



NATIONAL SERVICE FRATERNITY

# APO Promotes Healthy Living

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**IMPORTANT DATES TO REMEMBER:**

NSW 2011: November 6-12

NSW 2012: November 4-10

Reporting Deadline: November 15

[www.apo.org](http://www.apo.org)



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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

# NATIONAL SERVICE WEEK AT A GLANCE

The Fraternity's 2011-2012 Program of Emphasis is:

***“APO Promotes Healthy Living”***

**NSW 2011 Theme:**

**“Improving Nutrition and Exercise”**

Dates: November 6-12, 2011

**NSW 2012 Theme:**

**“Fighting Against Diseases”**

Dates: November 4-10, 2012

## SYMBOLISM FOR NATIONAL SERVICE WEEK

“A small group of thoughtful people could change the world. Indeed, it's the only thing that ever has,” said Margaret Mead. Alpha Phi Omega is a large group of humble people. APO is the largest Greek-letter organization and largest collegiate service organization, but only a small percentage of America is familiar with the Fraternity.

APO's national leadership has been working to enrich the Fraternity's recognition with external audiences over the past few years, and it is the goal of the Service Committee to make National Service Week (NSW) one of the Fraternity's most recognized events nationwide.

NSW is the Fraternity's largest effort to focus all APO chapters toward one service project. In order to improve the recognition of this great event year in and year out, the Service Committee has conceptualized and created a standard graphic image for NSW. The graphic focuses on the Fraternity's national bird, the Golden Eagle. It is representative of APO's leadership in volunteer service. The eagle silhouette is surrounded by a blue circle with the NSW program of emphasis outside of the circle.



## HOW TO USE THIS HANDBOOK

Consider this handbook a guide for the members and pledges in your chapter planning a NSW project. The handbook includes a timeline to help assist with the planning of your chapter's 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; however, whatever you do should be of high quality.

Once you complete your chapter's NSW project(s), you are required to submit a project report on the service database on [www.apo.org](http://www.apo.org). Take a look at what other chapters reported for their NSW projects last year – it was a different theme, but will give you an idea of the types of projects can work for NSW.

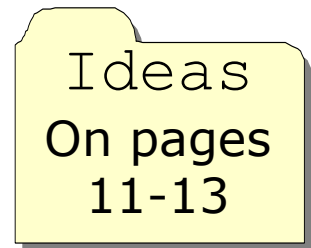
# THE TIMELINE

## Making National Service Week a Success for Your Chapter

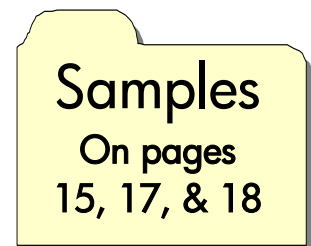
Use this checklist to help plan, conduct and evaluate your National Service Week project. The timeline is to be used as a reference. The actual schedule your chapter follows may vary from this. More time for planning usually results in a more successful project, however please do not feel that because 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 email 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 at [http://www.apo.org/site/site\\_files/clearinghouse/ls\\_2001\\_apo\\_projectchair.pdf](http://www.apo.org/site/site_files/clearinghouse/ls_2001_apo_projectchair.pdf)).
- ◆ 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 your chapter is 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 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 NSW should begin. Put information on the university website, post flyers and place reminders in university mailboxes. Be proactive in talking about the project(s) and NSW. The Public Relations Chair Handbook in the “Leadership Series” has ideas for pursuing publicity. This is available on the chapter resource CD or at [http://www.apo.org/site/site\\_files/clearinghouse/ls\\_2001\\_apo\\_PR.pdf](http://www.apo.org/site/site_files/clearinghouse/ls_2001_apo_PR.pdf).

- **Late October: Finish Preparations.** Final planning stage. 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.) and thank them for their support.
- **By November 15: Report** on your project using the service database on *www.apo.org*. Include information on any publicity that was generated. Reports are **REQUIRED** for a chapter to remain in good standing with the Fraternity regardless of whether or not the chapter did a project. Please be prompt. Reporting 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 15 deadline.

## NATIONAL SERVICE WEEK REPORT & SAMPLE CONFIRMATION EMAIL

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 email 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 Service Director will also receive copies of this email. 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 email 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, 2011

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

Project Title: Healthy Choices Fair

Project Type: NSW

Project Date: 2011-11-08

Project Description: Organized and ran a health fair at a local elementary school for students and parents. We invited local doctors, farmers, nutritionists, physical trainers and vendors of healthy kids' foods and games and sporting goods to have booths and make presentations throughout the day.

Project Results: We got donations of coupons to give out to parents from some of the larger kids food companies (too far away to send reps), a local pediatrician came and people from a bicycle shop (with merchandise and a raffle for a bicycle!), a martial arts school, a gymnastics school, and one of the summer day camps. A local farmer brought fresh vegetables and fruits for sale with recipes for getting kids to eat their veggies! A pulmonologist brought samples of good lungs and lungs damaged by smoking. The gym teachers and some brothers provided some physical games and activities for the kids while their parents shopped and got information.

Area of Service: Service to the Community

Chapter: Alpha Iota Alpha School: Sunnyville University

Region: XII

Section: 99

Total Number of Actives/Pledges in Chapter: 50

Total Preparation Hours: 27

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

Total Membership (Actives/Pledges) Service Hours Performed: 200

Total Number of Outside Participants: 23

Total Outside Participant Hours: 30

Percentage of Chapter that Participated: 80%

Average Number of Hours Per Participant: 5

TOTAL SERVICE HOURS ON PROJECT: 350

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- As explained in the description, we got two doctors, a farmer, and some vendors

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 entrance to the fair (the door of the school's gym)

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 a picture of some kids eating fruit from the farm with a little article about the 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: 86

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

List

Of

Names

# **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, Xi Omicron '68, then National Service Chairman who later became the Fraternity's National President, thought there needed to be a recognized time when all brothers united to provide service as members of the national service fraternity.

The Board of Directors discussed National Service Day at the February 1979 meeting. At their next meeting in July of 1979, Brother Carpenter moved that National Service Day be conducted and promoted as "Service Day 1979 – A Celebration of Service."

In 1996, the National Convention expanded National Service Day to a full week, National Service Week. NSW, APO's largest national service effort, is a week during the year when 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?**

[http://apo.org/show/National\\_Programs/Service/Programs/National\\_Service\\_Week](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 NSW. The Fraternity uses the dates as a general guideline for chapters, but recognizes that some chapters' schedules don't mesh with the suggested dates; if your chapter 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 November 15 deadline.

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

Report on your project using the National Service Database on [www.apo.org](http://www.apo.org) by going to <http://www.apo.org/sprf.php> 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, names of other groups

you worked with, details of any publicity that was generated, etc. The person submitting the report will receive an email confirming submission of the report. Your section chair, regional service chair, National Service Week Chair and Service Director will also receive copies of your report. See an example of the confirmation email on page 16 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 APO IMPACT guides for project chairs and public relations (available on <http://www.apo.org>). 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](mailto: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.

WHY did they make this decision? All reports become part of the national service database which can be used by all chapters across the nation and by the National Office. This helps chapters get service project ideas and assistance and helps the National Office and staff to promote Alpha Phi Omega by using the data your reports provide. Remember: Anything that makes APO look good makes YOU look good as a brother too.

## 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 <http://www.apo.org>

## How do we contact our Regional Service Chair?

Try e-mailing your regional service chair:

[region.1.service@apo.org](mailto:region.1.service@apo.org)  
[region.2.service@apo.org](mailto:region.2.service@apo.org)  
[region.3.service@apo.org](mailto:region.3.service@apo.org)  
[region.4.service@apo.org](mailto:region.4.service@apo.org)  
[region.5.service@apo.org](mailto:region.5.service@apo.org)  
[region.6.service@apo.org](mailto:region.6.service@apo.org)

[region.7.service@apo.org](mailto:region.7.service@apo.org)  
[region.8.service@apo.org](mailto:region.8.service@apo.org)  
[region.9.service@apo.org](mailto:region.9.service@apo.org)  
[region.10.service@apo.org](mailto:region.10.service@apo.org)  
[region.11.service@apo.org](mailto:region.11.service@apo.org)

Also:

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

National Service Program Director (Adam Bolain): [service.director@apo.org](mailto:service.director@apo.org)

# PROJECT IDEAS & RESOURCES

Listed below are a few ideas for projects that are congruent with the themes for NSW 2011 and/or NSW 2012. 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 health concerns for yourself or in your family and/or among your friends. This theme: *APO Promotes Healthy Living* provides you and your chapter with the opportunity to not only improve care for yourselves, one-another but to improve the lifestyles of those on your campus, in your community and even, around the world. Ask the brothers in your chapter which issues most concern them and what they would like to do. 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.

**Please note that the listing of any organizations/entities on this list does NOT constitute either an endorsement by Alpha Phi Omega or any relationship between Alpha Phi Omega and that entity.**

## 2011: FITNESS & NUTRITION

Find the Nutritionist or Registered Dietician, for the food service on your campus. Get nutrition information on the food served and advice on making healthy food choices which you can share on your campus. Encourage them to have more healthy options available.

Encourage better use of fitness resources on your campus. Find out the hours and dates of:

- open gym/ pool/weight room times
- fitness classes
- exercise classes
- nutrition classes
- access to personal fitness training specialists and nutritionists

See if you can develop an alliance with your physical education /sports departments to better advertise those classes, times, and any other fitness events.

Start a fitness club: gather a group to go biking, hiking, swimming, jogging, or whatever you like on a regular basis.

Get everyone in your chapter, your school, local public schools, and/or your community to “play60” with the NFL. Pledging to exercise for at least 60 minutes per day. For information and ideas, visit:

[www.nflrush.com/play60/adults/](http://www.nflrush.com/play60/adults/) and [www.nflrush.com/play60](http://www.nflrush.com/play60)

Donate food or services to a local food pantry or soup kitchen

Encourage your local convenience stores and late-night eateries to carry healthier food options.

Hold fitness competitions, such as Collegiate Olympics or Dorm Wars. Use them just for fun and exercise or to raise money for a hunger-fighting or fitness charity.

Work with campus and/or city officials to make more bicycle and jogging paths, add more sidewalks, bicycle lanes, and encourage more people to use these for short trips rather than driving.

Work with school administration to create a program allowing students to donate meal points to charity.

Raise money for Feeding America by getting a group together to participate in the Pound for Pound challenge with “The Biggest Loser”. Visit [www.pfpchallenge.com/](http://www.pfpchallenge.com/) for information on the challenge and <http://feedingamerica.org/> to learn more about the charity.

Get your collegiate teams or other local sport teams/clubs to teach less-common sports to other college students or to local kids (crew, rugby, lacrosse, field hockey, fencing, polo, cricket)

Build or revitalize a playground in your area. Do it on your own or through Kaboom! You can start a new project or maybe join one that is already ongoing. Visit <http://kaboom.org/> for information, guides, grants and more!

Organize a Health Fair. Invite physicians and other health experts, vendors or healthy foods and fitness equipment, teachers of healthy living and fitness courses to have booths and make presentations, ask for raffle prizes. Offer exercise and health games for kids

Let’s Move is a national website run by federal health, education, and agricultural departments and is endorsed by First Lady Michelle Obama. It has many ideas for healthy living and for increasing the healthy options for ourselves and those around us. Visit [www.letsmove.gov](http://www.letsmove.gov)

The American Council on Exercise offers fitness ideas and FREE workout routines in addition to information for your school on offering courses in fitness education at [www.acefitness.org/](http://www.acefitness.org/) and [www.acefitness.org/getfit/default.aspx](http://www.acefitness.org/getfit/default.aspx)

## **2012 FIGHTING DISEASES**

Listed below are some national organizations that you may find useful in the planning of your project. **Remember, this is NOT an exhaustive list**, it is only a very small list of possible contacts. **Please note that the listing of any organizations/entities on this list does NOT constitute either an endorsement by Alpha Phi Omega or any relationship between Alpha Phi Omega and that entity.**

Look for volunteer opportunities at centers in your area which specialize in diseases which are of interest to your chapter such as:

- A treatment center may need you for similar tasks to any other hospital volunteering position: delivering flowers, providing activities for patients, transporting patients to appointments, and etc.)
- A residential facility for patients and their families (*such as one of the Hope Lodges of the American Cancer Society*) may need you for providing activities, decorating for holidays, preparing meals, driving patients to appointments, helping new residents to get settled, and etc.
- The office of a research facility, treatment center, or foundation may need you for answering phones, filing, stuffing envelopes, data entry, and etc.

Get other students on your campus (in addition to those in your chapter) to volunteer at one of the aforementioned facilities.

Collect books, toys, or blankets to be donated to people in treatment centers.

Collect and distribute educational information about risks, diagnoses, and treatments of a particular disease which is of interest to your chapter such as:

### **AIDS:**

The Lifelong Aids Alliance (Pacific Northwest) has a variety of volunteer programs [www.llaa.org/volunteer](http://www.llaa.org/volunteer)

The HIV/AIDS division of the Centers for Disease Control (CDC) has many programs for HIV/AIDS prevention and related services you can take part in to help increase awareness and reduce risk

- [www.nineandahalfminutes.org/be-a-part-of-the-solution.php](http://www.nineandahalfminutes.org/be-a-part-of-the-solution.php)
- [www.cdc.gov/hiv/safeincity.htm](http://www.cdc.gov/hiv/safeincity.htm) - you can show this video on your campus!
- Find more CDC programs at: [www.cdc.gov/hiv/topics/prev\\_prog/index.htm](http://www.cdc.gov/hiv/topics/prev_prog/index.htm)

Hold an AIDS awareness day! Guides and materials can be found at [www.AIDS.gov](http://www.AIDS.gov)

## CANCER:

The American Cancer Society: [www.cancer.org/Involved/Volunteer/index](http://www.cancer.org/Involved/Volunteer/index) They have lots of local locations and organizations in addition to the national office/Society. Visit their website to see what's in your area.

National Cancer Institute: (one of the U.S. National Institutes of Health) has lots of free education/awareness information available at <https://cissecure.nci.nih.gov/ncipubs/home.aspx?js=1>

The Leukemia & Lymphoma Society: [www.leukemia-lymphoma.org/all\\_page?item\\_id=68873](http://www.leukemia-lymphoma.org/all_page?item_id=68873)

The Colon-Cancer Alliance: [www.ccalliance.org/help\\_volunteer.html](http://www.ccalliance.org/help_volunteer.html) offer to assist a local chapter.

Breast Cancer Network of Strength: [www.networkofstrength.org/volunteer/index.php](http://www.networkofstrength.org/volunteer/index.php) Most national opportunities require that you be a survivor but there are some local opportunities which do not.

Hirschberg Foundation for Pancreatic Cancer Research: (Central and Western US) Encourage people to sign-up their super-market club cards; a percentage of their spending will be donated to the foundation by the supermarket (no cost to the volunteer or to the shopper)

[www.pancreatic.org/site/c.btjYJ8MPIwE/b.887633/k.A2EB/How\\_you\\_can\\_help.htm](http://www.pancreatic.org/site/c.btjYJ8MPIwE/b.887633/k.A2EB/How_you_can_help.htm)

Pancreatica: Walks and Runs: volunteer to work at one of these events to combat pancreatic cancer: [www.tofightcancer.com/Volunteer.php](http://www.tofightcancer.com/Volunteer.php)

Gilda's Club: (Cancer Support Community) Contact a clubhouse near you to learn how you can volunteer: [www.gildasclub.org/findclubhouse.asp](http://www.gildasclub.org/findclubhouse.asp)

Breast Cancer Fund: [www.breastcancerfund.org/community/volunteer/](http://www.breastcancerfund.org/community/volunteer/)

"I'm Too Young For This" Cancer Foundation: contact a local chapter to ask for volunteer opportunities - <http://i2y.com/involve/chapters.shtml>

National Canine Cancer Foundation: [www.wearethecure.org/chapters-map](http://www.wearethecure.org/chapters-map) Volunteer opportunities are listed on local chapter pages.

## OTHER:

Alzheimer's Association: Volunteer at a local office or participate in an event: [www.alz.org/join\\_the\\_cause\\_volunteer.asp](http://www.alz.org/join_the_cause_volunteer.asp)

American Diabetes Association: [www.diabetes.org/donate/volunteer](http://www.diabetes.org/donate/volunteer)

American Heart Association: [www.heart.org/HEARTORG/General/Volunteer-Opportunities-just-for-you\\_UCM\\_304328\\_Article.jsp](http://www.heart.org/HEARTORG/General/Volunteer-Opportunities-just-for-you_UCM_304328_Article.jsp) you can volunteer for them, participate in a pre-existing fundraising event or create your own event! They have lots of ideas at [www.heart.org/HEARTORG/Giving/ForIndividuals/OtherWaysToGive/OtherWaysToGive\\_UCM\\_001143\\_SubHomePage.jsp](http://www.heart.org/HEARTORG/Giving/ForIndividuals/OtherWaysToGive/OtherWaysToGive_UCM_001143_SubHomePage.jsp)

Hepatitis Foundation International has lots of educational materials available for you to let people know the dangers of hepatitis and how to help prevent the spread of this disease at [www.hepfi.org/education/index.htm](http://www.hepfi.org/education/index.htm)


American Lung Association: Find your local office at [www.lungusa.org/get-involved/in-your-community](http://www.lungusa.org/get-involved/in-your-community)

Meningitis Research Foundation (for Meningitis and Septicemia) has lots of great events you can participate in and ideas for you to hold your own events! [www.meningitis.org/schools-colleges](http://www.meningitis.org/schools-colleges)

# PUBLICITY

## SAMPLE NEWS RELEASE

Use your chapter's Alpha Phi Omega letterhead to type your own news release. 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.

	<i>Preparing campus and community leaders through service since 1925</i>
	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.)
	XXX Chapter of (University) was chartered into Alpha Phi Omega National Service Fraternity on (date of charter). Since that date, the chapter has maintained a positive presence throughout the campus and surrounding community with projects such as (NAME OF PREVIOUS PROJECTS COMPLETED). The chapter has (NUMBER) members.
	Alpha Phi Omega is a National Coeducational Service Fraternity — college students gathered together in an organization based on fraternalism and founded on the principles of the Boy Scouts of America. Its purpose is to develop leadership, promote friendship and provide service to humanity. Since 1925, more than 367,000 students have chosen Alpha Phi Omega, making the Fraternity the nation's largest Greek letter fraternity.
	###
	If you would like more information regarding this topic, please contact (PUBLIC RELATIONS CHAIR'S NAME, E-MAIL, Phone Number)

## HOW TO USE THE NEWS RELEASE

**Tip 1:** Realize that some in the media do not necessarily see APO 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, our PR efforts will 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 as 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 (email, 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 as 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," but rather, "Enclosed is a photograph." Also, 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 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 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 NSW. 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



*Preparing campus and community leaders through service since 1925*

The Honorable Joan Bipartisan  
Governor  
Official Address

Date

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,

(signature)

Name  
Chapter, University  
Officer position

# 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 APO 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.”