



Chi Phi Fraternity

Building Better Men
Founded December 24, 1824

ATCHA Strategic Plan for 2017 - 2018

A VIEW FORWARD

The vision for this organization over the next 12 months is to put a focus on the future. Let's take the opportunity now to utilize a strong group of committed leaders in our alumni association to execute a strategic plan to enhance ATCHA not only today but in the years to come.

Our goal should be to have a thriving active alumni base that wants to support the chapter house, undergraduate members, and alumni events. We should have events that draw strong alumni turnout and leave one excited and satisfied that the brotherhood they are a part of is strong, meaningful, and most of all FUN!

This strategic Plan outlines the three Key Organizational Initiatives (KOIs) for the 2017-2018 school year. These KOIs are a simple list of (3) initiatives ATCHA will take on in this school year to help us get closer to where we want to be as an Alumni Association.

In order to measure our level of success with these initiatives, (3) Key Performance Indicators (KPIs) for each of our KOIs are listed. These are distinct quantifiable markers that can allow ATCHA to determine how well we have performed as an organization in tackling our initiatives.

Finally, in order to meet these KPI metrics, (3) Critical Success Factors (CSFs) for each indicator are presented. These CSFs outline the needs we have as an organization if we are going to meet our metrics, succeed in our initiatives and move closer to our overall organizational goal(s).

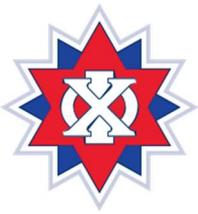
The purpose of this Strategic Plan is to provide a distinct heading for our path over the next 12 months, and to document a way to measure our successes and capabilities as a group.

KEY ORGANIZATIONAL INITIATIVES

Grow Participation
in ATCHA

Improve
Undergraduate &
Alumni
Communication

Expand Fundraising
Capability



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KEY PERFORMANCE INDICATORS & CRITICAL SUCCESS FACTORS

Grow Participation in ATCHA

KPI

Improve annual meeting attendance to 25+ Alumni

Reach at least 8 alumni members in each ATCHA committee

Achieve minimum of 5 alumni participants on each ATCHA monthly Call

CSF

Need to create an event worth attending (and attending in-person!)

Need to incorporate video/online viewing content

Need to advertise more often and earlier

Need to construct and execute a firm purpose and mission for each committee that empowers participants and encourages active participation

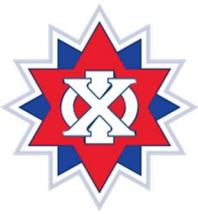
Need to re-establish the committee structure with chairs that are driven and willing leaders focused on driving mission

Need to identify "generational captains" and/or "multi-class captains" that can connect alumni with committees that interest them

Need to have a set agenda for each call (monthly calls recommended)

Need to have committee chairs reporting actions and deliverables to ATCHA on a monthly/bi-monthly basis

Need to highlight Undergraduate activities each call / supplement the newsletter / be a voice of activities going on to drive further participation and interest



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Improve Undergraduate & Alumni Communication

KPI

Have 100% attendance from undergraduate representative on all committee calls

Have bios of each graduating senior distributed via the newsletter by the end of 2017-2018 year

Have 15+ alumni participate in 2 events with the Undergraduate Membership during the 2017-2018 yr

CSF

Need to align either interest or house position to get undergraduates participating on committees

Need to develop a strong relationship with undergraduate leadership

Need to provide value in both directions

Need to communicate our interest and expectation to undergraduate members

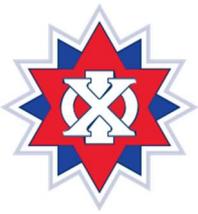
Need to identify what alumni would like to know about our undergraduate members

Need to identify what the undergraduate members would like to share with the alumni

Need to identify programming of interest to both alumni and to the undergraduate members (and potentially even the undergraduate member's parents)

Need to identify alumni interested and willing to share in some networking in support of undergraduate (and maybe graduate?) career planning, resume writing, Q&A, etc.

Need to advertise programming early and often and provide avenue for remote participation



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Expansion Fundraising Capability

KPI

Receive ATCHA donations from 15 new donors in 2017-2018yr

Increase total donations from 2016-2017 by \$3k in 2017-2018

Raise \$3k+ in donations within one specific targeted fundraising apparatus

CSF

Need to identify alumni pool of members that have never donated

Need to target the alumni that have never donated and reach out to them directly

Need to involve undergraduates in reaching out to the alumni that have not ever donated (e.g. sharing stories, talking about their experience, etc.)

Need to identify pool of donors from last year (and also communicate gratitude by ATCHA Execs and Undergraduate members – similar to M Alumni Association communications)

Need to advertise our goals for fundraising

Need to involve undergraduates in reaching out to the alumni that have donated

Need to partner events with fundraising opportunities

Need to identify opportunities to drive donations in addition to any potential annual giving (e.g. silent auction? Live Auction? Raffle?)

Need to look for sponsors and partners that can help facilitate