

Grand Professional Alchemist Biennial Report

Brothers,

During this Biennium I have accomplished a lot of things I set out to do when I joined the Supreme Council 6 years ago. I have worked with the rest of the SC, the GR, the AGR, and the National Office staff to modernize the Fraternity to increase our efficiency as well as increase value to our members. I have continued my work on my major goal of better communication between the Fraternity and its members and non-members. The Supreme Council has completed a major project revising our Health and Safety strategy through the 3P2E process outlined by our insurance carrier, Holmes-Murphy. Throughout the year the SC has worked as a team with the GR and AGR to develop the Alpha Chi Sigma Health and Safety Philosophy, defined the Fraternity Health and Safety policies, edited a library of Health and Safety procedures, and drafted changes to the Constitution and Bylaws that will be presented during Conclave. The end goal is to not only meet the requirements of our insurance carrier but also set up a framework that gives our members a safe and rewarding Fraternal experience. While this is not a task assigned specifically to the GPA it has required large chunks of time for each of the SC members to get us to this point.

- **Solicitation.** The 2018 and 2019 Solicitations were successfully executed. After somewhat lackluster 2018 results we made some major changes to our messaging content as well as format. For the 2019 solicitation I worked with Erin and Amy in the National Office to create a targeting strategy that makes sense for our Fraternity. Amy has a lot of experience in fundraising and was instrumental in developing the strategy. We developed a new strategy for our traditional mailing that not only targets our core donors but also targeted our younger members. We created specialized inserts for different donor classes that allowed us to get a targeted message to different groups of donors. We not only wanted to maximize donations during this solicitation but also to get younger members to start donating and build a history of support for the Fraternity. In addition, the Fraternity acquired a new email platform and solicitation emails were sent out to every member of the professional branch with an email address in our database that did not receive the paper mailing. We had follow-up emails as well as campaigns for giving Tuesday and Founders day. Professional donations for 2019 increased from 2018 even as costs decreased (2018 \$70,244 revenue / \$10,989 cost. 2019 \$87,215 revenue / \$9,472 cost). This also does not reflect a substantial increase in Reserve Fund Donations in 2019 vs. 2018. In addition, we participated in Giving Tuesday Now and raised an additional \$2,289 for the Fraternity to help us through these difficult times caused by the COVID-19 virus and the effects it has had on our collegiate initiation numbers. I am grateful to all of our donating professional and Reserve Fund donors.
- **Communications.** One of the major goals for my time on the Supreme Council has been increased communications with our members. As stated above, we acquired a new email platform used initially for the 2019 Solicitation. This has not only allowed us to bolster the solicitation but also help us reach out to our membership. GCA Cole has

resumed the Chrome and Blue for the Collegiate members and I have created a newsletter for the Professional Branch. I worked closely with the National Office to evaluate and test the email system and will continue to evaluate the system as well as our email campaign results. Statistically our open rate and response rate for our email campaigns have been good. As we continue to evolve our messages and content I hope we can continue to provide our members with a better understanding of Alpha Chi Sigma and the value it brings its members.

- **Professional Representatives.** I wish to thank the Professional Representatives for their work throughout the biennium. PRs have consistently attended our monthly chats and stepped up whenever I, or any other member of the SC, requested help. The PR groups in 2018, 2019, and 2020 were fantastic to work with. Specifically, I appreciate the help they have given as members of committees, attendees at installations or other events, and the advice given to the GPA when needed. A lot of work has been done to accomplish the tasks in this report and the PRs have helped to make these things possible.
- **Events.** During this biennium I attended, the installation of the Delta Xi chapter at the University of Tampa, helped the Grand Master of Ceremonies to organize and execute the installation of the Delta Omicron chapter at Florida A&M University, and the Delta Pi installation at York College in York, PA. The installation at Delta Pi included a district conclave and I was able to speak on various topics about being a professional member of Alpha Chi Sigma. I also presented the Award in Pure Chemistry at the ACS meeting in Orlando, organized the luncheons at the ACS meetings in Orlando and San Diego, and attended events held by the Washington DC Professional Chapter of Alpha Chi Sigma.

Until this Spring this was shaping up to be a good year for the Professional Branch and Alpha Chi Sigma. The challenges we face heading into the next biennium are substantial and yet the real impact is unknowable. As we move into the next biennium I look forward to the help the Professional Branch can give to the Fraternity as well as the ways the Fraternity can give back to professional members.

Thank you to all the professional members who have donated, volunteered, and helped in any way during this biennium.

Yours in the Double Bond,

Kip A. Nalley
Grand Professional Alchemist