



## SIX TIPS TO EFFECTIVELY SUPPORT A COLONY OR NEW CHAPTER

1. **Communicate:** Be sure to communicate with the colony in your region frequently. The primary drag-down for a colony is the feeling of going on this journey alone. Reach out to the colony once every two weeks. Check on their interactions with the CAB and see how they would like to be supported.
2. **Understand:** Realize that what seems repetitive to you is the first time the colony is ever experiencing it. Ask questions like: "How is that working?", "How does that fit into your mission?", and "What items need to be done to ensure your success?"
3. **It's All Greek to Them:** Colonies are living the fraternity life experience for the first time. They have no idea what to expect or what they can do. Take the time to communicate with the president and vice president. Explain you are there for support and to answer questions.
4. **Encourage:** Spend time encouraging your colony to take control of their own development. They have the final say in how they run so encourage them to make decisions for themselves. Remind them often that this process is designed to let them build their own structure. Offer your support, but never let the CAB or yourself 'command' the colony to do anything. That's not how this works.
5. **Relay:** Any and everything you hear from the colony should be relayed to GHQ and the colony development specialist. The best support comes from the most knowledge. Never think a piece of information is too small or useless to pass on to GHQ. A colony's success depends on everyone being on the same page.
6. **Celebrate:** Praise their wins and programming achievements. Reinforce the idea that installation is an inevitable benchmark on the way to becoming a successful chapter. Don't be afraid to tell them good job. Ask to see their programs when you hear they have completed one (or two). Nothing motivates a colony more than to hear they are on the right track.

