

High Theta Manual

↳ a Lambda Chi Alpha resource





Congratulations on your election as High Theta! Your position will allow you to make significant contributions to your Zeta's reputation on your campus and to the way in which your community views Lambda Chi Alpha and fraternities in general. Our brotherhood has a long tradition and a commitment to the idea that serving others is a significant expression of our ritual and our investment in altruistic activities. As our creed, Seven Core Values, and True Brother Initiative teach, serving others not only brings a deep sense of gratification, but also facilitates the growth of each brother who participates in these activities. Your role in planning and directing the philanthropic projects of your chapter and in enhancing each brother's commitment to volunteerism, will prove to be one of the most important elements of your chapter's programming for these activities will not only shape your chapter's immediate involvement in your community, but will also nurture your brother's investment in serving others for the rest of their lives. You can take great pride in knowing that a successful tenure as High Theta will not only help your chapter to be seen in the best possible reflection of Lambda Chi Alpha's ideals, but will also touch the lives of the many individuals who will be the recipients of your and your brother's care and concern. This impact will continue far beyond the limits of your term in office, bearing fruit for many people for many years ahead.

Charge

It is your responsibility to originate, direct, and inspire programs of external involvement for all members, which allow each man to contribute to the Fraternity and its various publics. Among these are the campus community, the faculty and administration, other fraternities and sororities, the non-fraternity students, parents, alumni, and the community in which this chapter is located.

You are the direct contact between our chapter and these publics on whom the welfare and favorable reputation of the Fraternity depends.

You are invested with the collar and pendant bearing upon it the BRIDGE, your emblem of office. May you fruitfully guide this chapter in service and individual involvement.

Oath

IN THE PRESENCE OF ALMIGHTY GOD / AND BEFORE THE BROTHERS / OF LAMBDA CHI ALPHA HERE ASSEMBLED / I / DO SOLEMNLY PROMISE AND SWEAR / THAT, TO THE BEST OF MY ABILITY, / I WILL AT ALL TIMES / FAITHFULLY, / HONORABLY, / AND IMPARTIALLY / PERFORM THE DUTIES OF MY OFFICE / AS PRESCRIBED BY THE LAWS OF THE FRATERNITY. / SO HELP ME GOD.

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Purpose

The Position

The office of High Theta offers many challenges. The expectations are great and the responsibilities are numerous. This manual is intended to serve every High Theta. It offers a broad framework to provide a new High Theta with a better understanding of his responsibilities and expectations. It contains detailed information that a seasoned High Theta should use to measure his performance and to identify new programs.

The *High Theta Manual* focuses on the individual standards areas for the High Theta listed in the Standards for Chapter Excellence Program. There are two major programming categories the High Theta is responsible for public relations and community service.

Duties and Responsibilities

Details of the High Theta office may be found in the *Constitution and Statutory Code* (Code IV-17). The general responsibilities of the High Theta are:

- To promote Lambda Chi Alpha to the campus and community through an active public relations program.
- To direct the chapter's community service involvement through the planning and implementation of philanthropic events.
- To involve all brothers in the chapter's programming through the use of teams, committees, and incentive programs to maximize participation.
- To involve all chapter brothers in worthy campus activities, events and affairs.

After being elected High Theta, it might seem natural to focus your efforts on a part of the office such as public relations or community service. An effective High Theta fulfills all of his responsibilities. Listed below are some of the various titles committee members might hold on the Theta committee, as well as descriptions of the High Theta's responsibilities for that given area of programming.

The Public Relations Chairman – Promoting Lambda Chi Alpha to the outside world. Developing programs marketing Lambda Chi Alpha to several different “publics”. Educating the chapter brothers about the public perception of the chapter's actions.

The Community Service Chairman - Deciding where and when to get the chapter involved with the community at large. Find activities, both large and small, that help make the chapter and community a better place for everyone. Motivate all brothers to be involved with these worthy activities, and learns to work closely with non-members and civic leaders in planning and executing such events.

North American Food Drive Chairman – carry out the North American Food Drive each year. See the *North American Food Drive Manual* for details.

Finally, as a financial manager, the High Theta learns to maintain a budget, and oversee its proper use.

Overall, the High Theta has many expectations. It takes strong delegation and organizational skills to accomplish his plans.

Getting Started

The High Theta develops relationships with people outside of the chapter, people who view Lambda Chi Alpha both positively and negatively. The High Theta must develop a program of public relations that markets the benefits of membership in Lambda Chi Alpha to a broad spectrum of people.

Why is the public's perception so important to Lambda Chi Alpha? Non-members represent Lambda Chi Alpha's biggest critics, but also their biggest potential allies. The public has the opportunity to influence people whose decisions will affect Lambda Chi Alpha, and that influence will be positive or negative.

If, like most of our fellow Greek letter organizations, we ignore our various publics, they will tend to have stereotypical views of Lambda Chi Alpha. An uninformed public will be unable to separate the redeeming characteristics of Lambda Chi Alpha from other Greek letter organizations on campus and will tend to view us all as one and the same. An informed public will support a group that is trying to impact their common community for the better. An informed public will support a group with whom they have regular positive contact. Lambda Chi Alpha's publics can only become informed through our proactive efforts to interact with them, support their endeavors, and educate them about our ideals and goals.

A chapter's publics are a wide variety of groups that interact with Lambda Chi Alpha; they include:

1. Parents of brothers and potential brothers
2. Other members of the Greek system

3. The faculty
4. The student body
5. The community
6. The school's administration
7. High schools

What impression does each of these groups have of the chapter? If the chapter has not asked, it doesn't know for sure. More importantly, if the chapter hasn't developed specific programs aimed at working with each of these groups, chances are the impression is a negative or stereotypical view of fraternities.

A well rounded public relations program markets a chapter to the campus and public at large, develops positive coverage of the chapter and its brother's events and efforts, and somewhat counteracts the negative stereotypes others have about Greek life.

The Ideal High Theta Program

Publicity of Chapter Events

A successful marketing campaign publicizes an event to its intended audience, whether it be other Greeks, parents, freshmen, faculty or the local community.

There are six keys to development of the chapter's public relations program:

- Using news releases to promote chapter events.
- Working effectively with the campus media.
- Working with the local media.
- Promoting the ideals of Lambda Chi Alpha.
- Dealing with criticism.
- Planning responses for a crisis situation.

These present the chapter well and prepare brothers for the unexpected.

NEWS RELEASE

A news release promotes a chapter event (such as a philanthropic project or the results of a recruitment effort) or responds to a situation (such as a campus editorial or a crisis situation).

A good news release delivers the information, usually covers just one page, gives the media an avenue for asking more questions, establishes a contact person at the chapter, and shows the media how they can publicize the event.

News releases follow a consistent format (sample news releases for a variety of chapter events may be found in Appendix I.):

1. At the top left, the chapter includes the contact name, address and phone number. Typically the contact is the High Theta or the individual event chairman. In a crisis situation, the contact is the High Alpha, High Pi or chapter lawyer. The contact answers questions about the event.
2. At the top right, print a release date. The release date lets the media know when they may publicize the story. Most releases are for immediate release, telling the media to run the story as soon as possible. A chapter may choose to declare a specific date.
3. A summary of the event, not to exceed two typed paragraphs. The summary answers:
 - i. Who is involved (the chapter and anyone else)?
 - ii. What is the event?
 - iii. Why is the chapter holding the event?
 - iv. Where is the event being held?
 - v. When is the event being held?

Any special aspects to the event, things that will make it more newsworthy, appear in this portion of the release.

4. A descriptive paragraph of the chapter. Include the chapter's address, its membership size, and a synopsis of the history of the chapter and the international history of Lambda Chi Alpha.
5. A paragraph of 2-3 sentences on media involvement, telling the media how to be involved in the event. For instance, in the case of a food drive, let television stations know they can send a camera crew with the brothers as they collect food. This paragraph allows the media to plan for covering an event and increases the chance it will receive coverage.

USING THE CAMPUS MEDIA

One of the common misperceptions Greeks have is "the campus newspaper hates Greeks". The simple truth is most newspapers are ambivalent about the Greek system. The only time the Greek system gets media coverage is when there is a problem, instead of when the Greek system does good things. It is the responsibility of the Greek system as a whole, and the chapter in particular, to develop a positive relationship with the student newspaper (print/electronic) and other campus media.

When you are developing news releases for chapter events, or even in planning chapter events, include the campus media in the process. Place

phone calls to the newspaper and tell them about upcoming events and the benefits to the campus. Let the newspaper know what's in it for them to cover the chapter's event.

If possible, provide the newspaper with an advance copy of the chapter's calendar for the term, along with a letter to the news editor, highlighting newsworthy events such as community service projects, recruitment, and Fraternity Education sessions of interest to the campus. Then, as each event approaches, contact the paper by sending a news release for the event at least 14 days in advance. Have someone follow-up the news release with a phone call three to five days prior to the event, inquiring if the paper will be covering the event.

If the student newspaper does cover a chapter event, thank them for their coverage.

WORKING WITH THE LOCAL MEDIA

Promoting chapter events to local television stations, radio stations, and newspapers is similar to promoting the event to the campus newspaper. When promoting chapter events to the local media, the High Theta and his committee must keep in mind this shift in focus from the campus to the community.

All news releases for local media are sent out at least two weeks prior to the event.

If the media covers a chapter event in any way, it is appropriate for the chapter to send a follow-up letter thanking the station or paper for their coverage.

MATCHING BEHAVIOR TO THE IDEALS OF LAMBDA CHI ALPHA

All efforts to promote Lambda Chi Alpha to the outside world will fail if the brothers of the chapter fail to live up to their obligations. A chapter that promotes the ideals of Lambda Chi Alpha publicly, and then violates those ideals through the actions of the chapter and its brothers, will garner a tremendous amount of negative press.

Think for a moment about the image critics on campus have about your chapter and the Greek system as a whole. What are some of the words used to describe your chapter or the Greek system? Elitist? Racist? Sexist? Alcoholics? Self-centered? Do any actions or words of your chapter and its brothers help to perpetuate these stereotypes?

The High Theta's responsibilities for membership involvement and public relations will cross in many places, especially in helping his chapter develop a set of guidelines for public actions, a code of conduct. Here are some things to remember in developing such a code:

- What the chapter says, says a lot about the chapter.
- How the chapter's brothers look when out on the town tells others what is important to the chapter.
- The chapter's events affect our public image.

PUBLICITY IN A CRISIS

In most cases, a High Theta's term will pass without a major crisis. Crises are something to be prepared for, rather than something to address after the fact. A typical crisis can include any of the following scenarios:

- Death of a brother member.
- Chapter house fire or flood.
- Hazing allegations.
- Brother arrested.
- Brother accused of date rape.
- Police summoned to chapter.
- Chapter or brother(s) accused of racism, sexism, etc.
- Chapter or brother(s) placed on probation or suspension.

Regardless of the situation, it is important to be prepared to deal with the various media inquiries that will result from a crisis. There are some basic steps for addressing publicity in any crisis situation:

- a. Appoint a spokesman and channel all announcements to the media through this individual. The chapter's spokesman is always one of three people in a crisis situation: the High Pi, the High Alpha, or chapter's attorney. Typically, the High Pi is the best spokesman, as he gives the chapter's information more credibility. The spokesman is never directly involved in any of the events surrounding the crisis. Under no circumstances does any other chapter brother speak with friends, campus officials, or the public at large, without clearing his remarks in advance with the chapter's appointed spokesman.
- b. Work with the school, if at all possible. Many of the potential crises are issues that will affect the school as well as the chapter. Whenever possible, meet with the Greek adviser, dean of students, director of media relations, or other campus officials prior to releasing any information to the public. In many instances, the school is instrumental in delivering a consistent message, and helps the chapter present itself more professionally.
- c. Inform all involved parties before speaking to the public. The chapter has a responsibility to keep all of its brothers informed of a situation before releasing any information to the public. If necessary, call a special chapter meeting to discuss the crisis and give all of the chapter brothers accurate information. Review the procedures for speaking to the media through a designated spokesman. If a crisis situation requires notification of a brother's parents or guardians, the chapter must not release any information until the parents or guardians have been contacted by the appropriate campus officials.
- d. Deliver only the facts relevant to the situation. Do not allow discussions with the media to become centered around rumor, innuendo, or speculation. Do not attempt to argue anything other than the facts currently known about the situation. Do not lie or obscure the truth, as this often only magnifies the negative publicity associated with any crisis.

Addressing Our Public: Parents and Families

Parents and guardians are an important public for the chapter. Often the parents or guardians are the people who have the final say in their son's decision to join a fraternity, and they often pay the costs associated with joining. What parents know about fraternity life in general, and Lambda Chi Alpha in particular, is important. The more familiar they are with the chapter's brotherhood, its values, goals and activities, the more likely they are to support their son's participation in Lambda Chi Alpha.

An effective public relations program for the parents will inform, involve, and increase understanding of Lambda Chi Alpha. The chapter's programming for parents may include some sort of regular parents newsletter, communications with the parents or guardians of new associate members, and activities geared for the parents.

COMMUNICATING WITH THE PARENTS/GUARDIANS OF NEW ASSOCIATE MEMBERS

Communications must answer several important questions:

- a. What is my son joining? Convey Lambda Chi Alpha's mission, principles and goals to the parents in a concise and clear manner.
- b. What is a fraternity? While basic, many students are first generation college students. The parents of many students will know very little about fraternities. Explain the basic functions of fraternity (leadership, scholarship and fellowship) to the parents. It is important to include a description of the associate member program and how that process differs from traditional pledge programs.
- c. How much time and money is involved in the process? Parents are most concerned with the time this activity will take away from their son's academic performance. Explain the amount of time required to be a brother of Lambda Chi Alpha. Also, while cost is a consideration, more important is where the money is going. Provide a detailed explanation of where dues are spent.
- d. How does my son benefit from joining? After knowing the purpose of the chapter, the parents will want to understand what their son will learn from joining. Point out the benefits of brotherhood.
- e. Whom do I contact in the future? Provide the parents with a contact name and number for both the High Alpha and the High Pi. It often is beneficial to provide the names and phone numbers of older brother's parents, to allow the parents of associate members to contact them and ask questions.

CREATING A PARENTS' NEWSLETTER

The parents' newsletter is the vehicle to keep the parents/guardians of brothers up-to-date on each other and the chapter's activities. Some keys to success for the creation and use of a parents' newsletter are:

- a. Use the parents already involved with the chapter.
- b. Keep it short, simple and regular.
- c. Feature the information parents want to know.
- d. Highlight any parent involvement or activities.

PARENTS WEEKEND

Almost every school has a weekend of activities designed for parents. No matter if it's Mom's Day, Dad's Day or Parents Weekend, your chapter should be involved. While the school may have many activities planned, parents are more likely to participate if your chapter has its own events as well.

A good Parents Weekend starts months in advance, by obtaining the event dates from the school and publicizing the event to the brotherhood and their families. The Parents Weekend should present a variety of activities and opportunities for brothers to interact with each other, their families and the campus. A balanced weekend offers three things: an introduction and understanding of Lambda Chi Alpha, your chapter, social activities, and personal time for parents and their sons. Because this event will change from campus to campus, there is no set blueprint for success.

Addressing Our Public: Other Greeks

The chapter will interact most with other members of the Greek system. It is easy to take this public for granted, to assume they understand Lambda Chi Alpha. The High Theta must continue to publicize the purpose, people and programs of Lambda Chi Alpha to the entire Greek system.

OUR PHILOSOPHY ON GREEK UNITY

Within the Greek system on any campus, there are many rivalries that exist -- rivalries in recruitment, intramurals, academics, and other areas of interest for Lambda Chi Alpha. It is important to remember, however, that the success of other Greeks is crucial to Lambda Chi Alpha's success. The Greek system is only as strong as its weakest chapters.

There are some basic rules that define Lambda Chi Alpha's role within the Greek system:

- a. Play within the rules. Lambda Chi Alpha is not above the laws and policies of the Greek system.
- b. Keep the playing field level. Just as the chapter must play within the rules, it must hold other fraternities to the same set of rules.
- c. Be involved in all leadership opportunities. The chapter's best leaders are needed just as much interfraternally as they are inside the chapter.
- d. Support the activities of the Greek system. The chapter should be supportive of other open activities sponsored by other Greeks, especially philanthropic events.
- e. Create new programs for Greek interaction. Do not rely on the other groups to provide opportunities for all of the fraternities and sororities on campus to interact.
- f. Work within the system to create opportunities for growth.

THE INTERFRATERNITY COUNCIL

The Interfraternity Council (IFC) is usually the ruling body of the campus fraternity system. As a chapter on campus, the chapter has voting privileges in this body. The IFC determines many of the policies that affect the chapters on campus, policies such as recruitment rules, alcohol use and academic policies. Lambda Chi Alpha must follow these rules to be a part of the Greek system.

A chapter's IFC representative is usually elected by the chapter and should be a member of the High Theta's committee. This representative is the point man for public relations to the remainder of the Greek system, as he will be able to develop contacts inside other Greek organizations.

Your IFC representative should be an experienced older brother who can build relationships and not alienate people. He should be articulate, diplomatic and an effective brother of your chapter.

PROGRAMMING GREEK EVENTS

Lambda Chi Alpha's public relations effort as it pertains to other Greeks must be more than just participating in intramurals, and the events of other Greeks. The chapter must also provide its own opportunities to interact with specific chapters on campus, as well as the Greek system as a whole.

Events to build public relations with members of the Greek system may include:

- Exchange dinners — If the chapter has a meal program, start a dinner exchange program with another fraternity or a sorority.
- Fraternity education — All Greeks do a certain amount of membership education, so select some common topics to undertake together. Co-sponsor education events with campus departments or other Greek letter organizations.

Addressing Our Public: Faculty and Staff

At students and fraternity meetings, your chapter's brothers interact with the faculty and staff at school on a daily basis. Many times this group is the campus public most likely to have a negative image of fraternities and Lambda Chi Alpha. As a result, the High Theta's efforts must include addressing the faculty's understanding of Lambda Chi Alpha and your chapter.

DEVELOPING A POSITIVE RELATIONSHIP WITH THE FACULTY AND STAFF

To successfully reach the faculty:

- First, use faculty sympathetic to the Greek movement.
- Second, involve the faculty in our efforts to improve the school and the community, especially philanthropic events.
- Third, communicate the mission, goals and activities to people who often question Lambda Chi Alpha's right to exist and contribute to the campus community.

Unless all three objectives are completed, the faculty and staff will continue to view Lambda Chi Alpha, and fraternities in general, in a negative light.

If your chapter has an educational adviser, work with him/her to develop contacts among the faculty and staff on campus. The educational adviser position is important to the overall public relations effort of the chapter.

The chapter should hold events each year aimed at interacting with the faculty and staff of the school. A successful faculty event allows for students and staff to develop a better understanding of each other. The best events are held on school days with flexible times, to allow faculty to come and go as their schedule demands. Some suggested faculty events and programs are:

- a. Faculty Mixer — A Faculty Mixer is a simple reception held late in the afternoon on a school day. Brothers invite their faculty members two to three weeks prior to the event, through a written invitation.
- b. Faculty Recognition Program — Chapter brothers nominate an outstanding teacher. The chapter selects one or more faculty members to receive the award. The professor would be presented with the award in his or her office or at a chapter dinner. Faculty awards could also be presented at a faculty mixer.
- c. Professor's Night Out — Pick a weekend night several weeks ahead of time and advertise free babysitting to all selected faculty and staff for the evening. All kids are taking care of in a common location, like a chapter house or student center.
- d. Faculty Lecture Series — The chapter invites selected faculty members to speak during a chapter meeting or as a Fraternity Education session.
- e. Faculty Dinners — Invite two to three faculty members to a meal.

FACULTY COMMUNICATIONS

While the chapter may be successful in holding some events geared toward the faculty, on many campuses there will be little participation by a majority of the school's faculty and staff. Therefore, communications with the faculty is an important part of any public relations effort.

A faculty newsletter can be the vehicle to promote the chapter. The newsletter highlights the chapter's academic achievers, promotes the chapter's academic and philanthropic programming details the dates for the chapter's faculty-focused events, features articles about award-winning faculty members, and contains an article from the educational adviser. All faculty and staff receive a copy of the newsletter. Do not overlook office managers and secretaries — they often have a large impact on their boss' perceptions of Lambda Chi Alpha.

Addressing Our Public: The Administration

The High Theta's public service programming needs to target the administration as well as both the school's faculty and staff. The administration includes any officials with direct oversight of Lambda Chi Alpha and student life, as well as their superiors. The administration on a campus could include a president, provost, chancellor, dean of students, Greek adviser, Director of student activities, and residence life director, just to mention a few positions of relevance to the chapter.

A chapter with effective public relations programming for the school's administration is usually successful at doing three things:

- a. Create a positive relationship and working partnership with the Greek adviser and other important administration officials.
- b. Be aware of and strive to meet the school's expectations of the Greek system.
- c. Be a leader in the Greek system, advocating positive change and growth that solidifies the Greek/administration partnership.

DEVELOPING A POSITIVE RELATIONSHIP WITH THE ADMINISTRATION

Educate the brothers about the school/chapter relationship. Lambda Chi Alpha wants to forge a partnership with the school. Chapters need to be a vital part of campus life, acting as a model organization and resource for their school. In order to accomplish this goal, the chapter's brotherhood must desire to act in concert with the school's administration. A true partnership allows Lambda Chi Alpha to participate in decision making that affects its future, while respecting the ultimate authority of the school to decide the best interests of its students.

Consider the school's point of view in dealing with students and student groups. The school is concerned with groups that cause problems or that win the school praise and recognition. The majority of groups will fall between these two extremes, which makes it difficult to attract attention and support from the administration.

The chapter should invite all of the school administrators to a special dinner once a semester, to interact with the brotherhood and discuss pertinent issues. Even if no current "hot topic" is affecting the Greek system, the interaction promotes better understanding and cooperation.

The chapter may develop a recognition program for administration officials. It is appropriate to mark the work anniversary of school officials with a plaque, a dinner or a bouquet of flowers. If an official retires or moves elsewhere, the chapter must push the entire Greek system to recognize the efforts of the departing individual.

Regularly scheduled meetings with the Greek adviser foster a positive relationship with the entire administration. These meetings allow goals and problems to be discussed. Most chapters assume only the High Alpha needs to meet with the Greek Adviser, but other officers benefit from such interaction.

FULFILLING THE REQUIREMENTS OF THE SCHOOL.

Many schools have developed or are in the process of developing minimum expectations for fraternities on their campus. The chapter is responsible for meeting and exceeding these expectations.

The High Theta, along with the High Alpha, meets with the Greek adviser at the beginning of each school term to assess the chapter's performance. If the school has clearly defined expectations and requirements of the chapter, this meeting focuses on the chapter's adherence to these standards. If the chapter is not meeting certain standards, the High Alpha and High Theta prepare goals and plans to meet the standards.

PROMOTING CHANGE IN THE GREEK SYSTEM

The chapter, through the IFC or other ruling bodies, can promote the continual advancement of the Greek system. Work with the school to fashion long-term plans and goals for the Greek system

Promoting change in the Greek system and on campus means the chapter must examine relevant campus issues and determine what course of action will be in the best long-term interest of the Greek system. By acting in the best long-term interests of the chapter and the Greek system, the chapter solidifies its relationship with the administration of the school.

Addressing Our Public: The Student Body

The student population on campus has an ever-changing view of the Greek system, and of each chapter in the system. The public relations efforts of a High Theta can dramatically affect this impression. The chapter can never afford to overlook the general student population and its opinion of the Greek system and Lambda Chi Alpha. The chapter may develop some public relations programs that directly involve the general student population.

One of the easiest things the chapter can do is to work with non-Greek student organizations. Fraternity education, community service, social programming, leadership retreats, academic events, and just about any other event the chapter is involved in can be co-sponsored with another campus organization. Target three to five different student organizations with which to interact in the coming year.

THE SCHOOL NEWSPAPER

On most campuses, the school newspaper is the single most important source of information for the students and faculty. Your chapter's relationship with this source of information becomes quite important.

EDUCATING BROTHERS ABOUT PUBLIC RELATIONS

Perhaps the best public relations program for the student body is simply the actions and everyday activities of our brotherhood. If our brothers are productive parts of the campus life, and they support the major activities of the campus, the image other students have will be favorable. Brothers can:

- a. Interact with other student groups.
- b. Be involved in the major campus issues.
- c. Minimize negative or competitive relationships with other organizations.
- d. Participate in organizations outside the Greek system.

Your chapter might consider holding the following events as a way to interact with other student organizations:

- a. Dinner with a Residence Hall Floor
- b. Sporting Challenge
- c. Co-Sponsored Meetings

Addressing Our Public: The Community

The local community is a public whose opinion of fraternities is often stereotypical. Many people who live near a college campus come into contact with your chapter and brothers. This public can be a strong advocate of the Greek system or a strong opponent. The work put into cultivating a positive relationship with the community helps decide their feelings about the Greek system.

DEALING WITH NEIGHBORS

If the chapter has a house located in a residential neighborhood, the High Theta may need to deal with neighbors. Many of these neighbors have dealt with several generations of fraternity members and college students, which means they already have an opinion about Greeks. The chapter needs to take the initiative in building a relationship with its neighbors, instead of waiting for problems to arise.

Keep neighbors informed of the chapter's activities. Be sensitive to the neighbors' concerns about noise, large crowds, parking concerns, littering and late night events. Inform neighbors well in advance of such events, so the chapter has time to solve problems prior to the actual event.

BECOMING PART OF THE COMMUNITY

The High Theta promotes involvement by pushing brothers to participate in events that are significant to the community and creating for the community. Obtain a schedule of major community events, and use that schedule to identify events in which to participate.

DEALING WITH A HOSTILE ENVIRONMENT

Many chapters will perceive, correctly or incorrectly, that the community has a negative impression of the Greek system and your chapter. The chapter often allows this perceived negative perception to affect interaction with the community. Again, being proactive is the best course of action to change this negative perception.

Meet with community leaders to discuss the chapter's relationship with the community. If the chapter's environment is affected by specific organizations like a zoning board, town council or neighborhood coalition, seek to meet with those individuals.

DEALING WITH THE LOCAL AUTHORITIES

The chapter will have to deal from time to time with the local police and fire departments. Hopefully, this interaction is routine and will not involve any negative implications for the chapter.

The High Theta and the High Alpha should meet with the local police and fire chiefs at the start of every school year. Give local authorities a copy of Lambda Chi Alpha's calendar of events. Note the authorities' objections to events, and work to fashion acceptable compromises.

When possible, invite local authorities to a chapter dinner or other function where the brothers can interact with the authorities and build a positive relationship.

If the campus has an established police force or security force, develop a relationship of open communication and interaction with them.

If the chapter is looking for other ideas to interact with the local authorities consider one of the following ideas:

- a. Volunteer for their special
- b. Shadowing Program
- c. Sporting Event

Addressing Our Public: The High Schools

The high schools are one of Lambda Chi Alpha's lowest public relations priorities, but the possibility still exists for the chapter to make a positive influence on this group: The focus of public relations in this area is to inform future college students about the Greek system in general and Lambda Chi Alpha in particular.

All public relations programs aimed at high school students focus on the high schools that are closest to the chapter, regardless of whether or not those high schools feed students to your college.

The chapter's program for high school students will accomplish three things:

- Provide guidance and information for high school seniors preparing for college.
- If possible, provide information about Greek life.
- Implement an academic assistance program to give high school students applicable skills for college.

The chapter can facilitate these accomplishments by:

- Sponsoring community service events that impact the student's hometown.
- Speaking on college life.
- Sponsoring an academic assistance program.
- Sponsoring a philanthropy.

Be aware that high schools are controlled by a local school board, regardless of being a public or private school. Policies will differ from high school to high school and school board to school board. If one school system is unreceptive to the chapter's programs, try a neighboring one.

The Purpose of Community Service

A good community service program functions not to gain publicity, but because the community needs help. Lambda Chi Alpha lives the ideals of the Ritual by participating in community service. Lambda Chi Alpha offers service as a primary attraction for new students. A good community service program offers brothers the opportunity to be involved with organizations, activities and causes about which they care. The best events offer interaction with the community and a sense of accomplishment for all participants. Any positive recognition received by the chapter reflects well on Greeks everywhere.

Building a successful community service program is a challenge for any chapter. The High Theta must balance the community service program with the other events of the chapter. He must produce a variety of events and opportunities. Planning must be precise and ongoing, involving as many people as possible; people support what they help to create. A program of recognition and incentives also needs to be developed and implemented for all brothers to bolster involvement in community service projects.

Rather than selecting a single charity for every chapter Lambda Chi Alpha, considers each chapter's local community the highest priority for service. Lambda Chi Alpha believes the best events are events that donate time, manpower and services directly to a charity. While charities always need money, and a good community service program will include aspects of fundraising, the majority of efforts involve interacting with the community and directly helping people.

Overview of a Balanced Community Service Program

There are three types of community service events a chapter holds: Large-scale events, small-scale events, and ongoing community service projects

- 1. Large-scale events**, typically the most visible community service projects of the chapter, often require months of planning and preparation. These events obviously require the involvement of all chapter brothers, and often they require the participation of co-sponsoring organizations. Large-scale events include working in the community directly or using the event to raise money for a charity. Typical large-scale events are the North American Food Drive, Teeter-Totter Marathon, or Watermelon Festival.
- 2. Small-scale events** typically require less advance planning. The event can be successful with just a majority of chapter brothers participating, although the goal will always be for all brothers to participate. Small-scale events can still be co-sponsored with other groups, and could involve raising money or working directly with a charity. Most small-scale events require a single day of execution. Typical small-scale events are adopt-a-highway cleanups, working for the Special Olympics, Habitat for Humanity, or blood drives.
- 3. Ongoing service projects** are the most difficult to start and maintain. This project requires some chapter brothers to participate each week of the school year in a hands-on event with the same specific cause. Each chapter brother would participate in the event on several occasions throughout the school year, as members rotate responsibilities. Typical ongoing service events include working at a nursing home, participating in the adopt-a-school program, assisting neighbors with yard work or working at a youth center.

Planning Large-Scale Philanthropies

Large-scale philanthropies often require months of coordination and planning, and involve many different outside organizations, as well as every brother of the chapter. The people attracted to these events, and the chapter's successful participation, will make the chapter proud of their determination and hard work. These events range from a single day to several, but can be the most rewarding event sponsored by the High Theta.

The Lambda Chi Alpha values each chapter's right to determine its own major philanthropic events. Several common events have been outlined in this manual to provide a High Theta with event ideas, as well as a different perspective on some of the events a chapter may already perform.

THE NORTH AMERICAN FOOD DRIVE

The North American Food Drive is a labor-intensive philanthropy, designed to raise food for a local food shelter, while promoting Lambda Chi Alpha internationally. The Food Drive officially started as philanthropy for Lambda Chi Alpha in 1993, after years of many chapters doing their own food drives throughout the course of the school year. The event is typically held on the first Saturday in November. The food drive is basic. Brothers drop empty grocery bags with a letter asking people to donate food for a local charity at neighborhood houses. Brothers return to pick up the bags on the first Saturday of November, weigh the bags and deliver them to a local charity. Many additional activities can supplement the basic event of the food drive. A separate *North American Food Manual* is available from the Lambda Chi Alpha Headquarters and outlines all of the steps necessary to implement this event.

WATERMELON FESTIVAL

The chapter sponsors games and events for the campus sororities and other campus organizations. All of the events revolve around the use of watermelons. All proceeds from the events go to a charity. Chapters, depending on their location and the availability of watermelons may wish to substitute for pumpkins, etc. A separate *Watermelon Festival Manual* is available from the Lambda Chi Alpha.

TEETER-TOTTER MARATHON

The Teeter-Totter Marathon is an event geared primarily to raise money for a charity. There is a great deal of manpower needed for this event as brothers need to participate around the clock in the marathon. A standard marathon fundraiser might last anywhere from 24 to 96 hours.

While the checklist provided in the appendices explains the steps needed for a Teeter-Totter Marathon, many other types of marathon events exist. Some chapters are currently involved in dancing, rocking chairs, basketball, or volleyball marathons. The planning steps outlined here can be easily modified to suit whatever marathon fundraiser a chapter might be planning.

Planning Small-Scale Community Service Projects

The High Theta plans and executes many small-scale community service projects in his term of office. Many of these events are quick and easy to plan, execute and involve brothers in. While these events may be smaller, the chance for promotion of Lambda Chi Alpha remains high. These events are the key to providing variety in a community service program, as they offer a wide range of options for brothers.

This manual contains a listing of many common philanthropic events that have proven successful for chapters. The list of potential events could fill this manual by itself, so do not be afraid to look for other ideas and opportunities.

Unlike the large-scale events that work best when made into annual events which improve over time, small-scale events are often one-time events. Some, like blood drives, are events the chapter can do annually. For the rest, the chapter may only do the event once. Or, brothers may find this event doesn't spark as much interest as other opportunities. Use some of the small-scale events to gauge interest in working with a particular charity or type of event.

Here are some suggestions for small-scale events. Be sure to arrange events in a way that will work for your chapter and your campus community.

- Good Neighbor Day – Brothers dedicate a weekend day to cleaning up the neighborhood.
- Special Olympics – Brothers agree to act as volunteers for the local Special Olympics.
- Christmas Party or Holiday Party - This event can be held for a senior citizen home, a children's home, a hospital or orphanage.
- Park Clean-Up - Select a local park or public land and clear trash and debris from the land.
- Adopt-a-Highway - Contact the local or state department of transportation and ask about their Adopt-A-Highway or Adopt-A-Spot programs.
- Car Wash - This event is a fundraiser for charity, as opposed to providing manpower or direct support for an organization. Brothers plan and promote a car wash to raise funds for the charity of their choice.
- Habitat for Humanity - This charity is a favorite of college students across North America. The Habitat project builds affordable housing for people through the volunteerism of local citizens.
- Fingerprinting - This activity runs in conjunction with a local police department. Local authorities often plan a fingerprinting drive for small children, to provide data in case these children ever turn up missing.
- Clothing Drive – Brothers work in conjunction with a church mission, or shelter to provide used clothes to the homeless and needy.
- Blood Drive - This event typically takes place on campus, and involves students, faculty and staff donating blood to the local Red Cross. The chapter would participate by promoting the event, arranging donation times for individuals, and providing manpower support during the event. To start a blood drive on campus or in the community, call the local Red Cross.
- Haunted House - This event requires a great deal of manpower and also raises funds for a charity. The chapter redecorates its house or another local facility as a haunted house. Admission is charged for people to walk through the haunted house.

- Build a Playground – Brothers offer their time, services, equipment and supplies to help a local school or neighborhood build or refurbish a playground.
- President for a Day - In this project, the chapter raffles a chance to act as the school’s chancellor, president or dean for a work day.
- Raffles - This is a good fundraiser for a selected charity. The chapter solicits local businesses for a few prizes to raffle through ticket sales at the student center. **NOTE:** check with local authorities to see if a license is needed to hold a raffle.
- Sports Tournaments - The chapter sponsors an open sports tournament in the sport of their choice, to raise money for the charity of their choice. Be aware the Lambda Chi Alpha’s insurance policy specifically excludes injuries from sports tournaments or intramurals.

PLANNING ONGOING COMMUNITY SERVICE PROJECTS

Ongoing community service projects provide the most interaction with the local community. The High Theta’s responsibility develops or maintains at least one ongoing service project.

To develop a successful ongoing service project, ask the brothers what activities will interest them. A chapter interested in working with older people will enjoy volunteering at a hospital while a chapter that wants to work on behalf of the environment might not.

Listed below are several projects that can be used by a chapter as an ongoing service project.

- Little League - In this project, chapter brothers act as the coaches and/or the sponsors for a local “Little League” team in a sport of interest to the chapter.
- Big Brothers - In this project, brothers are placed with individual youths who lack proper role models. Chapter brothers agree to meet weekly with their little brothers and to provide them with guidance and support as they grow and mature.
- Adopt-A-Family - The chapter selects a family in need. The chapter agrees to perform services for this family.
- Safe Walk/Safe Ride Program – Chapter brothers make a commitment to provide transportation and provide escorts either on campus or in the community.
- Adopt-a-Grandparent - This-program is similar to the Big Brother program. The chapter agrees to provide manpower and support for either a retirement home, retirement community, or individual elderly people living in the area.
- Nursing Home/Hospital Volunteers - Similar to the Adopt-A-Grandparent program, this project puts brothers in a local hospital or hospice to work as volunteers.

Documenting Community Service Work

The High Theta must track the involvement of brothers in community service efforts, and document all work. The documentation must be thorough, neat and ongoing. Good documentation of the chapter’s community service program allows the High Theta to pass on knowledge and ideas to a successor, and it will make the chapter’s job easier when applying for campus and Lambda Chi Alpha Awards. Lambda Chi Alpha offers four awards for community service. Applying for these awards gives the chapter a chance to win the recognition it deserves for its work.

There are several different items to document in the community service program. They include:

1. Man-hours worked by each member during the year
2. Man-hours worked by the chapter on each individual project
3. Pounds of food raised in the North American Food Drive
4. Total amount of money raised for charity
5. Detailed “how-to” organizational plan of each community service event
6. Evaluations of each service event by participants
7. Listing of contacts on campus and in the community

8. Pictures of brothers participating in each event
9. Letters of thanks and recognition from charities
10. All media coverage of events, including news releases sent by the chapter

Tracking donations is important, especially to prepare awards applications. Keep a page in the High Theta's notebook of all donations Lambda Chi Alpha has made through the collection of food, clothing, blood, or money (any charity fundraisers).

The High Theta's legacy relies on what information he passes to the next officer. The next High Theta needs to be well prepared and knowledgeable about the chapter's events in the last year. The best way for this to occur is through documentation. Summarize each service project completed by the chapter and keep a copy in the High Theta's notebook. Answer all of the questions a new officer might have about the event, including details about when each part of the project needs to be planned and completed.

To assist in documenting work, evaluate all events. Pass out a one page evaluation to all brothers who participate in a service project. Ask them what went well and what did not. Ask for ideas and suggestions to improve next year's event. Keep the evaluations in a notebook for the next officer to use in planning his events. A sample evaluation form can be found in Appendix I.

Keep pictures on file from all events to use in next year's promotions, publicity and discussion with sponsors. Having pictures on hand will make award applications easier to complete. Pictures also make it easier to discuss Lambda Chi Alpha's service projects with prospective brothers.

A listing of all contacts made during the High Theta's term of office will make it easy for the next High Theta to interact with the local community. Keep addresses and phone numbers of all event sponsors, businesses contacted, charities and vendors used. If possible, provide a brief summary of that person, including how helpful and supportive they are of the chapter's efforts, and which events they supported in the past.

The final item to document is media coverage. Any time the chapter is on television, radio or in newsprint, keep a copy for the High Theta's notebook. The chapter also keeps all of the news releases it sends to the media for community service events. They will serve as a guide to the next High Theta and, when compared with the actual coverage for an event, may provide an understanding of how to improve the coverage of community service events.

Working with Other Groups

Many community service projects will bring the chapter in contact with other organizations, either charities or other campus and community groups working for the same charity. The High Theta represents the chapter to these groups. His ability to coordinate efforts, inform others about goals and objectives, and plan events will have a direct impact on the chapter's programming success.

Any community service event the chapter co-sponsors with another student organization, such as a sorority, may have co-chairs for the event. The co-chairs establish goals and ideas for the event, and to discuss the basic division of costs and labor.

Working with a charity requires a great deal of coordination, especially when providing manpower directly. The first meeting with a charity includes the charity's representative, the High Theta and the chapter's chairman for the event. Where possible, meet at the charity's headquarters. Take the time to find out about the charity's overall mission, goals and achievements. Allow time to explain about Lambda Chi Alpha's mission, goals and accomplishments. Explain how this project and this charity fit into the chapter's commitment to the mission and goals of Lambda Chi Alpha.

Several follow-up meetings with the charity are planned, to keep the charity informed. Ask for assistance in promoting a service or event. The charity will have contacts in the community that can assist the chapter in planning the event or promoting it.

Working with the High Iota

The High Theta must be sure all events are safe for the participants and spectators. While community service projects would not seem to be dangerous events, many require special precautions. Nearly all require contingency plans for injuries. As a result, while planning work closely with the High Iota. All community service projects need to be approved by the chapter's risk management task force.

To work successfully with the task force, prepare Event Planning Forms for all High Theta events. An event requires an External Event Planning Form and Lambda Chi Alpha approval if it meets any one of the following conditions:

1. The event takes place more than 10 miles from campus.
2. More than two times the chapter's membership is expected to attend.
3. The event requires the signing of any contract.
4. Another fraternity, sorority, or other organization co-sponsors the event.
5. An accident has occurred at this event in the past.

Fundraising

Many chapters rely on fundraisers to help defray the costs of operating the chapter. A good fundraiser can lower the dues paid by the brotherhood. A poor fundraiser can use the chapter's time, energy and morale, while raising little money. In planning a fundraiser, the event needed is dictated by the chapter's time; manpower and abilities. Some questions to consider:

- How much money is needed to sponsor the event?
- Do not sponsor an event unless the chapter has the resources to make it work.
- What manpower is needed and can it be spared for this project?
- Fundraising does not replace all other chapter programming. It must be something that can be done while other programs operate.
- What about spending money to make money?
- Fundraising projects do not need large sums of cash up front. If the chapter is required to spend some money to get the project rolling, examine the project closely to ensure it will be a money maker and that the chapter will be able to front the needed money.

Be sure to distinguish between charity events and a chapter fundraiser. Several public relations problems develop when the chapter doesn't clearly market a chapter fundraiser as such.

Here is a list of several fundraising events that have been successful for chapters:

- Cow Patty Bingo — The chapter uses a cow or other livestock in a raffle. People buy chances, predicting where the cow will drop its first patty in a selected field. On the event date the cow is released into the field and the winning spot is marked. The entry closest to the actual location wins a portion of the proceeds (usually no more than 25 percent) and the chapter keeps the rest.
- Desk Blotters/Calendars — The chapter provides desk blotters or calendars for all students moving into the residence halls each semester. The calendars or blotters feature advertisements and coupons for area businesses. Be sure the slogans and pictures used for the blotters or calendars are in good taste.
- Discount Coupons/Coupon Books — Many schools allow non profit groups to sell coupon books for area businesses. Chapters start this service for the students by soliciting local businesses. The chapter then distributes the coupon books, or sells them for a low price, to students. The chapter keeps all proceeds generated.
- Rug Sales/Loft Building — Many chapters offer services to freshmen and transfers moving into the residence halls. The chapter may decide to sell a specific product like throw rugs for rooms. Or the chapter may decide to sell their services, offering to build lofts for residence hall rooms. If the chapter works with a local business, they are usually paid for each sale made.
- Raffles — This event is a staple of campus programming. Chapter brothers solicit local businesses for prizes and gifts. The brothers work a table in a high traffic area like the cafeterias and student center, selling chances to win these prizes. Most chapters usually require all brothers to sell a minimum number of tickets. Each business that donates receives free advertising for the raffle.
- Sporting Events — Many schools or area sports teams allow non-profit groups to work concession booths. The chapter volunteers brothers to work and the chapter is paid a set commission or a cut of their actual sales at the stands

Banquet Planning

Many chapters plan annual banquet or formals to celebrate homecoming, chapter anniversaries, graduation, or other special occasions. While the High Epsilon generally plans most social events and the High Rho generally plans most alumni brother events, the High Theta should be involved in the planning and execution of any formal banquet.

At any formal occasion of the chapter should take time to recognize its achievements in the past year. Individual brothers should be formally recognized at such events; many chapters have a tradition of handing out the Member-of-the-Year Award, the Alumnus-of-the-Year Award, and the Scholar-of-the-Year Award on such formal occasions. Presenting such recognition at a formal occasion allows people outside Lambda Chi Alpha to see and hear about the individual and chapter accomplishments of Lambda Chi Alpha.

In the appendix is a checklist to follow in planning any formal occasion. (The High Theta should share a copy of this checklist with the High Epsilon).

Appendix

News Release Form

For immediate release

Date

For more information, contact:

Name and phone # of Food Drive Chairman

LOCAL CHAPTER OF LAMBDA CHI ALPHA TO TAKE PART IN BIGGEST INTERNATIONAL FRATERNITY PHILANTHROPY EVER!

- WHAT: The North American Food Drive - an annual canned food drive that promises to be the largest one day fraternity philanthropy.
- WHERE: At ***school/university*** and 221 other college campuses around the United States and Canada.
- WHEN: First Saturday in November.
- WHO: Sponsored by Lambda Chi Alpha Fraternity. Other sponsors include ***list sponsors***.
- WHY: Raise food for ***name of local charity*** locally and raise 500,000 pounds of food across North America. Last year's event raised over 415,000 pounds!
- HOW: Donation bags will be dropped off on ***date***. Bags of food will be collected on the morning of the first Saturday in November.

All media are welcome to ride along with Lambda Chi Alpha members while they drop off and pick up the bags. Cars will leave from ***departure point*** to drop off the bags at ***time*** on ***date***. Cars will leave from ***departure point*** to collect the bags at ***time*** on November 4th.

The food will be brought to ***address of the collection point*** to be weighed. At ***time*** on November 4th, we will announce our local collection totals. This total will be called in to our International Headquarters to be added to our international totals. Photo opportunities of the members with the canned food and interviews with participants will be possible at this time.

At ***time*** on ***date***, Lambda Chi Alpha's collected food will be delivered to ***name of local charity***. Again, all media are welcome to attend.

For television and radio stations, a time line of events and film/remote broadcast opportunities is attached.

Teeter Totter Marathon Checklist

Three Months Prior to the Event:

1. Designate one brother as the chairman.
2. Select a co-sponsoring organization.
3. Select a location.
4. Contact potential sponsors. **NOTE:** an event cannot be sponsored in any way by a bar, brand of alcohol or distributor of alcohol.
5. Solicit food donations for the event participants.

One to Two Months Prior to the Event:

1. Purchase supplies
2. Finalize designs for the Teeter-Totter.
3. Finalize the schedule for teeter-totter riders.
4. Develop publicity for the event.
5. Chapter brothers solicit for donations.
6. Event Planning Forms are completed by the risk management task force.

Two Weeks Prior to the Event:

1. All details are finalized.
2. Confirm all needed supplies and sponsors.
3. Send second news release.
4. Collect all of the pledged donations made by friends and family.

The Day of the Event:

1. Delegate brothers to set-up the teeter-totter and all other supplies.
2. Call all local media to confirm coverage of the event.
3. Set up a donation area to allow people passing by to donate to the cause.

After the Event:

1. Delegate brothers to clean-up the teeter-totter and all other supplies.
2. Send thank-you letters.
3. Document the project.
4. Meet with the charity.
5. Send a follow-up news release.

You might think of ideas exist for improving the Teeter-Totter Marathon, once the basics are in place. Keep track of these ideas and implement those that seem most feasible.

Banquet Planning Checklist

1. Reserve a place for the banquet as soon as a date for the event is finalized.
2. Secure menus and prices and make a recommendation to the chapter. Advise the manager of your choices in writing (keep a copy for your file).
3. The banquet can be formal (tuxedo or dinner jacket) or semi-formal (jacket and tie). Advise guests of the dress, but indicate suits are acceptable. Women should be advised whether cocktail dresses or long formals will be worn.
4. Arrange for a respected person for the invocation and benediction at the event (Optional).
5. Secure an alumni brother to act as toastmaster. The toastmaster introduces guests and speakers and avoids time consuming stories and jokes.
6. A representative from the school should be invited to the event. Such invitations could include more than one representative from the school. Faculty members, Greek advisers, deans, and the school president are all appropriate people to invite. If such representatives are invited, they are generally asked to give brief remarks on behalf of the school
7. The chapter may wish to invite a member of the Grand High Zeta, a past member of the Grand High Zeta, or a member of the Lambda Chi Alpha Staff to a formal banquet. Such requests should be made well in advance of the event. Unless the event is a chartering banquet, the chapter would be expected to pay the travel, lodging and meal costs for these guests. When invited, these guests are asked to deliver a keynote address at the banquet.
8. Seat all school officials, clergymen, Lambda Chi Alpha officials, the High Alpha, the High Pi, the event chairman, any featured speakers, and the toastmaster, along with their wives or escorts, at the head table. Observe proper protocol in seating: toastmaster in center; to his immediate right sits the ranking Lambda Chi Alpha officer. To the toastmaster's immediate left sits the ranking school official. All other seats are filled in descending order, so that the biggest VIPs are at the center of the head table, with lesser dignitaries in the outer seats of the head table.
9. Regardless of the event's focus, a program for the banquet must be set and followed. A typical program will be as follows:

Invocation	Clergyman or High Phi
Toastmaster	Alumni Brother
Introduction of Guests	Toastmaster
Welcoming Remarks	School Official or High Alpha
Presentation of Awards	High Alpha or High Theta
Keynote Address	Invited Speaker
Benediction	Clergyman or High Phi

The introduction of guests is made before the meal is served; all other program events occur after the meal. It is acceptable to start the remainder of the program after dessert has been served, but ask the banquet staff to work with you to minimize distractions once the speakers have begun. All speakers should speak from the head table.

Decorations should be kept simple for most events. The head table should have the best centerpiece. Lambda Chi Alpha's flag or banner should be hung behind the head table.

10. Have a copy of the program of events for the evening at each place setting.
11. Prepare place cards specifically for the head table. Place cards are optional for other tables.

For Banquets with Entertainment:

1. If dancing will occur, designate adequate space for dancing. Have the banquet facility draw a map of all table placements and the dance floor to graphically show you the layout for the event.
2. Hire a band or disc jockey for the event. Sign a contract and keep a copy for your records. Identify your expectations ahead of time to minimize difficulties. Check with the banquet facility about any rules it may have regarding entertainment.

Publicizing the Banquet:

Some events such as homecoming, scholarship banquets and Founders Day will benefit from publicity. Consider the following steps when planning such an event.

1. Prepare advance news releases for the local and campus newspapers. Release the information to the media at least one week prior to the event.
2. All releases to the media should include: event dates, special guests expected to attend, the purpose of the event, and an explanation of why this event is relevant to outsiders. Some news releases would include biographical data on featured speakers or pictures of the event in the past.
3. A complete record of the event should be kept for the chapter. If a professional photographer is not hired for the event, a brother should be assigned to take pictures of all speakers, the head table and various other groups at the event. These pictures, along with a written summary of the event, should be kept in a scrapbook.
4. A copy of pictures, along with a narrative of the event, should be sent to the editor of the *Cross and Crescent*.
5. After the event, thank you notes should be sent to all special guests, as well as to the staff at the banquet facility.

Event Evaluation Form

Event:

The best parts of the event were:

The weakest parts of the event were:

Evaluate the following areas using a 1-5 scale (1 being worst., 5 being best)

Advance Planning	1	2	3	4	5
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Comment:

Chapter Involvement	1	2	3	4	5
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Comment:

Publicity (if applicable)	1	2	3	4	5
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Comment:

Set-up	1	2	3	4	5
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Comment:

Clean-up	1	2	3	4	5
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Comment:

Benefit to chapter	1	2	3	4	5
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Comment:

Please offer any suggestions or constructive criticism for improving this event

Should this event be held again in the future? Why or why not?

Case Studies

Blood Drive — Example from Omega-Chi Zeta at Road-Cypress University

The brothers of Omega-Chi Zeta wanted to create a community service event that could incorporate the rest of the Greek community while reaching out to the rest of the campus community. The chapter wanted something that could be an annual event, incorporate all of the brothers, have a low operating cost, and provide reachable goals. Some of the brothers were already donating blood every eight weeks, which spawned some interest in hosting a blood drive. Chapter members sought help on the internet; with a quick Google search for “Blood Drive (Zip Code)” they found all of the blood donation clinics in the area and even found one that would deliver a nice RV and several phlebotomists to their campus to collect from students and provide all the comforts of a local clinic. The brothers set a date for three weeks later while working with the blood center, and then quickly contacted other Greeks to inform them about the upcoming “Blood Brothers” campaign. At a chapter meeting, the brothers at Omega-Chi Zeta organized a time signup sheet for donations and found five volunteer brothers to assist the clinic staff for the entire time that they would be on campus. A few brothers were concerned about upcoming tests later in the week of the blood drive so they agreed to help early with the preparation; they were each assigned with handing out flyers in a different dining hall during the week prior to the blood drive. The High Theta organized a press release for the campus and community newspapers, made a Facebook add, and quickly ordered red Lambda Chi Alpha T-Shirts that said “Frat Guys GIVING Pints Instead of Drinking Them – 2004 Blood Drive.” The campus had six fraternities and four sororities – with a campus average of 70 members per chapter. Omega-Chi Zeta felt that if they could incorporate 25% of the Greek Community then that would result in 175 pints of blood; this became their goal. On the day of the event, the over 90% of the brothers donated which made nearly half of their goal without help. All of the brothers wore their T-shirts around campus and distributed flyers in the main foot-traffic areas of the campus when they weren’t in class or donating themselves. Several unaffiliated men and women (including faculty and staff) participated, which helped them to surpass their goal. The campus community rallied to produce well over 200 pints of blood that day to help save lives; the event did not cost the chapter anything, reached a goal, and brought all of the brothers together to provide a life-saving Service to their community. Later, members reflected that it was one of the most successful events they had ever hosted and looked forward to doing it again the next semester rather than waiting until the next school year.

Weekly Soup Kitchen — Example from the Tau-Phi Zeta at Quinnipiac University

When the brothers at Quinnipiac University were looking to implement a new philanthropic event for their chapter, they had several conditions they needed to satisfy. The High Theta was looking to get as many brothers as possible involved in a hands-on experience, but was hampered by the fact that his chapter consisted of well over one hundred members. Several members made mention of a local soup kitchen that allowed volunteers to help out on a flexible schedule serving meals, so the High Theta looked for a situation that would best help the kitchen and work with the chapter’s needs. The Theta’s planning committee decided it would be best for the chapter to send a handful of members to the soup kitchen every Saturday. Each brother selected two Saturdays during the semester that they would spend volunteering. The High Kappa also provided the idea that Big Brothers and Little Brothers could be teamed up to work on the same day, so that their relationships could benefit from the shared experience. After communicating with the kitchen and establishing a schedule with them, the brothers began the process of spending their Saturday lunch hours at the soup kitchen preparing, serving, and cleaning up meals for the less fortunate. The experience allowed the brothers to work together in a situation benefitting people other than themselves. The Associate Members of the chapter were able to learn from the examples their Big Brothers were setting, and all were able to see first-hand how Service to others can affect the people around them and themselves. As the semester continued on, many discussions and reflections occurred as a result of the time spent at the soup kitchen. Many Associate Members were able to reflect and make connections between the brothers and the core values of True Brothers. The High Theta made a point to remind the brothers that this activity did not need publicity or advertising, as many other philanthropic events do, because the experience was on a very personal level, and dealt deeply with the personal growth and development of brothers described in the True Brother journey. Many brothers benefitted greatly from the experience, and looked to become more involved in community service in other organizations outside of Lambda Chi Alpha. A strong relationship developed between the chapter and the soup kitchen, and the brothers of Tau-Phi Zeta adopted the trips to the soup kitchen as a tradition which they still carry on today.

Veterans Day Parade — Xi-Theta Zeta Community Event – Veterans Day

Each year, Xi-Theta Zeta at Lindenwood University, a chapter of 40 brothers, participates in the town’s Veterans Day Parade. The brothers send a large group to march in the parade wearing fraternity letter shirts. Brothers also prepare banners ahead of time, including one that says “The Brothers of Lambda Chi Alpha support America’s Veterans.” The event culminates at a Veterans Day picnic where brothers operate a food stand for the attendees. There they sell barbeque hotdogs, hamburgers, and other refreshments, donating their proceeds to the American Legion. In this annual community event, our brothers show Honor and Respect to the men and women of the Armed Forces who have served their country with Integrity. To prepare for this event, the High Theta must contact the parade organizers to secure a location at the picnic for the brothers to set up their food stand and secure a spot in the parade for Lambda Chi Alpha. As contracts are signed with food distributors and parade organizers, the High Theta must also complete an event planning form for the General Fraternity at least 30 days in advance. Brothers must also clear their schedules for the day and volunteer to either walk in the parade or prepare and serve food at the picnic. One team of brothers picks up all of the food and cooking equipment ahead of time, while another team of brothers is responsible for creating banners for the parade. In the weeks leading up to the parade, the High Theta conducts meetings with each of these teams and makes sure that enough brothers are available to give the chapter a strong showing at the event. In recent years, the High Delta has played a role in helping plan for the parade, utilizing this positive community relations activity as a recruitment event. Potential new members are invited along to participate in the parade and have fun with the brothers at the picnic that afternoon.