

A Message About Branding

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Since the 101st National Convention this past summer, there has been an ongoing conversation regarding how to better position the Fraternity and Educational Foundation in the eyes of our Brotherhood, peers, and the general public. What do we mean by “better position”? By this we mean, what is the perception that people have when they hear the words Alpha Chi Rho? What is the single attribute or group of attributes that form together to distinctly differentiate Alpha Chi Rho from other fraternities, while contributing to how others perceive us (i.e. Donors, Alumni, Undergraduates, Parents, Colleges and Universities, Friends, Families, and even complete strangers). This is accomplished through a marketing tactic called branding.

The objective of branding is to deliver a clear message of what our attributes are by promoting a name, symbol, design, motto or a combination of them. The message connects to our members and donors emotionally and resonates with others. Effective branding motivates the Brotherhood to grow as well as solidifies loyalty beyond the college years.

We envision that this initiative will attract more quality men into our Fraternity, who will have a better understanding of the benefits of being Greek and what is expected of them as Brothers. We want all of our undergraduate Brothers to have a very rewarding undergraduate experience so that when they graduate from college they continue to be involved and support Alpha Chi Rho as Graduate Brothers through their time, talents and treasury to our Fraternity. We all want Alpha Chi Rho to be a world class fraternity. We believe that branding will help set our long-term strategy and deliver a message of who we are, what we can achieve, and how our Brothers will benefit from our organization.

In summary, for our Brothers, we hope our brand will provide a renewed sense of pride in living out our Landmarks; while to others, we hope our brand clarifies who we are and what we do as a Fraternity.

In The Bond,

Ken