

# Acacia Headquarters Chapter eNewsletter Program

The Acacia International Headquarters contributes to the communications efforts of our chapters and colonies by offering an eNewsletter program, including email list management, newsletter layout and formatting, and electronic distribution.

*See the appendix for a template and multiple examples from Acacia chapters.*

## What is required of the chapter?

- Write the articles; usually 2-5 articles are an ideal length for your eNewsletter.
- Provide pictures to enhance the newsletter.
- Please provide 1-2 weeks lead time for publication.

## What does the Headquarters staff do?

- After receiving content from the chapter, Headquarters staff will perform light editing to make corrections and occasionally edit for space.
- The content is formatted for email (HMTL), and pictures are added if provided by the chapter. A text version is also created for recipients with text-only email preferences.
- The eNewsletter is published with an email marketing program called Emma ([www.myemma.com](http://www.myemma.com)), a web service paid for by Acacia Headquarters.
- Emma is able to track how many members are opening the email newsletter and clicking on any links. This information can be provided back to the chapter.
- Invalid email addresses are detected by Emma and then removed from your chapter's email list by Headquarters staff, keeping your email list as accurate as possible.
- Ongoing member contact information updates via Acacia's website and other communications support the Headquarters' email list management abilities year-round.

## Who will receive the eNewsletter?

- Chapter alumni and active members, International Council, Headquarters staff
- *Optional:* Venerable Deans, Chapter Advisors, and House Corporation Board presidents of other chapters and colonies
- *Note:* The number of recipients is limited by the size of each chapter's email list. Most chapter email lists range from one to several hundred members, depending on chapter size.

## What else is required to get started?

- If your chapter has never regularly published a newsletter, or wishes to begin from square one, devise a title for your newsletter. Many chapter newsletters use Acacia-themed names, such as: *The Pythagorean* (Iowa State), *The Asp* (Nebraska), *The Memnon* (Washington State), etc.
- Provide the Headquarters staff with your chapter's email list, if you keep one internally. This list will be reconciled with Headquarters records to create the most accurate list possible.
- Please provide 3-4 weeks lead time for your first chapter eNewsletter.



## Example: Washington State (produced by active chapter)

# THE MEMPHON

The newsletter of the Washington State Chapter of Acacia Fraternity  
Published by Acacia Fraternity Headquarters



SEPTEMBER 5, 2013



## SEPTEMBER UPDATE FROM WSU ACACIA

Dear Brother Pastko,

Hello once again from Washington State! Classes have officially started up, and the fall semester is in full swing. We are excited to be back in Pullman and are looking forward to the year to come.

Over the summer, three of our active brothers were able to attend the biennial *Acacia Leadership Academy* held at the Indiana Chapter house in Bloomington. The week was spent meeting brothers from other chapters and brainstorming effective ways to recruit, motivate and lead our own chapter. We would like to thank all of the alumni whose donations helped ease the cost of attendance for our members.



Our recruitment efforts this year are looking much more promising than last year. Whereas last fall we only gained three pledges, we currently have six and have 13 more agreed-upon bids yet to hand out. On top of that, we are still continuing to rush through events such as poker nights and trips to the Illia Dunes. If we can secure a strong, quality pledge class, we can potentially reach above 40 active members for the first time in nearly two years. This is one goal which we are especially striving for, since many of the re-founding fathers from the recolonization will be graduating this year.



As I wrote in the spring, we are finalizing the details of our alumni weekend this coming September. I tried to contact many of you over the summer and was able to receive a handful of responses. We are still hoping for a decent turn out. If these events prove to be worthwhile, we may potentially turn this into an annual function.

**The events of the alumni weekend will begin on the night of Friday, September 20th.** We will be holding a banquet at the local Masonic lodge on Kamiaken Street, where we will invite all of the students who applied for our scholarship. While there, we will distribute the scholarships to the chosen recipients. This dinner will be open for alumni to come and view our scholarship rush program in action.

The following morning, Saturday the 21st will involve a mixer at the chapter house for alumni to come and view our current facility. This will lead up to the football game, at which point our active members, as well as those of you with tickets, will head over to Martin Stadium to watch the Cougars play our neighboring UI Vandals. Also, two hours prior to kickoff, the annual *Gauge & Gavel* conference call will take place. We are looking into booking a room in the Compton Union Building for members and interested alumni to sit in on the call and discuss our current financial situation. This will be a great opportunity for alumni to view our plans and aspirations for the years to come.

For those of you who remain in town until the following morning, Sunday the 22nd, we will be conducting our induction ceremony. Depending on how large our current pledge class shapes up to be this will likely either be at the chapter house or at the Masonic lodge. This will be a great opportunity for alumni to witness part of the ritual for the first time in years, as well as mingle one more time with our current pledges.

Ultimately, we want this time to be a chance for alumni to get a better understanding of where WSU Acacia currently is as a chapter and help us prepare for the years ahead. We would appreciate attendance from as many of you as possible.

As the year progresses, I will have more information to report about other aspects of the fraternity. For the time being, however, we mainly wanted to update all of you on the events we are preparing for you. If you have any questions at all, please send me an email at my address listed below.

We hope to meet many of you in September!

Fraternally,  
Dan Watson, #880  
[Dwat.watson@email.wsu.edu](mailto:Dwat.watson@email.wsu.edu)  
(253) 249-4033

### Alumni: Be a mentor



Undergraduate Acacians need your support. [Volunteer to be a mentor today.](#) and have a meaningful and lasting impact on a young brother's journey.

### Update your Membership



Change of address? New email? Family or career news? [Update your info](#) to keep us and your fellow Acacians informed.

### Order Acacia Gear



Check out a wide variety of Acacia gear, from apparel to jewelry to gift ideas. [Find it all right here](#) Your purchase directly benefits Acacia Fraternity.

# Example: Wisconsin (produced by House Corporation Board)



OCTOBER 2, 2013



## WISCONSIN HOMECOMING 2013

Dear Brother Pastko,

The fall semester is in full swing in Madison, and that means Homecoming weekend is quickly approaching.

We hope you'll join in the festivities at the chapter house on **Saturday, October 12th** before heading to the game against the Northwestern Wildcats. Details follow below.



### Homecoming day schedule

- 10:00AM - Warm-up at Acacia Fraternity begins
- 11:30AM - Jimmy John's sandwiches and chips for lunch
- 02:00PM - Leave for football game and bars
- 02:30PM - Kickoff
- 05:30PM - Badgers Beat Northwestern, 35-24
- Post-game: There will likely be something going on at the house following the game. Or people can meet up at bars or restaurants for drinks and dinner!

### Suggested contribution:

- \$10 Actives and friends
- \$20 Alumni, family and friends

(If you are just stopping by for a few minutes to say hello and have a drink, please consider tossing in a few bucks to help cover expenses.)

**Please RSVP via Evite or Facebook so we have an accurate count!**

[Evite RSVP to 2013 Acacia Homecoming](#)

[Facebook RSVP to 2013 Acacia Homecoming](#)

## CHAPTER UPDATE

This semester, the Lambda Chapter of Acacia is proud to be taking a more active part in the community in which we reside. The addition of 12 new pledges to the chapter via a rigorous scholarship program sponsored by our generous alumni has replenished the chapter with a new wave of leaders. From lakes of Minnesota to the suburbs of Chicago and everywhere in between, our chapter has searched for only the best new initiates to represent the Acacia Fraternity in Wisconsin.

This fall semester also brings a revival and expansion of the Acacia Clause philanthropy and a car smash event to benefit the "Kick-it to Cancer" organization. This, along with the additional volunteer expectations we have for our chapter, has set up the rest of 2013 to be a great year for Acacia and its members.

## BROTHER HANNES MEMORIAL SCHOLARSHIP UPDATE

Homecoming just won't ever be the same without Brother Hannes. But, in his spirit, there will be new members joining our chapter because of a scholarship in his honor. This is an annual scholarship that will be awarded in the spring and the fall. It is through your generosity that we are able to do so. Our goal is to make this as large as possible so that we may be able to offer it to as many new members as we can.

At Homecoming this year, we will be looking to sign people up for recurring donations. It's a simple process that takes less than 5 minutes. Please consider what you may be able to contribute. If you're unable to join us for Homecoming this year and would like to contribute, please contact us and we can help you through the online process.

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## Example: Iowa State (produced by House Corporation Board)

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*This chapter simply distributes a PDF version of its print newsletter via email.*



### THE IOWA STATE PYTHAGOREAN

Fulfilling the mission of ACACIA - Making Good Men Better!  
Published by the Corporate Board of the Iowa State Chapter

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AUGUST 27, 2013



Dear Brother Pastko,

The August issue of *The Pythagorean* newsletter of the Iowa State Chapter of Acacia is here! We hope you enjoy it!

[\*The Iowa State Pythagorean - August 2013 \(PDF\)\*](#)

Please email Harold Zarr, President of the Corporate Board, at [acacia\\_814@hotmail.com](mailto:acacia_814@hotmail.com) with your questions and feedback.

Fraternally,  
*The Men of the Iowa State Chapter*

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