

HOW TO SCHEDULE EVENTS

Event Programming

- Match the programming with the chapter's wants and needs.
 - Rotate your programming based on your chapter goals. Decide the types of events and frequency that makes sense for your chapter.
 - Create a diverse range of recruiting programs to attract brothers at all stages of life. Offer programming to target different audiences (newly graduated, married with children, retired).
 - Host signature events yearly.
 - Focus on activities rather than meetings.
 - Include at least one alumni/collegiate event each year that is done for the collegiate brothers (such as recruiting, professional development, etc).
- Plan events at least 2 months ahead to allow for more attendance. Regularly scheduled meetings/events encourage attendance. (Many chapters schedule 3 to 6 months at a time.)

Professional Program

- Selecting the Topic and Events
Choose topics that appeal to the members of your chapter. This can be accomplished by:
 - Doing a member survey to obtain the interests of the chapter
 - Selecting topics of interest to your local area or the specific time of year
 - Utilizing local resources such as the Chamber of Commerce and other professional organizations.
- Developing And Implementing An Action Plan
Like any alumni chapter activity, your professional program requires an action plan. This plan should include the following:
 - *Select potential speakers/tours* — This may be accomplished by using:
 - Lists of previous speakers/tours
 - Chapter networking
 - Speaker bureaus or other professional organizations
 - Area business
 - *Scheduling the speaker/tours*
 - Preview the speaker or tour (obtain references)
 - Provide presenter with key information about the target audience
 - Provide presenter with suggested topics and discussion
 - Set date, time, and location of event
 - Ensure that facilities and equipment will meet the presenter's needs
 - Prior to event, make sure that all details are finalized
- Promoting Your Program
 - Keep a chapter calendar that includes all professional activities
 - Send flyers or announce upcoming events in the chapter's newsletter
 - Send personal invitations to members and other guests
 - Market to collegiate chapters, other organizations, and the community
- Carrying Out the Event
On the day of the event:
 - Ensure that final arrangements have been made with the presenter and the facility
 - Check all sound or visual equipment
 - Make final preparations to introduce the speaker

- Meet the presenter at the designated time of event
- Thank the presenter with a certificate or other token of appreciation
- Following Up
 - Once the event has occurred, the following should take place:
 - Survey the members and other attendees for input on effectiveness of event
 - Send thank-you to presenter

Community Service

As business professionals we are called upon to do more than to produce goods and services. It is also our duty as good corporate citizens to help better our community – to make it a healthier, safer, and more productive society for families, our fellow business professionals, and ourselves. As business professionals and leaders, we can extend our professional and fraternal ideals to those who most need our assistance. Service is one of the guiding principles of our Fraternity. It is rewarding to each participant, as well as making a difference in the lives of those individuals we have touched through our community service programming. Remember, community service is always a win-win situation!

- Selecting The Project

It is important that you choose a program that the membership feels is valuable. If possible, conduct a survey to get members' ideas on what they feel is important. If chapter members see value in your program, they are more likely to become active participants.

 - There are several ways to research the most pressing social needs in your community. You can:
 - Do a member survey
 - Contact local community leaders and government officials
 - Search newspapers for ideas on projects (some newspapers have volunteer "wish lists")
 - Tap into an "umbrella agency" (such as United Way) or a local volunteer organization
 - Your community service project should:
 - Address a tangible need or cause
 - Require active participation of alumni chapter members
 - Lend itself to year-to-year continuity
 - Stay within the budget and time constraints of your chapter (and its members)
 - Be simple to execute
 - Some chapters have found success in making a tradition of a particular community service event. Doing the same project year after year builds up chapter pride in and "ownership" of the event, as well as providing an ongoing service source for a needy cause or organization.
- Recruiting Participants

Ask members individually to help with a community service project. If you send around a sign-up sheet, you will not get as many volunteers as you would when you ask them personally.

As you ask for volunteers, remember to:

 - Briefly explain why you are doing the project and what it will accomplish
 - Be specific about what the volunteer/participant is expected to do
 - Be honest about time requirements
 - *Get commitments now!*

Try working with other service organizations such as Junior League, Exchange Club, Rotary Group (or other similar service organizations) to participate in your event(s). This works well for smaller chapters. You can also volunteer your chapter members for one of their events. It's a great way to network and work for a good cause!

- **Developing and Implementing an Action Plan**
Like any alumni chapter activity, your community service program requires an action plan. This plan should include the following:
 - Tasks - Break the event(s) down into manageable pieces and assign these tasks to the individuals who would be right for the job. Make sure participants have a clear explanation of what their responsibilities are. Be sure to appoint an “external” contact person.
 - Calendar your event – Complete a timetable for each assignment so your volunteers know exactly when they need to complete their tasks. Follow up to insure these duties are completed on schedule.
 - Communication – Communicate your program’s progress with your committee members and chapter officers.
 - Always provide ample time for planning/execution – Provide notice as far in advance as possible to volunteers/chapter members. Follow up with a reminder call or notice.

- **Promoting Your Program**
Constantly update your chapter on your programming/events. Ways to promote your program to the chapter include:
 - Having articles in the chapter newsletter
 - Sending a letter to chapter members telling them about the project (a must if you do not have a newsletter)
 - Announcing your event(s) at chapter meetings and at every chance you get
 - Participating in the event with enthusiasm

- **Getting “Caught in the Act”**
Public recognition is a fringe benefit of your chapter’s community service program. Although publicity is not your original intent for creating a community service program, it is a fringe benefit. This is a time to “toot your own horn” so to speak, and call attention to your chapter’s efforts. Send a press release to the local media following your event.

- **Project/Event Ideas**
On a national level, Delta Sigma Pi supports “Make a Difference Day.” Here are just a few ideas:
 - Donate canned food to the poor
 - Sponsor a needy family and assist them throughout the year
 - Volunteer to supervise a recycling center
 - Raise money to buy teddy bears for the police to give to children in a domestic crisis or other serious situation where comfort may be needed
 - Raise money to buy books/videos for your local library or schools
 - Say No To Drugs – contact your local substance abuse organization
 - Establish a scholarship fund through the Delta Sigma Pi Leadership Foundation
 - Provide ongoing “business service” for a charitable organization in need of assistance
 - Host a resume/job skills workshop for people who just passed their high school equivalency exam

Social Activities

Alumni chapter social activities are another avenue to promote brotherhood. These activities can also provide interaction among alumni and collegiate brothers.

In organizing social activities, the alumni chapter should obtain feedback from the chapter members as to the types of social activities to organize. This can be accomplished through your member survey. The alumni chapter should organize some of the social activities in such a fashion to allow the member’s spouse and family to attend the events. Members might have a greater interest in attending events if the activities allow for others to participate. Using a survey can capture this type of information.

In conducting the chapter's social activities, it is important that the chapter complies with all of the Fraternity's policies. Understanding and complying with the Risk Management, Insurance and Conduct Policy is very important to reduce the exposure to risk and liability. Below is a list of ideas for alumni social activities.

- Conduct meetings in a more informal atmosphere such as at a restaurant.
- Organize a community service project/social activity as one event. After the service event, have a picnic, go to a restaurant, etc.
- Attend organized Fraternity events such as Grand Chapter Congress, LEAD Schools, LEAD Provincial Conferences, collegiate chapter events, etc.
- Attend sporting events, comedy clubs, etc.
- Organize annual events such as a picnic or golf outing that members look forward to each year.
- Promote special occasions such as Founders' Day (November 7) and National Alumni Day (April 25).

Collegiate Relations/Activities

Alumni chapters have a great opportunity to promote the aims and ideals of Delta Sigma Pi and the concept of "Deltasig for Life" through various collegiate activities. See also the VPCR Officer Packet and the VPCR Resource Guide.

It is important that the alumni chapter and its members be conscientious that collegiate chapter activities have evolved since they were collegiate members. The alumni chapter should work with the collegiate chapters and their national officers to ensure that all Fraternity policies are followed.

These activities can involve a wide range of different types of activities including professional, social, and community service projects. Below is a list of examples of alumni/collegiate interaction activities:

- Volunteer to serve as professional speakers
- Organize community service projects with collegiate chapters
- Invite collegiate chapters to events organized by the alumni chapter
- Organize an event such as a softball game specifically for the collegiate chapter
- Organize an event such as a Senior Picnic to promote recruiting efforts geared for the graduating collegians
- Attend and participate in Grand Chapter Congress, LEAD Provincial Conferences, LEAD Schools and other Fraternity events
- Serve as a District Director or other national officer
- Support collegiate chapter expansion activities
- Communicate with graduating seniors about participating in your alumni chapter, contacting other alumni chapters and the importance of contacting the Central Office and the local alumni chapter when relocating
- Promote the Leadership Foundation within the chapter
- Send local collegiate chapters information about upcoming events
- Send copies of chapter calendar to all local collegiate chapters
- Have alumni attend collegiate chapter meetings periodically
- Offer free or reduced first year membership dues to graduating seniors
- Attend chapter initiations
- Include collegiate chapter activities in alumni chapter newsletter
- Celebrate national programs, such as Founders' Day and National Alumni Day, with a joint event
- Host a career or professional workshop