



Introduction

Kappa Alpha Order is pledged to the pursuit of excellence. This creates in each of us a dedication to ourselves, our brothers, and to work toward our own development and that of others. We are challenged to uphold the ideals of honor and duty set forth in the customs of the Order and in Lee's "Definition of a Gentleman." With this challenge, we must assume responsibilities in many areas.

As brothers of Kappa Alpha Order, we are dedicated to serving our schools, our communities, and our country. This call to duty is echoed in our obligations of membership, *The Varlet* and the customs of the Order. Every chapter must work to incorporate a successful service outreach program into the scope of chapter operations. Moreover, every brother should establish an understanding of our obligation to serve and the development of personal goals to fulfill that oath.

Chapters across the nation offer their time and resources each year to benefit local and national philanthropies and charities. Over 20,000 hours and \$150,000 are donated by Kappa Alphas each year. Undergraduate and alumni volunteer activities are an important aspect of fraternity life. The concept of serving others has great value to the development of individuals within the chapter and in offering avenues for alumni to continue their involvement with the Order. The work we do for others is often invaluable in its impact upon society and upon ourselves. In responding to our obligation to serve, we work to cultivate communities and develop ourselves.

Project Outreach Mission

Project Outreach is the national volunteer service development program of Kappa Alpha Order. The program assists and recognizes the frequency and productivity of the community service efforts of chapters to promote contributions to those communities and to foster the development of our members.

Project Outreach Creation

Project Outreach Chair and Committee

To ensure that all aspects of the chapter's service program are adequately organized and attended, the Number I should appoint a Project Outreach Chairman. This individual should have strong communication and organizational skills, be interested in the service efforts of the chapter, and have the time and energy to lead the chapter's service program. The Project Outreach Chairman must also be willing and able to dedicate a substantial amount of time to the program. The Project Outreach program is no easy feat but in turn, creates a rewarding experience for members of the chapter allowing them the opportunity to engage with their local community.

The chairman will be responsible to the Number I for planning and implementing all service and philanthropy projects. He should be assisted by a committee to carry out various aspects of each program. The Project Outreach committee should review the entire contents of this manual to aid in establishing an effective program. Planning, ideas and concerns should be discussed weekly at the committee meetings. The chairman should then prepare his report to the active chapter prior to the chapter meeting.

Remember that an effective committee makes as many decisions as possible in committee meetings and then presents them for discussion and approval in the chapter meeting. This process saves time and energy in chapter meetings.

Where to Begin

- Number I selects a Project Outreach Chairmen
- The Chairmen then selects a committee and establishes a regular meeting time
- The Committee meets to establish goals and begin brainstorming possible service and philanthropic opportunities
- The Committee contacts local organizations that they would like to work with
- The Committee establishes a set schedule/calendar of events to distribute to the chapter

It is extremely important for the Project Outreach Committee to be as organized as possible. When working with outside organizations in the community, the chapter is not only representing themselves but they are representing their school and KA as a whole. Establishing a written plan for the year will ensure that all events will be organized and successful.

Once a calendar of events has been established, it should be distributed to the chapter well in advance. This will allow brothers to plan accordingly so that they will be able to attend all events.

Contacting Charitable Organizations

An important step in the planning process is to establish a relationship with organizations that you wish to work with. Many organizations will be listed in the phone book. You may also find contact persons or numbers from the student activities office at your school or from other organizations. Below are some possible contacts and websites to consult.

- Interfraternity Council community service chair
- University events
- University community relations representative
- Assisted living communities
- Animal Shelters
- Roadside clean up
- City community relations representative
- www.habitat.org
- www.mda.org
- www.redcross.org
- www.rotary.org

When contacting the local representatives, there are a few things to remember:

- Introduce yourself and your position with the fraternity
- Briefly explain the fraternity's commitment to community service
- Express the chapter's interest in working with their organization
- Inquire about existing opportunities to become involved
- Inquire about programs and projects that others might have done for them
- If appropriate, present the chapter's program concept
- Ask about the best way to involve/benefit the organization with the program
- Express the chapter's interest in learning about the organization
- Inquire about educational information for the chapter and/or distribution

Be certain that any questions that the representative may have are answered adequately. If you must ask someone else before you can answer a question, give the representative a time and date that you will call them back. In order to establish rapport, consider scheduling a meeting on campus, at the chapter house or at the representative's office. Be prompt in your arrival for the meeting and prepare your materials and questions ahead of time.

Marketing the Events

Some service projects, such as trash pick-ups, do not need to be marketed and thus do not require a name or other designation. However, events that must be advertised for participation or are otherwise presented to the campus or general communities need a name or theme that can be used to “sell” the event. A successful theme, logo or concept can help effectively market your event which will help increase attendance and/or fundraising

Be sure to take into consideration current issues and themes that are popular, school symbols and logos, local topics of interest, and the interests of those you wish to attract to the event. Friends of the chapter with local businesses or the campus newspaper or media services might also be helpful. Remember that the name and theme of any chapter event reflect upon the chapter, the institution, and the charity for which you are working. Be sure to exercise good taste in choosing themes, logos, designs, and other materials.

Ways to market your event:

- Website
- Facebook Fan Page/ad
- Twitter
- Tee Shirts
- Press releases to local/campus newspaper, radio and television stations
- Promotional giveaway items
- Visiting other chapter meetings to announce the event
- Visiting residence halls or other campus group meetings
- Announcing to the IFC, Panhellenic and student government groups
- Advertising the event on campus with printed materials or a staffed table

Advertising an event is everyone’s responsibility. Talking to acquaintances and showing enthusiasm and excitement about the project will incite others to feel the same. Remember that community service events and fund-raisers are designed to benefit charity. **Keeping costs at a minimum is important to maximize the donation to your chosen organization.** Take advantage of all opportunities for free publicity and advertising. And should the chapter choose to invest in marketing materials, shop wisely and carefully for the best prices and quality. Always explain what the materials are for and offer the vendor an opportunity to donate time and services when appropriate.

Soliciting Sponsors

To help increase publicity and fundraising for an event you may want to consider getting sponsors for your event. Sponsors may donate money or goods to fund the event or to go directly to the charity. Most often, event sponsors donate services that will support the event. Cups, drinks, banners, t-shirts, printing, refreshments, music and other goods and services are commonly donated by local businesses. In return for their cooperation and donations, printed materials, t-shirts and other marketing efforts of the event often carry the logo or name of the company.

Should the chapter choose to solicit sponsors for an event, there are several points to consider. First, there are basically two different kinds of sponsors: corporate and local. Corporate sponsors tend to be the larger companies that support local service efforts as part of their general commitment to the community. Companies such as McDonald's, Snapple, Coca-Cola, Pepsi, and others have been known to support chapter efforts in some areas. Support from these groups may depend on the franchises and corporate climate in your community. Local sponsors tend to be businesses that are supported by the student community. Copy stores, local restaurants, specialty shops and others are good sources of support in many cases.

When considering whom to approach, remember that the Order's risk management guidelines state that no chapter may co-sponsor an event with an alcoholic distributor, charitable organization, or tavern where alcohol is given away, sold, or otherwise provided to those present. In addition, no chapter may co-sponsor or co-finance a function where alcohol is purchased by any of the host chapters, groups, or organizations. Should you have questions concerning these policies, please contact your province commander or ADCS.

The second thing to remember when soliciting sponsors is to be cognizant of the sponsors' needs. Why should they sponsor your event? Be sure to explain who you are, what the goals of the event and the chapter's service program entail, and how their cooperation can benefit everyone (especially their exposure to the students and/or community).

Finally, delegate the solicitation activities to members of the committee or the chapter as a whole. Create a list of potential sponsors and divide that list between those chosen to help in gaining sponsors. When approaching sponsors, be sure to have adequate information about the event, ask them if they are interested in supporting the project and always thank them for their time. And each sponsor should receive a letter describing the success of the event and thanking them for their support.

Timing and Location

The timing and location of chapter events are also important aspects of the planning process. Weather concerns, availability of sponsors and participants, use of facilities and other concerns may all hinge on the timing and location of the event. Looking first at the timing of the event, be sure to plan events during the best possible time for participants or turnout will be very poor. Ensure that attention has been paid to other events planned to avoid conflict and that our event does not interrupt any academic schedules.

Choosing a location for the event often involves outside parties. Some events can take place on chapter property if the chapter owns or rents a house or lodge. Some events will need special locations due to the nature (i.e. a softball game) or the size (i.e. a community concert) of the event. Whether you need permission from the institution to use space in the union for a raffle table or an okay from the city to collect change at an intersection, be certain to gain proper approval. When choosing a location, consider the following:

- If weather is easily a threat, plan the event inside from the start.
- Events depending on “traffic” should have high visibility locations on campus.
- Schools often let student organizations use facilities for free, so try them first.
- Community groups often have locations for loan or rent (armories, parks, fire departments, etc.).

Giving plenty of thought to timing and location during the planning stage of an event can make the difference between a success and a flop. Remember to send letters whenever possible to thank those that gave their time to your service project. And the chapter should always thank those who allow us the use of their facilities.

Co-Sponsoring the Event

Co-sponsoring the event is a great way to increase involvement and to enhance chapter relations with other groups. Some events lend themselves to the concept of co-sponsorship. An athletic oriented event such as a softball marathon is great for one or more fraternities to join our chapter. Dance-a-thons and caroling at a retirement village are just two events that have worked well co-sponsored with a sorority. By involving other groups, you increase your resources in the planning stage and the participants and supporters in the action stage of the event.

Other campus groups, such as service fraternities or special interest groups could be asked to co-sponsor an event. By working with organizations that are usually outside of the Greek community, the chapter will have an opportunity to meet new people and learn about the goals and interests of their organization.

Many events can easily be adapted to allow co-sponsorship. Consider trying this approach to an already successful chapter program or creating a new program for this purpose. Co-sponsorship is another way that we can come together to help others in our communities and to better ourselves through education and understanding.

Team Event

Some chapters have had great success in creating team events to raise money for MDA and other organizations. Food and clothing collections, athletic competitions, dance – or bowl-a-thons and many other events can be structured as team projects as well. In addition to all of the topics discussed for service events, team events add several concerns:

- Team registration
- Team captains or liaisons from the chapter
- T-shirts or other team recognition for entry
- Awards or recognition for winning teams

The most efficient way to handle team concerns is to delegate. Having committee members responsible for registration, team contacts and recognition will streamline the planning and implementation greatly. It will be important to keep all team members informed on event times, dates, rules and other topics. Registration packets can be produced to offer all needed information to the “team captain” or contact person chosen by that group. Team events also often involve a registration fee. This fee often covers the costs of the awards and T-shirts or other items for team members. The registration fee can also provide the fundraising for the charity. By gaining sponsors and donations of services and other items, costs of the event can be minimized and the donation, therefore, maximized. Most importantly, team events can provide an element of healthy competition and enhance relations between all of the people and organizations involved.

Special Event Insurance

Often large service and philanthropy events require special event insurance. This is an important aspect to consider when deciding on an event because of the cost and time associated with acquiring special event insurance. Any event that is athletic in nature or a benefit concert often requires special event insurance. In order to obtain special event insurance for an event you must contact the National Administrative Office no less than 60 day prior to the event and complete the necessary documentation. Contact your ADCS for more information.

Collections

Collections are another type of community service event that has been successfully implemented by chapters across the country. Collections of donations/change, food, clothing, furnishings, aluminum cans and recyclables have all been put into effect. Several chapters have collected frozen turkeys and other related items for distribution just prior to Thanksgiving. One chapter collected aluminum can tabs for a local hospital program that used the recycling earnings to fund free dialysis for some patients.

Collection programs can range in size from chapter members donating items to the inclusion of other Greeks, the campus, local schools and businesses. Chapters have successfully solicited the assistance of local elementary schools, local grocery stores, other Greeks, and residence halls. Collection boxes for clothes might be placed in residence halls prior to winter break. Canned

food items may be collected by elementary homerooms or in boxes placed in local merchants or churches. Some chapters have charged an “admission” of several non-perishable food items at parties and benefit events. And finally, many chapters have created successful toy drives by joining with a sorority to collect new wrapped toys. The two groups then host a Christmas party at a local orphanage or other group benefiting underprivileged children where the gifts can be distributed with a personal touch. Some groups can greatly assist the chapter with ideas and resources. Programs such as the United Way, Salvation Army and HEADSTART may be able to offer support in your area.

Service Event Ideas

Following is a list of basic ideas that chapters have implemented in the past as part of their community service program:

In the Community

- Planned and gave a Halloween party for local children
- Landscaped a site for a dog pound
- Painted and repaired the banquet room of the local YMCA
- Painted the Girl Scout lodge
- General cleaning/repair of YMCA or local medical center
- Cleaned building and grounds of the local child center
- Cooperated with other groups in laying out a new city park
- Planted trees in a community project
- Distributed posters and pamphlets for a safety campaign
- Built the outfield fence for the town’s baseball park
- Cleaned up the city streets after a student football parade

Charities

- Sponsored a benefit concert for a charity fund drive
- Washed cars to collect money for a local charity
- Cleaned a charity hospital
- Painted and laid tile for the Salvation Army
- Collected dog and cat food for the Humane Society
- Collected a “Block-of-Dimes” for the March of Dimes
- Collected clothing and furniture for Goodwill
- Gave a Christmas party for children from a local orphanage
- Gave blood to the Red Cross

Churches

- Redecorated a church building
- Prepared a new lawn for a nearby church
- Repaired and cleaned a burned-out church
- Built a wall around the cemetery
- Painted Sunday school Rooms
- Collected and repaired toys/equipment for a church nursery

Individuals

- Painted and repaired the home of an elderly widow
- Collected wood for a needy family
- Repaired the home of a disabled veteran
- Moved a needy family into a new home
- Collected clothes for a needy family
- Painted and repaired the home of a refugee couple

Education

One of the governing themes of Project Outreach and our Order's commitment to community service is its ability to educate. There are two areas of potential to consider: the education of our members on the causes they support and the education of others about those chosen causes and KA's commitment to service in general. By working with other organizations, interacting with volunteers and benefactors of charitable groups and volunteering time to assist with various projects, our members enjoy an incredible opportunity to learn about themselves and others.

Learning about the organization and its benefactors

Part of a complete Project Outreach program should include adequate education on the organizations and causes that it supports. When the chapter plans events to benefit a charity or decides to work with a local organization, make an effort to obtain information concerning the group. Invite a speaker to address the chapter, pick up information or flyers from the branch office, or plan a chapter meeting with the cooperating group. By learning more about the charity you are working with, you broaden your own education and increase your ability to understand and appreciate the work you are performing. In many cases, a greater knowledge of the charitable organization or its cause will aid in fundraising by enhancing your ability to talk to sponsors and others about the topic. Remember, people are more likely to support what they understand and believe in! The more you know, the better informed others will become.

Using every service opportunity to educate others

The planning stages of all outreach efforts should consider the education of others. Almost all community, service projects involve at least some interaction with people outside the chapter. This situation creates an excellent opportunity for Kappa Alphas to offer information about our organization, our commitment to positively impact the community and the cause to which we are currently pledging our time and effort. Consider offering information in the following situations you are likely to encounter during the stages of a service event: chapter members contact charities for ideas and plans, brothers address other organizations to solicit support, members call on local businesses to sponsor the event, brothers talk to family and friends about donations, members speak to community members at a car wash, change collection or other event.

Offering education about MDA or other groups as a service to others

The Muscular Dystrophy Association has been the national philanthropy of Kappa Alpha for many years yet many members do not fully understand MDA, the diseases it incorporates, or the scope of its operations and services. The MDA section of this manual will offer information to help the chapter better understand this organization. The chapter may wish to organize a program

of offering information or speakers to local schools. Talking with students of all ages, civic organizations and others about MDA is a great way to improve an individual's communication skills and increase the community's understanding of our national philanthropy all at once. If the chapter is interested in establishing a program, contact the nearest MDA representative for information and assistance.

Offering something in return for a person's donation

It is not necessary that every service project needs free giveaways or prizes associated with it. But as mentioned in the discussion of educating others as a part of our community service, your chapter should consider offering something in return for a donation.

The following is a list of items that could be purchased or produced to serve an educational and tangible role in a chapter's service program:

- Bumper stickers denoting the bearer's support of the cause
- Stickers that thank the individual for supporting the effort
- Flyers explaining the charity, your relation to it and your thanks for their support
- Pens printed or donated by a local merchant that carry the charity's logo or name
- Printed materials that the organization may have available for distribution
- Buttons which are included in the price of an entrance fee, ticket or other cost
- Use of the logo and other information on event registration forms, posters and shirts
- Unique thank-you cards produced to send to supporters and others after the event

Remember to consider whom you are going to be targeting with each event. Perhaps the most important thing to remember is that any item offered should be of a nature and quality that will dignify the organization, the Order, the university or college, and your chapter.

Motivating the chapter

One of the most important aspects of organizing a Project Outreach event is motivating the chapter. Including the entire chapter is key to the success of the event. Below are some tips and ideas that not only include the chapter but also keep them interested in the event.

Fully explain the event to the chapter

Letting the chapter know exactly when and where the event will be held is the first step to informing the chapter of the event. It is also important that chapter knows what is going to be expected of them. NO SUPRISES!

Explain the benefits of the event

It is important to let the chapter know how a successful project outreach event can help the chapter. A chapter with a negative perception by the school can be removed by a successful Project Outreach program implemented by the chapter.

It's your duty to donate your time to worthy college activities

As a new member and an active it is your duty to the Order to perform community service.

Become an award winning chapter

Implementing a successful Project Outreach event will increase your chapter's ability to win awards like: The Marshall or Ammen award or The Cross and Rose Award.

Include a sorority with the event

Find a sorority to co-host the event. Not only might the sorority bring out more members but you will also have more manpower.

Documentation and Follow-up

One aspect of Project Outreach that is often forgotten is documentation and follow-up. Chapters often just leave the event alone after it is complete.

Follow-up visit

The Project Outreach chairman needs to return to the site of the event to make sure everything was properly completed and cleaned up. This is also a good time to create good rapport with the contact so the event can be held again.

Documentation

After the event is completed the Project Outreach chairman should contact the representative of the organization to receive actual numbers or dollars that were worked or made during the event. These documents are essential to validate the event for awards.

Thank you notes

The organization that was chosen should always receive a thank you letter from the chapter.

Project Outreach Awards

EXCELSIOR ACHIEVEMENT AWARDS

These awards recognize the chapters who excel in various philanthropic categories. We recognize the highest dollar amount and the greatest number of hours per man for charity.

CROSS AND ROSE AWARD

This is the highest recognition given by the Order for community service. This awards a chapter program that excels in all aspects of service and community impact.

CRIMSON GIFT CENTURY SOCIETY

Chapters receive a Century Society Certificate for outstanding participation in Kappa Alpha Order's nation-wide blood drive Operation Crimson Gift.

KNIGHT COMMANDER'S CUP

Presented to the chapter displaying an outstanding level of participation in Operation Crimson Gift