



NATIONAL CHAPTER BULLETIN

Alpha Phi Omega National Service Fraternity
14901 East 42nd Street – Independence, MO 64055
816-373-8667 Fax 816-373-5975

February 2, 2007

SPRING YOUTH SERVICE DAY: April 20-22, 2007

“Service projects with youth. Service projects for youth.”

Start planning your Spring Youth Service Day (SYSD) service project! APO's Spring Youth Service Day (which can also be thought of as "Spring Youth Service Weekend") is scheduled for **April 20-22**, but you may do a SYSD project another date this spring that allows your Chapter to fully participate. You can engage youth in service (clean up a park together), do something directly with youth (take a Scout troop to the zoo and learn about conservation), or do something benefiting youth (organize a fundraiser for a local youth based organization)—it's up to you! SYSD is APO's way of participating in the largest service event in the world—more coming soon on www.apo.org. **All SYSD reports are due May 1, 2007**; report via the service database on apo.org.



HINT—See pictures/descriptions of a variety of fantastic service projects Chapters have done:
http://www.apo.org/show/National_Programs/Service/Featured_Service_Projects
Hit refresh to see additional projects

Reporting is the responsibility of every chapter member. If you aren't sure your chapter has met their reporting requirements you can check with your chapter officers. You can also check online through the "member's side" of the Fraternity's website at www.apo.org Help to ensure your chapter is in "good standing" by following up to make certain all necessary paperwork and fees have been submitted and recorded.

Graduating Seniors

If you have not received your membership certificate and ID card, please call the national office registrar at 816-373-8667 ext 14.

Life Memberships

Life Memberships are now available for purchase online at http://www.apo.org/pages/show/Supporting_APO/Life_Membership. If you have any questions, please call the Development Director at the National Office.

REMINDER!!
YOUTH SERVICE GRANT
APPLICATIONS DUE AT THE
NATIONAL OFFICE BY
FEBRUARY 9TH

Inside this issue:

2007 SYSD Handbook

Who, What, When & Where

Alumni Associations Notice

Registrations are now open for two **APO LEADS SERVE** courses!

* June 22-24, 2007: Cleveland, OH

* June 29-July 1, 2007: Baltimore, MD

The SERVE course registration form is available on the national Web site, starting from the SERVE course Web page:

<http://www.apo.org/show/National_Programs/Leadership/APO_LEADS/Courses?id=5>



Alumni Associations

Interested in starting an Alumni Association?
Visit our website at www.apo.org and click on our Alumni
Resources page for more information!

It's Renewal Time!

This is a reminder that your Association must be re-recognized annually in order to use the name of the fraternity or represent yourself as a part of Alpha Phi Omega in any capacity. Renewal is currently \$15/year - the fee increases next year to \$25.

Renewals are due by January 15th annually.

Please visit our website under the Alumni Resources page of www.apo.org to obtain the renewal form!

Upcoming Alumni Event!

Do you have an Alumni Event to publish on the National
Website Calendar?

If so, please let us know using our online form at:
www.apo.org and click on the contact/submit info link!

WHO, *what*, **When** & *WHERE* ?

Alpha Phi Omega

2006-2007 Calendar of Events – Updated: 2/6/2007

2007

February 16-17

Sections 23/27 Conference
Host: Beta Theta
University of Wisconsin-Madison
Madison, WI

Section 80 Conference
Host: Kappa Upsilon
East Carolina University
Greenville, NC

February 23-25

Section 35 Conference
Host: Beta Mu
Missouri State University
Springfield, MO

Sections 65/66 Conference
Host: Kappa
Carnegie Mellon University
Pittsburgh, PA

Section 68/70 Conference
Host: Iota Alpha
Host #2: Theta Mu
Location: TBA

Section 90 Conference
Host: Xi Iota
Susquehanna University
Selinsgrove, PA

Section 97 Conference
Host: Beta Iota
New York University
New York, NY

March 2-4

Section 4 Conference
Host: Iota Phi
UC Davis Campus
Davis, CA

Mar. 2 – 4 (cont'd.)

Section 8 Business Conference
Host: Zeta Psi
University of Oregon
Eugene, OR

March 15

Absolutely Incredible Kid Day
[www.campfireusa.org/
a_i_kid_day/mainpage.html](http://www.campfireusa.org/a_i_kid_day/mainpage.html)

March 23-25

Section 52 Conference
Host: Tau Lambda
Rose-Hulman Institute of
Technology
Terre Haute, IN

Section 64 Conference
Host: Iota Xi
Edinboro University of PA
Edinboro, PA

Section 74 Conference
Host: Tau Mu
University of South Florida
Tampa, FL

Sections 88/89 Conference
Host: Epsilon Sigma
SUNY – University of Buffalo
Buffalo, NY

Section 99 Conference
Host: Pi Upsilon
Drew University
Madison, NJ

Mar. 30 – Apr. 1

Section 2 Conference
Host: Theta Iota
University of Arizona
Tucson, AZ

Mar. 30 – Apr. 1 (cont'd.)

Sections 43/44 Sectional Conf.
Host: Alpha Gamma Omega
(University of TX at San Antonio)
Radisson Hotel at San Antonio
Downtown Market Square
San Antonio, TX

Section 49 Conference
Host: Chi Omega
McKendree College
Lebanon, IL

Sections 53/55 Sectional Conf.
Host: Epsilon Beta
Central Michigan University
Mt. Pleasant, MI

Sections 56/59 Conference
Host: Delta Gamma
Ohio University
Athens, OH

April 13-15

Sections 47/50/51 Tri-Sectional
Conference
Host: Eta Epsilon
Millikin University
Decatur, IL

Section 67 Conference
Host: Theta Theta
Centre College
Danville, KY

Sections 75/76/77 Conference
Host: Gamma Lambda
Clemson University
Clemson, SC

Sections 91/92 Conference
Host: Delta Zeta
University of Pennsylvania
Philadelphia, PA

April 13-15 (cont'd.)

Sections 94/96 Conclave
Host: Alpha Zeta Beta
University of Hartford
West Hartford, CT

April 20-22

Spring Youth Service Day
*Service Projects with Youth
and/or Benefiting Youth*

Section 61 Conference
Host: Alpha Epsilon Eta
Concord University
Athens, WV

April 21

Delta Rho 60th
Anniversary Celebration
East Brunswick Elks Lodge
East Brunswick, NJ
For more information, visit:
<http://www.deltarhoalum.org/>

Alpha Delta Tau 10th
Anniversary Celebration
Nova Southeastern University
Carl DeSantis Atrium
Ft Lauderdale, FL
For more information, visit:
[http://www.nova.edu/~aphio/
calendar.html](http://www.nova.edu/~aphio/calendar.html)

May 1

National Spring Youth Service
Day Reporting Due

July 26-29

National Volunteer Conference
"Expanding Our Horizons"
Independence, MO

Alpha Phi Omega

**Spring Youth Service Day
Handbook**



April 20-22, 2007

YOUTH CHANGING THE WORLD!

"Service projects with youth and service projects for youth."

TABLE OF CONTENTS

Alpha Phi Omega Spring Youth Service Day 2007 Handbook

Letter from Service/Comm. Program Director & SYSD Chair.....	3
Project Planning Checklist	4
Service Project Ideas.....	5
Some APO National Partners & SYSD.....	6
Other Youth Service Day Partner Organizations.....	7
Publicity	8
Sample News Release	9
Reporting Your Project (*Required by May 1, 2007)	10

"Enlisting young people in community service is one of the most important tasks we face as we enter a new century. As we look back on the (last) century - as we contemplate two world wars, the great Depression, the struggle for civil rights and other grave national trials - we cannot help but be struck by how much our nation's youth have sacrificed to give us the America we have today. We have a solemn obligation to preserve the rich heritage they have bequeathed to us. That obligation includes preparing today's young people to be worthy heirs of these earlier generations. By teaching young people the joys of service to others, we make good citizenship a vital, transforming and continuing aspect of our national character."

—General Colin L. Powell, founder of America's Promise

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

— Philosopher, Physician, and Humanitarian

January 14, 1875 - September 4, 1965

Nobel Peace Prize Award 1952

Alpha Phi Omega 1958 Fall Pledge Class Namesake

Spring Semester, 2007

Dear APO Students,

Welcome to APO's 2007 Spring Youth Service Day (SYSD)! Your Chapter, along with hundreds of others across the nation, participates in this exciting event by planning and performing a service project benefiting youth, and/or directly with youth. What makes SYSD extraordinary is that along with one of our national service partners, Youth Service America, Alpha Phi Omega participates in the largest service event in the world (National and Global Youth Service Day.) This year, APO's SYSD (which can also be thought of as "Spring Youth Service Weekend") is officially **April 20-22, 2007**.

Participating in SYSD helps realize Frank Reed Horton's dream that Alpha Phi Omega make the world a better place, particularly through service to "the youth of all nations." A SYSD project is a wonderful opportunity to work together as part of our National Fraternity to provide service that leaves a lasting and positive impact on local youth. Through projects that guide youth by engaging them in service, we both directly benefit them and inspire them to become the next generation of volunteers.

We challenge you to maximize the resources of your Chapter to plan a project that:

- 1) Addresses the needs of youth in your community.
- 2) Mobilizes and supports youth on a lifelong path of leadership and service.
- 3) Educates the public about the contributions of APO and young people in the community as servant leaders.

Therefore, don't just limit this project to the members of your Chapter! Use this opportunity to develop new relationships and build stronger communities by including other volunteers and organizations from your campus and neighborhood.

Remember that although Spring Youth Service Day is scheduled for April 20-22, 2007, you may choose another project date this spring to enable your Chapter to fully participate in this important event. Your Chapter must report on your participation in SYSD by May 1, 2007 regardless of your project date; reporting takes just a few minutes on apo.org.

This handbook serves as a guide to stimulate your project planning. Many ideas presented here come from actual APO Chapters' projects performed over the past few years. You will find more resources on apo.org and through the other Youth Service Day partners listed in this handbook. As always, your APO Section, Region, and National alumni volunteers are happy to support you in the planning, completion, and reporting of your project.

Last year, APO performed over 30,000 hours of service and reached almost 42,000 youth as part of SYSD! This year we hope that you will do your part to continue our success. Good luck and happy service project planning!



Whitney M. Amyot
Spring Youth Service Day Chair



Carla Moran
Service & Communication
Program Director

P.S.-Service happens when your skills and willingness to share them intersect with the needs around you. Look around you: youth have many needs APO can help meet through our service.

✓ ✓ ✓ PROJECT PLANNING CHECKLIST ✓ ✓ ✓

✓ **Decide on Your Project**

Look over the list of project ideas included in this handbook. See if any of them are the right type of project for your Chapter. If not, try brainstorming on what projects to benefit youth or fulfill one of the Five Promises (*see America's Promise information on page 6) would be effective in your community or campus. Your Advisors, Section Staff, and Regional Service Chair can assist you. Try contacting local chapters of other Youth Service Day partners listed on page 7. **Hint:** See what some other APO Chapters have done in the past at:

http://new.apo.org/pages/show/National_Programs/Service/Project_Database

✓ **Plan Your Project**

Since this is our opportunity to show others what we're all about, make sure you're organized. Set a timeline with real deadlines for Brothers to commit to the project, plan for publicity, gather items needed for the project, invite other organizations to participate, etc. Now is the time to delegate the various duties but be sure to follow-up with the folks in your Chapter who are planning the project—they may need a helping hand somewhere during the planning process.

Hint: Use the APO Service Project Chair handbook which you can get online at:

http://new.apo.org/download/documents/leadership_series/ls_service_project_chair.pdf

✓ **Spread The Word**

Publicize the event both within the Chapter, to get everyone excited about it, and outside APO, by inviting others to participate. See if you can get assistance from your school's Public Relations office.

- People to consider inviting to participate in your project: your school's President, local officials (Mayor, Aldermen, etc.) local APO alumni, others in the community.
- Personally invite other students to your project—especially those who are interested in APO but haven't pledged.
- Contact local businesses to request donations of materials you need for the project.
- Send out a press release to local media! (see details on pages 8-9)
- As soon as you know the details of your project, tell the APO Marketing Program Director (marketing.director@apo.org), and APO NSYSD Chair Whitney Amyot (whitney.amyot@gmail.com), about your project. If we know what you're doing—the sooner the better—we may be able to help coordinate publicity for your project and the Fraternity in general; projects planned for April 20-22 will have the best chance of media coverage.
- Tell Youth Service America about your project. **Hint:** Projects may be registered with YSA for possible inclusion in their YSD media outreach, etc.: www.ysa.org/nysd/partner/profile/login.cfm

✓ **Do The Project**

Push your Chapter for good attendance at the project, encourage members to wear the Fraternity's name/letters on T-shirts, jackets, arm bands, logo stickers, etc., to the project. Make sure you are organized and don't have people just standing around with nothing to do, especially those you've invited from other organizations or any other guests. Remember that you are not just representing your individual Chapter, but the entire membership of Alpha Phi Omega.

✓ **Follow Up**

The work isn't over when the project is finished! Be sure to send thank-you letters to all involved in the project. This should include anyone who helped you, including any place of business that donated something for the project; any newspaper or radio/television station that covered your project, and other organizations that participated. Don't forget to thank the Chapter and the planning committee for their work and support!

✓ **Report Your Project (*This is REQUIRED)**

Submit your SYSD report to the online APO service database **by May 1, 2007**. Report at:

http://new.apo.org/pages/show/National_Programs/Service/Project_Database/Service_Project_Report_Form

You can also send pictures for the *Torch & Trefoil* and apo.org. Pictures can be mailed to the APO National Office or submitted electronically at:

http://new.apo.org/show/Contacts_or_Submit_Info/Submit_Information/Torch_and_Trefoil/Photos

✓ **Evaluate Your Project**

Evaluations are the best way to improve the quality of the service we provide in the future. If your Chapter does not evaluate service projects, this is the perfect time to start. Refer to the Service Vice President and Service Project Chair handbooks, and the Chapter Program Planning Conference (CPPC) Guide for more information on project evaluations; these documents are available at: http://new.apo.org/show/Publications_and_Forms/Publications

😊😊😊 SERVICE PROJECT IDEAS 😊😊😊

Here are some service projects carried out by APO Chapters in past years. Try to involve youth and other organizations in these projects as much as possible.

One-Day/Weekend Projects

- ◆ Assist or visit children at a hospital, a school for the blind, deaf or developmentally disabled.
- ◆ Run a youth carnival or crafts fair. Consider having a special theme like safety, literacy, or science.
- ◆ Hold an Easter egg hunt for children at a local school or children's home.
- ◆ Playground building, repair and litter control.
- ◆ Hold a teen dance, talent show, or game night.
- ◆ Cleanup projects at community centers, summer camps, and local parks, etc. Get children involved and teach them about important environmental issues.
- ◆ Hold a children's story time in conjunction with a local library, elementary school, etc.
- ◆ Teach younger children of the values of proper hand washing techniques and staying clean
- ◆ Hold an educational seminar for teens. Topics can include issues such as violence, drugs, fitness, etc.
- ◆ Organize a field day or sporting event to get children exercising.

Longer-term Projects

- ◆ Coach or sponsor a youth athletic team (as permitted by your university and risk management plans).
- ◆ Create an after-school program for local children where they can get help with their studies or learn a new activity.
- ◆ Collect diapers, toys, or other baby essentials for needy families.
- ◆ Sponsor a toy drive for a local organization or youth charity.
- ◆ Make blankets, stuffed animals, etc. for seriously ill or needy children.
- ◆ Help to provide leadership for a youth organization such as Scouting, 4-H, Campfire, etc.
- ◆ Collect food and funds and provide assistance for local food pantries and soup kitchens.
- ◆ Sponsor a book drive for a local library, school, or community center.
- ◆ Help with child-care services at a shelter or day care center.
- ◆ Record books for blind children.
- ◆ Raise money for an organization that serves youth through walk-a-thons, rock-a-thons, etc.

Projects with other organizations to help youth

- ◆ Organize a Merit Badge University or advancement event for Boy or Girl Scouts.
- ◆ Work with Child Rescue Network or local police departments to create photo/fingerprint ID cards for children.
- ◆ Hold a career/college fair at a local high school.
- ◆ Develop or staff an event for a youth related organization, such as Ronald McDonald House, Big Brothers/Big Sisters, Boys/Girls Clubs, YMCA, child abuse centers, etc.
- ◆ Do a joint service project with a high school service club such as the JROTC, Key Club, etc.
- ◆ Help with a Habitat for Humanity project.
- ◆ Volunteer to help at a Special Olympics event.
- ◆ Set up a fundraising campaign for American Cancer Society, March of Dimes, Red Cross.
- ◆ Work on a community service project to benefit youth with local service organizations such as the Lions Club, the Rotary Club, the Kiwanis Club, the Optimist Club, etc.



SOME APO NATIONAL PARTNERS & SYSD

Alpha Phi Omega first made a commitment to become a part of Youth Service America's National Youth Service Day in 2001. Our involvement helps us meet part of the commitment we make to America's Promise, the "Network for Youth" founded by General Colin Powell.



NATIONAL YOUTH SERVICE DAY

www.ysa.org/nysd/

NATIONAL YOUTH SERVICE DAY

National Youth Service Day is now celebrating its 19th year getting young people involved in service and calling attention to the impact that youth service makes on the American public. The first National Youth Service Day, then called "A Day in the Life of Youth Service" was organized by Youth Service America (YSA) and the Campus Outreach Opportunity League (COOL) to engage millions of young Americans and focus national attention on the amazing leadership, and leadership potential, of young people.

Since then, NYSD has grown to become the largest service event in the world, now coinciding with the 8th annual Global Youth Service day, which includes more than 100 countries and millions of young people worldwide. Projects are organized by communities, schools, and local organizations. National Youth Service Day is an opportunity to recruit the next generation of volunteers while promoting the benefits of youth service to the American public.



www.americaspromise.org

AMERICA'S PROMISE

Description and Mission

America's Promise - The Alliance for Youth, founded by General Colin L. Powell, is mobilizing people from every sector of American life to build the character and competence of our nation's youth by fulfilling **Five Promises** for young people:

1. Ongoing relationships with caring adults in their lives — parents, mentors, tutors, or coaches;
2. Safe places with structured activities during non-school hours;
3. Healthy start and future;
4. Marketable skills through effective education; and
5. Opportunities to give back through community service.

These Five Promises contain the seeds for a national movement capable of advancing the health and well-being of the next generation. But, we *all* must take responsibility and get involved to make this a reality.

Alpha Phi Omega became a national partner of America's Promise in February, 2001. Alpha Phi Omega has made a national commitment to AP's national service program by continuing our strong tradition of youth service, and also by participating in National Youth Service Day annually.

OTHER SERVICE ORGANIZATIONS/NET RESOURCE LIST

National Youth Service Day Partners: The following organizations are among the 114 organizations that have joined with Alpha Phi Omega to be partners in serving youth as part of YSD. Feel free to contact local chapters to see if they will join you in your projects. A complete list containing internet links to their national organization homepages is available at: www.ysa.org/nysd/nysd_partner_listing.cfm

- | | | |
|---|---|---|
| Afterschool Alliance | Hands On Network | The National Society of Collegiate Scholars |
| Alliance for Catholic Education | Hillel: The Foundation for Jewish Campus Life | National Student Partnerships |
| America SCORES | HOPE worldwide | National Wildlife Federation |
| America's Promise - The Alliance for Youth | Hugh O'Brian Youth Leadership | National Youth Advocacy Coalition (NYAC) |
| American Association of Community Colleges | Innovation Center for Community and Youth Development | National Youth Court Center/American Probation and Parole Association |
| American Federation of Teachers | International Baccalaureate Organization | National Youth Leadership Council |
| American Planning Association | J-Serve | PANIM: The Institute for Jewish Leadership and Values |
| American Probation & Parole Association | JCC Association | Partnership for Food Safety Education |
| American Red Cross | Jewish Coalition for Service | Phi Alpha Delta Public Service Center |
| AmeriCorps Alums | Job Corps | Points of Light Foundation |
| Arab American Institute Foundation | Local Initiatives Support Corporation (LISC) | Public Allies |
| Association of Children's Museums | MENC: The National Association for Music Education | Reading is Fundamental, Inc. |
| Best Buddies International | National Association of Elementary School Principals | Rural School and Community Trust |
| Big Brothers Big Sisters of America | National Association of Independent Schools (NAIS) | SEANet-- the State Education Agency K-12 Service-Learning Network |
| Boy Scouts of America | National Association of Secondary School Principals (NASSP) | Search Institute |
| Boys & Girls Clubs of America | National Association of Service and Conservation Corps | Service for Peace |
| The C4 Group | National Association of Social Workers | Share Our Strength |
| Camp Fire USA | National Association of Student Councils (NASC) | Sigma Alpha Epsilon Fraternity and Foundation |
| Campus Compact | National Association of Students Against Violence Everywhere (SAVE) | Sigma Alpha Lambda |
| Chi Psi Fraternity | National Campaign To Prevent Teen Pregnancy | Sister Cities International |
| City Year | National Collaboration for Youth | Special Olympics |
| Close Up Foundation | National Council for the Social Studies | Student Conservation Association |
| Communities In Schools, Inc. | National Council of Juvenile and Family Court Judges | Students Against Destructive Decisions (SADD) |
| The Congressional Award | National Crime Prevention Council | Take Pride in America |
| Congressional Hispanic Caucus Institute (CHCI) | National Dropout Prevention Center/Network | Teach For America |
| Constitutional Rights Foundation | National Education Association | Tri-M Music Honor Society |
| Constitutional Rights Foundation Chicago | National Family Week | U.S. Conference of Mayors |
| Corporation for National and Community Service | National Honor Society (NHS) | U.S. Department of Justice |
| Department of Defense (Children and Youth Programs) | National Human Services Assembly | U.S. Department of Transportation |
| Department of Veterans Affairs, Voluntary Service | National Junior Honor Society (NJHS) | USA Freedom Corps |
| Do Something | National League of Cities | Volunteers of America |
| Earth Day Network | National Middle School Association | VSA arts |
| EducationWorks | National Network for Youth | Women in Community Service |
| F.I.L.M. - Finding Inspiration in Literature and Movies | National Organizations for Youth Safety | Work, Achievement, Values & Education (WAVE), Inc. |
| Family, Career and Community Leaders of America | National Service-Learning Clearinghouse | YMCA of the USA |
| Future Business Leaders of America - Phi Beta Lambda | National Service-Learning Partnership | Youth Service America |
| Good Knight Child Empowerment Network, Inc. | | Youth Venture |
| Habitat for Humanity International | | Youth Volunteer Corps of America |
| | | YWCA USA |



PUBLICITY



Because we are trying to raise public awareness for Alpha Phi Omega at both the local and the national level, it is important for Chapters to try to publicize their Spring Youth Service Day activities in their local or campus media. Here are some ways to help you raise awareness locally.

HOW TO DO IT:

- 1) **Identify specific media outlets and get names and addresses of the appropriate editor, producer or staff member at each outlet.** A lot of information is available on websites, but it is good to confirm what is posted with a phone call.
- 2) **Create one or more press releases, focusing on the newsworthy or key message you want to relate to the audience.** Remember to include the 5 W's: who, what, where, when and why. Keep it simple, direct and avoid jargon (spell out Alpha Phi Omega Service Fraternity acronyms). Include a basic overview of the organization at the end.
- 3) **Send your news release at least two weeks in advance of the project.** Find out if they prefer print or electronic receipt of press releases (or send both). Always double space press releases.
- 4) **Call and/or email to find out if the person you sent your release to received it;** if you didn't direct it to a specific person, find out who it has been directed to. Be prepared to re-send it at this point to help "make sure" the right person gets it. When you know who has your release, tell that person what to expect and be very brief. Always say, "We would like for you to consider," never say "You've got to come to. . ."
- 5) **Send the release again, as a reminder, three or four days before your project.** If you have the name of the person who has been assigned to cover your project, phone that person the day before the project to remind him/her and share any final project details—particularly ones that will encourage the person to attend at a particular time.
- 6) **Always have more than one person help prepare and proof the news release.** You need to make sure that all the facts, especially the date, location, and phone numbers are correct.
- 7) **When you have dealt with an editor or reporter several times, meet him/her in person,** either at their office or for lunch to update him/her on your Chapter's activities and this project in particular. Personal contact is the best way to publicize Alpha Phi Omega, whether for positive public relations or recruiting new members.

KEEP IN MIND:

- 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 realizing that our idea won't always score with some people, but keep trying.
- Never get irritated with the media. A local newspaper may have told you he/she would be at a project to write a news article but may have been taken off the story at the last second when a hospital caught on fire. Remember, there are some things we cannot control.
- Never contact a media person without having all of your facts straight and available. The person you speak with may want to ask questions rather than listen to you deliver your facts. Always provide more than one contact person and phone number, as well as the best times to reach each contact person.



SAMPLE NEWS RELEASE



NOTE: This is a sample news release. You can find another example and information at apo.org. Fill in the local information and submit your own release to your local media. Recipients 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 purposes. You may be able to get some assistance from your school's Public Relations Office. Also, contact the APO Marketing Program Director (marketing.director@apo.org), and APO NSYSD Chair Whitney Amyot (whitney.amyot@gmail.com), as soon as possible to **see if your Chapter can be included in national media outreach efforts the Fraternity is conducting.**

**Chapter Contact Person's Name
At Least One Phone Number**

**Chapter U.S. Mailing Address
Release Date**

FOR IMMEDIATE RELEASE

Headline - something about your project such as

**“FRATERNITY KEEPING ITS ‘PROMISE’ TO CELEBRATE YOUTH
THROUGH LOCAL SERVICE PROJECTS”**

(**Your College's**) Chapter of Alpha Phi Omega (APO), a co-ed National Service Fraternity active on more than 360 college campuses nationwide, announced today their participation in the world's largest service event: During the weekend of April 20-22, the students will be doing a service project as part of Youth Service America's Youth Service Day.

(**Your Chapter**), the Fraternity's local Chapter at (**Your 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 students around the country will be joining more than 13 million young people serving in a variety of ways as part of Youth Service Day. Like (**Your College's**) Chapter, other chapters are sponsoring campus and community youth based projects throughout the country as part of YSD. Service with and for youth is something fundamental to APO's program of Leadership, Friendship, and Service. Alpha Phi Omega's participation in Youth Service Day is a major part of the organization's national commitment to America's Promise, the youth focused organization founded by General Colin Powell.

Alpha Phi Omega is the nation's largest fraternity and the only one whose primary purpose is service. Founded in 1925, membership is open to all college students. The (**Your Chapter**) at (**Your College**) was started in (**year**) and some recent projects include: (*List two or three*).

For more information on Spring Youth Service Day or on Alpha Phi Omega, please call (**local contact's name and phone number**) or visit Alpha Phi Omega's national website www.apo.org.

If a news report or photo was published, please send a copy to the National Office. Do not forget to send a photograph to the National Office for the Torch & Trefoil, our Fraternity Magazine. Also, keep a copy of any coverage you receive for your Chapter files.

REPORTING ON YOUR PROJECT: **REQUIRED**

ALL 2007 SPRING YOUTH SERVICE DAY REPORTS ARE DUE MAY 1, 2007.

Your Chapter is **REQUIRED** to report on your Spring Youth Service Day project.

Even if your Chapter does not perform a Spring Youth Service Day project, you are required to submit a report confirming that you did not do a project. Both types of reports (participation and non-participation) on Spring Youth Service Day are due May 1, 2007.

Reporting is easy to do and only takes a few minutes online. Anyone can enter your project information on the APO Service Database which has a combination of “drop down menus” (date, Chapter, etc.) and “fill in the information” boxes (project description, number of hours, etc.) Make sure to choose the correct selections from the drop down menus. You can view the online service project report form at any time so you know what information is requested.

Whoever submits the Chapter’s report will be asked to give his/her name and an email address. An email message containing the information submitted in the report will automatically be sent to the service reporter, Section Chair, Regional Service Chair, Service & Communication Program Director, Spring Youth Service Day Chairs, and the APO National Office. Please save a copy of this email message to confirm your submission. You may also check on your Chapter’s report (to see if it has been submitted/what was submitted) by pulling up the information from the database.

Report on your Chapter’s Spring Youth Service Day project at:

www.apo.org/show/National_Programs/Service/Project_Database/Service_Project_Report_Form

Report that, this spring, your Chapter DID NOT do any youth based/Spring Youth Service Day project at:

www.apo.org/show/National_Programs/Service/Project_Database/No_Project_Report_Form

**Remember, though, you can report on any youth based project you did this spring.*

Get your APO Regional Service Chair’s name/email address at:

www.apo.org/pages/show/National_Programs/Service/Committee

Make sure your Chapter has reported/see other Chapters’ reports:

www.apo.org/pages/show/National_Programs/Service/Project_Database/View_Projects

Thank you for your dedication to youth service!

GOOD LUCK!