



National Service Week Handbook

November 4-10, 2007
November 2-8, 2008



The NSW 2007-2008 logo is based on a design by
Brother Blake Brandenburg of Theta Theta Chapter, Centre College

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**I don't know what your destiny will be, but one thing I do know:
the only ones among you who will be really happy are those who
have sought and found how to serve.**

- Dr. Albert Schweitzer (1875-1965)

Philosopher, Physician, and Humanitarian

Nobel Peace Prize Award 1952

Alpha Phi Omega 1958 Fall Pledge Class Namesake

Message from the Service & Communication Program Director

Brothers,

Welcome to APO's National Service Week! **NSW could also be called Service & Publicity Week since it's a key opportunity to increase awareness about your Chapter, and APO in general, through a well planned and promoted service project.** NSW is your chance to fully experience Leadership, Friendship and Service in the Fraternity.

Through NSW, your Chapter is joining thousands of Brothers across the nation while "staying at home" and doing what you do best: planning and performing effective service locally. That's the national part of National Service Week – we're all serving and giving others the chance to serve with us. NSW is about more than just APO on your campus--it's all of us maximizing the resources in our own Chapters while working as a part of a National Fraternity.

Your Chapter should strive to meet these goals with a high quality NSW project:

- 1) Plan a service project that reflects the theme and complete it during APO National Service Week.** Part of our message as a national organization is that we're ALL doing projects during the NSW timeframe, while making a huge impact in the area we've chosen to focus on. *If you cannot complete your project during the suggested week, complete one as close to these dates as possible.*
- 2) Involve non-Chapter members in the service project.** This is one of the best ways to recruit new members and people who will offer you service projects – show them who we are and what we do and they'll "come back for more" in ways that will help your Chapter.
- 3) PUBLICIZE YOUR PROJECT!!!** Get people talking about our Fraternity positively. Visibility is important for your Chapter and for the Fraternity as a whole . By sharing APO, more people can enjoy the opportunities you've had.
- 4) Report on your project by November 15th.** Your Chapter's reporting helps give the Fraternity, and others, a snapshot of what we do: where we help, who we involve, how we serve – what we learn is impressive! In 2006, Chapters reported performing more than 33,000 hours of service through their NSW projects and raised \$50,000+ for charity!

Meeting these goals can seem daunting, like a stony path, but doing something new is a learning opportunity. As an APO Brother you should leave college with more than a degree; you should graduate with skills you can use during the many journeys in life after graduation. Fully participating in your Chapter's NSW efforts, and asking others to join you, is a wonderful way to develop those skills.

Alpha Phi Omega is a safe harbor of Leadership, Friendship and Service for each of us. It should also be a place where we each learn to set sail and journey beyond where we've been. By exploring new opportunities through NSW, you'll discover new things about yourself your Chapter.

Forge ahead, Brothers – I know you can do it. Good luck!

Warmest Regards,



Carla Moran

National Service & Communication Program Director
service.director@apo.org

"Service happens when your skills and willingness to share them intersect with the needs around you." –CKM

NATIONAL SERVICE WEEK AT A GLANCE

The Fraternity's 2007-2008 Program of Emphasis is:
***"LENDING A HELPING HAND:
SERVING INDIVIDUALS WITH DISABILITIES"***

THE THEME FOR 2007 IS: "SERVING CHILDREN WITH DISABILITIES"
DATES: November 4-10, 2007

THE THEME FOR 2008 IS: "SERVING ADULTS WITH DISABILITIES"
DATES: November 2-8, 2008

How to use this handbook

Consider this handbook a guide for the members and pledges in your Chapter planning your NSW project. The handbook includes a timeline to better help you plan your project, some general ideas for projects that fit the theme, as well as other resources that you may find useful. You will also find samples for press releases and proclamation requests that can be sent out to help gain publicity for your project(s). We have included a bit on the history of NSW-something you may find interesting to share with your Chapter to help communicate the important national nature of this effort in the Fraternity.

Allow time to look over the list of possible projects. You may do one project for NSW or a week's worth – whatever you do, it should be of high quality.

Once you have completed your NSW project(s), you are required to submit a project report on the service database on www.apo.org. Take a look at what other Chapters reported on for their NSW projects last year – it was a different theme, but you'll get an idea of the types of projects that can work for NSW.

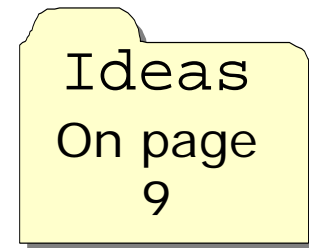
THE TIMELINE

Making National Service Week a Success for Your Chapter

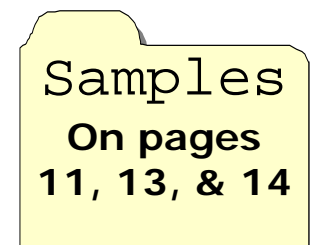
Use this checklist to help plan, conduct, and evaluate your National Service Week project. The timeline is to be used as a reference – the actual schedule your Chapter follows may vary from this. More time for planning usually results in a more successful project, but please do not feel that because you can't meet these dates you can't participate in NSW. **Do not feel limited to the suggestions in this handbook.** The planning of the NSW project is supposed to be more involved than your regular projects – stretching yourselves to reach some new goals with your NSW project is part of the way NSW is not “just a project” but a real learning opportunity for you. Ideally, your Chapter should have a special committee to oversee the planning of your NSW project – print a copy of this handbook for each committee member!

- **Early September: Choose Your Project** Determine what your service project(s) will be. Big or small, the service project requires planning. Use the list of project ideas to get you started thinking about what your project will be. Feel free to contact your Regional Service Chair (see e-mail addresses in the “Frequently Asked Questions” section of this handbook) and other APO alumni volunteers to help you get started with your project. Here are some things to think about for your project:

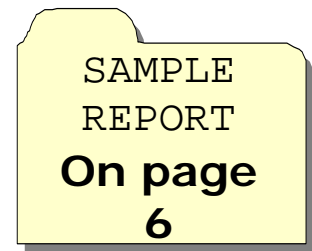
- ◆ Primary purpose (What is the primary reason you want to conduct this project?)
- ◆ What are specific goals to be accomplished by this project?
- ◆ What are the specific assignments? (List duties and request help from others in your Chapter.)
- ◆ What materials and supplies are required?
- ◆ What outside resources will be used?
- ◆ What non-APO participants will you invite to participate? (Other organizations on campus, community groups, your younger siblings, etc.)
- ◆ How can your Chapter Advisors help you? (Contacting other organizations, etc.)
- ◆ List the specific steps to be taken to complete this project successfully.
- ◆ Complete a proposed budget showing all anticipated income and expenses (see the Service Project Chair Handbook in the “Leadership Series” which is available on the Chapter Resource CD and on www.apo.org.)
- ◆ List contingency procedures (if more Brothers volunteer, adverse weather, etc.)



- **Early October: Make Contacts** Send out letters requesting a National Service Week proclamation to your municipal and state government officials – in the letters explain what you are doing and who will benefit. **Check if your Regional Service Chair has started this process at the state level.* Begin to draft news releases. Make appropriate calls to those who may be helping with the service project especially non-APO participants. Make sure they have enough information so that they can promote the project too and confirm assigned duties with the non-APO participants. Remind Chapter members of the date of the project and get Brothers to sign up for it.



- **Mid October: Publicize.** Local publicity efforts for National Service Week should begin. Put information on the university website, post flyers, and place reminders in university mailboxes. Be pro-active in talking about the project(s) and National Service Week. The Alpha Phi Omega Public Relations Chair Handbook in the “Leadership Series” has ideas for pursuing publicity. This is available on the Chapter resource CD or at www.apo.org.
- **Late October: Finish Preparations.** Final planning stage—NSW begins shortly. Send out final news releases and solidify the details of the project.
- **First full week of November: Perform the project(s)** as efficiently and effectively as possible. Have things for everyone to do at the project. Here are some things to remember to do for the project:
 - ◆ Designate a place for the volunteers to meet prior to the project.
 - ◆ Have a sign-in sheet for all the volunteers.
 - ◆ Take pictures of the project.
 - ◆ Have Fun!
- **After the project: Evaluate.** Get reactions from fellow Brothers about the project--what went well and what could be improved; save this information to help plan next year’s project. You may want to submit an article on your project for the Torch & Trefoil which you can also do online. Follow-up with the appropriate contacts (media, volunteers, university officials, etc.), making sure to thank them for their support.
- **By November 15th: Report** on your project using the service database on www.apo.org. Include information on any publicity that was generated. The absolute deadline for submission of National Service Week Project Reports that are required for Chapters to remain in good standing with the Fraternity. Please be prompt. Reporting of a NSW project is also one of the things required for a Chapter to compete for the Fraternity’s Chapter of Excellence Award.



To report your project: Visit the Fraternity’s website www.apo.org and access the Fraternity’s National Service Database. Follow instructions on reporting which takes just a few minutes.

SPECIAL NOTE: all Chapters should be participating in National Service Week. If for some reason your Chapter does not participate, you are still required to use the database to report “non-participation” by the November 15th deadline.

National Service Week Report & Sample Confirmation E-Mail

Submitting your report involves using a simple online “form” to report the details of the planning, execution, and results of your NSW project. Some of the areas on the form have “drop down menus” for you to select your answer (ex: project type, Chapter name). It is important to make sure to select National Service Week as the event you are reporting on, and that you select the correct Chapter name.

You can look at the reporting form before completing it to see the questions you will be asked (how many people participated in the project, how many hours of service were performed, etc.). Some questions will pertain more to some projects than others; there is an area to include any additional information about your project that isn't covered elsewhere on the form. The person submitting the report will receive an e-mail confirming submission of the report; make sure to print this out and keep it to show that you've reported. Your Section Chair, Regional Service Chair, National Service Week Chair, and the Service & Communication Program Director will also receive copies of this e-mail. You can check if the "service reporter" for your Chapter has submitted your report by searching the database – once you report, your project is entered in the database and most of the information is accessible.

This is a sample of what the e-mail confirming receipt of your service report will look like (keep in mind that the questions/fields on the database may occasionally be updated):

FROM: yourname@sunnyville.edu

TO: chapter.administrator@apo.org

Cc: service.director@apo.org, yourname@sunnyville.edu, region.12.service@apo.org, nsw.chair@apo.org

SUBJECT: NSW Report Received From Alpha Iota Alpha at Sunnyville University

DATE: November 12, 2007

A new NSW report has just been received. The project information has been placed into the National Service Database.

Project Title: National Autism Society: Parent's Education Day

Project Type: NSW

Project Date: 2007-11-10

Project Description: We cared for autistic children at a conference by the National Autism Society so that the parents would be able to attend the workshops.

Project Results: We watched 27 children over the course of the day, some we watched while they did activities on their own, we played games with some, and we helped others with their homework.

Area of Service: Service to the Community

Chapter: Alpha Iota Alpha School: Sunnyville University Region: XII Section: 60

Total Number of Actives/Pledges in Chapter: 50

Total Preparation Hours: 20

Total Number of Member (Actives/Pledges) Participants: 40

Total Membership (Actives/Pledges) Service Hours Performed: 120

Total Number of Outside Participants: 10

Total Outside Participant Hours: 30

Percentage of Chapter that Participated: 80%

Average Number of Hours Per Participant: 3

TOTAL SERVICE HOURS ON PROJECT: 170

1. Did your chapter use any resources listed in the National Service Week Handbook? Y-We contacted some of the organizations in the NSW handbook. We used the sample press release.
2. Did any other people or organizations (not included above) participate in the project? Y- There was a representative from the National Autism Society who was in charge of the room.
3. Did your chapter request, acquire, and/or use any official proclamations (city mayor, state governor, etc)? Y – We got a proclamation from the governor and had it in display at the door of the room where we were working with the children.
4. Did your chapter generate PR for this project (actual media coverage of the event)? Y-We sent press releases to the local paper and the campus paper. The campus paper mentioned the project in a brief article. The local paper had our picture and caption included in an article about the whole NAS event.
5. Was this project youth-oriented (e.g. was the primary purpose for the benefit of pre-college youth and/or incorporating younger children)? Y-Total Number of youth reached by this project: 27

Names of all Chapter participants: (List of names of Brothers/Pledges)

FREQUENTLY ASKED QUESTIONS (FAQ)

What is NSW?

NSW stands for National Service Week. This event stretches far back in the Fraternity's history. In 1979, Dr. Stan Carpenter, then National Service Chairman who later became our National President, thought that there needed to be a recognized time when all Brothers united to provide service as members of our National Service Fraternity. The National Board of Directors discussed Service Day at their February 1979 meeting. Then, at their next meeting in July of 1979, Brother Carpenter moved that Service Day be conducted and promoted as "Service Day 1979 – A Celebration of Service." In 1996, the APO National Convention expanded the event to a full week, National Service Week. NSW, APO's largest national service effort, is a week during the year in which all APO Brothers perform service reflecting a specific theme determined biennially at the National Convention.

When is National Service Week?

National Service Week is the first full week in November. So if November starts on a Sunday, then NSW will start that day, otherwise it starts on the date of the first Sunday of the month and will end on the following Saturday.

Why participate in National Service Week?

There are many reasons why you and your Chapter should fully participate in National Service Week. Your participation (1) brings recognition to your Chapter and the Fraternity nationally, (2) is an excellent recruitment tool for your Chapter, (3) increases awareness of service activities at the Chapter level, (4) adds value to each Brother's membership, and (5) helps us celebrate that we are all part of a national organization.

Where can I find information about National Service Week?

The easiest way is to log on to the World Wide Web and go to:

http://apo.org/show/National_Programs/Service/Programs/National_Service_Week Here you will find plenty of information about National Service Week, including its history, resource materials, flyers, letters and additional information about APO's largest national service events. Additionally, at the beginning of each school year, the National Office sends information to each Chapter President with information on National Service Week, including this National Service Week handbook: PLEASE make sure the right person in your chapter receives this handbook.

Can my chapter count a service project(s) for National Service Week even if it wasn't done within the designated week?

Absolutely! Your Chapter's schedule may prevent you from performing a project during the actual week; however, you can still participate in the National Service Week program. The National Fraternity uses the dates as a general guideline for Chapters, but recognizes that some Chapters' schedules don't mesh with the suggested NSW dates; if you can't do a NSW project during the suggested week, try to do one close to the week. The most important thing is to do a quality project that aims to meet the goals of NSW and to report on it by the deadline, November 15th.

How do I report my Chapter's service project(s) during National Service Week?

Report on your project using the service database on www.apo.org which takes just a few minutes. You will be asked to include information on how many people participated in the project, how many hours of service were performed, which other groups you worked with, details of any publicity that was generated, etc. The person submitting the report will receive an e-mail confirming submission of the report. Your Section Chair, Regional Service Chair, National Service Week Chair, and the Service & Communication Program Director will also receive copies of your report. See an example of the confirmation e-mail on page 18 of this handbook.

Should I publicize my Chapter's National Service Week event?

Absolutely! This is part of what NSW is all about to help call attention to the service theme we've chosen, the importance of service, and the opportunities APO offers. You can find additional materials about publicizing APO activities and service projects in various places, including the Public Relations Chair Handbook in the Leadership Series (available on www.apo.org or on the Resource CD). If you are looking for more assistance, the APO website is a good resource as well. If your press release is published, forward the article to the APO National Office. You can also ask the National Service Week chair for ideas and assistance: Alycia Bauch-Cantor's e-mail is nsw.chair@apo.org.

Why must my chapter submit a report to the National Office?

At the National convention in December 2002, a majority of the delegates (mostly students) voted that in order to be in good standing a chapter **MUST** submit 2 reports annually: the National Service Week Report in the fall and the Spring Youth Service Day report in the spring.

My Chapter already does a project within the scope of the theme. Do we have to add another one?

Every Chapter is encouraged to participate in the theme as determined by the National Convention. If your Chapter already does a project on the theme, that's great but try and make this year's project bigger and remember to invite others to join you and get publicity for the project. VERY IMPORTANT: Don't forget to report on your project on www.apo.org.

How do we contact our Regional Service Chair?

Try e-mailing your Regional Service Chair:

region.1.service@apo.org
region.2.service@apo.org
region.3.service@apo.org
region.4.service@apo.org
region.5.service@apo.org
region.6.service@apo.org

region.7.service@apo.org
region.8.service@apo.org
region.9.service@apo.org
region.10.service@apo.org
region.11.service@apo.org

Also:

National Service Week Chair (Alycia Bauch-Cantor): nsw.chair@apo.org

National Service & Communication Program Director (Carla Moran): service.director@apo.org

PROJECT IDEAS

Listed below are a few ideas for projects that are congruent with the themes for NSW 2007 and/or NSW 2008. It is up to each Chapter to determine what kind of project to do – don't feel limited to this list! This list is designed to help you begin to think of projects. Each one of you has probably been affected by something that has to do with the theme *Lending a Helping Hand: Serving Individuals with Disabilities*. Ask the Brothers in your Chapter what they would like to do, who they would like to help and how and then get them involved in planning the project! This project is for you to celebrate being a Brother of Alpha Phi Omega – so make it special!

Your Chapter should include other people in the project, too; remember to ask your Advisors for their help with the project, particularly with ideas and/or contacts for other organizations you may work with for NSW. Other groups on campus, community groups like the Lions, Kiwanis and Rotary organizations, and Scouts are all potential partners in your NSW efforts. Also consider inviting other Chapters in your Section and Region to participate in your project (just remember to have ALL Chapters that participate report on their participation). Joint projects, with other Chapters and/or other organizations increase the impact that your project has in terms of service rendered and fellowship building.

Some Project Ideas:*

- At a facility which serves people with disabilities
 - Clean
 - Do landscaping or painting
 - Do Office Work: filing, envelope stuffing, inventory, data entry
- Plan or work at an event for people with Developmental Disabilities
 - Run a Party
 - Put on a show or Help them to put on a show
 - Host a semi-formal, special dinner or “prom” event
- Assist in Marketing and/or Community Awareness
 - Ask Local business owners if you can leave brochures and information from National or Local organizations for Disabilities in their stores for customers to read.
 - Plan and run a Developmental Disabilities awareness seminar on your campus or in your community
 - Provide information to other students and organizations in your area of how they can help these people. Ask your campus paper if you can put brochures or flyers into the paper when they get distributed.
- Fundraising: Do your own fund raiser OR host, help to run, or participate in a fundraising event already planned by an organization
- Hold drives for goods needed at a facility serving this population
- Become an advocate for legislation and policies to help people with disabilities in your area
- Work with staff members of a day-program or group home to take the individuals on an outing
- Plan a learning activity to run at a school or day-program which serves this population
- Go to local businesses and public facilities: see what may make these places difficult to access or make their services difficult to use for those with disabilities.

RESOURCES

Listed below are some National Organizations that you may find useful in the planning of your project. **Please remember this is only a very small list of possible contacts. For a more extensive list, including web addresses for National and Local groups with additional information for each, please go to http://www.apo.org/site/site_files/NSW_Resources.pdf**

National Organizations

Volunteer information for many national organizations is best found by contacting a local chapter/center.

Very Special Arts	The National Fragile-X Foundation
National Federation for the Blind	The March of Dimes
Therapy Dogs International	Reading for the Blind and Dyslexic
Autism Society of America:	Best Buddies
Spina Bifida Association	ALS Association
AutismLink	United Cerebral Palsy
ARC	Disabled American Veterans
Muscular Dystrophy Association	Special Olympics
National Down Syndrome Society	Easter Seals
The Wheelchair Foundation	National Autism Association
Deaf Blind Children's Fund	Hearing Loss Association of America
National Organization Caring for Kids	Organization for Autism Research
National Alliance for the Mentally Ill	National Parkinson Foundation
National Organization on Fetal Alcohol Syndrome	
Parent Advocacy Coalition for Education Rights	
American Association on Mental Retardation	
Developmental Disabilities Research Centers	
Disability Rights Education and Defense Fund	
The National Association for the Dually Diagnosed	
North American Riding for the Handicapped Association	
American Academy for Cerebral Palsy and Developmental Medicine	

National Service Week is a chance to maximize your potential individually and as a Chapter! Do the things your Chapter already does well, but also learn new skills by trying new things. Contact one of the organizations above and learn how to expand your service program! **We can't succeed at something new if we won't try something new.** Go for it!

PUBLICITY

Sample News Release

Use your Chapter's APO letterhead to type your own news release on – if you don't have letterhead, create some! Fill in the local details (in bold below) and submit the release to your local media. This should include your campus and community newspapers, television stations, and radio stations. If you have received a proclamation from your state, university or town, leverage that for publicity. You may be able to get some assistance from your school's Public Relations Office. Be sure to check them out; they usually have great contacts.

Most news releases should be space and 1/2 to double space when submitted.

Alpha Phi Omega Press Release

Chapter Contact's Name

Address

Phone Number

Date

FOR IMMEDIATE RELEASE

HEADLINE – SOMETHING ABOUT YOUR PROJECT LIKE "FRATERNITY TO FOCUS ON [THEME] FOR NATIONAL SERVICE WEEK"

Alpha Phi Omega, a co-ed National Service Fraternity active on more than 360 college campuses nationwide, announced today that [DATES], will be its "National Service Week."

"National Service Week" is one of the largest college service efforts throughout the United States. The National Fraternity's individual Chapters sponsor campus and community projects simultaneously throughout the country both to draw greater attention to a specific cause and to involve as many people as possible in a unified volunteerism effort. This year, Alpha Phi Omega Chapters nationwide will be working to provide service in ["THEME."] **Beta Beta Gamma**, the Fraternity's local Chapter at **XYZ** College, is planning **(announce the project you have selected and explain it. Be as specific as possible and include the time and location of where the project will be held. If you are working with other organizations be sure to mention them here as well.)**

Alpha Phi Omega is the nation's largest fraternity and the only one whose primary purpose is service. It was founded in 1925, and membership is open to all college students. The **Beta Beta Gamma Chapter** at **XYZ** College was started in **[YEAR CHAPTER CHARTERED]** and some recent projects include: (List

How To Use the News Release

Tip 1: Realize that some in the media do not necessarily see Alpha Phi Omega the way we do. In other words, they may not care about what we do, and may not see the need to publish or broadcast our efforts. However, public relations should be approached like learning a jump shot in basketball: Our idea won't always score with some media types, but keep trying. Just like a basketball does not go in the hoop every time, so also will our PR efforts not always work. But don't give up. Just think of it as practicing, like a basketball player must do with his or her jump shot and you can always post your releases on your chapter website.

Tip 2: Never get irritated with the media. A local newsperson may have told you he/she would be at a project, but he/she was directed to another location at the last minute when a hospital caught on fire. Remember, there are some things we cannot control. Be accommodating as possible.

Tip 3: Never contact a media person without all of your facts straight and available. The person with whom you speak also may want to ask questions rather than listen to you deliver your facts. Always provide more than one contact and phone number, as well as the best times when each contact person may be reached. This is just in case something changes on their end.

Step-by-Step:

- 1) If you do not have contact information for the news organization, simply call its main number and ask for it; you do not have to explain why it is needed. Many times you can get this information on the organization's website. See if you can learn what method the organization prefers to receive press releases in (e-mail, fax, etc.)
- 2) Send the news release at least two weeks in advance. If possible, address it to a particular person. If you have talked with that person, you may want to call and make sure he/she has received it.
- 3) Call two or three days after sending the release and find out who, if anyone, may be attending your project/writing a story – it may not be the same person you've spoken with. Tell that person what to expect and be very, very brief. Always say, "We would like for you to consider," never say "You've got to come to . . ."
- 4) Say everything in the shortest possible way. Don't use colloquialisms, like "We're fixing to send you a photograph" say, "Enclosed, is a photograph." Or, don't say, "We'd like you to put in an appearance," but instead "Please come to..."
- 5) Don't repeat yourself, say the same thing over and over or be redundant. (Yes, that was redundant.)
- 6) Send the release again three or four days before your project. This is to get a foot in the door in case another event the news media had planned to cover was canceled at the last minute and they are looking for a last minute replacement.
- 7) Always have more than one person help with the news release. This is to make absolutely sure that all the facts, especially the phone numbers, are correct.
- 8) When you have dealt with an editor or reporter several times, try to meet them in person, either at their office or for lunch. **Personal contact is the best way to share Alpha Phi Omega, whether for PR or for gaining new Pledges.**
- 9) **Proofread your work and proofread it again. Don't rely on Spell Check. Editors will often throw away a release with misspelled words or poor grammar.**

Getting a City or State Proclamation

On the following page is a sample letter you can send to your mayor, and/or governor to request proclamations for National Service Week. Retype this on Chapter letterhead (use the NSW logo, too) and fill in the information as appropriate. Ensure that you use the proper form of address. Ask your school's Public Relations Office or your Chapter Advisors for help with getting contacts in government offices. You can often find them by going to the state's website too.

Work with other Chapters in the same state in a coordinated effort. (Sectional and Regional Alumni Volunteers can help here). Remember this process takes time – try to send your requests more than a month in advance and make sure they've been received and are being processed promptly. **Check to see if your Section Chair or Regional Service Chair has started this process. This process is often easier if you have a resident of the town or state signing the letter.* It may also help to send sample proclamation wording (below) or a copy of a previous year's proclamation if you have one.

Use any proclamations you receive to leverage your NSW publicity – that is their purpose; make sure to receive them soon enough to use them in your publicity efforts. Mention them in your press releases, tell the other groups you work with and put the information on your posters.

Sample Proclamation

A PROCLAMATION DECLARING DATES/YEAR AS "APO NATIONAL SERVICE WEEK (YEAR)"

Whereas, Alpha Phi Omega – the nation's largest National Service Fraternity will participate in National Service Week, an event that the Fraternity has sponsored annually since 1979; and

Whereas, this year's theme for National Service Week is, "[THEME]," and Alpha Phi Omega Chapters will be working to develop projects which will [THEME], and

Whereas, Alpha Phi Omega members seek to introduce volunteerism to individuals who might not otherwise become involved in paying tribute to those who gave so much in the past to make our lives better today; and

Whereas, Alpha Phi Omega Chapters at the [FILL IN SCHOOL NAMES HERE] will all work to promote these ideals and render service to their communities;

Therefore Be It Resolved, that [DATES] is hereby designated as "Alpha Phi Omega National Service Week [YEAR]" in the State of [YOUR STATE HERE], and I wish all Alpha Phi Omega members a very successful week of service to their campuses, communities, and the nation.

Sample Proclamation Request Letter

Alpha Phi Omega

The Honorable Joan Bipartisan
Governor
Official Address

Dear Governor Bipartisan:

In support of the spirit of volunteerism, we ask that you proclaim [DATES], as "Alpha Phi Omega National Service Week [YEAR]" in the State of [YOUR STATE HERE]. We hope that you agree to support our efforts in this important cause.

Throughout that week, Alpha Phi Omega – the nation's largest collegiate Service Fraternity – will again promote and perform service through our National Service Week. Our co-ed organization has sponsored an event like this annually since 1979. This year's national theme is "[THEME]." Our Chapters will organize service projects that will encourage the strengthening of the body through health and education.

Your proclamation would help us to focus attention on the importance of helping others and the world around us, specifically through our Service Week efforts. Such attention will help us also to introduce volunteerism to individuals who might not otherwise become involved in their communities.

The primary purpose of Alpha Phi Omega, founded in 1925, is service to the campus, community, and the nation. More than 300,000 men and women over our history have been members of the Fraternity. We are active on more than 360 college campuses nationwide, including the [SCHOOLS IN YOUR STATE HERE]. The service that the students involved in Alpha Phi Omega render is rewarded only by the satisfaction they receive in contributing to their colleges and communities, and all but a very few staff members volunteer both their time and resources in maintaining our organization.

Here at [YOUR SCHOOL HERE], our Chapter plans to *(briefly describe your Chapter's National Service Week project – multiple Chapters may combine efforts here)*.

Should you have any questions, please call me at 000-000-0000 or e-mail me at xxx@university.edu. I will contact your office on [specific date] to coordinate arrangements for the proclamation. Thank you so much for your assistance in this matter.

Sincerely,

YOUR NAME (a person, not a whole Chapter)
TITLE (if any)

WORKING WITH OTHER ORGANIZATIONS

Learn a little bit about the group before you call, and keep in mind that the person who answers the phone may not be the one responsible for volunteer activities. Ask questions when you call to understand the group's goals and level of interest in National Service Week. Maintain a record with phone numbers of everyone with whom you speak or for whom you leave messages.

In order to help facilitate and inform those that you are talking with, know the answers to these questions before you begin.

- What is the project you'll be doing?
- What times of day/shifts you expect volunteers to work?
- How many volunteers are expected to work on the project?
- What type of education will be needed previous to activity?
- What other people will you be working with?
- What tools/items will you be working with?
- Will everyone be working on one task?
- Will some people be working on individual tasks?
- What people will be working on group tasks?

It may be helpful to mention your Chapter's previous experiences working with the group you are contacting, and/or other similar groups. You may want to have on hand the names of people in the group with whom you have worked in the past. Have some knowledge about Alpha Phi Omega and your Chapter in particular such as:

- Size of your Chapter and some measure of the number of hours of service performed last semester.
- History of National Service Week
- Some service projects that the Chapter has done in the community

Also, it is important to be clear about the limitations of your Chapter and avoid setting premature or unrealistic expectations of your role. However, present your plans and requests in a confident, positive manner. Remember, you are both interested in working for the same good cause.

Here is a sample conversation outline to use when telephoning other groups or individuals about National Service Week activities. You should edit this outline for the specific purpose of your phone call and use this guide to help you compile the right information for working with other groups. This information can also be put into a letter and sent to service organizations in your area.

Use this as a frame for your conversation:

"Hi, my name is _____ and I'm a student volunteer with Alpha Phi Omega [co-ed] Service Fraternity at _____ college/university. We are planning our annual APO National Service Week service project for [DATE]. This year our activities will focus on _____. We would like to explore with your group the possibility of:

- ◆ Conducting/helping with a service project at your organization
- ◆ Provide more visibility for your group by working with you to publicize the activity/event
- ◆ Inviting your volunteers to help us in a project we have planned

Part of our goal for National Service Week is to involve more people in our community in service activities, especially those who might be new to service projects or who have a particular interest in this theme (or choose other appropriate wording based on the reason why you chose to contact this particular organization).

Again, my name is _____ and you can reach me at 555-1212 between [TIMES], or call our office at 555-4343 at any time and leave a message for me or for _____. Thank you very much."