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STRIVE FOR 75

— BUILDING BROTHERHOOD FOR THE NEXT GENERATION —

A Vision for Growth, Engagement, and Brotherhood

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IOTA-PHI ZETA ALUMNI ASSOCIATION

2026 – 2029 STRATEGIC PLAN



GROW

Strengthen our alumni community



ENGAGE

Connect, inspire, and get involved



EMPOWER

Support brothers and develop leaders



INSPIRE

Invest in the next generation



LEAD

Uphold our values and build our legacy



BROTHERHOOD.

LEADERSHIP.

CHARACTER.

SERVICE.

LEGACY.





Building Brotherhood for the Next Generation

Iota-Phi Zeta Strategic Plan 2026-2029

The **Building Brotherhood for the Next Generation** initiative is a three-year strategic growth plan designed to strengthen chapter vitality, deepen alumni engagement, and secure long-term sustainability. The focal point of this is a concept of “75 by ’29” with the main pillars of this strategic plan being **75** sustained Undergraduate Brothers, **75** Alumni Brothers paying dues annually, net revenue of **\$75,000**, and this will culminate in a celebration of **75** Years of Brotherhood in 2029.

THE THREE PILLARS OF “75”

75 Undergraduate Members (Chapter Growth & Stability)

Strategic Objective:

Partner with the undergraduate chapter to grow responsibly to 75 high-quality members by Fall 2029.

Key Initiatives

1. Recruitment Infrastructure

- Alumni-funded recruitment budget (annual match program)
- Alumni-led recruitment workshop each semester
- “Why I Joined Lambda Chi” alumni testimonial campaign

2. Retention & Development

- Alumni mentorship program (1:1 Big Brother Alumni Network)
- Career panels twice per year
- Leadership retreat co-hosted by alumni

3. Standards & Culture

- Regular Alumni roundtable with chapter officers
- Scholarship recognition for academic achievement
- Clear GPA and conduct benchmarks

Metrics

- Net membership growth year-over-year
- Retention rate \geq 85%
- GPA at or above campus IFC average

75 Alumni Association Members (Engagement & Dues Growth)

Strategic Objective:

Build to 75 active, dues-paying alumni by 2029 through a tiered system of:

- Multi-year commitment through 2029
- Annual Dues Members
- Young Alumni (discounted 0–5 years out)

Key Initiatives

1. Database & Reconnection Campaign

- “75 Brothers in 75 Days” outreach sprint
- Text/Email/LinkedIn/Facebook campaign
- Class captain model (1 per 75 Brothers)

2. Programming Rhythm (Minimum annual cadence):

- Spring Alumni Weekend Event
- Fall Homecoming Event
- Virtual Career Night
- 1 Joint Community Service Project with Undergraduates

3. Communication

- Regular digital newsletter: *Strive to 75* section
- Alumni spotlight series
- Chapter progress dashboard

Metrics

- Dues participation rate
- Event attendance
- Year-over-year alumni giving growth

75th Anniversary (2029 Signature Moment)

Strategic Objective:

Make 2029 a defining milestone that strengthens long-term sustainability.

Anniversary Goals

- 250+ total attendees (undergrads + alumni)
- Launch a 75th Anniversary Fund
- Produce a commemorative history book or digital archive
- Establish a permanent scholarship or leadership fund

Anniversary Campaign Concept

“75 Years. 75 Brothers. 75 Stories.”

- Interview alumni from across the years, professions, and geographies
- Archive photos and memorabilia
- Publish digitally + physical keepsake

II. FUNDING STRATEGY

To sustain this plan, funding must be intentional.

Target: \$75,000 cumulative by 2029

Sources:

- Alumni dues
- Anniversary campaign gifts
- Matching gifts
- Composite restoration project
- Corporate sponsorships (owned by alumni)

Suggested breakdown:

- 40% Chapter support
- 30% Scholarship/Leadership Fund
- 20% Anniversary programming
- 10% Operations

III. GOVERNANCE & INFRASTRUCTURE

To reach 75, structure matters and recommended these committees

- Membership & Engagement
- Undergraduate Support
- Anniversary Planning (2027–2029)
- Communications & Data

Annual Board Retreat

- Review membership dashboard
- Set annual recruitment and alumni targets
- Review financials and adjust strategy

IV. TIMELINE (2026–2029)

2026 – Foundation Year

- Formalize strategic plan
- Clean alumni database
- Launch dues campaign
- Establish mentorship program

2027 – Momentum Year

- 50 undergraduate Brothers target
- 50 alumni Brothers target
- Launch anniversary planning committee
- Begin 75 Stories project

2028 – Acceleration Year

- 65 undergraduate Brothers
- 65 alumni Brothers
- Public launch of 75th Anniversary Campaign

2029 – Celebration Year

- Hit 75 & 75
- Host anniversary weekend
- Launch permanent fund

V. BRANDING & MESSAGING

Core Message:

We are not just celebrating the past — we are building towards the next generation of Lambda Chi Alpha at High Point University.

VI. RISKS TO MANAGE

- Alumni apathy → Solve with personal outreach
- Undergraduate turnover → Solve with advisor continuity
- Burnout of 3–5 core leaders → Solve with committee structure
- Event-only engagement → Build purpose-driven programming

VII. What Makes This Powerful

This plan:

- Is simple (three 75s)
- Is measurable
- Builds toward a natural storytelling milestone
- Creates urgency
- Honors legacy while focusing forward

Strategic Impact

“75 by ’29” positions the Alumni Association not merely to celebrate a milestone, but to build a stronger, more sustainable future. By aligning undergraduate growth, alumni engagement, and financial investment under one clear framework, we ensure that the next 25 years of brotherhood are stronger than the last.