



Young Alumnae Programming

Recent graduates and young alumnae are becoming a more difficult group to engage with family, work and other commitments, Large new member classes over the past many years mean more young alumnae graduating. However, it is harder to track this transient population. Difficulty to reach and engage these women significantly impacts membership in our Alumnae Panhellenic groups.

A great way to engage younger women is to reach out before they leave campus. Work with the local College Panhellenics to host the senior welcoming ceremony. As part of this gathering, promote membership in the local alumnae associations and in Alumnae Panhellenics. Gather contact information for sorority women who plan to stay in the area, and you'll have a good start to building your young alumnae base. When communicating with younger alumnae, diversify means of communication. Email lists, mass text messages and social networking like Facebook and Instagram are good alternatives to Evites or generic emails.

Programming should provide opportunities for shared experiences and for members to find ways to connect with one another. As stated in the Panhellenic Creed, "we, as fraternity women, stand for service through the development of character inspired by the close contact and deep friendship of individual fraternity and Panhellenic life." We hope that this list is a start to expanding your programming to meet the needs of all of your current members as well as prospective and younger members!

Programming Ideas:

- Mentor/mentee programs between young alumnae just beginning new careers and more experienced alumnae working in the same field.
- LinkedIn workshop or career development workshops
- Entrepreneur meet-ups for members with small businesses
- Training or informational seminars on current events or hot topics such as personal finance or other educational programs.
- Cooking classes
- Trips to museums.
- Virtual movie nights or screenings.
- Attending sporting events for local teams.
- "Third Thursday" or "First Fridays" event – on the designated day each month, young alumnae meet at a specific location after work hours.
- Events for young mothers and families such as:
 - Mothers networking group – a group that meets for coffee with other moms, to talk and exchange information for babysitters, pediatricians, etc.
 - Mother' field trips – to children's museums, movies, an IMAX theater, etc. with children.
 - Family events – ice skating, picnics
 - Walking/running buddies for new moms;



- Girls' Night Out – a night on the town with other Alumnae Panhellenic members.
- Singles Group- organized activities for members of the association who are not in a committed relationship and want to connect with women in similar life situations.
- Exercise groups or organized outings to boutique group exercise activities (spin classes, yoga, etc.)
- Picnic or nature activities such as hiking or walking clubs.
- Wine tasting
- Cocktail hours at museums
- Monthly book club discussions
- Service activities

In addition to all of the above programming ideas, some of these interest groups or programming ideas may come up organically. Allow for flexibility in your programming to meet your members needs.