

# Greek Public Relations Workbook

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## **TABLE OF CONTENTS**

<b>Introduction</b>	<b>pg. 4</b>
<b>Why is Public Relations Important?</b>	<b>pg. 5</b>
<b>Workbook</b>	<b>pg. 6</b>
<b>Resources</b>	
<b>Chapter Self-Analysis</b>	<b>pg. 9</b>
<b>How to Publicize a Special Event</b>	<b>pg. 11</b>
<b>Marketing and Public Relations Venues @ Ball State</b>	<b>pg. 13</b>
Student Label Request Procedures for Student Orgs.	<b>pg. 17</b>
Freshman Label Request and Mailing Procedures	<b>pg. 17</b>
Residence Hall Policy for Hall Solicitation/Posting/Lounge Usage	<b>pg. 19</b>
<b>Working With the Media</b>	<b>pg. 21</b>
How to Write Media Materials	<b>pg. 21</b>
How to Develop a Press Kit	<b>pg. 22</b>
How to Work With Your University Public Information Officer	<b>pg. 24</b>
How to Handle Press for a Special Event	<b>pg. 25</b>
How to Follow Up with the Press	<b>pg. 26</b>
<b>Press Releases</b>	<b>pg. 27</b>
Writing Announcements	<b>pg. 28</b>
The Ten Commandments of Press Releases	<b>pg. 29</b>
Writing Press Releases	<b>pg. 30</b>
Sample Press Releases	<b>pg. 31</b>
<b>Public Service Announcements</b>	<b>pg. 34</b>
Public Service Announcement Template	<b>pg. 35</b>
Sample Public Service Announcement	<b>pg. 36</b>
<b>Alumni Newsletters</b>	<b>pg. 37</b>
<b>Sample Letters</b>	<b>pg. 38</b>
Sample Congratulations to Civic Leader	<b>pg. 38</b>
Sample Letter to Neighbor	<b>pg. 39</b>

Sample Congratulations Letters to Parents	pg. 40
Sample Letters to Alumni/ae	pg. 41
Sample Thank You Letters	pg. 43
Sample Post Card Communications	pg. 45
<b>Website Recommendations</b>	<b>pg. 46</b>
<b>Public Relations Ideas</b>	<b>pg. 48</b>
20 Tips for Developing Better Campus Relations	pg. 48
20 Things to Build Good Relations with Your Neighbors	pg. 49
Ideas for your Chapter	pg. 51
Ideas for your chapter to work with your Inter/National Headquarters	pg. 55
Ideas for your chapter to work with Greek Life/IFC/NPHC/PHC	pg. 56
Ideas for your chapter to work with your Campus (Ball State)	pg. 59
Ideas for your chapter to work with your Community (Muncie)	pg. 61
Ideas for your chapter to work with your Alumni/ae/Advisor/HBC	pg. 64
Ideas for your chapter to work with Ball State Administration/Faculty	pg. 67
Ideas for your chapter to work with your chapter member's Parents	pg. 69
<b>Public Relations Reflection</b>	<b>pg. 70</b>

## **INTRODUCTION**

Dear Public Relations Chair,

Congratulations on being selected as the new public relations chair for your chapter!

We believe that having a well-established public relations program in your chapter assists in the image development within your chapter and the Greek community.

This Public Relations Chair Workbook was developed by the IFC, NPHC, PHC and Office of Student Life as an additional resource for Ball State University's Greek community. It is our hope that this workbook will compliment your chapter's public relations program as well as introduce your chapter to the marketing resources available at Ball State University. The ultimate goals of this workbook are to:

- Successfully prepare chapters to have positive Public Relations with their publics
- Enhance public relations within each chapter
- Provide a challenging educational experience which will cultivate commitment and define goals.

We would like to support you in developing and executing a scholarship program where members feel they have grown to appreciate scholarship and the importance of academic achievement in the rich tradition of your chapter.

Remember, members with high academic potential will only achieve what is expected; environment and expectations provide the keys to success.

Again, we congratulate you on being selected to serve as the public relations chair for your chapter and thank you for your commitment to the Greek community.

Sincerely,

IFC Vice President of Public Relations  
NPHC Vice President of Public Relations  
PHC Vice President of Community Relations  
Office of Student Life

### **WHY IS PUBLIC RELATIONS IMPORTANT?**

Greeks are constantly under fire. Many groups simply have a negative perception of the Greek system, especially men's fraternities.

- Our actions in the '60s, '70s, '80s and the '90s have created a public relations nightmare.
- Those outside the Greek system have based their opinions on facts presented to them by the actions of a few fraternities, the media's portrayal of Greeks and their own personal experiences.
- These sources, coupled with misconceptions presented by movies such as Animal House, TV shows, other movies, TV talk shows and editorials have scarred the Greek system.
- We have a long way to go in regaining the prestige fraternities once held in society.

### **Where does Greek life PR begin?**

It is a two-front battle.

- 1) The battle begins in your chapter.
  - If the public's concerns are actually practiced in your chapter -- you need to "clean up your act."
  - A few bad chapters will ruin public relations for the entire system.
  - When fraternities stop hazing, abusing alcohol, mistreating women and being "out of control," the articles in the paper won't relate to negative facts.
- 2) The other front is dealing with your various publics.
  - It requires a proactive strategy that presents your fraternity and the Greek system in a positive light.
  - We cannot afford to sit back and hope that our good actions are noticed -- we need to present them to our public and ensure the message is heard, understood and accepted.

**In the eyes of the beholder, perception is reality.** *That's a challenging thought because we can't control how others perceive us.* The College Fraternity Editor's Association (CFEA) says that **public relations and our image is derived 90% from what we do and only 10% from what we say.** *Our actions really do speak louder than our words.* While we can't really control how others will perceive what we say or do, we do have the ability to control what we say or do. That's why your chapter's image really does begin with you.

### **The Benefits of Public Relations**

There is no phase of public relations quite as important as the courteous treatment of people. A chapter full of friendly brothers/sisters should have no problem having a favorable acceptance by chapter publics. This gives way to the quote, "Public relations and human relations are synonymous." SOME examples of the benefits from a successful public relations program are:

- 1) Good reputation and favorable treatment by faculty and administrators on your campus.
- 2) Friendship and favorable treatment by students on your campus, whether male or female, Greek or non-Greek.
- 3) Support of your alumni in helping your chapter and in rushing incoming students.
- 4) Cooperation from chapter neighbors.
- 5) Welcomed credit opportunities within the business community.
- 6) Good treatment of your chapter by the community and an understanding of problems which at times may face you.

## **Training Workbook**

*\*Information in this manual was gathered from various sources including Delta Gamma Fraternity Public Relations Handbook, Delta Chi Public Relations BRIEF, FarmHouse International Fraternity Public Relations Handbook, Gamma Phi Beta PR in a Box, National Panhellenic Conference Media Relations Guide, Public Relations: The Profession and the Practice, Theta Chi Fraternity Public Relations Chairman Operations Manual and the Triangle Fraternity Public Relations Manual.*

### **Learning Outcomes:**

- Students will be given the opportunity to share ideas and create their chapter's program, if necessary.
- Students will learn and discuss the purpose and goals of their chapter's public relations program.
- Students will talk about values and how that it is reinforced through the public relations program.
- Students will learn and discuss public relations ideas.
- Students will be inspired to create change within their chapter's public relations program.

### **Objectives:**

- To have an upfront and honest conversation about the issues facing Greek new members on our campus today and how we as the members can hold our membership accountable for academic achievement.
- To provide a challenging educational experience in order to cultivate commitment and excitement in the public relations chairs.

## **A. Values and Creed Exercise**

### **Question:**

- What does your organization value and what is in the creed?

### **Answer:**

## **B. Opinions**

### **Questions:**

- How do people form opinions of others or groups?

### **Answers:**

- What are some positive and negative actions by the members of the chapter as a whole that affect the Greek image on BSU's campus?

### **Answer:**

### **C. Writing a Press Release**

**Who:**

**What:**

**When:**

**Why:**

**How** (*occasionally needed*):

Date:

For Release:

Contact:

Lead paragraph:

Additional paragraph(s):



## **CHAPTER SELF-ANALYSIS**

The checklist for evaluating your public relations is endless. But you can get an idea as to how well your chapter is doing by reviewing the following “positives,” all are important in the overall perception of your chapter. Hopefully, these will stimulate you to ask other specific questions and come up with ideas that will improve your chapter’s public relations performance.

- A) Do ALL members of your chapter practice good public relations within the chapter?
  - 1) How do they handle telephone calls/text messages/social media posts?
  - 2) Do members act like good neighbors?
  - 3) Are they courteous to all visitors?
  - 4) When an Inter/National Officer, Leadership Consultant or other fraternity representative visits, do the brothers make it an enjoyable and productive visit for everyone?
- B) Is the chapter well respected on campus?
  - 1) Does the chapter rank in the top 25% of chapters in your council or overall in scholarship?
  - 2) Does the chapter participate in every major interfraternity activity (intramurals, philanthropies, workshops, etc.)?
  - 3) Is it a leader in IFC, NPHC or PHC affairs, including holding individual offices?
  - 4) Does the chapter have members who hold offices in other campus organizations?
  - 5) Does the chapter foster a spirit of interfraternalism on campus?
- C) Is there a planned program to see that deserving members receive recognition in the campus paper, their hometown papers and the chapter newsletter for superior performances in their studies, other extra-curricular activities?
  - 1) Does the chapter cooperate with the local media and campus public relations office for coverage of chapter achievements?
  - 2) Does the campus alumni publication feature news of chapter and individual members activities?
- D) Does your chapter make a regular practice of inviting members of the faculty and administration to dinner, an evening “fireside chat,” or a social event?
  - 1) Do you invite them and their families when appropriate?
  - 2) Do individual members have a positive rapport with administrators?
- E) Does your chapter help with campus and community public service events?
  - 1) Does your chapter initiate newsworthy events, such as speakers, service projects or civic programs?
  - 2) Does your chapter offer to lend assistance to civic groups?
  - 3) Has the chapter adopted a formal resolution about a campus or local project?
  - 4) Has the chapter, and its members, avoided being mentioned in the media in any negative or unfavorable way?
- F) Does the chapter write letters or notes of congratulation?
  - 1) Are members of the administration and faculty, student leaders, and alumni recognized for their achievements and service?
  - 2) Does the chapter write to express its appreciation to the Alumni Board of Trustees, chapter alumni association, Parents Club, House Corporation, speakers, guests and others?
  - 3) Does the chapter ever write a letter of congratulation to a competitor whom your chapter has lost to in an intramural championship?

- 4) Does the chapter ever adopt a formal resolution of congratulation or appreciation?
  
- G) Are letters from chapter publics answered promptly and satisfactorily?
  - 1) Are copies of letters filed for reference?
  - 2) Is your correspondence with alumni, businesspeople, campus personnel, and your Inter/National Headquarters on a professional basis (all correspondence typed, proofread and in good taste)?
  
- H) Are your alumni events carefully planned?
  - 1) Do you actively work to keep your alumni address list accurate (at LEAST 80%)?
  - 2) Do you send electronic publications or printed letters to all alumni during the year?
  - 3) Do you start planning and publicizing at least 10 weeks before an alumni event?
  
- I) Are copies of the alumni newsletter sent to parents and to other chapters of your Inter/National organization?
  - 1) Do you also send it to parents of new/associate members, faculty, and others with whom you have contact?
  - 2) Do the newsletters promote alumni pride and interest in the chapter?
  - 3) Is the alumni newsletter written for alumni (i.e. containing articles about alumni)?
  
- J) Does your chapter have an effective Public Relations Chairman?
  - 1) Does he/she follow the responsibilities listed your bylaws and your Inter/National Headquarters Public Relations Manual?
  - 2) Does he /she have a committee?
  - 3) Has he/she read your Public Relations Manual published by your Inter/National Headquarters?

## **HOW TO PUBLICIZE A SPECIAL EVENT**

Here is a suggested timetable for media relations activities leading up to a special event, such as a charity fundraiser. This list is exhaustive; you don't have to do all of this to have a successful event, but the more ways you can publicize the event, the better – especially if you want the general public to attend.

### **Three months out:**

- Meet with your university representative determine what help he or she can provide.
- Develop your talking points and the messages you want to convey about the event.
- Begin to compile your media list.
- Assign a media relations coordinator.

### **Two months out:**

- Send a media advisory announcing the date, time and location of the event to calendar editors and assignment desks; include information on how media can participate and whom they should contact.
- Decide what services, if any, you can provide on-site to the media during the event (a press room, bottle water, etc.) and make appropriate arrangements.
- Start keeping track of any interest you get from the media and what their needs are.

### **One month out:**

- Send a media advisor with more details about the event; be sure to include any daybook editors, and ask them to put the event on the daybooks (a calendar just for the media so they know what is coming up).
- Begin making pitch calls to editors to ask them to send a reporter to cover the event.
- Arrange for broadcast interviews for your chapter and/or IFC/NPHC/PHC president and other key people involved in planning the event.

### **Two weeks out:**

- Assemble press kits (except for a press release, which is usually released the day of the event and is written in past tense; use a copy of the media advisor for now).
- Continue working with the media to arrange interviews, gauge interest, etc.
- Get back to any reporters who have been assigned to cover your event or have expressed interest in doing so; send them a press kit and/or invite them to a press briefing, then follow up by phone to see if they have any questions or specific needs.
- Get any quotations from one or two key people to include in the day-of press release.
- Arrange for a photographer who can take digital shots the day of your event.

### **One week out:**

- Draft the day-of press release; write in past tense, and make it sound as much like a news article as you can.
- Get final approval for any quotations in the press release.

### **Two days prior:**

- Send a final media advisory to assignment editors and anyone who indicated they planned to cover the event.
- Do a final round of pitch calls, in this order:
  - Reporters who plan on coming – confirm details and tell them whom to look for when they arrive.

- Reporters who expressed interested – encourage them to come, and offer to set up interviews or otherwise to help them with their stories.
- Editors who expressed interest – ask them if they have decided who to assign, and get the contact information of those reporters so you can follow up directly.
- Newly assigned reporters – introduce yourself, confirm details, arrange to overnight or hand-deliver a press kit so they have background information, arrange interviews, etc.
- Weekend assignment editors – most outlets have limited reporters and crews on duty over the weekend, and it is the job of the weekend assignment editor to decide how to use those scarce resources.
- Other reporters and editors – it does not hurt to contact those who never expressed interest in earlier pitches; some outlets, particularly broadcasting, wait until the last minute to decide what to cover.

#### **Day of the event:**

- Early in the morning, social media and/or e-mail the final media advisory to assignment desks at broadcast outlets (they often assign their reporters or camera crews that morning).
- Put the day-of press release in your press kits.
- Send the day-of press release out with an embargo time (tells the media when they can use the information); include a cell phone number if reporters or editors want to reach someone while the event is going on.
- Greet and register media representatives as they arrive, give them a press kit and tell them about any special arrangements you have for them.
- Arrange media interviews, and see to the needs of the reporters throughout the day to help ensure positive coverage.
- Arrange posed and candid photos of the event; make sure anyone who appears in the photos has signed a photo release form (you do not need to do this for public figures such as elected officials, university administrators, etc.). Be sure you have the correct spelling of names.

#### **Day after event:**

- Send photos (no smaller than 5x7 printed or 200 dpi digital) with a detailed photo caption to your media list; make sure to include the name and title of anyone who is easily identifiable in the photo(s). When sending digital photos to newspapers, use the Associated Press requirement of 200 dpi (dots per inch) and no more than 2,000 pixels in height or width. Magazines may require a higher resolution, so if you are shooting your own digital photos, shoot at higher mega pixels and then convert the photos to .jpg files for newspapers.
- Follow up with all news outlets that covered the event as well as those who expressed interest but did not attend; try to arrange for follow-up interviews as appropriate.

## **MARKETING AND PUBLIC RELATIONS VENUES @ BALL STATE**

### **Word of Mouth**

Many organizations forget that personal invitation is the most effective way of promoting interest in an event. Talk about the program and build excitement for it. Use every chance you get to invite someone.

### **Co-sponsorship**

When planning a program or event be sure to think of other Ball State offices or student organizations. There are more than 400 organizations that may have the same interest in programs or philanthropies that you are planning. Student organizations including Spectrum, LSU, Late Night, Golden Key, SGA, Dance Marathon, BSA, SVS, AASA, UPB and many more may be interested in cosponsoring with your organization. In addition, a Ball State office may be interested including offices such as the Multicultural Center, Career Center, Counseling Services, the Health Center, Athletics, the Learning Center, and many more. Also, consider what Muncie community organizations or businesses may also be interested in co-sponsoring your event, community service or philanthropy.

### **Ball State Benny Link**

Utilize Benny Link through Ball State to publish your event to the campus, community or anyone. (<http://cms.bsu.edu/campuslife/studentlife/bennylink>)

### **Ball State University Marketing and Communications Department**

The Office of University Marketing and Communications raises public awareness of, understanding of, and appreciation for Ball State. It provides a full range of communication, marketing and media relations services to university departments and organizations, including communication planning and analysis, editing, design, media relations, photo services, video production and web site consultation and creation. To contact the Division of Strategic Communications call (765) 285-1560.

### **News Center web site**

The purpose of the site is to highlight the latest news and events at Ball State University. To make comments or suggestions about the web site you can contact them at [bsunews@bsu.edu](mailto:bsunews@bsu.edu) or (765) 285-1560.

### **Photo Services**

The Division of Strategic Communications takes and provides official photos of campus and campus events and people. The Photo Services website provides print-quality photos for easy downloading. For more information call (765) 285-1571 or visit their website at <http://www.bsu.edu/photoservices/>.

### **Facebook, Twitter, Instagram**

Having a presence on social media is important promotion for your organization. This can also be a great place to recognize members, other organizations, faculty, advisors etc.

### **Posters & Flyers**

Post flyers throughout campus in many different locations. Flyers are in open to be posted in any academic building without approval. If you hang flyers or banners on departmental bulletin boards, you must ask the department for approval before hanging it. Please contact each department for approval. To post flyers or posters in the Student Center they must be approved by Charlie Scofield [cscofiel@bsu.edu](mailto:cscofiel@bsu.edu) or (765)285-1850). They are not to be attached in any way to poles, doors, windshields, walls, windows or other university property.

### **Leaflets & Handbills**

These and similar materials may be distributed directly by hand to other persons or through campus mail (must be addressed). They are not to be attached in any way to poles, doors, windshields, walls, windows or other university property.

### **Classroom Chalking**

Chalk/Marker advertisements are allowed in top right corner of classroom boards. Professors have the right to erase messages if space is needed for classroom instruction (you may want to put “do not erase” in the announcement so the custodial staff does not erase the message).

### **Websites**

Update your website regularly with information about your organization, contact information, information for parents and perspective members and alumni. Utilize an easy to remember address for non-Greeks to remember. While many of our chapters value their chapter affiliation (i.e: Kappa Kappa chapter of Alpha Omicron Pi, Theta Xi chapter of Alpha Phi Alpha, Delta Kappa chapter of Theta Chi) non-Greeks will not associate those identities with BSU and/or your inter/national organization.

### **Hats, t-shirts, buttons, tags, candy suckers, clothespins and sandwich boards**

These are great publicity seekers and are permitted on campus. Make any of these and have your members participate by wearing them or handing them out.

Ensure that apparel specifically is a positive representation of your chapter and inter/national organization and brand. Degrading references to other genders, sexual orientations, ethnicities, nationalities, or identities of any kind are highly discouraged. As are references to drinking, drugs of any illegal act.

### **Flyswatter**

The flyswatter between the North Quad and Burkhardt buildings is used heavily for banners. Banners may be placed on either the north or the south sides of the flyswatter. Contact Charlie Scofield at [cscofiel@bsu.edu](mailto:cscofiel@bsu.edu) or (765)285-1850 to reserve the space. Two people are needed to hang or remove a banner. If another group's banner is already on the flyswatter, remove it and take to it the Student Center Office when returning the key. The key must be returned to the office by 5p.m. Banners should be taken down by 5p.m. on the last scheduled day or at 8a.m. the following morning. It is essential that someone from Greek Life remove our banners since the next group may not return it.

### **Banners**

Banners may be hung on the Student Center. Banners may be displayed on the north side of the Student Center. Contact Charlie Scofield at [cscofiel@bsu.edu](mailto:cscofiel@bsu.edu) or (765)285-1850 to reserve a space on the Student Center. The student center staff will hang and remove the banner.

### **Information Tables**

Utilize Information tables at the Student Center, Atrium, Letterman Lobby, Scramble Light (contact for more information Charlie Scofield at [cscofiel@bsu.edu](mailto:cscofiel@bsu.edu) or (765)285-1850), Library, any other location where student travel may be high.

### **Daily News**

Advertise and be interviewed for articles in the newspaper. (Thursday is the highest circulation day, so try to get something in the paper that day). Speak with the Greek life writer for the most accurate article. Contract the Daily News for info on how to get an item in the “Days Ahead”

column at (765) 285-8247. "Days Ahead" announcements must be submitted a day ahead by 1:00 p.m. to AJ 276. Each day must have a separate form submitted for multiple day events and can run up to three days.

### **Greek Beat Writer Contact Information:**

#### **Ball Bearings**

An online multimedia publication in the Ball State Journalism Department is Ball Bearings The link for the website is here: [www.ballbearingsonline.com](http://www.ballbearingsonline.com). From features to games, we are the place to look for interactive stories about Ball State and Muncie. For more information, contact the Editor-in-Chief at [ballbearingsmag14@gmail.com](mailto:ballbearingsmag14@gmail.com) or (765) 285-8210.

#### **Student Organization Mailboxes**

Bring your flyer to SC 133 for approval and Stacey Myers or Melissa Swackhamer can get you labels (count approx. 125—one for each org.). There are approx. 125 with mailboxes at the Office of Student Life.

#### **Table Tents**

Contact Diana Lampitt at (765) 285-1031 or [tabletents@bsu.edu](mailto:tabletents@bsu.edu). Send an electronic file of the file to her as only a .jpeg, .pdf, .psd or .tif. All ads must be received *no later* than 12:00 p.m. (noon) the Monday *before* the week it is to run. Spaces are reserved on a first come, first serve basis.

#### **WCRD Radio 91.3 (also broadcasts online and simulcasts on channel 57 in the residence halls)**

To advertise on their website or on air, contact their Sales Manager at [wcrd@bsu.edu](mailto:wcrd@bsu.edu) or (765) 285-1467. To be interviewed by WCRD, contact [wcrd@bsu.edu](mailto:wcrd@bsu.edu) or (765) 285-1467.

#### **Indiana Public Radio WBST 92.1 Muncie/WBSB 89.5 Anderson/WBSW 90.9 Marion/WBSJ 91.7 Portland/WBSH 91.1 Hagerstown-New Castle**

Indiana Public Radio and National Public Radio (NPR) affiliate. To contact them you can reach them at Telephone: 765.285.5888, Toll Free: 800.646.1812, News Facsimile: 765.285.NEWS, Facsimile: 765.285.8937 or at [ipr@bsu.edu](mailto:ipr@bsu.edu).

#### **Residence Hall Channel 55**

Have slides put on Channel 55 while movies are not playing. Contact Cindy Miller at (765) 285-8103 or send an electronic file to [ATHOME@bsu.edu](mailto:ATHOME@bsu.edu). Fill out a slide request form from their office and it must be submitted to the Housing and Residence Life Office two weeks before posting.

#### **WIPB, Channel 49 (PBS affiliate owned by Ball State over-the-air PBS affiliate carried on more than 30 cable systems)**

To contact WIPB visit the website: <http://bsu.edu/wipb/about/contact.asp>. There are many opportunities with WIPB including volunteering for TeleSale and assisting with WIPB Kids Ready To Learn Fair, family events and other activities as needed. You can also contact WIPB at (765) 285-1249.

#### **Channel 57 (Cardinal Vision)**

Channel 57 is the student-run television station operating from Ball State University in Muncie, Indiana. All shows are student produced. To contact Cardinal Vision 57, email them at [cardinalvision57@gmail.com](mailto:cardinalvision57@gmail.com) or (765) 285-2424.

**Connections**

Emmy Award-winning, student run, faculty-supervised half-hour entertainment television magazine program shown on WIPB Channel 49, Cardinal Vision Channel 57 and is now on iTunes. For more information, contact the faculty advisor John Dailey 765-285-1075 or [jdailey@bsu.edu](mailto:jdailey@bsu.edu).

**NewsLink Indiana**

NewsLink Indiana is a news service for East Central Indiana. NewsLink reporters and photographers cover Grant, Blackford, Jay, Randolph, Wayne, Henry, Madison and Delaware counties. NewsLink Indiana reports can be read on their website heard on Indiana Public Radio and viewed on WIPB-TV. To contact NewsLink's Managing Editor call (765) 285-4689 or email [sjenkins@bsu.edu](mailto:sjenkins@bsu.edu).

**WLBC 104.1**

WLBC is the Muncie radio station that is home to Ball State athletics. You can contact the station by phone at (765) 288-4403, facsimile (765) 288-0429 and Bruce Law, VP/Market Manager at [bruce.law@bybradio.com](mailto:bruce.law@bybradio.com).



## **Student Label Request Procedures for Student Organizations**

Requests for student labels will be considered from recognized student organizations for the purpose of recruiting new members or providing a student or university service, which will not result in solicitations or partisan political activities. Students who have requested Ball State to withhold directory information will not be listed in accordance with the provisions of the Family Educations Rights and Privacy Act.

A request may be made in the Student Life office in the Student Center Room 133. A copy of the material to be mailed must accompany the request and the Director will review the material for approval. If approved, the request will be sent to the Student Affairs Systems Office, AD 231 for further review in regard to the Privacy Act and university policy. When necessary, final approval will be made by the Vice President for Student Affairs.

## **Freshman Label Request and Mailing Procedures**

All mailings to freshman must be by Ball State Departments of offices. The Office of Student Life mails general information about Greek Life to incoming freshman with a high school GPA above a 2.8 each summer.

## **Ball State University Residence Hall Policy for Hall Solicitation/Posting/Lounge Usage**

### **Solicitation**

Door-to-door distribution, solicitation, fund raising, sales, or commercial activity are not permitted within the residence halls. A student may, however, by express invitation invite a distributor, solicitor, fundraiser or salesperson to the students' room for distribution, solicitation, fund-raising, sales to that student and the students' invited guests in the privacy of his or her own room. In addition, a student may engage in distribution, solicitation, fund raising or sales in the privacy of his or her own room.

Deliveries may be made to the lounge area only if:

1. The commercial activity consists of demonstration of goods and services not only involving sales and is sponsored by that hall's council.
2. The commercial activity, including sales, is part of a fund-raising activity of the hall's council and is conducted in accordance with the restrictions of paragraph 4.02 of the Ball State policy concerning distribution, solicitation, fund-raising, sales and commercial activity on university property (see Expressive Activities Policy in the Handbook for Student Organizations).

### **Posting Policy and Guidelines for Posters & Flyers**

The Office of Housing and Residence Life restricts access to residence hall facilities to residents and their escorted guests, and individuals conducting official University business. For those recognized

Ball State University student organizations and activities, non-profit organizations, and commercial enterprises who wish to advertise in the residence halls the following guidelines have been established to assure our residents a safe and comfortable living environment as well as some degree of privacy.

**Ball State University student organizations, non-profit organizations, and commercial enterprises who wish to publicize events, services or products in the form of a poster or flyer should send their materials to Cathy Bickel, Associate Director of Housing and Residence Life or her Secretary, Peggie Love, in LaFollette N-13 for official approval. Approved flyers and posters will be distributed to the residence halls and posted by hall staff. We recommend sending two flyers or posters per hall for a total of 70. If the advertisement is in the form of a coupon or souvenir we request that you provide 50 for each hall for a maximum of 1750. We would appreciate it if the coupons or souvenirs were bundled in packages of 50 for easy distribution.**

Organizations may also drop off flyers, posters, coupons or souvenirs at the front desk of each residence hall for approval and posting by a hall staff. Again, we recommend a maximum of two flyers or posters and a maximum of 50 coupons or souvenirs per hall.

Only one posting per event is allowed. All ads or flyers received from commercial enterprises will be placed in a designated space reserved for such organizations. All ads or flyers received by campus affiliated organizations will also have a designated space in which publicity may be posted. All flyers and ads taken from commercial enterprises and campus affiliated organizations will be posted in their designated space within the common areas of the halls only. We will not post any information for non-residence hall affiliated events or activities on residence hall floors.

Posting priority in the common areas will be given to all Student Life affiliated and recognized groups. The Office of Housing and Residence Life reserves the rights to not post ads or flyers that are not in accordance with the mission statement of the Office of Housing and Residence Life or Ball State University policies. Please note that items cannot be placed in student mailboxes that are not specifically addressed to an individual. Markings or postings on exterior surfaces of residence halls and complexes also are prohibited; this includes but is not limited to writing messages on sidewalks using chalk or tape.

**Residence Hall Lobby and Lounge Usage**

Residence hall lobbies and lounges are reserved for residence hall students' use only. University organizations may not reserve or meet in any residence hall lobby or lounge, nor may a resident of a residence hall reserve or meet in their hall lobby or lounge for the specific purpose that supports a University organization. All lobby or lounge programs or meetings must be sponsored by Housing and Residence Life staff (Resident Assistants, Multicultural Advisors, Freshmen Connection Assistants) or hall council sponsored activities that are supervised and operated by Housing and Residence Life employees or hall council members. All lobby and lounge reservations must be requested and approved by the residence hall director.

## **WORKING WITH THE MEDIA**

### **How to Write Media Materials**

- 1) Regardless of the medium, every reporter is looking to tell a story.
- 2) The balance in writing media materials is to convey the facts while telling a compelling story. The better you do this, the easier the journalists' jobs will be and the more likely you are to get coverage. This is the key to a successful relationship between news sources and the media.
- 3) Journalists are looking for certain key facts for every story: who, what, when, where, how and why. All of your media materials should answer all of those questions, and any press release should answer at least the first four in the first paragraph.
- 4) It is important to write your press materials in a journalistic style. Virtually all U.S. media outlets use "The Associated Press Stylebook" as a writing guide, so you should too. It is available for about \$15 in most bookstores or online at [www.apstylebook.com](http://www.apstylebook.com).
- 5) Ideally, a press release tells a story in a style that mimics the media. In other words, it is written as a news or feature story, not as a "puff piece."
- 6) Stick to the facts, and keep opinions or hype limited to the quotations from your key people.
- 7) Keep it short (a page is ideal; never more than two). A press release should cover no more than three major points.
- 8) Back up your media materials with facts and figures, which you should have at your fingertips during an interview or available to fax or e-mail if a reporter requests additional information.
- 9) Photo captions can be an important part of your media materials. A photo caption is similar to the lead paragraph of a press release; it needs to convey the "who, what, when, where, how and why." A caption also needs to explain the photo with action verbs.
- 10) Don't forget to put all of your media materials on your Web site if you have one.
- 11) Ideally, you have a readily identifiable "press room" on your Web site, which allows reporters to quickly and easily see what information you have available. Be sure to keep it current, and do not put up embargoed information ahead of time.
- 12) Another helpful tool to have on your Web site is a link where reporters can send you an e-mail message or sign up to receive more information via a short online form.

## **How to Develop a Press Kit**

### **What is in a Press Kit?**

A traditional press kit is a two-pocket folder with a press release and about a half dozen supporting pieces about the main topic of the release. **A generic press kit for a chapter might contain:**

- An Inter/National organization fact sheet or brochure
- Local chapter fact sheet or brochure (include information about activities, membership, etc.)
- FAQs (frequently asked questions)
- Press release or media advisory of any upcoming events
- List of your officers, sponsors, etc.
- Photos (with captions on the back identifying anyone who is recognizable in the photo)

### **What to put in a press kit for a press conference**

- A list of speakers and their titles, in the order they will speak.
- For a broadcast outlet, you could add a videotape with highlights of chapter functions.
- Do not include past press clippings; media outlets may not want to cover your event if they think the story is not “new.”

### **How to assemble a Press Kit**

- Assemble the press kits in a two-pocket folder with a label on the front clearly identifying the organization.
- Be sure to include a business card or other contact information for the person handling media relations.
- Always include the URL for the your Inter/National organization and/or the NPC/NIC/NPHC Web site as well as the URL of your chapter and/or IFC/NPHC/PHC Web site if there is one.
- More and more organizations are adding online press kits to their Web sites and/or putting their media materials on a computer disk to make it easier for the news outlet to capture and use their data (especially photos, charts or lists that would be difficult or cumbersome to reproduce or recreate in the newsroom).

### **The Use of Photos in your Press Kit**

- Photos are great in a press kit and can really help enhance your chances of coverage by showing visually interesting images.
- Either reproduce the photos at 5x7, or provide them on a disk with a printout of the images.
- Make sure your photos are current and show action rather than just posed “grip and grin” shots.
- Anyone who is recognizable in the photo should be identified by name and title.
- Be sure you have signed photo release forms for everyone in the photo before you release it to the media (minors must have their parents’ signatures on the forms).

### **Ensure that everything is uniform**

- Give all of your pieces a uniform look by reproducing them on the same type of paper or on chapter letterhead.
- Use the same font and page style throughout.
- Proofread over and over, and make sure you have someone else read through everything to ensure that it is as polished as can be (it is very hard to proofread your own writing).

- Read each piece and ask yourself: who, what, when, where, how and why.
- Make sure every piece, and especially the press release, answers those questions.
- Put a name, phone number and e-mail address for a media contact on every piece.

### **How to write a media advisory**

A media advisory is used primarily to invite the media to a specific event — a press conference, a fund-raiser, an awards banquet, etc. Whenever you have an event that is open to the media, you should put out a media advisory. Give it a bold and catchy headline like that on a press release, and put a contact name, phone and e-mail at the top. ***Then list five or six bullets of key information:***

- **What:** The name of your event
- **Who:** Participants (including names of prominent individuals) and who is invited
- **When:** Day of the week, date and time (double and triple check!)
- **Where:** Event location (be specific and give directions if needed)
- **Why:** A few paragraphs about the event and why it is being held
- **How:** Optional; use if necessary to explain anything unusual or to give credit to a sponsor who made the event possible

**Don't give away too much information — the idea is to entice the media to come and cover the event. If there will be an interesting image, be sure to say so.**

- T.V. stations in particular like to cover events with a visual hook.
- Send your media advisory to news directors, assignment editors and anyone else who might be making a decision about what events the media outlet may be covering.
- You should send it the first time about 10-14 days before the event (if local) and again two to three days before.

## **How to Work with Your University Public Information Officer**

Ball State's public information or press officer (PIO) can be a great resource for your chapter.

How much assistance he or she can actually provide depends, but it would be a good idea to develop a positive relationship and meet regularly with the PIO whenever possible.

### **What can a PIO help our chapter with?**

The kinds of things your PIO may be able to offer include:

- A university press list (he or she may just give you a copy of the list or offer to put out your releases for you)
- Access to media directories to help you create your own list or augment the university's list
- Access to other PR services the PIO may purchase or subscribe to.
- Advice or assistance in managing your media relations
- Editing help to make sure your materials conform to journalistic style

*This might be a great opportunity for a chapter member who is majoring in journalism or public relations to get first-hand experience working with professionals. Ask about internship options as well.*

### **What do I need to do to work with Ball State's PIO?**

Be sure to understand what role, if any, the Ball State's PIO has in the approval process for media relations efforts conducted by campus groups.

- If you are required to get PIO approval on your materials, give plenty of time for the review.
- If you can, say, "If I don't hear from you by such-and-such a date, I'll assume this is OK to send as is." Then call or e-mail the PIO two or three days before to remind him or her of the deadline. Don't let a busy PIO keep you from getting media coverage.

## **How to Handle Press for a Special Event**

- The person running a special event should never also be in charge of the media.
  - If you think that the media will be participating in your event, assign a dedicated media relations person to help ensure a smoother event and better coverage.
  - That person should staff the press table, provide information for reporters and arrange interviews.
- The day of the event, you should have a clearly marked table for the press.
  - Have a sign-in sheet that asks for name, media outlet, phone and e-mail address, and require journalists to sign in before you give them a press kit.
  - Don't put the press kits out on the table, but keep them in a box so you can control who gets them.
  - Also have handy a box of inexpensive pens (putting them out without their caps makes them less likely to "walk away") and other office supplies.
- Your media person should greet reporters, ask them to sign in, give them a press kit and ask if they need anything special or have any requests.
- If they want to interview someone specific, help them make the arrangements in a way that avoids disrupting the event.
- Major events provide reporters with a quiet press room, food and drinks, office supplies, computer lines and/or telephone outlets, etc., but none of that would be expected for a college event.
- Be sure to have a good photographer on-site so that if the news media does not cover your event, you can send photos afterward.
  - Print and deliver them within a day or so to local newspapers.
  - You can also extend the reach of your event by calling the media as soon as the event is over and pitching your key people for interviews.



## **How to Follow Up with the Press**

- 1) Before an event, as you pitch targeted media by phone or e-mail, keep track of who is truly interested, who seems to want more information and who doesn't. The trick is to stay "top of mind" without being a pest.
- 2) After an event, follow up with any reporter who attended or who gave you coverage leading up to it.
  - Use the business cards and/or the sign-in sheet from your press table to:
    - Write thank you notes to those who provided coverage.
    - Update your media list.
    - Send additional press releases on your event's results.
- 3) Tracking your media coverage gives you the opportunity to analyze how your messages are played out and will be very helpful to you in the future to determine what works and what doesn't.
- 4) Check with your PIO to see if it subscribes to a commercial monitoring or clipping service (two national services are Bacon's and BurrellesLuce; there are numerous regional services) and, if so, if it will share clips with you.
  - You might also check with the college PIO to see if he or she subscribes to such a service and if you can add your key words.
    - If not, you may be able to get a short-term contract with a regional service provider, or ask a local public relations firm to provide this service on a pro bono basis.
  - If none of these options work, ask everyone involved in your event to save media clips for you. If you know that a local radio or T.V. station has sent a crew, you may want to tape the programs or outlets to see if they use it.

## **PRESS RELEASES**

### **What is a press release?**

- A press release is the provision of information to a selected media like newspaper, magazine, radio or television.
- The information generally satisfies public curiosity, announces a public service or presents facts from a given situation.
- ***With this in mind, there are two types of press releases: advance and follow-up.***
  - 1) Advance releases, as the name implies, are released in advance of an event.
    - They announce the event and/or serve as reminders in support of other advertising efforts.
  - 2) Follow-up releases present news that has happened.
    - They are beneficial in reporting the results of a philanthropic effort, a chapter accomplishment or in reporting a positive trend in the Greek system.

### **How should I write a Press Release?**

The release should be brief and should be geared to answer *who, what, where, when, why* and occasionally, *how*. In preparing your press release, remember the following:

1. The information included should be appropriate to the medium to which it is sent.
  - Do not bother editors with material you know they cannot use.
  - It is best to contact the service editor for any questions pertaining to any guidelines.
2. The contact person from your chapter should provide his or her name, title, organization, address, and phone number in case the editor has any questions.
3. A release line should also be included at the top of the page indicating the date for release. If the release is distributed in advance, the release should read, "Hold for release..."
4. The standard format for most press releases calls for the use of 8-1/2" x 11" paper, double-spaced copy, wide margins and copy on only one side of the paper.
5. Releases, which run more than one page in length, should carry a page number at the center top of each page beginning with the second.
  - Each page should end with a complete sentence in case the pages are separated.
  - To indicate that the material is continued on another page, "MORE" is generally typed at the center at the bottom of the page.
  - Usually "-30-" is typed in the center at the bottom of the last page of a release to indicate the end of the copy.
6. When photographs are included with a release, they should always include the caption line glued to the bottom of the border with rubber cement.
  - The name, address and telephone number of the contact should appear on the back of the photo.
  - In most cases, the photo should be black and white for the best reproduction.

## **Writing Announcements**

### **How is an announcement different from a Press Release?**

An announcement is a brief statement to the public (including media) that does not really qualify as a news item but that may be of interest to a sub-set of the outlet's audience.

### **What is necessary when writing an Announcement?**

- Most print publications have columns that list things like upcoming events (social, business, etc.), people in the news, new employee appointments, school and military news, even home sales and police actions.
- Write your announcement very briefly, in the formula of the targeted column or publication, and fax or e-mail it about three weeks before you want the item to run.
- If you want the general public to attend an event you are hosting, be sure to send information to any calendar of events listings in your local newspapers.
- Allow plenty of time – at least three to four weeks before you want it to appear.

## **The Ten Commandments of Press Releases**

- 1) Thou shalt be selective with the releases thou sendest. Don't waste your ammunition on every little story possibility. Stories that bore you can bore reporters as well and leave a bad taste in their mouth.
- 2) Thou shall not send multiple copies of the same release. It can cause confusion and waste time. If you do your homework and send it to the right department, your story has a good chance of being selected.
- 3) Thou shalt have contact names and phone numbers on all releases. Reporters must be able to contact someone who can clarify information. Generally use two contact people and include business and home phone numbers.
- 4) Thou shalt know deadlines. It's a good idea to let reporters know what is coming. This way they can properly plan for it and do some homework.
- 5) Thou shalt follow up with a telephone call. The follow up call should just be a check to see if the release was received and if it is in the right department. Don't try to determine if it will be used -- doing so disturbs the press.
- 6) Thou shalt take "no" for an answer. If, after having given it your best shot, the answer is "no," forget it. Don't be offended, and don't take it personally.
- 7) Thou shalt find out about standard criteria. Be familiar with the different media you will be selecting. Promotions and position changes occur frequently. Also know which department reports which types of stories.
- 8) Thou shalt know and respect the meaning of "exclusive." This means giving the story to one medium at the expense of all other media. Reporters who get burned tend to remember.
- 9) Thou shalt not send releases to people who left the publication years ago. Editors tend to frown upon mail addressed to a displaced, or sometimes deceased, predecessor.
- 10) Thou shalt get to know reporters before needing one. Develop a working relationship with a contact person in each of your desired media. They might not use all of your releases, but it helps to treat them like people. Using them as speakers at "Guest Night" can help.

## Writing Press Releases

Consider the following when writing your press release:

- A. Summarize** the news in the first sentence or two – the lead paragraph – and/or include the following in the first two paragraphs:

1. Who – said or did something
2. What – was said or happened
3. When – it was said or happened
4. Where – it was said or happened
5. Why – it was said or happened
6. How – it was said or happened, if appropriate

For example: Members of the University of Texas chapter of the Alpha Tau Omega Fraternity (who) move back (what) this weekend (when) into the chapter house, 2308 Nueces, (where) which has been rebuilt following the fire last December 23, that caused \$500,000 worth of damage (why).

- B. Incorporate Facts** in descending order of importance, known as the inverted pyramid technique, to:

1. Enable readers to get the most important information even if they only read part of the story.
2. Permit editors to cut stories from the bottom if time or space is limited without omitting crucial information.

- C. Be accurate and truthful.** Expect questions for clarification, verification and amplification, particularly if your news is controversial or unusual in any respect. A major error in a release puts the media on guard and one in print raises a question about your chapter in the public's mind.

- D. Be direct and objective. KISS** - Keep It Simple and Short – whether a word, sentence, or paragraph. Paragraphs are shorter, often one or two sentences, in a press release than in a college term paper.

1. Use adjectives and adverbs sparingly – and superlatives, seldom if ever.
2. Use appropriate nouns and third-person pronouns – not we, our, you, or your.
3. Eliminate unnecessary information and facts.
4. Use direct quotes to add credibility and interest.
5. Don't editorialize; attribute opinion to someone.

- E. Be specific; say something.**

1. Give results, end products and outcomes.
2. Identify people fully. Use the full name for the first mention of a person; thereafter use the last name (with such titles as Dr., Rev., etc.).
3. In many cases, further identify a member by putting the name of his or her hometown after the first mention of his or her name. When reporting a list of names, such as new members, group all members from the same hometown to use the town name just once.

- F. Writing the lead**

1. The lead, or the first sentence or two, is the most important part of the press release.
2. A quick glance at the lead will tell the editor if your story is interesting.
3. The lead is the hook that entices the editor to consider your release.
4. Before writing the lead determine what is unique about the event in the release.

5. The summary lead is the most common lead.
  - i. It includes the 5 W's (who, what, when, why and how).
6. Although it is important to include all pertinent information early in the release, the most important elements need to appear in the first paragraph, and the rest can follow in logical order.

### **Sample Press Release**

August 1, 2001  
[Media Contact]  
[Address]  
[E-mail Address]

FOR IMMEDIATE RELEASE

#### **Local Delta Gamma chapter holds Anchor Splash™ event**

The State College chapter of Delta Gamma Fraternity will hold its tenth annual Anchor Splash™ on Saturday, August 14 at 2 p.m. at the campus natatorium. All proceeds will benefit the Local Elementary School for Children who are Blind and the Fraternity's international philanthropy project, Service for Sight.

Twenty teams of Greek and non-Greek participants will compete in a series of contests, fund raisers and competitions, culminating at Saturday's pool events. Each team will swim relays — both traditional and novelty — and perform a brief synchronized swimming routine.

The Delta Gamma chapter has been collecting contributions. Donations will also be accepted at the door. Local Store and Local Shop sponsored the event and provided trophies and door prizes.

Delta Gamma Fraternity is an international women's fraternity, headquartered in Columbus, Ohio, and consisting of more than 180,000 members. Delta Gamma's purpose is to foster high ideals of friendship among women, to promote their educational and cultural interests, to create in them a true sense of social responsibility and to instill in them the best qualities of character. The Delta Gamma Foundation guides members to "Do Good" in support of its philanthropic mission: sight conservation and aid to those who are blind and visually impaired.

###

For more information, contact:

[Name]  
[Title]  
Delta Gamma, Alpha Alpha chapter  
[Address]  
Phone [(xxx) xxx-xxxx]  
Fax [(xxx) xxx-xxxx]  
E-mail [name@school.edu]

**Sample Press Releases**  
**Sample Advanced Press Release**

Date: April 10, 2005

For Release: April 25-31

Contact: Frederick N. Freeman, Director of Administration  
FarmHouse Fraternity, XYZ Chapter  
1905 Any Street  
Any City, MO 5555-1905  
(111) 555-1905  
[ffreeman@FarmHouseXYZ.org](mailto:ffreeman@FarmHouseXYZ.org)

FarmHouse Fraternity is collecting cans of food for the Homeless Outreach of downtown City. Members of the fraternity will be going door to door from noon to 4:00 p.m. on Saturday, May 7, 2016 in the area surrounding the university.

Residents who will not be home during this time may also leave cans of food at the following drop sites:

Castleton Mall, University entrance, and at the Homeless Outreach of downtown.

FarmHouse members will be identified with green t-shirts and will be standing by large barrels. There will be a competition for groups that donate the most to the campaign. The group that collects the most cans will be presented with a special plaque from the Homeless Outreach and FarmHouse Fraternity.

## **Sample Follow-Up Press Release**

Date: May 7, 2016

For Release: Upon Receipt

Contact: Frederick N. Freeman, Director of Administration  
FarmHouse Fraternity, XYZ Chapter  
1905 Any Street  
Any City, MO 5555-1905  
(111) 555-1905  
[ffreeman@FarmHousexyz.org](mailto:ffreeman@FarmHousexyz.org)

2,000 cans of food were collected last week for the Homeless Outreach of downtown City. This effort, sponsored by FarmHouse Fraternity, was supported by local residents in university's neighborhood and by local media.

The Homeless Outreach reports that this donation will help 250 homeless residents eat next week. However, donations are still needed to continue this valuable program. John Jones, director of the Homeless Outreach, can be contacted at (555) 555-1234. The Homeless Outreach has been serving City since 1986



## ***PUBLIC SERVICE ANNOUNCEMENTS***

### **What are Public Service Announcements?**

- Public Service Announcements, or PSAs, are used for radio and television media to gain publicity and recognition for public service events.
- They are not used for other types of publicity; they **MUST HAVE** a service-oriented message.
- These spots are free and they are selected purely on the interest of the event as described in your press release and public service announcement.

### **How do I know how to write a PSA?**

- The PSA is written to be heard, rather than read, by the intended audience.
- It should be written in a conversational tone.
- The announcer must sound as if he is talking to the audience – not reading to them.
- For your public service announcement to be selected, it should be received by the station no later than 4 weeks prior to the release date.
- The standard length of a PSA can be 10, 20, 30 or 60 seconds.
- It is best to call the station and ask for its preference and ask for the name of whom to address the announcement.
  - It is better to use the person's name on the envelope than his or her position or title. This holds true for all correspondence.

### **How are PSAs different for TV?**

- For televised PSAs, you may have the option of providing a video or slides. Be sure to take advantage of this opportunity.
- Screen the content and make sure there is nothing negative – especially alcohol or alcohol advertising.
- The announcement can be in two forms; audio or written.
  - An audiotape should be timed within the chosen length, sounding smooth and professional.
  - The written form can be done in two formats depending if there are supporting visual aids.

## **Public Service Announcement Template**

### **Writing public service announcements**

Use this page as a guide when writing a PSA.

CONTACT: Name, title  
              Organization  
              Address  
              Phone  
              Email Address

PROJECT TITLE:

RELEASE DATE:

SECONDS:

ENDING DATE:

ANNOUNCER:

THE TEXT OF THE PUBLIC SERVICE ANNOUNCEMENT SHOULD BE EASY TO READ. IT

IS RECOMMENDED TO TYPE THIS SECTION TRIPLE SPACED AND IN ALL CAPS.

REMEMBER THAT THIS IS BEING READ AND SHOULD BE WRITTEN AS SUCH -- IN A

CONVERSATIONAL TONE. THE TEXT ALSO HAS A TIME LIMIT WHICH NEEDS TO BE AS

CLOSE AS POSSIBLE WITHOUT EXCEEDING IT. A GENERAL GUIDELINE PROVES THAT

EIGHTY WORDS EQUALS THIRTY SECONDS, AND ONE HUNDRED AND SIXTY WORDS

EQUALS SIXTY SECONDS. HOWEVER, IT IS BEST TO USE A STOPWATCH AND TEST

THE ACTUAL TIME AT A REGULAR PACE.

***\* Don't forget to remind the listener who is providing the announcement at the end.***

## **Sample Public Service Announcement**

Contact: Frederick N. Freeman, Director of Administration  
FarmHouse Fraternity, XYZ Chapter  
1905 Any Street  
Any City, MO 5555-1905  
(111) 555-1905  
[ffreeman@FarmHousexyz.org](mailto:ffreeman@FarmHousexyz.org)

Project Title: Homeless Outreach Canned Food Drive

Release Date: April 18, 2016

Ending date: May 7, 2016

Announcer:

DONATE CANS OF FOOD TO THE HOMELESS OUTREACH OF DOWNTOWN CITY. ON SATURDAY, MAY SECOND, VOLUNTEERS WILL GO DOOR TO DOOR FROM NOON TO FOUR P.M. IN THE NEIGHBORHOODS AROUND THE UNIVERSITY CAMPUS COLLECTING DONATIONS. ANYONE WISHING TO DONATE WHO WILL NOT BE HOME AT THAT TIME CAN LEAVE FOOD AT THE DROP SITES IN CASTLETON MALL, UNIVERSITY ENTRANCE AND AT THE HOMELESS OUTREACH OFFICES DOWNTOWN. FARMHOUSE MEMBERS AND VOLUNTEERS CAN BE IDENTIFIED WITH GREEN T-SHIRTS AND WILL BE STANDING BY LARGE BARRELS. THERE WILL BE A COMPETITION FOR GROUPS THAT DONATE THE MOST TO THE CAMPAIGN. THE GROUP THAT COLLECTS THE MOST CANS WILL BE PRESENTED WITH AN AWARD FROM HOMELESS OUTREACH AND FARMHOUSE. THIS MESSAGE HAS BEEN BROUGHT TO YOU BY FARMHOUSE FRATERNITY AND HOMELESS OUTREACH. GO TO [WWW-DOT-FARMHOUSEALPHA-DOT-ORG](http://WWW-DOT-FARMHOUSEALPHA-DOT-ORG) FOR MORE DETAILS.

## **ALUMNI NEWSLETTERS**

Here are some things to consider when creating your alumni or alumnae newsletter

### **NEWSLETTER DESIGN:**

#### **If you produce it:**

- 1) Elicit a chapter or council member with desktop publishing skills to design it
- 2) It doesn't have to be elaborate, but it should look professional
- 3) Do not use any questionable photos and/or comments
- 4) Check with your local post office about bulk rates for mailing the newsletter

#### **If you have it produced:**

- 1) Check your local Yellow Pages for "printing companies" and compare services and costs
- 2) Always proof the final copy before it goes to print
- 3) Contact your alumni affairs office at the university for ideas and suggested companies
- 4) Design the newsletter using Adobe InDesign. This is the preferred format by most publishers

### **NEWSLETTER CONTENT:**

It is an alumni/ae newsletter, so of course the newsletter should have information that is of interest to that constituent.

#### **Alumni News (70% of newsletter)**

- Announcements/calendar of special events, i.e. Homecoming, Alumni/ae Weekend, reunions and alumni/ae meetings
- Stories about alumni/ae events, after the fact. Include names and pictures of attendees
- Recognition of financial donors
- Alumni and alumnae that help with a chapter project
- A list of lost members (missing addresses)
- Other items, which might be of interest to your readers, may also be included. Just a few examples are:
  - "Blast from the Past" or "Remember When" section using old photographs
  - A recruitment recommendation and information return card
  - An article recognizing the achievements of alumni/ae in their respective professions
  - Pictures/articles of house improvements
  - Campus issues targeted towards alumni

#### **Chapter News (20% of newsletter)**

Chapter news should be minimal.

- Number of new members/initiates for the semester
- Individual and chapter scholarship
- Campus and community service projects
- Distinguished accomplishments by the chapter or individual members
- Awards received by the chapter or individual members

#### **Campus News (10% of newsletter)**

Ball State may not always inform alumnus members of important school dates. The newsletter should also include some of the following:

- Dates for Ball State homecoming and alumni weekends
- Dates for Ball State sporting events

## ***SAMPLE LETTERS***

### **Sample Congratulations to Civic Leaders**

Mr. John Doe  
123 City Street  
Town City, State 12345

Dear Mr. Doe:

The Brothers of Theta Chi Fraternity congratulate you on your recent election as mayor of our fine city.

If we can help your office in any way, please let us know. The men of Theta Chi Fraternity pride themselves on developing young leaders for our community. We welcome your involvement with our college and hopefully our chapter over the upcoming years.

Again, congratulations on your election and best of luck for your success.

Sincerely,

The Brothers of Theta Chi Fraternity

## **Sample Letter to Neighbors**

Mr. and Mrs. Joe Brown  
9876 Fraternity Street  
College Town, ST 12345

Dear Brown Family,

On Saturday evening, April 10, Theta Chi Fraternity will be hosting a social event. The event will begin at 10:00pm and will end precisely at 1:00am. The event will host approximately 100 people. They will all be students and members of our University's Greek Community.

The chapter will be following the risk management guidelines that were given to you at the beginning of the semester. We will do our best to keep the noise level low. The grounds will be cleaned of all litter no later than 10:00am the next morning. If you have any problems that evening, or at any time, feel free to call our President, Frederick Freeman, immediately. His number is 555-1856.

Thank you again for your continued help and understanding.

Sincerely,

The Brothers of Theta Chi Fraternity

## **Sample Congratulations Letters to Parents**

### **A. Letter of Congratulations for membership**

Mr. and Mrs. John Smith  
123 Oak Drive  
Town City, State 12345

Dear Mr. and Mrs. Smith,

On behalf of the Brothers of Theta Chi Fraternity we would like to congratulate you on your son's acceptance to our university and our chapter. The fraternity experience is one where your son will continue to grow and develop. It will help make the transition from high school to college life a lot easier.

Our Fraternity is a family, and you are now a part of our family. You are welcome to visit the chapter at any time and take part in your son's experience. We have scheduled Parent's Day for February 15, 20XX at 12 noon. We will be sending more information shortly.

Thank you for supporting your son's decision to join a fraternity. We welcome any questions you may have.

Sincerely,

The Brothers of Theta Chi Fraternity

### **B. Letter of Congratulations for Academics and Invitation**

Mr. and Mrs. John Smith  
123 Oak Drive  
Town City, State 12345

Dear Mr. and Mrs. Smith,

Congratulations to you and your family on your son making the Dean's List. The Brothers of Theta Chi Fraternity are proud of Mike and his hard work. He has definitely raised our chapter's reputation and standard as an academic fraternity.

He will be receiving an award from the chapter at our annual Scholarship Banquet. It will be held at the University Reception Room on May 20, 20XX at 7:00pm. You are invited to attend and share in this honor.

If you have any questions, please call Frederick Freeman, Parent Relations Chairman, at 111-555-1856.

Sincerely,

The Brothers of Theta Chi Fraternity

## **Sample Letters to Alumni/ae**

### **A. Letter of Appreciation**

Mr. Arthur Chase  
1856 Norwich Dr.  
Anytown, State 12345

Dear Brother Art,

Thank you for visiting the chapter during your recent business trip. The brothers enjoyed meeting you and sharing stories of brotherhood. Your donation was appreciated as well. All alumni donations go to our alumni fund, which supports the chapter alumni room and alumni events/newsletters.

We would like to take this opportunity to invite you to the chapter's next alumni event. We are having a barbecue before the homecoming football game vs. Rival Tech. This gathering is open to your entire family. More information will be sent to you shortly.

Feel free to call upon the brotherhood if you are in the area again. You are always welcome at the chapter.

Fraternally,

The Brothers of Theta Chi Fraternity



## **B. Letter of Recognition**

Mr. Arthur Chase  
1856 Norwich Dr.  
Anytown, State 12345

Dear Brother Art,

Congratulations on your recent election to the State Senate. The chapter is proud of your accomplishment.

It is always a pleasure to see Theta Chi members assume leadership roles in our society. The fraternity will continue to teach the ideals that help develop future leaders.

We wish you the best of luck in your new position. If the chapter can help you in any way during the upcoming months, do not hesitate to ask. Our Helping Hand is always extended to you.

Fraternally,

The Brothers of Theta Chi Fraternity

## **Sample Thank You Letters**

The following letters should be typed, using chapter stationery or NEATLY handwritten on thank you cards. Handwritten letters on chapter stationery not only looks bad, it violates the rules of etiquette.

### **A. Letter to a legacy's relative or a recruitment recommendation who joined your chapter**

October 13, 2008

Joe Doe  
2 Real World  
Anytown, US 12345

Dear Brother Doe:

We are happy to announce that John Doe has accepted a bid to join Delta Chi and is now a member of our fraternity. We thought we would take a little extra time to tell you how pleased we are that John decided on D-Chi as his fraternity. As you can imagine, many fraternities were interested in him and the competition was extremely keen.

We are pleased that the spirit, character and reputation of Delta Chi convinced him that ours was the fraternity for him.

To be sure, our chapter is most grateful to you for letting us know about John. Without your assistance, we might not have been able to associate with him. The information you forwarded was invaluable in the assessment of John's abilities, and allowed us to determine early that he is a man who meets the high standards of our fraternity.

You would be pleased to know, too, that John's high regard for you influenced him in the direction of Delta Chi.

Again, thank you for your thoughtfulness. We know that you are as pleased as we are to call John a Brother.

Fraternally,

Shawn Timmons  
Recruitment Chairman

## **B. Letter of appreciation**

October 13, 2008

Jane Doe  
2 Real World  
Anytown, US 12345

Dear Mrs. Doe,

On behalf of the Delta Theta Chapter of Delta Chi, I wish to extend sincere thanks to you and our Mothers Club for buying us a new television set. Quite often, we appear to take for granted so many of the contributions of the Mothers Club. We want you to know, however, that your thoughtfulness is always appreciated - even though it may not always be acknowledged. You know the fraternity house is yours as well as ours, and we hope you will feel free to stop in and visit with us.

Thanks again.

Sincerely,

President  
Delta Theta Chapter of the Delta Chi Fraternity

### **Sample Post Card Communications**

#### **We missed you!**

Dear Sue,

We missed you at our last meeting! If you're free, our next meeting will be at 7 p.m., September 15 at TGIFriday's on Main St. Hope to see you there!

Sincerely,

Karen Smith  
Corresponding Secretary

#### **A neighbor**

Dear Sue,

Guess what! You have a DG neighbor! Her name is Linda Jones and she lives at 234 Elm St. Please take the time to visit your Delta Gamma neighbor and, when you find more DGs, let us know!

Sincerely,

Karen Smith  
Corresponding Secretary

P.S. This postcard was also sent to Linda with your address!

#### **Event reminder**

Dear Sue,

We just wanted to remind you of our upcoming event at Build-a-Bear in Columbus. It will be October 20, from 2-4 p.m. and we'd love to see you there!

Sincerely,

Karen

#### **Event announcement to absent member**

Dear Sue,

We haven't heard from you in a while but hope you're doing well. We wanted to make sure you knew of our chapter's exciting and upcoming event at Build-a-Bear in Columbus. It will be October 20, from 2-4 p.m. We'd love to see you there!

Sincerely,

Karen Smith  
Corresponding Secretary

## **CHAPTER WEBSITE RECOMMENDATIONS**

*The following are recommended guidelines that can assist your chapter; this is not a Ball State Policy.*

### **Official Inter/National Organization Web Site**

Your inter/national organization has established a web site to disburse information to members and potential members. Please refer to their web site for more information.

### **Chapter Web Site Guidelines**

- 1) Use discretion when determining the appropriate information to add to the Web site. This includes, but is not limited to, refraining from displaying, disseminating or participating in computer network discussions regarding subject matter containing material that may be considered offensive to others and/or inconsistent with the values of your Inter/National organization or the National Panhellenic Conference (NPC)/National Pan-Hellenic Council (NPHC)/North-American Interfraternity Conference (NIC).
- 2) Thoroughly research and verify history, facts and information before adding it to the Web site.
- 3) Update the site regularly. Avoid post dated information on the site.
- 4) Use proper grammar and spelling.
- 5) Do not post photographs that depict alcohol, paddles or inappropriate behavior.
- 6) Review your organization's (including your inter/national organization) rules and procedures, bylaws and fundraising policy as when including a fundraising project on the web site.
- 7) Do not include any organization confidential materials including business transactions, ritual or individual chapter business.
- 8) Do not include names and phone numbers of individual members without prior written approval from that individual.
- 9) Get a written waiver from anyone included in photographs to be used on the web site.
- 10) List the accomplishments, activities, awards and philanthropic activities of your chapter.
- 11) Do not include addresses of chapter houses or activities.
- 12) Include a contact e-mail address for visitors who wish to submit questions or comments.
- 13) Do not include product endorsements of non-fraternity/sorority items or other personal/commercial advertisements on any your organization's web sites.
- 14) Do not use your organization's name, graphics or photographs for personal use, gain or profit.
- 15) Include links to other sites that promote and uphold the ideals of your inter/national organization which follow the intent of this policy such as your inter/national organization's web site, IFC/NPHC/PHC, Ball State University, Ball State University Greek life, etc.

## ***PUBLIC RELATIONS IDEAS***

### **20 Tips for Developing Better Campus Relations**

- 1) Let the Greek Life Advisor know early when there is bad news.
- 2) Let the Greek Life Advisor know when there is good news.
- 3) Have your Executive Board and your Chapter Advisor meet at least once a semester/quarter with the Greek Life Advisor.
- 4) Ask for advice when you need it.
- 5) Utilize campus resources.
- 6) Turn things in the Greek Life Office on time, return calls and/or reply to emails promptly, and attend (on time) meetings.
- 7) Invite Greek Life staff and other administrators to chapter events (Parents Day, Scholarship Dinner, Awards Dinner, community service projects, etc.)
- 8) Invite the Greek Life Advisor to speak at a chapter meeting and/or meet with your new members once a semester/quarter.
- 9) Set up appointments (at least a week in advance) when your national consultant or regional officer going to be visiting the chapter.
- 10) Include the Greek Advisor on mailing lists for alumni newsletters, parents newsletters, etc.
- 11) Volunteer to do community service work for the campus.
- 12) Have members run/apply for leadership positions within the Greek community and on campus.
- 13) Follow campus policies. If you're not sure about a policy – ask!
- 14) Always demonstrate honesty, integrity and cooperation.
- 15) Take time to show appreciation/recognition to campus personnel.
- 16) Maintain your chapter house and show consideration to your neighbors.
- 17) Give appropriate feedback (positive or negative).
- 18) Get (and utilize) a faculty advisor.
- 19) Think about the messages your signs, T-shirts, web sites, and actions send to the faculty and administrators.
- 20) Live by your creed.

## **20 Things to Build Good Relations with your Neighbors**

- 1) Introduce yourself to every neighbor on your immediate borders.
- 2) Be sure to pick up your yard after an event at a chapter house.
- 3) Be sure to pick up your neighbor's yard after an event.
- 4) Assure neighbors that your members will keep a watchful eye on their property during their absence.
- 5) Always keep your yard and your neighbors neat and picked up.
- 6) Send your neighbors a greeting card on special occasions like holidays, birthdays, etc.
- 7) Send your neighbors a holiday turkey or ham.
- 8) Invite neighbors to special functions like Founders' or Parents' Day. Do not feel you have to invite them to your "best party."
- 9) Always be the first around to shovel snow off your driveway and sidewalk; then shovel your neighbors.
- 10) Park only in designated chapter spaces.
- 11) Always keep noise at an acceptable, low level especially late at night.
- 12) Keep neighbors informed of various activities the chapter has planned. Emphasize philanthropic events.
- 13) When appropriate, ask neighbors for advice, opinions.
- 14) The chapter president should introduce themselves and maintain an excellent relationship with the local chief of police.
- 15) Maintain a good relationship with the university Greek advisors; they are your liaison to the community.
- 16) Plan and advertise community projects that directly affect your neighbors.
- 17) If and when neighbors complain be patient, courteous and polite.
- 18) Have responsible and sober members at chapter social functions.
- 19) As neighbors move in or leave the area, be the first to offer assistance.
- 20) Always remember building and maintaining good public relations is contingent upon individual members' actions. Fair or not, one inadvertent or stupid move by a member, or group of members, is attributed to the entire chapter and hence all Greeks. We all have as part of our rituals statements reminding us to never dishonor nor embarrass our Greek letters' true meaning.

## **Ideas for your Chapter:**

- 1) Hold a chapter retreat at the beginning of each term.
- 2) Arrange for a central press release service for new members, neophytes, officers of your chapter.
- 3) Establish a hospitality/host/hostess committee. Members should meet guests and alumnae at the door, introduce guests to members, and perform other acts of courtesy.
- 4) Ask a communication/speech professor to speak to the members about “body language” and how it can affect communication.
- 5) Establish a “secret brother/sister” program.
- 6) Sponsor study skills sessions
- 7) Plan midterm and final exam study breaks with popcorn, cookies, fruit and drinks, or go out for ice cream.
- 8) Keep members informed of the latest fashions or cosmetics/product by having special interest chapter programs.
- 9) Establish an annual Brotherhood/Sisterhood Award to be presented on Founders Day.
- 10) Maintain colorful and exciting bulletin boards by listing current and pertinent information.
- 11) Sponsor a “Safe Ride” program so that intoxicated brothers/sisters and/or guests have a safe ride home.
- 12) Invite local businesspersons to speak with seniors about the job market.
- 13) Invite Career Services to the chapter to instruct members on interviewing skills, resume writing, etc.
- 14) Submit annual honors and activities list (along with pictures) to your Inter/National magazine to receive recognition for individual members at an international level.
- 15) Invite a local financial manager to talk to the members about saving money, credit cards, budgeting skills, etc.
- 16) Hold a seminar in income tax preparation for members.
- 17) Have a dinner exchange program with fraternities and sororities.
- 18) Invite a local insurance man to speak in general terms about what to look for in buying insurance.
- 19) Hold workshops by Counseling Services on time and stress management, motivation, etc.
- 20) Encourage the activities chairperson to have an activities banquet/dinner where members receive recognition for their accomplishments within the chapter, on campus or within the community. Give small plaques, gifts or certificates. This could be combined with the scholarship banquet, if time is limited.
- 21) Have a suggestion box for ideas to make living in the house more enjoyable.
- 22) Display the chapter’s term or semester calendar in an appropriate place. Members need to know dates in order to schedule working hours, home visits, etc.
- 23) Install a phone with an answering machine or set up a screen name on instant messenger for the sole purpose of giving chapter information (dates, times, events) to out-of-house members.
- 24) Give flowers, cards, balloons to members who are ill.
- 25) Appoint a spirit or sunshine committee to keep members excited and interested in recruitment events and other chapter interests.
- 26) Have a sweetheart dinner for Valentine’s Day (each member invites a guest).



- 27) Have a "Chapter Member of the Month" award. Announce the winner monthly, and make a fun recognition pillow that can be passed on. Put her name on a bulletin board with a current picture and reasons why she was chosen. The recipient could be a new member too.
- 28) Along with officer training, discuss communication skills and how to present reports or announcements effectively.
- 29) Publish a chapter directory. Include pictures, hometowns and other interesting information.
- 30) Have scheduled room checks, especially if the chapter has visitation hours in living areas.
- 31) Have a chapter merit point system.
- 32) Have a recognition bulletin board which has space to honor seniors, new members, individual accomplishments, etc.
- 33) To honor birthdays of members give them cards, love notes, balloons or candy. Have a birthday cake once a month for all birthdays during that month. Remember summer birthdays, too.
- 34) Publish a chapter newsletter with member biographies ("get to know" type articles), recognition section and publicity for chapter activities.
- 35) Take a brother/sister to lunch, or treat him/her to a Coke or ice cream cone.
- 36) Publicize chapter activities through posters, newspapers, newsletters, skits, bulletin boards. Get the membership excited about chapter events.
- 37) Establish an affiliation program for those chapter members who have transferred to your school.
- 38) Research the chapter's history by calling alumnae. Begin creating chapter pride through past achievements and traditions.
- 39) Hold frequent fireside chats or gavel passings where members share their thoughts and feelings.
- 40) Have a prize drawing for bills paid on time.
- 41) Place motivational signs in the house.
- 42) Make motivational cards for members. (Good Job, Great Work, Thanks, Congrats, Get Well, Miss You, Sorry, etc.)
- 43) Have a phone etiquette informational session. Then schedule all members for phone duty.
- 44) Have Chapter Days once a week where members wear letters on campus.
- 45) Dress nicely for meetings and wear new member pins or badges. Enforce proper dress for chapter meetings. Enforce the wearing of badges and new member pins at formal meetings.
- 46) Recognize members' accomplishments by placing ads in the campus newspaper.
- 47) Post chapter minutes for members who had to miss a meeting.
- 48) Have rewards for members who have the cleanest rooms.
- 49) Have a designated driver program for the chapter. Brothers/Sisters sign up for weekend nights when they will give any sister a ride home for any reason, if called.
- 50) Have well planned Initiations.
- 51) Put the names of new members and members in the campus newspaper through the personal column.

- 52) Give Chapter Awards to brothers/sisters who have gone out of their way to help a sister during the week.
- 53) Develop an awards program for outstanding achievements of members.
- 54) ELIMINATE ALL HAZING!
- 55) Establish house director etiquette. He/She should be treated as one would treat the father/mother of a best friend. The house director should always be consulted well in advance about plans for parties and dinners. Little courtesies during the year should be shown (birthday, a flower occasionally for his/her room, an escort to church, an invitation to a program). She is the official host/hostess in the dining room and should be escorted to his/her place and be the first to enter the dining room. All entering late should go to him/her upon entering the room to apologize for being late. All leaving early should go to him/her and ask permission to leave.
- 56) Give out a public relations award each month to a member who displayed good manners in his/her day-to-day living. Recognize his/her efforts by giving him/her an ice cream certificate, a dinner certificate or movie certificates. Be selective.
- 57) Have a chapter "work day" when every member helps clean the chapter house – closets, silver, supply cupboards, chapter room, grounds.
- 58) Buy an etiquette book for the chapter and have it available for members.
- 59) Have a Thanksgiving dinner where flowers and candles are used.
- 60) Have your house director present a table etiquette program.
- 61) Develop a peer support group where members with like challenges meet once a week to work through their difficulties and share their feelings in a non-judgmental environment.
- 62) Give small chapter memento gifts to thank outside speakers for coming to the chapter (notepaper, pen, pencil, plastic cup).
- 63) Have a super brother/sister program where members place the names of super brothers/sisters into a basket. At each meeting all the super brothers/sisters names are read and a super brother/sister is chosen. He/She is then given the brother/sister plant to love and care for that week as he/she has loved and cared for his/her brothers/sisters.
- 64) Start a Brother/Sister Love Book. The fabric covered blank book is given to a member who has shown brotherhood/sisterhood during the month. The chosen brother/sister keeps it for the month and when he/she decides to whom to pass it on, he/she writes a poem or letter to that brother/sister. It is passed on at the end of a chapter meeting.
- 65) Have theme night dinners. Example: At Halloween, have members pick a piece of hard candy out of a jack-o-lantern. They then sit at the table that displays that type of candy. Great mixer.
- 66) Give a small gift to the best dressed member during a formal chapter meeting.
- 67) Give the retiring president a small gift from the membership as a thank-you for representing the chapter.
- 68) Establish permanent awards for the chapter – outstanding member in the different classes (i.e. "Best Brother/Sister," "Leadership," "Inspiration," "Press" award – a non-officer who is committed to promoting your chapter.)
- 69) Present a chapter "Athlete of the Week" award to the brother/sister who helped the most in a recent intramural game or sporting event. This could be given during the Activities Banquet or chapter meeting.

- 70) Recognize housing staff by asking them to dinner or giving them a small gift, especially during the holidays. Birthday cards are fun, too.
- 71) Officers or chairpersons should thank brothers/sisters for their extra help after a major event like Homecoming, parents Weekend, Founders Day. A note in their mailboxes is nice.
- 72) Have a phone committee or a way to communicate with members when an event is cancelled or some change has occurred.
- 73) Have "guest night dinners" for members to invite their favorite person.
- 74) Encourage members to invite their real brothers/sisters to the chapter house for a dinner or a weekend.
- 75) Encourage out-of-house members to come by often. Have an area for them to store their things or get small lockers for them. It's great to have a change of clothes or toothbrush at the house.
- 76) Have a quiet place for out-of-house members to study.
- 77) Establish a monthly "Happy Face" award for the brother/sister who smiled the most during the past month. Give him/her a big cookie with a happy face.
- 78) Using the book *14,000 Things to be Happy About*, post a list of the things that make your chapter members happy in their daily lives.
- 79) Praise members who display good manners by having the standards chairperson put a silver spoon (cardboard covered with aluminum foil) with a bow on it in members' mailboxes. Have members turn in names or have committee members select recipients.
- 80) Use a bulletin board for "thank yous." Decorate it with bright colors, using small shapes of your mascots, crest, etc. Give it a creative title and remove notes at the end of each week. For example: "Thanks, Sue for taking me to the Circle K meeting for donuts...I was starved! Love, your Roomie."
- 81) Before Initiation elect the members who most represent the Four Founders. Have the ritual chairperson read about each woman before the election.
- 82) Surprise a brother/sister by decorating his/her door on his/her birthday or for a special achievement.

**Ideas for your chapter to work with your *Inter/National Headquarters*:**

- 1) Send the regional coordinator a birthday, anniversary and holiday card.
- 2) Send holiday cards to Inter/National Council.
- 3) Become “pen pals” with another member from another chapter.
- 4) Send congratulatory notes to new chapters and colonies.
- 5) Give visiting Inter/National officers a small gift of flowers, fruit basket, or crackers and cheese during their visits to the chapter.
- 6) Have a welcome banner or poster for visiting Inter/National officers.
- 7) Prepare a list of the chapter officers and their phone numbers for visiting officers.
- 8) Visit other chapters when traveling.
- 9) Request assistance from Inter/National officers regarding special needs. They are there to assist your chapter.
- 10) Send the other members of your regional team a holiday card.
- 11) Invite any local international officers living in the area to Founders Day, Initiation or other special events.
- 12) Order and use Inter/National Headquarter resources (video tapes, DVDs, manuals, brochures).
- 13) Support any and all Inter/National public relations events or projects.
- 14) Work toward Inter/National awards.
- 15) Encourage members to apply for the collegiate leadership consultant position.
- 16) Send “In Celebration” donations to your Inter/National Foundation for birthdays, new jobs or engagements.
- 17) Support the Foundation by contributing an annual gift.
- 18) Order your organizations jewelry through your Inter/National organizations official jeweler.
- 19) Initiate new members (mothers, special friends) through the annual alumnae initiate program.
- 20) Encourage members to notify Inter/National Headquarters when they have a change of address.
- 21) Plan a fun activity, such as a picnic, with a nearby chapter.
- 22) Have a joint Founders Day celebration with a nearby chapter(s).
- 23) Visit nearby chapters during away football or basketball games. Let them know you plan to visit their campus.
- 24) Do a joint philanthropic project with a nearby chapter.
- 25) Have an affiliation program for transferring sisters. Assign big sisters and give them an informational packet about the chapter.
- 26) Look for and visit with brothers/sisters attending regional IFC/NPHC/PHC conferences.
- 27) Correspond with chapters in your region and exchange pictures, newsletters, names of members; invite members to visit.
- 28) Have a T-shirt exchange with another chapter. Send leftover event T-shirts to each other and give them as awards, gifts or prizes.
- 29) Send holiday cards to chapters in your region.
- 30) Send “welcome aboard” notes to the chapter’s new regional coordinator and other new members of your chapter’s regional team.
- 31) Send congratulatory notes to new chapters.
- 32) Send a Founders Day contribution to your Inter/National organization.
- 33) Ask area Inter/National officers to present a chapter program on your Inter/National organization.
- 34) Encourage as many members as possible to go to your organization’s Conventions.

## **Ideas for your chapter to work with *IFC/NPHC/PHC***

- 1) Promote pride in being Greek.
- 2) Encourage IFC/NPHC/PHC participation and cooperation.
- 3) Have dinner exchanges with other sororities and fraternities.
- 4) Provide assistance during emergencies (i.e. assist members or a chapter whose house burned down).
- 5) Positive and cooperative attitude at IFC/NPHC/PHC meetings and functions.
- 6) Show class when dealing with fraternities or sororities; class is ALWAYS in style. (i.e. serenades: coat and tie, flowers, no drinking songs, etc.)
- 7) Sponsor a study skills program for all of your IFC/NPHC/PHC member chapters.
- 8) Host fraternity/sorority "officer roundtables" to meet and discuss ideas, concerns, etc. (tables are divided by chapter offices).
- 9) Host an open house for other Greeks.
- 10) Invite other Greeks to open to the public chapter programs, especially new members.
- 11) Have each new member invite someone he/she met during recruitment (who pledged another fraternity/sorority) to a dessert event soon after recruitment. If new members get to know each other, communication will be easier each year as they progress through college.
- 12) Promote dry functions with fraternities and sororities.
- 13) Host a "House Director Appreciation Dinner" and invite all house directors on campus. Assign a host/hostess to each one.
- 14) Display congratulatory banners or signs wishing other chapters good luck on their finals, recruitment, Greek Week, etc.
- 15) Take balloons, candy or flowers to fraternities/sororities before recruitment to wish them luck.
- 16) Send holiday cards to other Greek chapters on campus. Do the same for other campus organizations.
- 17) Carve pumpkins for fraternities/sororities at Halloween.
- 18) Make door decorations for fraternities/sororities on St. Valentine's Day, St. Patrick's Day, etc.
- 19) Send notes of congratulation or appreciation and flowers on Founder's Days for other fraternities and sororities.
- 20) Select a "Chapter Sweetheart of the Month" and present him/her with flowers and candy.
- 21) Organize a bridge event, tea or dessert for all the Greek house directors.
- 22) Give cookies or candy to other Greeks as a welcome back gesture.
- 23) Sponsor a picnic with your Greek neighbors.
- 24) Be positive in comments about all Greek groups.
- 25) Submit articles and information about the chapter to the campus Greek newspaper.
- 26) Regularly invite the Greek advisor to dinner or to a special chapter event.
- 27) Volunteer to work in the Greek Life office or to host/hostess a meeting.
- 28) Wash car windows in a fraternity or sorority parking lot and leave notes that say "Courtesy of your chapter."
- 29) Take donuts to a fraternity or sorority.
- 30) After working with a fraternity or sorority on an event, surprise the men or women with a "thank you" dinner. Remember to let someone at the fraternity or sorority know it will be a surprise.
- 31) Give the sorority with the highest GPA a "smarty plant" for its house.
- 32) Send congratulatory notes to the winners of Greek awards.
- 33) Design and sell IFC/NPHC/PHC T-shirts. They promote the Greek system.
- 34) Promote dry functions and the development of a Greek alcohol policy.

- 35) Invite a sorority or fraternity to attend an open to the public chapter program, and have dessert or go out for ice cream afterward.
- 36) Help plan a Faculty Appreciation Month during the school year. IFC/PHC/NPHC could host one planned event each week of the month and each sorority could hold one event separately during the month. Chapters with a large Greek community could combine when hosting events.
- 37) Invite chapter presidents to dinner – one or two at a time or as a group. Introduce them.
- 38) Put personals in the campus newspaper to thank or congratulate other Greek groups.
- 39) Senior Appreciation Flowers – during your chapter's Senior Celebration Week, spread the appreciation campus-wide by sending flowers to other fraternities or sororities to honor their seniors also.
- 40) Wear "GO GREEK" buttons.
- 41) Support your local Alumnae IFC/NPHC/PHC by attending teas, luncheons, informational events for incoming students or selling/buying raffle tickets for scholarships.
- 42) Invite the Greek advisor to speak about National Panhellenic Conference, National Pan-Hellenic Council, North-American Interfraternity Conference or Greek issues.
- 43) Strive to have chapter members serve as IFC/PHC/NPHC officers.
- 44) Encourage members to attend IFC/NPHC/PHC meetings.
- 45) Sponsor a date rape workshop for Greeks (use campus or community resources).
- 46) Purchase advertising space in the campus newspaper to help promote the Greek System and Gamma your chapter; advertise philanthropic projects.
- 47) Sponsor seminars, workshops or retreats on topics of mutual interest or benefit.
- 48) Create a portfolio of chapter accomplishments to be used when looking for sponsorships.
- 49) Organize and publish a Greek directory.
- 50) Publish newsletters, press releases, etc.
- 51) Participate in fraternity/sorority exchanges, serenades, etc.
- 52) Sponsor a tutorial program for Greeks.
- 53) Promote the development of a prank and raid policy.
- 54) Have a chapter open house (tour) for sororities/fraternities.
- 55) Write articles for the university/college alumni magazine about accomplishments of your chapter and the Greek system.
- 56) Assist in developing an IFC/NPHC/PHC speakers bureau.
- 57) "Plant-a-Tree-a-Year" for the Greek garden – environmental improvement on campus.
- 58) Sponsor a Greek Faculty Person of the Year Award.
- 59) Send congratulatory notes to newly elected officers in sororities and fraternities.
- 60) Along with a fraternity, "adopt" an athlete. Support her/him at meets on campus and encourage her/him in other competitions. This could be done for a sport without widespread support.
- 61) Make sunglasses out of cardboard, write "Have a Great Spring Break" on them, and deliver to other Greeks before vacation.
- 62) Take animal crackers to other sororities or fraternities and make a sign that says, "Have a grrrrreat recruitment!" This could be used on other occasions too.
- 63) Sponsor a scholarship chairperson's workshop for all sororities/fraternities.
- 64) Join a fraternity/sorority in sponsoring a softball tournament for the city's youth. Provide the umpires, the score keepers, handouts, trophies and prizes.
- 65) Participate in Homecoming activities with other Greeks.
- 66) Support other Greek philanthropies with a small donation.
- 67) Who has the best cook? Have a bake-off competition among all the sorority and fraternity cooks. Ask the local newspaper food editor to judge the entries. Award the winning cook dinner for two at a restaurant in town.
- 68) Host a Greek barbecue.

- 69) Join a fraternity/sorority in sponsoring a local 10K or a golf tournament to raise money to send underprivileged children to camp for the summer. Meet with a local track club or golf pro to learn how to sponsor the event.
- 70) Join a fraternity/sorority in shoveling snow for shut-in or elderly people. Local hospitals, churches and social agencies know the people who need help. During good weather, offer lawn service (i.e. trimming trees and bushes or raking leaves.)
- 71) Have a “make your own sundae event” with a fraternity/sorority. Communication always leads to a better understanding.
- 72) Participate in the intramurals, IFC/NPHC/PHC games and projects.
- 73) After intramural games, send notes or place personals in the campus newspaper to those sororities or fraternities you competed with in intramurals; thank them for the great time.
- 74) Sponsor a “roast” of the Greek advisor. Do it in good taste and ask other sororities and fraternities to help.
- 75) Host a tea for academic VIP’s and student government members to promote better university/Greek relations.
- 76) Design a Greek bumper sticker and sell them for a fundraiser to help sponsor a campus philanthropy.
- 77) Establish a Chapter Public Relations Award on your campus.
- 78) Serenade fraternities/sororities before parties.
- 79) Put posters and signs on doors of other Greek organizations for holidays and other special occasions.
- 80) Have guest night at the chapter house. Invite a fraternity or sorority for dinner or to watch T.V.
- 81) Send congratulatory notes to fraternities and sororities on new members.

## **Ideas for your chapter to work with your *Campus (Ball State)***

- 1) Be friendly on campus and say “hello” to brothers/sisters and other students; spread the PRIDE of your chapter everywhere.
- 2) Invite campus newspaper staff members to dinner and ask them to speak about campus issues.
- 3) Encourage members to apply to be orientation leaders.
- 4) Encourage members to apply to be admission tour guides.
- 5) Encourage members to run for student government offices, chairmanships and participate on committees.
- 6) Support school teams by wearing school colors.
- 7) Print book covers with Greek information on it.
- 8) Attend sporting events en masse. Have block seating and wear your chapter letters.
- 9) Assist with residence hall move-in during the first week of school.
- 10) Set up a campus orientation booth during the first week of school.
- 11) Assist with residence hall move-out during the last week of school.
- 12) Invite members of campus organizations to the chapter housing facility for dessert or dinner.
- 13) Establish an escort service for the campus.
- 14) Organize a recycling program on campus.
- 15) Offer to clean up after a campus event.
- 16) Have social functions with non-Greek organizations.
- 17) Encourage officers to meet with their counterparts in other campus organizations and invite them to a leadership workshop.
- 18) Provide care packages for students during finals (send advertisements to parents).
- 19) Organize an annual campus beautification project.
- 20) Develop an athletic support program – invite student(s) to dinner or out for a Coke, send congratulations, good luck and “great job” notes to students or the coaching staff.
- 21) Provide students with a calendar or desk blotter with campus information on it – courtesy of your chapter. Check IFC/NPHC/PHC rules first.
- 22) Sponsor an all-university scholarship for a needy student.
- 23) Sponsor an all-university scholarship for a foreign student.
- 24) Sponsor an all-university athletic competition or tournament.
- 25) Invite campus organizations to use the chapter housing facility, if convenient and the house corporation board approves.
- 26) Advertise your chapter with banners at football games.
- 27) Invite resident advisors to a social or open to the public chapter program.
- 28) Encourage the activities chairperson to have an Activities Night; invite club presidents to speak to members about their organizations. Sponsor the event for all sorority new member classes.
- 29) Have guest nights – invite non-Greek friends.
- 30) Assist disabled students in class (i.e. read to the blind, take notes for a person with a broken hand, etc.).
- 31) Present an Athlete of the Month/Term Award to a university/college athlete and invite him/her to dinner; present a plaque or small gift.
- 32) Chapters housed in residence halls with non-Greeks should encourage good relations through joint activities.
- 33) Co-sponsor a pep rally with UPB or athletics prior to a home game.
- 34) Foster campus spirit with flyers which say, “(Insert chapter name) backs the Cardinal (insert team).”
- 35) Do philanthropic projects with non-Greek groups.
- 36) Organize a campus trivia contest. Ask merchants to donate prizes.



- 37) Have fundraisers on campus and include the entire campus population, rather than just Greeks.
- 38) Sponsor men/women's seminars with workshops presented by faculty men/women. Plan once a week workshops for three weeks or have one day workshops. Senior chapter members could be discussion leaders.
- 39) Volunteer to sit on campus steering committees.
- 40) Sponsor a reception for outstanding men/women leaders on campus; invite university/college officials.
- 41) Support all-campus philanthropic projects by serving on committees and attending events.
- 42) Sponsor a leadership workshop on campus and invite a prominent speaker.
- 43) Letter Days – letters are important for your chapter public relations and should be worn at least weekly. All members must be dressed appropriately and wearing **big smiles!!**
- 44) Remove campaign posters after campus elections.
- 45) Develop an assistance program for disabled students.
- 46) Sponsor an all-campus dance early in the fall term with all proceeds (after expenses) going to charity. Hold it at the beginning of the term before other social activities are planned by other organizations. Pay for the band, but get all the refreshments donated. Remember publicity and media coverage.
- 47) Volunteer to wash campus police cars. Invite a fraternity/sorority to assist.
- 48) Arrange for all fraternities and sororities to assist with residence hall check-in during the first week of school. Provide manpower/womanpower to move luggage and have a lemonade stand to provide refreshments for tired parents and new students.
- 49) Send congratulatory notes to other campus organizations.
- 50) Be active in campus politics.
- 51) Develop a program with the counseling or academic services department to provide a tutorial service for other students on campus or for nearby elementary schools.
- 52) Have a campus bleed-in. Work with the local Red Cross and sponsor a local drive. Provide a trophy for the organization that has the highest percentage of donors.
- 53) Organize a reception for all straight "A" students on campus.
- 54) Support minor sports on your campus by attending games as a chapter. For sports that are inadequately funded, help raise money for scholarships by sponsoring a fraternity/sorority softball tournament or another event.
- 55) Help organize a campus share-a-ride program for holiday travel to various sections of the country.
- 56) Organize a Senior Forum with the placement office. Hold the event at the chapter house and present workshops on resume writing, interviewing and so on, or sponsor a career panel.
- 57) Before Valentine's Day organize a rose or carnation sale and delivery service. Work through a local florist and sell flowers on campus. Offer to deliver flowers for a local florist on Valentine's Day, free of charge.
- 58) Host a recognition reception for ALL students on the Dean's list (not just Greeks).
- 59) Sponsor a campus video contest. Decide the themes or categories, borrow video equipment from the campus instructional center and have a special event to view the finished products. Ask a teacher/professor from the department of public relations or communications to judge the contest. Be sure rules address what is and is not appropriate.
- 60) Hold a campus volleyball marathon to raise funds for scholarships. Begin the tournament with a celebrity team of local dee-jays or campus celebrities (athletes, deans, teaching assistants). Remember to have the marathon in a central place on campus.

## **Ideas for your chapter to work with your *Community (Muncie)***

- 1) Invite the police chief or mayor to dinner.
- 2) Invite a police officer to speak on drug or alcohol abuse.
- 3) Initiate a neighbor who has been helpful in neighborhood relations.
- 4) Keep the areas around the chapter house clean at all times.
- 5) Wash city police cars or fire engines – invite a fraternity/sorority to help.
- 6) Pay bills on time.
- 7) Provide a summer list of contacts (officers and alumni/ae) to the police in case something happens to the house over the summer (broken windows, vandalism, etc.)
- 8) Participate actively in neighborhood associations – you are taxpayers and have a vested interest in the future of your neighborhood.
- 9) Attend city council meetings regularly, not just when a problem occurs.
- 10) Organize a city-wide cleanup project.
- 11) Notify neighbors about recruitment week and thank them for their patience when recruitment activities cause noise.
- 12) Participate in local elections:
  - a. Register chapter members to vote in your college town; local officials are more likely to be concerned about a chapter of local voters than students who are registered in other communities.
  - b. Drive senior citizens to the polls.
  - c. Assist with voter registration of senior citizens, disabled citizens and college students.
- 13) Organize a public service weekend where the chapter does odd jobs (clean ups, rake or mow lawns, etc.) for neighbors, then host a dinner.
- 14) Initiate a local police officer who has been helpful in neighborhood relations.
- 15) Send Thanksgiving cards to firms with whom the chapter does business.
- 16) Present police chief or city officials with complimentary tickets to a campus event.
- 17) Schedule an open house for neighbors.
- 18) Assist with a city beautification project.
- 19) Teach swimming and/or arts and crafts to disabled children.
- 20) Send letters to neighbors before a social event.
- 21) Adopt a set of “grandparents” (senior citizens in the area). Have them come to a chapter dinner, take them shopping, etc.
- 22) Send thank you notes, Thanksgiving cards, etc.
- 23) Welcome new neighbors to the neighborhood.
- 24) Sponsor a “You and the Law” program using lawyers, judges and police to provide information on the law.
- 25) Initiate a city administrator who has been helpful in neighborhood relations.
- 26) Sponsor a voter awareness program.
- 27) Sponsor legislators for a campus visit on a current issue.
- 28) Work with the city to provide assistance for a beautification project by planting trees, shrubs or flowers in a local park or boulevard.
- 29) Provide ample off-campus parking for all functions. EVERY college town has a shortage of parking. The chapter which does this will win friends.
- 30) Sponsor sports competition with the police or fire department.
- 31) Sponsor a car safety check inspection.
- 32) Organize a neighborhood week to provide services for neighbors.
- 33) Assist with a Neighborhood Watch program (i.e. team up with another fraternity/sorority and watch a specific neighborhood during Halloween).
- 34) Have members speak at local clubs and organizations about fraternity and sorority life.
- 35) Organize and distribute a coupon book that recommends local businesses.

- 36) Join a walk-a-thon for the local March of Dimes or other marches, fun runs, bike-a-thons or lift-a-thons.
- 37) Visit orphanages or retirement homes.
- 38) Sponsor an underprivileged child overseas (i.e. Christian Children's Fund, etc.).
- 39) Make door decorations for neighbors during holiday seasons.
- 40) Organize a Greek speakers bureau for presentations to clubs and organizations.
- 41) Provide manpower/womanpower for a community project.
- 42) Sponsor a youth athletic time in a local league (i.e. YMCA, Boys & Girls Club, Little League Baseball, etc.).
- 43) Make toys or sew stuffed animals for children in a local hospital or day care center.
- 44) Provide program assistance during the Special Olympics.
- 45) Sponsor an all-city or all-campus basketball tournament with entry fees donated to charity.
- 46) Sponsor an all-sports day for underprivileged children.
- 47) Participate in community Adopt a Highway or Adopt a Park programs.
- 48) Volunteer for special projects at a museum or library.
- 49) Assist in a Toys for Tots campaign – collect toys for local underprivileged children at Christmas or Easter.
- 50) Volunteer to assist the Junior League with its annual rummage sale or other special projects.
- 51) Sponsor a food basket program – collect canned foods for distribution in special holiday baskets to local underprivileged families.
- 52) Sponsor parties for local underprivileged children – around Christmas, Easter, Halloween and St. Valentine's Day.
- 53) Have a charity sale – Light bulbs, candy, flowers, art prints, etc. – with proceeds going to charity.
- 54) Develop an educational program for high school boys/girls on safe sex, eating disorders; work with a school counselor.
- 55) Participate in city volunteer programs.
- 56) Join the local chamber of commerce. It expresses interest in the future of the community. When attending meetings, GO TO LEARN! There will be plenty of time to share your wisdom later in life.
- 57) Sponsor a career day and invite local businessperson to present workshops.
- 58) Donate turkeys to needy families at Thanksgiving or work on holiday food or toy drives in your area. Volunteer to help through churches or local social agencies.
- 59) If you live in a residential neighborhood, have a cookout for your neighbors. Let them know how much you appreciate their tolerance of noise and crowded parking.
- 60) Offer a tutoring service for underprivileged children. Work through the public schools or a government agency.
- 61) Operate a haunted house at Halloween. Charge admission and donate the money (after all bills and insurance are paid) to a charity.
- 62) Work with the neighborhood homeowner's association, if chapter housing is located in a residential area.
- 63) Run concessions or booths at local fairs (exhibitions, carnivals, etc.) for charity.
- 64) Collect aluminum cans for environmental and philanthropic purposes.
- 65) Ask community leaders to speak on community service opportunities and public information.
- 66) Assist with community elections and campaigns.
- 67) Answer telephones during a telethon.
- 68) Become involved in the Big Brother & Big Sister program.
- 69) Adopt a day care center for a year; read to the children, help paint the building, help make teaching aids, weigh and measure children, give Valentines or make cookies.

- 70) Provide a shopping service for elderly or shut-in people.
- 71) Invite a local businessperson who has been especially helpful to the chapter.
- 72) Invite a local community leader to dinner.
- 73) Invite the editor of the local paper to talk to the chapter about journalism or a “hot topic” in the city.

## **Ideas for your chapter to work with your *Alumni/ae/Advisors/House Corporation Board***

- 1) Publish an alumni/ae directory.
- 2) Send a newsletter each term to each alumnus/a in the area as well as to chapter alumni/ae.
- 3) Use computer generated mailing labels (usually available through your Inter/National Headquarters).
- 4) Invite prominent chapter alumni/ae to campus to speak about their profession.
- 5) Invite a representative from the alumni office to talk about alumni/ae programming.
- 6) Offer to host an alumni/ae chapter meeting at your house.
- 7) Attend alumni/ae association meetings on a regular basis.
- 8) Develop an alumni/ae awards program. A special plaque could be awarded at the Founders Day celebration to the "Alumnus/a of the Year." Throughout the year, quarterly or monthly awards of a day of babysitting or a day of house cleaning could be awarded to the winning alumnus/a.
- 9) Plan a joint chapter/alumni/ae function shortly after pledging.
- 10) Hold an Appreciation Night for advisors; give flowers, cards, coupon books, T-shirts, love notes, etc.
- 11) Send thank-you notes to alumni/ae who provide special help.
- 12) Invite alumni/ae well in advance of all events; ask for an RSVP and follow-up with a call.
- 13) Organize a blitz and deliver flowers to all area alumnae.
- 14) Send publicity information to your Inter/National magazine (including pictures) for any alumnae-collegiate events.
- 15) If an alumnus/a has special needs, find out how you might be able to help and offer assistance, e.g., taking him/her to the grocery store, running errands, reading the paper, etc.
- 16) Send Valentine cards to children of alumni/ae.
- 17) Assist house corporation board with any fundraiser for the chapter house (repairs/additions/decorating), fold letters, stamp envelopes, etc.
- 18) Ask the recruitment advisor to meet with graduating members to review the reference process.
- 19) Include local alumni/ae in Senior Celebration by inviting them for dessert and asking them to share some of their alumnae experiences.
- 20) Send a congratulatory note to new alumni/ae chapter presidents.
- 21) Assist the alumni/ae with the alumni/ae initiate program.
- 22) Sponsor a cookie exchange during the holidays. Ask alumnae/i to bring their children, give out chapter balloons, etc.
- 23) Involve alumni/ae in open to the public chapter programs by asking them to speak or find resources.
- 24) Assist alumni/ae in their projects and offer services such as childcare, contributing articles for bazaars or sales, selling tickets for social events, etc.
- 25) Work with the membership vice president to coordinate alumni/ae participation throughout recruitment. Solicit their help during recruitment.
- 26) Appoint various collegiate members as secret brothers/sisters to local alumni/ae. Send fun cards during the fall and during a holiday party, reveal the secret brothers/sisters in much the same way as chapter secret brothers/sisters are revealed.
- 27) Send special thank yous; such as, small personal gifts, flowers and/or cards to tell alumnae/i their efforts are appreciated.
- 28) Ask alumni/ae to plan the induction ceremony for Senior Celebration Week.
- 29) Send birthday cards to advisor(s).
- 30) Surprise your advisor with a night on the town by offering to baby-sit and providing a dinner gift certificate for birthday, wedding anniversary or just to say "thanks."

- 31) Invite alumni/ae to Initiation and/or Initiation banquet/brunch.
- 32) If there is no alumni/ae group in your area, write Inter/National Headquarters for the names of members who have been members for fifty (50) or more years. Recognize them on Founders Day with a fifty year pin. (Contact Inter/National Headquarters for details).
- 33) If there is no alumni/ae group in your area, write Inter/National Headquarters for a list of area alumni/ae and begin notifying them of chapter events by invitation or flyers.
- 34) Locate faculty or staff who are members of your organization and invite them to dinner.
- 35) Recognize the house director on his/her birthday, Christmas and other special occasions.
- 36) Recognize the housing staff during dinner by giving them flowers or a fun award.
- 37) For Homecoming, remember to invite alumni/ae in your area as many return for Homecoming. Send invitation two months in advance.
- 38) Take plenty of pictures when alumnae/i are present; send to your Inter/National magazine and remember to identify the men/women in the picture by name and Greek-letter chapter affiliation.
- 39) Make cookies for a house corporation board meeting.
- 40) Install a Web site for the sole purpose of communicating chapter activities, especially during recruitment.
- 41) Invite alumnae/i to attend Bid Day activities. It demonstrates the importance of lifetime commitment.
- 42) Ask the historian to visit chapter alumnae/i to research the chapter's history and traditions.
- 43) Promote your chapter with the sons/daughters of alumni/ae by having an activity for fathers/mothers and sons/daughters.
- 44) Include alumni/ae in local leadership conferences.
- 45) Have your Inter/National Directory available during Homecoming and Founders Day so that alumni/ae might find lost brothers/sisters.
- 46) Have a house tour during Homecoming and Founders Day; always have a room check before these events.
- 47) Use a hospitality committee or host/hostess committee when alumni/ae are invited to the house. Meet them at the door, have a guest book and use nametags.
- 48) Make welcome banners or signs for Homecoming, Parents Weekend and other special occasions.
- 49) Hold an alumni/ae/guest picnic and give fun prizes for games, relays, etc.
- 50) Invite alumni/ae to dinner, introduce them and ask them to tell about their collegiate days.
- 51) Invite prominent alumni/ae to speak at an all-Greek or all-campus event.
- 52) Have a formal dinner/dessert for alumni/ae on Founders Day.
- 53) Support your Alumni/ae Panhellenic by attending luncheons, helping during the annual recruitment tea/party for high school seniors.
- 54) Have a Homecoming reception/barbecue for alumni/ae. Over the summer, send out "save the date" notes.
- 55) Sparkle up the house and invite alumni/ae to "return" for fun and reminiscing at a bed and breakfast weekend. Couple this with a nominal fee and make it a fundraiser.
- 56) Have a "thank you" brunch/picnic/dinner after recruitment for the children and husbands of alumnae who helped. Include those local alumnae who wrote references, too.
- 57) Attend an alumni/ae chapter meeting: take a dessert, talk about your recruitment plans, take the host/hostess a bouquet of flowers and sign up alumni/ae to help during recruitment.
- 58) If there is no local alumni/ae group, communicate with the closest one for assistance during recruitment. Visit the alumni/ae in the spring and give them definite dates and

times so they can mark their calendars. Send postcards as reminders a month or more before recruitment. Let them know their assistance is important and appreciated. When the alumni/ae volunteers arrive, give them a list of responsibilities which you have prepared ahead of time.

- 59) Send congratulatory notes to the new house corporation board officers.
- 60) Invite the house corporation board to dinner.
- 61) Encourage the house corporation board to have the annual meeting at the chapter house to increase awareness of the board's yearly activities, finances and future plans for the chapter housing facility.
- 62) Get a strip list from Inter/National Headquarters and send out an interest survey to local alumni/ae to see if they would be willing to mentor a senior in their career field for a semester.
- 63) Develop an IFC/NPHC/PHC alumni/ae award. Be sure to nominate an alumni/ae from your organization for the award.

## **Ideas for your chapter to work with Ball State *Administration/Faculty***

- 1) Hold faculty dinners. A professor could be invited to lead a chapter discussion, give a speech or take part in a panel discussion.
- 2) Hold an Easter egg hunt or holiday event for the children of faculty and staff members; invite children of alumnae also. Make certain introductions are made.
- 3) Host an "Apple-Polishing Tea" or faculty appreciation day for the faculty once a year. Present a short program about the chapter. Get acquainted (use your recruitment skills!) and escort faculty members to and from the event.
- 4) Distribute Happy Academic New Year cards to all faculty and staff members at the beginning of the academic year. After a weary registration period, faculty and staff members will welcome a greeting of appreciation. Ask an art major to design the card.
- 5) Sponsor a reception to introduce the Greek Advisor to chapter members.
- 6) Investigate and determine the favorite project or charity of the college/university president or his or her spouse. Provide assistance or help raise money for the project.
- 7) The chapter president should visit the vice president of student affairs to introduce himself/herself at the beginning of his/her term in office.
- 8) Contact the foreign student advisor and offer to help with the new student orientation. Foreign students often need help locating banks, post offices and grocery stores. You can provide a real service by showing them the community.
- 9) Sometimes professors need help running errands. Check with the provost to provide assistance.
- 10) Volunteer to collect data for a university project.
- 11) Donate manpower/womanpower to the Office of University Development during the annual phone-a-thon.
- 12) Contact the athletic department and offer to serve as escorts for prospective recruits and their families when they visit campus.
- 13) Sponsor a campus "roast" of a famous campus personality. Do it in good taste and ask college/university officials to help.
- 14) Invite faculty members to present an open to the public chapter program to the chapter.
- 15) Create a Professor of the Month Award in recognition of outstanding teaching and/or research work.
- 16) Sponsor a fraternity or sorority/faculty athletic competition with mixed teams (play softball, volleyball, etc.)
- 17) Invite faculty to Parents Day activities. Give them an opportunity to speak to parents about the education their daughters are gaining.
- 18) Send congratulatory notes to recognize faculty members who are doing outstanding research or teaching who have received campus, state or national awards.
- 19) Place an advertisement in the campus newspaper on Secretary's Day in late April thanking college/university clerical staff for their hard work.
- 20) Hold a cultural program and invite faculty members to discuss other cultures.
- 21) Encourage each brother/sister to visit regularly with each of his/her professors/instructors to develop a greater understanding of lecture material.
- 22) Invite a faculty member to speak at the scholarship banquet.
- 23) Develop a speaker's series program; invite faculty members and administrators to speak after the dinner.
- 24) Go Christmas caroling to university administrators' homes.
- 25) Send congratulatory notes to faculty or administrators for their outstanding work.
- 26) Promote the development of a new academic program on campus. Use your creativity.
- 27) Sponsor a "Faculty Member of the Term/Year Award" which could be presented at a Greek awards banquet.



- 28) Cultivate and recruit five to six faculty members to assist the chapter on a regular basis as faculty friends/fellow and/or chaperons. Find a faculty advisor.
- 29) Develop a system of welcoming new faculty members to the campus.
- 30) Volunteer the chapter housing facility for department gatherings and other meetings, if house corporation board approves.
- 31) Volunteer at the alumni center.
- 32) Use campus facilities for meetings or banquets.
- 33) Invite campus police to speak to members on university/college rules/policies.
- 34) Provide magazines for the health center.
- 35) Locate alumni/ae faculty or staff members and invite them to dinner.
- 36) Ask members to invite their favorite instructors to an "Apple-Polishing Dinner." Be sure to make appropriate introductions and state why their teaching is meaningful to you.
- 37) Develop a program with counseling or academic services department to provide a tutorial service for other students.
- 38) Contact the placement office and invite recruiters to the chapter house for lunch while they are on campus. Many recruiters will appreciate the home cooked meal and friendly atmosphere.
- 39) If the campus does not have a "Lost and Found," organize one with the help of the administration.
- 40) Organize a Senior Forum with the placement office. Hold the event at the chapter house and present workshops on resume writing, interviewing, etc. Develop a career panel.
- 41) Present an annual gift/donation to the university/college; plant a tree, donate goods, volunteer time.
- 42) Support minor sports on your campus by attending games as a chapter. Since some are inadequately funded, help raise money for scholarships by sponsoring a sorority tournament or another event.
- 43) Send notes of congratulations and encouragement to football, basketball, baseball and other teams and coaches. Put ads in campus newspaper.
- 44) Host a tea/dessert for faculty spouses.
- 45) Donate books to Bracken Library.
- 46) Raise/donate money to purchase library books.

### **Ideas for your chapter to work with your chapter member's *Parents***

- 1) Invite parents to dinner or special programs at the chapter house.
- 2) Send holiday cards from the chapter to parents.
- 3) Send newsletter to parents.
- 4) Invite local/area parents to an open to the public chapter meeting.
- 5) During Parents Weekend have a barbecue; have a house tour, get block seating at the football game, etc.
- 6) Hold a Mom's Weekend; have a fashion show, go to a cultural event, go shopping, have brunch, or go out to dinner.
- 7) Have a Dad's Weekend: attend a sporting event, go to the horse races, visit a point of interest, have a barbecue, go bowling, go dancing.
- 8) Send congratulatory/recognition notes to parents when a member receives an award, gets special recognition or accomplishes a special achievement (academic, community, athletic, etc.).
- 9) Invite parents to assist in decorating the chapter house, suite or lodge for Homecoming or other special occasions. Send thank you notes when completed.
- 10) Ask mothers and fathers to help the chapter by bringing food for recruitment or exam week.
- 11) Prior to Initiation, send letters to new members' parents to let them know the Initiation date so they can send flowers or congratulatory notes.
- 12) Send Valentine cards to parents from the chapter.
- 13) Invite the local Fathers/Mothers Club to an event or program.
- 14) Invite fathers/mothers to assist during recruitment by working in the kitchen or behind the scenes. When the volunteer dads/moms arrive, give them a list of responsibilities that you have prepared ahead of time.
- 15) Prepare a talent show and reception for Parents' Weekend. Put some fun into the weekend and give them something to talk with each other about afterward.
- 16) Invite parents to New Member Presents.
- 17) Have a picnic with the alumni/ae and parents to say "thank you."
- 18) Attend a university sporting event with parents.
- 19) Give parents coupon books for spring cleaning, window washing, grocery shopping.
- 20) Do a community service project with local/area parents.

## Public Relations Reflection Questions

- 1) Reflect back on how you defined your chapters image in the beginning of the training. What are two things you would like to do to change or focus on this year?
- 2) Give three examples of things you will do and when:
- 3) Who in your chapter can you rely on for help accomplishing these things? Think about cross-programming with another chairperson or another Greek organization.