

PARENT CLUB

Component

Documentation

<p>At least once (1x) per year, the chapter hosts an event for the parents of members</p> <p>Chapter maintains communication with members' parents at least twice (2x) per academic year regarding the chapter's activities and goals through means of a newsletter or other publication (digital, print, etc.)</p>	<ol style="list-style-type: none">1. An outline/program for the Parent Club event(s) signed by the Chapter Advisor or a member of the Parent Club2. Two (2) newsletters or other publication (digital, print, etc.) communication with the chapter's Parent Club membership^ <p><i>^The chapter may duplicate the content of an alumni newsletter, so long as the content is relevant and appropriate for nonmembers and parents/guardians.</i></p>
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About This Component

Parent clubs are a great way for chapters to build on their membership development experience, and also encourage parents to learn more about their son's fraternity experience. Better yet, a solid parent club may help your chapter convince the parents of a would-be member to learn the positive elements of fraternity membership from other parents.

Best Practices

- Your outreach to parents may be as simple as a letter from the Chapter President or a modified version of the chapter's alumni newsletter. The expectation is that communication is consistent and regular.
- When hosting Parents Club events, use them as an opportunity to engage in discussion with parents about the chapter and to take part in activities that may be happening locally or at the chapter's institution. Events that take place during a college/university's "Parents Weekend" may count for this component.
- Invite parents to participate in a philanthropy or sporting event. Don't just talk about your chapter, show and allow parents to participate in the activities of the chapter!