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Dear Brothers,

Welcome to Alpha Phi Omega's 2011 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 for and/or with youth. What makes SYSD extraordinary is that along with one of our national service partners, Youth Service America, APO participates in the largest service event in the world - National and Global Youth Service Day. This year, Spring Youth Service Day is **April 15-17, 2011**.

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 a fraternity to provide service that leaves a lasting and positive impact on the youth of America. 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:

- < Addresses the needs of youth in your community.
- < Mobilizes and supports youth on a lifelong path of leadership and service.
- < 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 SYSD is scheduled for April 15-17, 2011, you may choose another project date this spring to enable your chapter to fully participate in this important event. Your chapter MUST report its SYSD participation by May 2, 2011 regardless of your project date – reporting takes just a few minutes on www.apo.org.

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

Last year, Alpha Phi Omega reported more than 43,000 hours of service and reached over 50,000 youth as part of SYSD! This year we hope that you will do your part to continue our success and help us do even more service on more campuses. Good luck and happy service project planning!

In Leadership, Friendship and Service,



Glen S. Kinder IV
Service Director
Alpha Phi Omega Board of Directors

Service Project Planning Guide

1) Decide on a Project

Look over the list of project ideas included in this handbook (page 7). 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 8) would be most advantageous in your community or campus. Your chapter's advisors, section staff, and regional service chair are good resources when trying to decide on an appropriate project. Try contacting local chapters of other Youth Service Day partners (listed on page 9).

Hint: See what other APO chapters have done in the past by visiting the Service Database on www.apo.org under National Programs/Service.

2) 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://www.apo.org/sites/site_files/clearinghouse/ls_2001_apo_projectchair.pdf

3) 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 page 10)
- < Tell Youth Service America about your project.

Hint: Projects may be registered with YSA for possible inclusion in their YSD media outreach, etc. <http://www.gysd.org/>

4) 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 everyone has a job to do so you don't have people 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 chapter, but the entire fraternity.

Service Project Planning Guide (cont.)

5) Follow Up and Publicity

The work isn't over when the project is finished! Be sure to send thank-you letters to everyone who was involved in the planning and execution of your chapter's 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!

If you did not send out press releases before the project, now would be another great opportunity to publicize your project.

6) Report your Project **(THIS IS REQUIRED)**

Submit your SYSD report to the online Service Database by **May 2, 2011**. 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) are due by the May 2, 2011, deadline stated above. Report at:

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

You can also submit pictures for the *Torch & Trefoil*. Pictures can be mailed to:

Alpha Phi Omega National Office
14901 E. 42nd St. S
Independence, MO 64055-7347

OR submitted electronically at:

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

7) 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 APO IMPACT Guide: Service Project Leader and the APO IMPACT Guide: Service Vice President, and the Chapter Assessment and Planning Session (CAPS) Guide for more information on project evaluations; these documents are available at www.apo.org under Publications & Forms.

Service Project Ideas

Here are a few service projects carried out by Alpha Phi Omegachapters 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

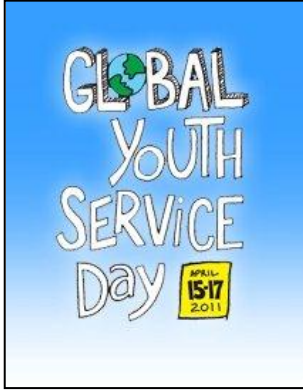
- < Coach or sponsor a youth athletic team (as permitted by your university and risk management plans)
- < Create an after-school program for local children where they can get help with their studies or learn a new activity
- < Collect diapers, toys, or other baby essentials for needy families
- < Sponsor 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 Boy Scouts, Girl Scouts, 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.
- < Volunteer to help at a Special Olympics event

National Youth Service Day Partners and Resources

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 (Ret).



GLOBAL YOUTH SERVICE DAY

Global Youth Service Day gets young people involved in service and calls attention to the impact that youth service makes on the public. The first Youth Service Day was a national event called "A Day in the Life of Youth Service." The event 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, YSD has grown to become the largest service event in the world, now called 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. Global Youth Service Day is an opportunity to recruit the next generation of volunteers while promoting the benefits of youth service to the public.

AMERICA'S PROMISE

Description and Mission

America's Promise - The Alliance for Youth, founded by General Colin L. Powell (Ret), 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 wellbeing of the next generation. But we *all* must take responsibility and get involved to make this a reality.

Alpha Phi Omega has made a national commitment to America's Promise'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

National Youth Service Day Partners: These organizations are among those that have joined with Alpha Phi Omega to be partners in serving youth as part of Global Youth Service Day. Feel free to contact local chapters to see if they will join you in your projects:

ysa.org/GYSDUS/GYSDPartnersList/tabid/236/Default.aspx

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

PUBLICITY AND PRESS RELEASE

We are trying to raise public awareness for Alpha Phi Omega at both the local and the national level. This will help your chapter in the future with other event partnerships and recruitment. Therefore, it is important for APO 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.

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 Web sites, 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 five W's: who, what, where, when and why. Keep it simple, direct and avoid jargon (spell out Alpha Phi Omega National 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 e-mail 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 was directed to. Be prepared to re-send it at this point to make sure the right person received 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, "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, call them 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 APO, 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 with the idea that you won't always score with every effort, but you must keep trying.

·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. 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 person.

Sample Press Release

NOTE: This is a sample news release. You can find another example and information at *www.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 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.

Chapter Contact Person's Name Chapter U.S. Mailing Address At Least One Phone Number Release Date

FOR IMMEDIATE RELEASE

Headline - something about your project such as

LOCAL GROUP HAVING GLOBAL IMPACT ON CHILDHOOD DIABETES AWARENESS

CITY, STATE – (Your College's) Chapter of Alpha Phi Omega, a co-ed National Service Fraternity active on more than 400 college campuses nationwide, announced today their participation in the world's largest service event: During the weekend of April 15-17, 2011, the students will be doing a service project as part of Youth Service America's Global 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 GYSD. Service with and for youth is a fundamental part of Alpha Phi Omega'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 (Ret).

Alpha Phi Omega is the nation's largest Greek-letter 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*, the Fraternity's quarterly magazine. Also, keep a copy of any coverage you receive for your chapter files.

Reporting Spring Youth Service Day

ALL 2011 SPRING YOUTH SERVICE DAY REPORTS ARE DUE BY MAY 2, 2011

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 2, 2011.

Reporting is easy to do and only takes a few minutes online. Anyone can enter your project information on the Alpha Phi Omega 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 e-mail address. An e-mail message containing the information submitted in the report will automatically be sent to the service reporter, section chair, regional service chair, Service Director, Spring Youth Service Day Chairs, and the Alpha Phi Omega National Office. Please save a copy of this e-mail 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 and e-mail 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