

**Alpha Phi Omega**

**Spring Youth Service Day  
Handbook**



**April 21-23, 2006**

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

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*"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**

Spring Semester, 2006

Dear APO Students,

Welcome to APO's 2006 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 21-23, 2006**.

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 21-23, 2006, 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, 2006 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 43,000 hours of service and reached more than 52,000 youngsters 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:

[www.members.apo.org/service/view\\_projects.php](http://www.members.apo.org/service/view_projects.php)

## ✓ **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:

[www.apo.org/publications/documents/leadership\\_series/lc\\_service\\_project\\_chair.pdf](http://www.apo.org/publications/documents/leadership_series/lc_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.

- Consider inviting your school's President or local officials (Mayor, Aldermen, etc.) to participate in your project. Also invite others in the community. You may want to consider making special guests Honorary Members of APO.
- Personally invite other students to your project—especially those who are interested in APO but haven't pledged. They will be impressed that you remembered them and you may have a few more Pledges next semester.
- Local APO Alumni can also be invited to participate. They can be a fantastic resource for your project and for other Chapter projects during the year. Give them a call because they may want to participate.
- Contact local businesses to request donations of materials you need for the project.
- Tell the National Youth Service Day organizers about your project at: [www.ysa.org/nysd/nysd\\_event\\_parent.cfm](http://www.ysa.org/nysd/nysd_event_parent.cfm).
- As soon as you know the details of your project, tell the APO Marketing Program Director Dr. Lisa Covi ([marketing.director@apo.org](mailto:marketing.director@apo.org)), and APO NSYSD Chair Whitney Amyot ([whitney.amyot@gmail.com](mailto: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 21-23 will have the best chance of media coverage.

## ✓ **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 invited 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, 2006**. Report at:

[members.apo.org/service/service\\_reporting.php](http://members.apo.org/service/service_reporting.php). 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:

[www.members.apo.org/service/submit\\_photo.php](http://www.members.apo.org/service/submit_photo.php)

## ✓ **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: [www.apo.org/publications/documents/category.shtml](http://www.apo.org/publications/documents/category.shtml).

# 😊😊😊 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.
- ◆ Act as judges at a school science fair or talent show
- ◆ Hold a teen dance or game night.
- ◆ Cleanup projects at community centers, summer camps, and local parks, etc.
- ◆ Hold a children's story time in conjunction with a local library, elementary school, etc.
- ◆ Paint a mural at a local school with the students.
- ◆ Hold a children's coloring contest with prizes for different age groups.
- ◆ Hold an educational seminar for teens discussing issues such as violence, sex, drugs, etc. (Local police departments may provide resources to help carry this out.)
- ◆ Organize a field day event to get children exercising.

## Longer-term Projects

- ◆ Coach or sponsor a youth athletic team (as permitted by your university and risk management plans).
- ◆ Tutor local youngsters in an after-school program.
- ◆ 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 manpower 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 women's shelter or day care center.
- ◆ Recording books for blind children.
- ◆ Volunteer with Big Brothers/Big Sisters.
- ◆ Raise money for a local 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/](http://www.ysa.org/nysd/)

#### NATIONAL YOUTH SERVICE DAY

National Youth Service Day is now celebrating its 18<sup>th</sup> 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 7<sup>th</sup> 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](http://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 115 organizations that have joined with Alpha Phi Omega to be partners in serving youth as part of YSD. Feel free to contact local chapters at see if they will join you in your projects, or if they might have projects that you can help with. A complete list containing internet links to their national organization homepages is available at: [www.ysa.org/nysd/nysd\\_partner\\_listing.cfm](http://www.ysa.org/nysd/nysd_partner_listing.cfm)

- |   |   |   |
|---|---|---|
| Academy for Educational Development                         | Habitat for Humanity International  | National Society of Collegiate Scholars   |
| Afterschool Alliance  | Hands On Network  | National Student Partnerships   |
| America's Promise – The Alliance for Youth                  | Hillel  | National Wildlife Federation  |
| American Association of Community Colleges                  | Hugh O'Brian Youth Leadership Innovation Center for Community and Youth Development | National Youth Advocacy Coalition   |
| American Association of School Administrators (AASA)        | International Baccalaureate Organization  | National Youth Court Center/American Probation and Parole Association           |
| American Federation of Teachers                             | International Rescue Committee  | National Youth Leadership Council   |
| American Planning Association                               | JCC Association   | PANIM: Institute for Jewish Leadership and Values                               |
| American Red Cross  | Jewish Coalition for Service  | Phi Alpha Delta Public Service Center, Inc.                                     |
| Arab American Institute Foundation                          | Job Corps   | Points of Light Foundation  |
| Association of Children's Museums                           | JServe  | Public Allies   |
| Best Buddies International                                  | The King Center   | Reading is Fundamental  |
| Big Brothers Big Sisters of America                         | Lions Clubs International   | Rural School and Community Trust  |
| Boy Scouts of America                                       | Local Initiatives Support Corporation (LISC)  | SEANet-- State Education Agency K-12 Service-Learning Network                   |
| Boys & Girls Clubs of America                               | LULAC   | Search Institute  |
| Business Strengthening America                              | March of Dimes  | Service for Peace   |
| Camp Fire USA   | Music Teachers National Association   | Share our Strength  |
| Campus Compact  | National Association for Music Education  | Sigma Alpha Epsilon Fraternity and Foundation                                   |
| Catholic Network of Volunteer Service                       | National Association of Elementary School Principals                                | Sigma Alpha Lambda  |
| Center for Civic Education                                  | National Association of Secondary School Principals                                 | Sierra Club   |
| Center for Youth as Resources                               | National Association of Service & Conservation Corps                                | Special Olympics  |
| Chi Psi Fraternity  | National Association of Student Councils  | Students Against Destructive Decisions (SADD)                                   |
| City Year   | National Association of Students Against Violence Everywhere (SAVE)                 | Student Conservation Association  |
| Close Up Foundation   | National Beta Club  | Take Pride in America   |
| Communities In Schools National                             | National Council of Juvenile and Family Court Judges (NCJFCJ)                       | Teach For America   |
| Constitutional Rights Foundation                            | National Criminal Justice Association   | Tri-M Music Honor Society   |
| Constitutional Rights Foundation Chicago                    | National Education Association  | U.S. Conference of Mayors   |
| Corporation for National and Community Service              | National Honor Society/National Junior Honor Society                                | U.S. Department of Justice  |
| Department of Defense (DOD) Children and Youth Programs     | National Human Services Assembly and National Collaboration for Youth               | US Department of Transportation, National Highway Traffic Safety Administration |
| Department of Veterans Affairs, Office of Voluntary Service | National League of Cities   | Unite for Sight   |
| Do Something, Inc.  | National Middle School Association  | USA Freedom Corps   |
| Earth Day Network   | National Network for Youth  | Veterans of Foreign Wars (VFW)  |
| Earth Force   | National Peer Helpers' Association  | VSA Arts  |
| EducationWorks  | National Service-Learning Clearinghouse Learn and Serve America                     | We Care America   |
| Family, Career and Community Leaders of America             | National Service-Learning Partnership   | What Kids Can Do, Inc.  |
| Forum for Youth Investment                                  |   | YMCA of the USA /YWCA of the U.S.A  |
| Future Business Leaders of America-PBLA                     |   | Youth Service America   |
| Girl Scouts of the USA                                      |   | Youth Venture   |
| Good Knight Child Empowerment Network, Inc.                 |   | Youth Volunteer Corps of America  |
|   |   | YouthBuild 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) **If you do not have contact information for a news organization you want to contact, simply call its main number and ask for the information** you need; you do not have to explain why it is needed at this time. A lot of information is available on websites, but it is good to confirm what's posted with a phone call.
- 2) **Send your news release at least two weeks in advance of the project.** Try sending an electronic copy as well as a hard copy and/or fax.
- 3) **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, very brief. Always say, "We would like for you to consider," never say "You've got to come to. . ."
- 4) **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. Ex: we'll finish up with the children in a big costume parade on the Common around 3PM, followed by the awards at 3:15PM.
- 5) **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.
- 6) **When you have dealt with an editor or reporter several times, meet them 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 like learning a jump shot in basketball: Our idea won't always score with some people, but keep trying. Just as a basketball does not go in the hoop every time, our PR efforts not always work. But don't give up. Just think of it as practicing, like a basketball player has to do with his or her jump shot.
- Never get irritated with the media. A local newsperson 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. 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. Be sure to check them out, they usually have great contacts.

**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 21-23, 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](http://www.apo.org).

**Hint:** Check out [apo.org](http://apo.org) for a sample press release you can use by adding just a little information about your Chapter! Also contact APO Marketing Program Director Dr. Lisa Covi ([marketing.director@apo.org](mailto:marketing.director@apo.org)), and APO NSYSD Chair Whitney Amyot ([whitney.amyot@gmail.com](mailto: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.**

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 2006 SPRING YOUTH SERVICE DAY REPORTS ARE DUE MAY 1, 2006.**

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 didn't do a project. Both types of reports (participation and non-participation) on Spring Youth Service Day are due May 1, 2006.

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 Co-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:**  
[members.apo.org/service/service\\_reporting.php](http://members.apo.org/service/service_reporting.php)

**Report that, this spring, your Chapter DID NOT do any youth based/Spring Youth Service Day project at:**  
[members.apo.org/service/service\\_reporting\\_no.php](http://members.apo.org/service/service_reporting_no.php)

*\*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:**  
[members.apo.org/service/committee.php](http://members.apo.org/service/committee.php)

**Make sure your Chapter has reported/see other Chapters' reports:**  
[members.apo.org/service/view\\_projects.php](http://members.apo.org/service/view_projects.php)

**Thank you for your dedication to youth service!**

**GOOD LUCK!**