap to meet their housing needs.

By easing the stresses and burdens bestowed upon undergraduates enables them to place that energy on their academic, campus, and career pursuits.

## Alumni

Given our vast experience in working in alumni relations, a series of alumni-related questions was clearly going to be a big part of this study. Fraternity and sorority alumni are clearly a critical need within the Greek community. Greek Life advisors overwhelmingly identified the role of chapter alumni play in the future strength of fraternities and sororities as important. In fact, 72% selected alumni as extremely important.

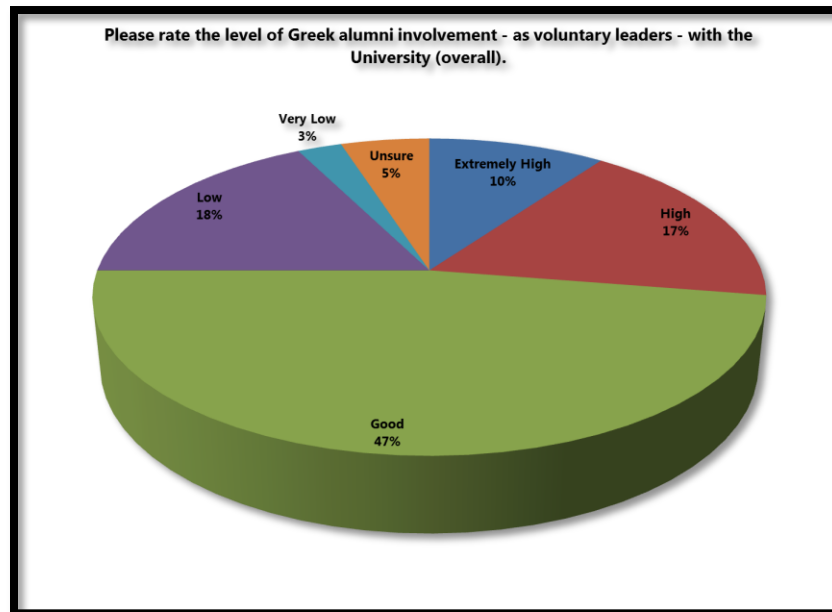


Similar to the role philanthropy plays in chapter programming, many chapters place a low level of focus on alumni relations. It's fair to say that it's not a major directive of regular operations. In our experience, however, chapters with strong alumni engagement see greater results with membership recruitment, University and national organization relations, and well-maintained chapter houses.

We asked Greek advisors to rate the level of alumni involvement on their campuses. Their responses may not best represent the actual level of engagement, but we wanted to assess the "perceived" involvement.

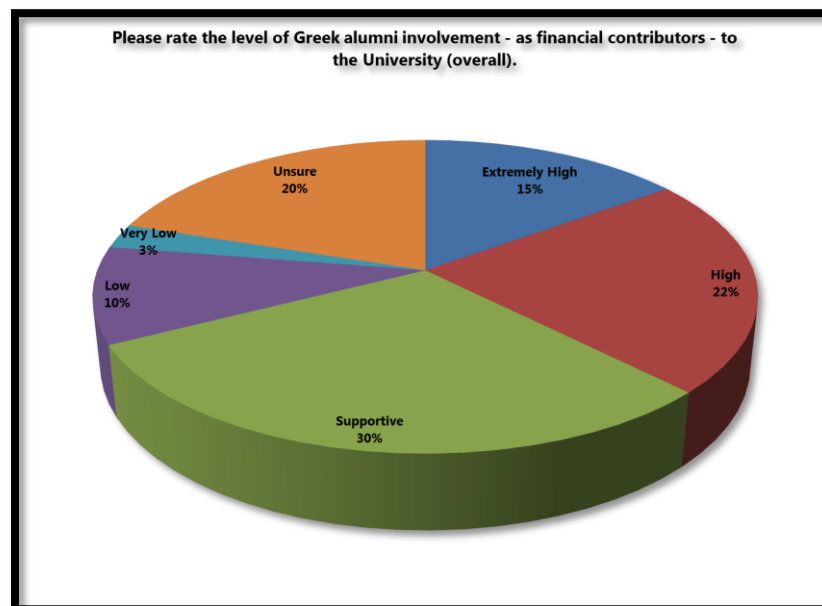


**Please rate the level of Greek alumni involvement - as voluntary leaders - with the University (overall).**



Advisors, as a group, rated the overall involvement of Greek alumni as voluntary leaders within the University community as, from their perspective, "good". In fact, 27% of advisors felt alumni were very involved, while almost the same amount (21%) felt that it's low.

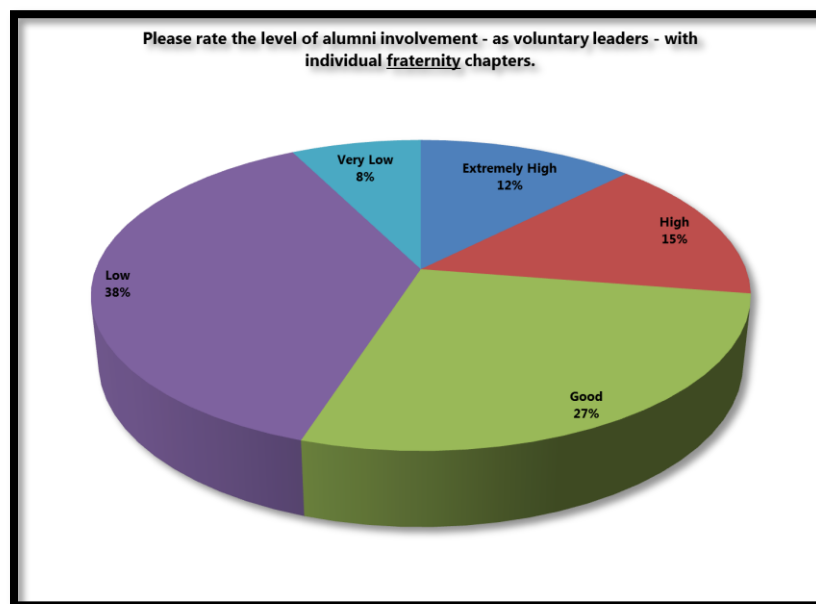
**Please rate the level of Greek alumni involvement - as financial contributors - to the University (overall).**



When looking at the alumni as financial contributors of their Universities, the rating was a bit better. Two-thirds of advisors felt the Greek alumni on their campuses are active donors. Only 13% felt that giving, by alumni, is low.

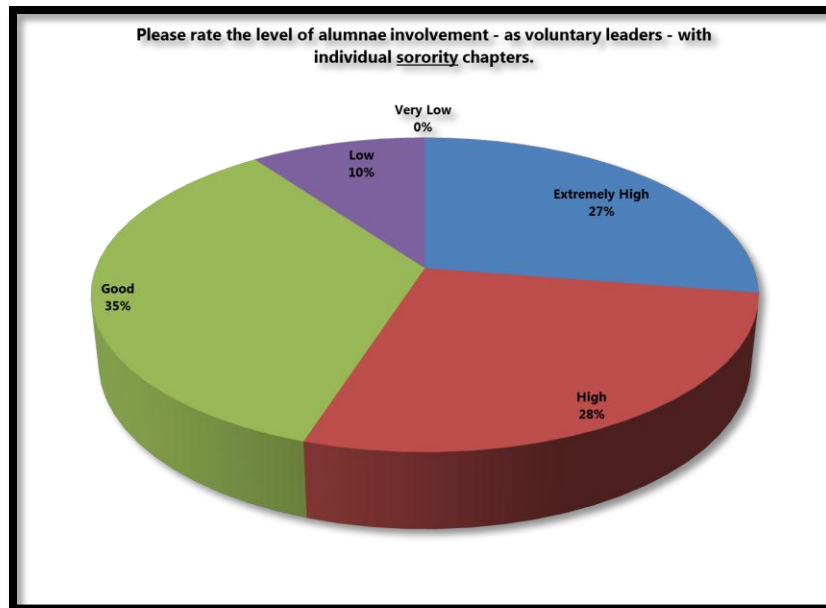
### **Please rate the level of alumni involvement - as voluntary leaders - with individual FRATERNITY chapters.**

Now we take a closer look at alumni leadership, as volunteers, to fraternities and sororities. Remember, 74% of Greek advisors felt that alumni are involved, as volunteers, on their campuses.



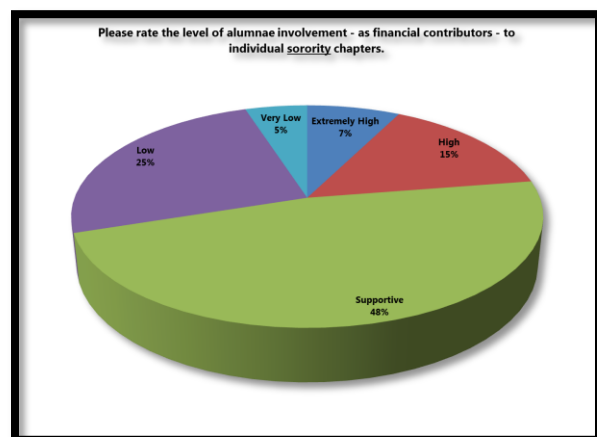
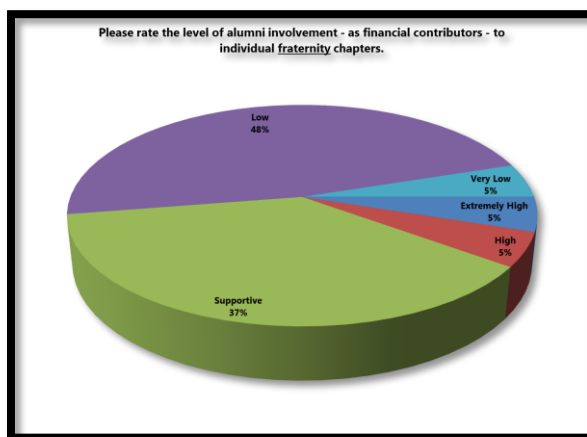
It's expected that a small percentage of alumni are involved as volunteers with their chapters, following graduation. However, 46% of Greek advisors suggest that alumni are not very involved, or involved at all, with their fraternity chapters. On the bright side, over one-quarter of advisors felt their chapters had a high level of alumni involvement.

**Please rate the level of alumnae involvement - as voluntary leaders - with individual SORORITY chapters.**



It's a bit different with sororities. Just 10% of Greek advisors felt that alumnae are not involved with their chapters. That translates to 90% who feel that there's solid alumnae involvement. In fact, 55% feel the involvement on their campuses is strong.

**Please rate the level of alumni and alumnae involvement - as financial contributors - to individual FRATERNITY and SORORITY chapters.**



In nearly a perfect split, advisors (overall) suggest that the majority of alumni on their campuses contribute financially, to some degree, just not a high one. A more detailed analysis would have drilled down to determine how contributions are received and tracked and what alumni are supporting (e.g. annual support, capital needs, alumni membership, etc.).

According to the charts, the figures for sorority alumnae giving reveal slightly more support than with fraternities, as 70% of Greek advisors believe alumnae contribute funds back to their sorority chapters. In fact, over 20% of them feel gifting is not at a high level.

### **As it relates to alumni/ae relations, please share the reasons for its success with fraternities and/or sororities on your campus.**

Based on the written responses, the successes are based on one thing – dedicated alumni. Greek advisors pointed to the following reasons as key to the success - alumni continuing to live in the nearby area, their undergraduate experience, chapter events planned for alumni, and maintaining regular communications with alumni.

The same advisors also mentioned that interested and engaged alumni are critical to creating chapter continuity. Based on the responses, it almost appears as simple as creating ways for alumni to get involved. From there, it looks like relationships with the national fraternity and the University, especially if it features a Greek Alumni Council (or similar), enable the chapter to place alumni relations as a component of its chapter programming.

### **As it relates to alumni/ae relations, please identify 2-3 challenges the fraternities and/or sororities on your campus face.**

Of all the questions enabling Greek advisors to share thoughts and opinions, the “challenges” with alumni relations was the most popular. Based on their input, we can break the commentary down into two primary groups.

First, there’s poor alumni involvement. This was shared or insinuated in nearly every response, but the factors were diverse. The issues influencing poor involvement included the distance from which alumni lived from the campus area, poor records or data containing alumni contact information, poor communications with alumni (some noted a lack of resources to maintain communications), and that alumni are too busy with their lives. Grouped with poor alumni involvement is the uncertainty of ways alumni can get involved with chapters, beyond the “in person” advising or the (if they receive communication) request for financial support.

Greek advisors also feel that, where there’s alumni involvement, it’s not always positive and, in many cases, can have an adverse effect on chapters. Most noted were the alums who return to campus to “relive” their college days. This tends to prevent growth within the chapters and

further continues the “traditions” present when these alumni were undergraduates. As a result, it makes it difficult for chapters to make new and well-thought decisions, embrace change, and enable undergraduates from tapping into their leadership potential. Grouped with adverse involvement are the alums who serve the chapter from a great distance from campus and advise or force decisions which may not be aligned with the University, Greek Life, or chapter’s rules, regulations, policies, or plans.

## Impact of alumni relations

Information gathered through the study results, as well as our own experience, we can safely acknowledge the high impact alumni place within the current and future makeup of Greek Life. Here’s a closer look the impact of alumni on these stakeholders.

### University

- ✓ Identifying interested and active University alumni
- ✓ Fostering relationships between alumni and their alma maters (and alumni associations)
- ✓ Helping target potential major University contributors
- ✓ Building strong relationships between the chapter and University

### Chapter

- ✓ Involving interested and knowledgeable leaders with chapter and housing management
- ✓ Strengthening the relationship between alumni and their chapter
- ✓ Creating chapter financial sustainability
- ✓ Mentoring undergraduates in various areas of chapter operations and/or career pursuits
- ✓ Serving as liaisons between the chapter, University, and national organizations

### Undergraduate

- ✓ Gaining greater insight from the knowledge and experience of alumni
- ✓ Easing the stress and burden associated with chapter leadership
- ✓ Developing relations as a means of pursuing career opportunities
- ✓ Increasing access to community and University resources

## Review and Recommendation

Our passion for philanthropy rivals our interest and experience in alumni relations. Between everyone at Fraternity Management Group and here at NPcatalyst, several of us have celebrated 25 years of fraternal relations and/or fundraising leadership. You can say it’s embedded in our DNA. So, it’s no surprise that we’ve placed significant attention on alumni relations in this study. But, as you can see, we’re emphasizing the role fraternity and sorority alums play with their respective chapters.

As we assessed the role of alumni on University campuses, we recognized that it could be greater, all around. Whether it’s contributing funds or serving as volunteer leaders, the campuses and their Greek chapters could stand to see greater leadership and involvement.

One trend we've seen through this study is the need to identify the ways alumni can become engaged with their chapters. When discussing with the leaders at FMG, we narrowed the opportunities of alumni down to the following three.

## Principals

Greek chapters benefit from the active involvement of alumni volunteer leaders. Alumni can provide personal and professional insight with respect to facility maintenance, rental income, dues collections, and large-scale capital projects by forming and serving on a house corporation. Alumni with experience in construction management, financing, architecture, and landscaping are particularly helpful and can provide valuable insight to the chapter.

Alumni are also needed as advisors. While many chapters utilize just one chapter advisor, a growing number are building teams of advisors to focus one on or two areas of chapter programming. In due time, it won't be uncommon to see chapters tapping into alumni leadership to provide guidance to chapter presidents, secretaries, treasurers, as well as chairs of social, philanthropy, campus relations, ritual, and scholarship committees. By doing so, undergraduates can successfully meet their chapter leadership obligations in effective and consistent ways and create additional time to address their academic and campus pursuits.

The impact on advisors would strengthen alumni leadership by distributing the responsibility, working as a team to address issues and opportunities, build future consistency and sustainability, and enhance the college experience of its undergraduate members.

## Mentors

Undergraduate members would benefit by seeking the interaction from alumni as mentors. Not necessarily serving chapters in official capacities, these alumni would provide insight, assistance, and resources to undergraduate members. These opportunities would primarily be career-related as undergraduates plan their post-graduate pathways. Through the alumni connections, mentors would be able to provide insight and advice as well as open doors to internships and possible employment.

## Donors

While every chapter would love to receive donations to meet their annual budgets or beef up their operations, we see the role of alumni donors to create opportunities. For example, alumni could contribute to scholarship funds which enable undergraduate members to remain enrolled in the University or to send one or more undergraduate to national organization conferences, or help offset expenses associated with other academic or chapter-related needs.

Alumni can also play a significant role in funding capital projects, such as chapter house renovations and new constructions. Both require significant financial support, not to mention preparation. This is where formulating plans to identify alumni members, create active communications with them, and present ways for voluntary and/or financial leadership.

These three areas provide exceptional opportunities for alumni to become actively engaged with their chapters. Unfortunately, a small percentage of chapters possess the luxury of finding or recruiting alumni leadership. Some identify alumni from their Universities and national organizations, while others reach out to local and young alumni. Seldom is there a structured resource from which to engage with alumni.

However, companies like Fraternity Management Group have excelled in driving alumni leadership and support to Greek chapters. The formula behind their alumni and parent relations success has positively impacted dozens upon dozens of chapters. Their system is built on providing opportunities for alumni to return to their campuses and providing necessary leadership and resources to their chapters and undergraduate members.

Regardless of the approach or companies hired to pursue alumni relations, the potential value which alumni members place on their fraternity and sorority chapters is incredible. In many cases, it's the key element or "difference maker" separating weak chapters to strong and well-managed chapters.

## Summary

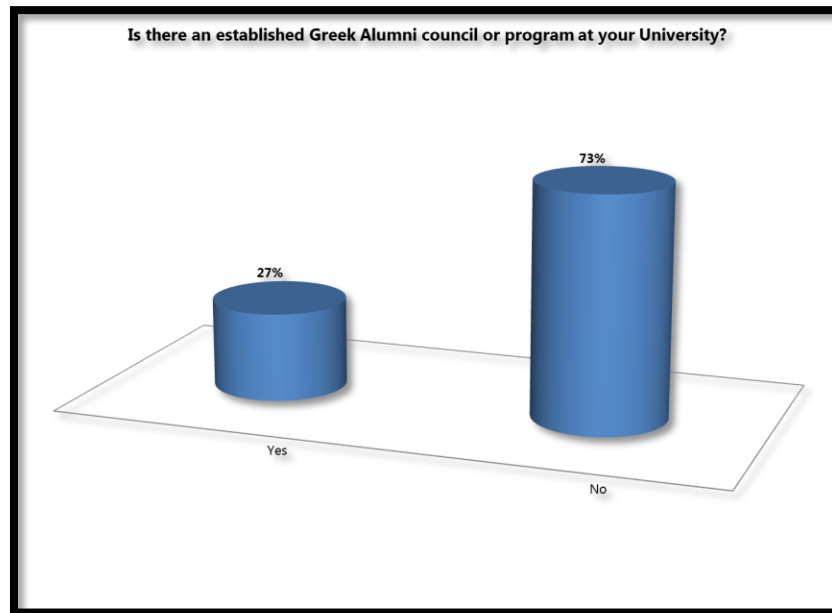
Our summary begins with two acknowledgments. We graciously thank the 40 Greek advisors who participated in this study. They were asked by a firm they likely have never heard of or encountered, but still took the time to paint a story of Greek Life on their campuses. These individuals certainly make the most of their leadership and are unquestionably passionate about Greek Life and student leadership.

We also tip our hats to Fraternity Management Group for helping commission this study. This leader in alumni/parent relations and chapter fundraising was interested in conducting a broad analysis of Greek Life on campuses located throughout the United States. We hope the results of this study provide the insight and analysis they were seeking.

Given our experience in assessing and determining the health of non-profit organizations, we decided to take a close look at the world of Greek Life. Fueled by our extensive background and success in philanthropic solutions, alumni management, and large-scale fundraising, we aimed to draw linkages connecting undergraduates and alumni to greater philanthropic behavior and activity.

So, where do we go from here? In our office, we primarily view negatives or issues as challenges and opportunities. As we study philanthropy, housing, and alumni, there are many opportunities residing on the path to greater Greek Life success and strength.

While we cannot expect Greek advisors, their Universities, or Greek alumni volunteers to approach every challenge or opportunity with gusto, we hope to see and are prepared to orchestrate greater synergy and solutions in the three areas we analyzed. To prove this point, many centers of Greek Life activity have embraced alumni leadership, as depicted in this chart.



Five years ago, you'd be hard-pressed to find an active and thriving Greek Alumni organization. Now, 27% of campuses...at least the ones participating in this study...utilize alumni leadership in a structured way.

We challenge Greek Life leaders to create greater excellence within the Greek and University communities. In fact, we envision the establishments of strong networks between Greek Life offices, University alumni associations, and individual fraternity and sorority chapter alumni leaders (e.g. house corporations). The networks would share information, address situations, distribute communications, and work together to build synergies of leadership, community goodwill, and undergraduate member development.

Chapters play outstanding roles in the philanthropic makeup of their campus and local communities. By creating ways to volunteer and raise funds to meet deserving community needs, chapters are essentially serving as "incubators" of future philanthropic leaders. The charitable experiences shared and enjoyed by undergraduates will last a lifetime. Even better,



the altruistic engagement of these young campus leaders is positioned to translate into greater community involvement for years after graduation.

Parlay undergraduate leadership with quality housing and active alumni engagement and Greek systems will feature a tripod of leadership excellence. The beneficiaries will be many, especially the impact to the Universities, local communities, fraternity and sorority chapters and, undoubtedly, the individual undergraduate members themselves.

The opportunities are brightly displayed right in front of us. Let's embrace the connection between Greek Life and future philanthropic leadership and develop solutions to strengthen our Greek systems, making them more sustainable for years to come.

For more information about this study or resources which NPcatalyst and/or Fraternity Management Group can provide to maximize the leadership and philanthropic potential of fraternity and sorority chapters, Greek Life offices, or any other entity within the Greek community, contact us at:

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We invite you to visit our webpage, containing this report and recommended Greek-related resources at  
[www.NPcatalyst.com/greek-life](http://www.NPcatalyst.com/greek-life)