



Community Service Programming Handbook

THE PI KAPPA ALPHA FRATERNITY

PROPERTY OF

CHAPTER

Foreward

The contents of this handbook are the result of a compilation of information from various chapters and various brothers affiliated with the Pi Kappa Alpha International Fraternity for the use by any chapter which is interested in establishing or improving its community service program. It should be understood that each chapter is self-governing and solely responsible for its day-to-day, week-to-week and month-to-month operation and nothing herein is intended as or should be deemed as supervision, direction, monitoring, oversight or as an effort to control the local chapter by the Pi Kappa Alpha International Fraternity, which is a fraternal affiliation of over 200 chapters, over 10,000 active undergraduate members and over 200,000 alumni and several nonprofit corporations, including, but not limited to Pi Kappa Alpha Corporation, a Tennessee nonprofit corporation which serves as a clearinghouse and an administrator for purposes of organizing meetings and conventions, publishing fraternal publications and performing other functions for the entire International Fraternity.

This handbook is an educational guideline only which contains suggestions and recommendations developed by various chapters which were able to develop successful community service programs. It is published and available to any chapter through the clearinghouse in Memphis as a form of brotherly advice for whatever use one wants to make of it.

All ideas herein are optional and nothing is mandatory. Participation in community service is by the voluntary choice of each chapter and each member with the understanding that one generally gets out of something what one is willing to put into it. Thus, any language contained herein which could possibly be construed as “mandatory” such as “do this” or “do that” is only in the form of a recommendation that if one wishes to get the most benefit out of using the suggestions in the handbook, then the suggestions can be utilized with the understanding that any handbook is, at most, a guide and that the users should substitute their own experience and judgment to use, adapt or modify the suggestions and recommendations contained herein. In other words, the handbook is a guide from which the users can use to establish, improve or build their own programs, using their own knowledge, common sense, ideas and experience and to assist the users from time to time as a reference for ideas and suggestions. In turn, each chapter is encouraged to share good ideas with other chapters by advising the administrative clearinghouse for possible inclusion in future publications.

Purpose Of The Handbook

The purpose of the Pi Kappa Alpha Fraternity Chapter Handbook is to offer general information on all areas of chapter programming. The handbook furnishes information on each chapter officer or committee chairman with ideas for events and programs that can be implemented for the chapter's benefit.

This handbook is an excellent resource for any chapter leader throughout the Fraternity; however, please note that the information communicated is general. The handbook leaves much opportunity for creativity and ingenuity on the officer's or committee chairman's part. **The handbook is merely designed to get your program established and organized. It does not contain information on how to run the ideal program for your chapter; that must come from you.** The handbook serves as a tool for the chapter to accomplish three keys to fraternity success: **organization, documentation and transition.**

Organization allows the chapter to plan events well in advance. The handbook assists with organization by providing a common resource where all relevant information on particular programs may be maintained.

"Everybody has the will to win, but few have the will to prepare to win."
Bobby Knight

Documentation allows the chapter to learn from its previous mistakes, as well as benefit from its past successes. The handbook can guard against officers and chairmen "reinventing the wheel" with each new academic term. Examples of this documentation may include: weekly committee reports, event summaries, chapter written programs, notes to successor, etc., which all handbooks should contain.

"Those who don't remember the past, are doomed to repeat it."
Winston Churchill

Transition is essential for the chapter's long term success. A strong transition between chapter officers and committee chairmen increases the chances for long-term success. The handbook serves as a "road map" for the next officer or chairman by helping with organization and documentation. A proper transition requires more than simply giving the handbook to the new officer/chairman; it should consist of a verbal description of the handbook's purpose, contents, and benefits. A prioritized list of issues for the new officer/chairman to focus on should also be discussed.

"It's harder to stay on top than it is to get there."

Don Shula

In summary, the handbook will help your chapter become more organized with the documentation to insure that fundamental programs are not forgotten over time. It will assist with transition between officers and committee chairmen maintaining a level of excellence each semester/quarter. If utilized correctly, the handbook can serve as the informational resource for the chapter over several years.

"Contrary to the opinion of many people, leaders are not born. Leaders are made, and they are made by effort and hard work."

How To Use This Handbook

This handbook serves as a tool to facilitate information on how to effectively execute various programming areas within the chapter, and then to document such programs for the chapter's future benefit. The bulk of this programming information you will find in the section titled **PROGRAM OVERVIEW**. This will give you the general concept of the program and how it can directly benefit both the chapter and its individual members. Use this as a basis to develop the chapter's own specific programs.

The section titled **PROGRAM TASKS** provides an overview of the program and may be used to evaluate the status of the chapter's programming. Ideally, the chairman or executive officer will adhere to each of the points mentioned. When setting specific goals, this section may be used as a checklist of tasks to accomplish.

The section called **SUCCESSFUL CHAPTER PROGRAMS** offers examples of programs from Pi Kappa Alpha chapters, which illustrate the benefit of implementing certain programming. You will find examples from chapters at large public universities to small private universities and from predominantly residential to predominantly commuter campuses. Representation of your chapter's demographics will be found as an example to relate to your situation.

The **EFFECTS OF THE PROGRAM** section defines how the specific programming area affects the entire operations of the chapter. It describes how a comprehensive program will positively affect the chapter and consequently how an inadequate program can weaken a chapter. This section also breaks down the program as to the benefits for the individual members of the chapter, explaining how and why it is important to become involved. Ultimately, what you will find in this section is that every committee and area of programming affects all other areas of programming within the chapter. Therefore, each area of programming affects each individual chapter member's overall fraternity experience.

The handbook devotes a section specifically for your chapter called **CHAPTER WRITTEN PROGRAM**. This section is for the chapter's local written program or a playbook for the day-to-day activities of the respective positions or committees. A chapter written program describes specific tasks and the process required to fulfill the expectations of the position. This is where you will file the following sample items: budget request form, goal form, weekly report, event summary, contact list, notes to successor, chapter budget, and chapter by-laws.

The next section titled **FRATERNITY POLICIES** contains information that is pertinent to the officers and members of the chapter/colony. It is important that the officers and committee chairmen read and understand the International Fraternity's policies so they can be portrayed to the entire membership. This section includes information on *The Standards of Retention of Membership and Chapter Charter in Good Standing*, the policy on the *Chapter Statement of Position on Hazing*, and a copy of the *Constitution & Laws*.

The *APPENDIX* section is the organizational aspect of the handbook, which allows the user to know exactly where to find specific information. Furthermore, it assists with the transition by providing information for review purposes. This section may include the following: chapter flow chart, and programming information pertinent to your position.

Remember, this handbook will assist all officers and committee chairmen to implement programs that will benefit and help insure the chapter will be successful in the long term. However, each area of chapter operations requires dynamic and creative individuals to serve in leadership positions in order for the chapter to be most effective.

Program Overview

Greek organizations may tremendously influence the development of young people. Therefore, giving of one's self must continue to be a focus of the Greek system's curriculum for producing good citizens. Each year, literally millions of dollars and hours are raised and donated to charitable organizations and other philanthropic causes by fraternities and sororities throughout North America.

Pi Kappa Alpha Fraternity has always believed that civic and philanthropic service is an important aspect of the undergraduate experience. The Fraternity encourages and supports endeavors of this kind. Community service chairmen and committees are instrumental in the success of the chapter's ability to create and accomplish service events which support the community. As chairman of your chapter's community service program, your role is to organize projects that will help benefit charitable organizations or individuals. Active participation in such causes will also allow the community to identify the tremendous contributions of your chapter.

Community Service, Why should we do it?

- giving of one's self must continue to be an element of the chapter's curriculum for producing good citizens/brothers
- recognition of individuals, chapter, and the Greek system as a whole
 - university credit, honor programs
 - recognition in the *Shield & Diamond* for reported information
 - Pi Kappa Alpha International Awards
 - media coverage; campus news, local newspaper, radio, television
 - Greek advisors, faculty, community officials, alumni
- means of recruiting potential members who are focused on a complete fraternity experience

Philanthropic and service events benefit others, and at the same time offer fulfilling experiences and are an admirable endeavor. A comprehensive community service program will also assist the chapter with enhancing its public relations and recruitment programs.

Chapter Program

The first step in creating a successful community service program is to form a committee. Select several members who are interested in community service and assign specific tasks to each member. The chapter's community service committee may vary in size, and in some cases may only consist of the community service and public relations chairmen.

Once the chairman and the committee have been established it is important to set goals for the program. This task should be accomplished early in the academic year

by compiling input from the chapter members on what they would like to accomplish individually and collectively as a chapter. Setting an annual goal of at least ten (10) hours of service contributed by every member each academic term is a common objective of most community service programs. Similarly, the chapter should determine goals for dollar amounts to be raised. The goals should be regularly discussed with the members, documented, and typed out or displayed in the chapter house or at a chapter meeting.

Two types of community service programs on which the chapter can focus are called *sponsored* and *participated* events.

- ***Sponsored Events***: programs organized by the chapter on an annual basis. *Sponsored* events usually take place around a holiday or campus or community wide event becoming an annual tradition. Ideally the chapter will host at least two (2) *sponsored* events per school year.
- ***Participated Events***: projects organized by outside organizations in which the chapter provides the manpower. The chapter's program should allow the members to participate in as many projects as the academic calendar will allow.

When organizing and participating in events the chapter should focus on service projects that require the investment of manpower and not money. Man-hours are the sum of the hours contributed by each individual member. A list of charitable organizations can be found in the **APPENDIX**.

Once the chapter has set goals for the year (total hours, money raised, and amount of participated and sponsored events) choose events or organizations with which to work with or contribute money. Contacting local charitable organizations and service clubs such as the Kiwanis, Chamber of Commerce, and Habitat for Humanity, is a good way to network for projects. These groups often have the financial backing needed to start a project and the chapter can provide the manpower. After you have secured a charitable organization; invite representatives to give a presentation to the chapter about the upcoming event. All projects and contacts should be well documented in the handbook's **PROGRAM OVERVIEW** section, which will become a resource for future chairmen.

Choosing the project and organization is an important step in creating the chapter's community service program. Working with organizations your brothers can relate with to will help improve their attitude toward working and attending such events. Participating with other university groups such as sororities, other fraternities, and non-Greeks will lead to increased participation from the chapter members.

Creating an incentive program that rewards participation in community service events is an effective way to keep the membership involved. This program will recognize those members who attend such service events and encourage attendance from those who do not attend by creating as many award categories as possible. Examples for recognition include "most hours accumulated by a sophomore", "most hours for a member of the pledge class", "most hours for a big brother/little brother" or awards for the members who donate the most amount of time at each event. The awards can take the form of a certificate presented at a banquet or a permanent plaque displayed in the chapter house that is updated on a semester/quarter or annual basis. Awarding cash, Pi Kappa Alpha

clothing, or sports events tickets are also options to consider for the incentive program.

- Encourage members to develop individual projects that they can work on in conjunction with the chapter projects. Present a community service award for the member who has contributed the most community service hours on behalf of the Fraternity during the year.

Maintaining accurate records is important for several reasons. First, these records will provide information on your man-hours and/or money totals. Second, it will give the new chairman a basis for establishing future goals. Chapters should track individual man-hours as well as event and entire chapter totals, (see example spreadsheet in the **APPENDIX**). This information is also required for the year-end summary when applying for chapter programming awards. Remember to keep all “thank you letters”, letters of recognition, and newspaper articles on file. Good records can be used to demonstrate the chapter’s commitment to a balanced college experience. Mention these accomplishments through presentations to parents, alumni, and potential members.

Community service and the chapter’s public relations program go hand in hand. The community service chairman and public relations chairman should work closely with one another. All forms of media should be contacted for each project in which the chapter plans to participate (school and local papers, television and radio stations, and the *Shield & Diamond*). Take photos and use press releases (**APPENDIX**) whenever possible. Submit event summaries to the local media after the completion of a major project. This should be followed up with a telephone call. It is more important than ever for the public to be aware of the positive actions of your chapter.

The Pi Kappa Alpha International Awards

Community service awards are presented annually at either the Officer Leadership Academy or the International Convention. The awards are given to the chapters with superior community service programming. Due to the importance of community service among the individual chapters, three (3) awards have been created:

- ***Volunteer Service Award*** – total amount of service hours worked by the chapter and individual members
- ***Philanthropic Donations Award*** – total money raised and donated to charity
- ***Most Outstanding Program*** – balanced program that excels in total money raised and donated, and man-hours accumulated.

Each award winning program must have complete documentation of program successes (chapter spreadsheet, thank you letters, etc.) sent to Memorial Headquarters via the Year-End Summary by May 15th.

Through service projects, people not only develop organizational and leadership skills, they also learn to be aware of their civic expectations and acquire compassion for the less fortunate. It is your duty to ensure that your chapter builds a strong program and

remains involved with community service and philanthropic activities. As individuals, and as Fraternity brothers, let's remember how fortunate we truly are, and let's remember not only to give, but also to give unselfishly.

Program Tasks

1. Select a committee with several members who are interested in community service (committee will vary with chapter size)
2. Establish goals for the academic year based on dollar and manpower amounts (a goal of ten hours a man per semester is a reasonable starting point)
3. Contact local charitable organizations (Kiwanis, Rotary, etc.) for possible events that the chapter can provide manpower, filling the chapter calendar with as many events as time will allow (events should be set a few months in advance)
4. Invite the charity you will be supporting to give a presentation on its cause and need for assistance
5. Establish at least two traditional service or philanthropic projects per year that are solely sponsored by the chapter such as a clothing drive, soup kitchen, or a three-on-three basketball tournament
6. Work with the public relations chairman to promote upcoming service events by contacting all forms of media (school and local papers, television and radio stations, alumni, and parents)
7. Develop an incentive program for the members that will increase participation at each event awarding areas such as: most hours worked, most money raised, etc.
8. Document all hours worked and money raised after each event by using a spreadsheet (**APPENDIX**) and display this list in the chapter house or at weekly meetings
9. Complete an event summary evaluating each project upon completion (note strengths and weaknesses, money budgeted and spent, attendance, amount of publicity received, times, dates, and suggestions for improvement)
10. Complete a contact/resource page for each project noting the contact person, organization, phone number, address, and any other pertinent information
11. Photograph the events
12. Request “thank you” letters from organizations for which you provided manpower, or donated money
13. Report community service accomplishments to the Memorial Headquarters for the *Shield & Diamond* (Fall issue notes due by July 15th, Winter issue notes due by October 15th, Spring issue notes due by January 15th, and Summer issue notes due by April 15th)

14. Apply for Pi Kappa Alpha International Awards by submitting the appropriate information in the Year End Summary due by May 15th (Philanthropic Donations Award, Volunteer Service Award, and Most Outstanding Program Award)
15. Provide a smooth transition to the new community service chairman by explaining the handbook, introducing contacts, and helping set goals for the next term

Successful Chapter Programs

Example I:

A chapter at a small private university has a total chapter membership of forty-nine (49) members. Recently winning one of Pi Kappa Alpha's International community service awards has made the brothers well aware of the chapter's excellent community service program. During the last school year the chapter participated in twenty-three (23) community service events, completed 5,063 hours of service, and raised over \$42,323 for charity. The community service chairman claims the chapter's success is attained from preplanning various community service events, organizing events for the holiday season, and documenting all the efforts of the chapter and individual members. The chapter has been a visible force in the community working on projects such as selling Christmas trees for Big Brothers and Big Sisters, sponsoring a canned food drive for the Salvation Army, and planting trees for the surrounding community, which received a \$50,000 forestry grant.

Example II:

A chapter at a large state-funded university maintains an active membership of ninety-one (91) brothers. Their community service program is superb. Their program is known throughout the community as one that excels in assisting local children. On every Monday and Wednesday night members of the chapter serve as tutors to underprivileged 13-year and 14-year olds at a local middle school. During Halloween the chapter works with the Big Brothers and Big Sisters program to operate a haunted house for the children. Many local officials through radio and newspaper publications have complimented the program. The community service chairman states that their programs offer a realization of "how lucky we are."

Example III:

A chapter at a state-funded university located in a large city possesses a membership of sixty-five (65) members. The chapter excels in many areas including their community service program. The chapter takes advantage of living in the heart of the city and has developed a working relationship with the homeless shelter. In one academic year the chapter repainted the shelter, worked at a blood drive, donated pumpkins to a local children's hospital, and conducted a money drive for the American Cancer Society. An incentive program has been structured to motivate the members to participate in events. Once per year the brother with the most hours contributed to community service wins a free pair of professional basketball tickets for the area team.

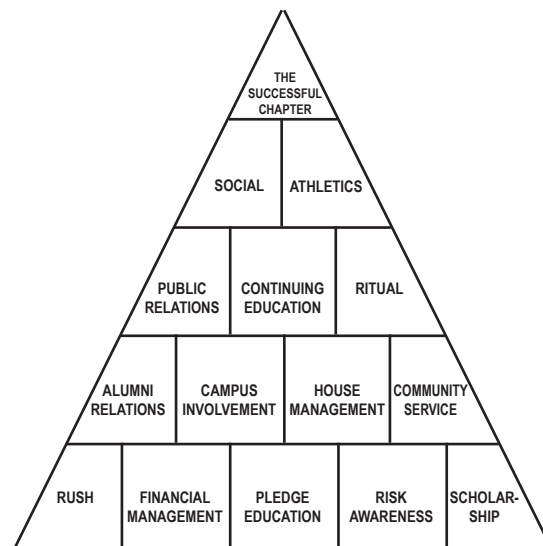
Effects Of The Program

Community service is important to the chapter because it allows members to experience the fullness and true adventure of giving unconditionally to benefit others. The success of your chapter's rush, pledge education, public relations, and continuing education programs are dependent upon your community service programming. A balanced community service program will enhance the image of the chapter within the community, campus, and internationally among the Fraternity's chapters.

The role of the community service chairman is important. Setting up a committee, creating goals, and promoting service events ensures success in helping others and being recognized for your accomplishments. Chapters that balance their social and service programming find that potential members will have an increased interest in the chapter. Through the pledge education process, pledges understand the importance of civic and philanthropic service, which Pi Kappa Alpha promotes. University officials, parents, and alumni witness the chapter participating in positive events that enhance the members' and the beneficiaries' lives. Stressing the importance of continual community service through the chapter's continuing education program influences the development of young men who will remain positive citizens throughout their college career and as alumni of Pi Kappa Alpha.

The chapter may suffer numerous consequences due to an irresponsible community service chairman. Individual members may not have the avenues or resources to accomplish philanthropic or service events, which help others and create a sense of self worth. The image of the chapter may be tarnished or portrayed as a social organization that does not benefit its members, the host institution, or the community. Recruitment of new members may decline leaving the chapter membership at an all time low. Education of pledges may be misdirected creating apathetic brothers. Finally, lack of community service programming leaves brothers with little to no continuing education, which is needed for post graduation success.

As community service chairman you should take pride in your position. You are the spokesman of the chapter membership towards the community and as community service chairman you are expected to uphold the ideals of Pi Kappa Alpha.



Chapter Written Program

The chapter written program or “playbook” should be created specifically for your chapter. The committee chairman or executive officer should **insert the description of the day-to-day activities in this section for current and future use**. The program should entail the specific guidelines of the position and other information needed for programming such as the following:

Programs specific to your chapter (e.g., annual alumni events, scholarship awards, etc.)

- ◆ List of required tasks for each semester/quarter
- ◆ Budget (chapter & respective committee/council position)
- ◆ Goals (chapter & respective committee/council position)
- ◆ Chapter by-laws
- ◆ Event summaries (steps in planning, expenses, evaluations, and improvements)
- ◆ Weekly reports (future expenditures, tasks completed, upcoming events)
- ◆ Contacts (phone numbers, addresses)
- ◆ Notes for successor (projects still in progress, upcoming events, and helpful hints)

A chapter written program provides each new chairman/council member with the tools needed to successfully accomplish goals, track the progress of the specific position, and help in the organization of the tasks.

Chapter Objectives

Position/Committee _____

The following goals and objectives
will be achieved by this Committee:

To be completed by:

- ◆ _____

- ◆ _____

- ◆ _____

- ◆ _____

Event Summary

Date _____

Event _____

Committee and Chairman _____

Date and Time of Event _____

Description _____

Steps in Planning _____

Needed Supplies, Cost, Attendance, etc., _____

Persons to Contact, Addresses, Phone Numbers _____

Suggestions for Improvement _____

Your Name _____

Committee Reports

Weekly Committee Reports

Committee	Members	
_____	_____	(Chairman)

Submitted by _____
Approved? Yes No
Date _____

Vice President Comments:

Contacts

Name _____
Organization _____
Address _____
Phone _____

Name _____
Organization _____
Address _____
Phone _____

Name _____
Organization _____
Address _____
Phone _____

Name _____
Organization _____
Address _____
Phone _____

Name _____
Organization _____
Address _____
Phone _____

Standards For Retention of Membership, Officer Status and Chapter Charter in Good Standing

As a chosen leader of your chapter it is important that you fully understand the Fraternity's standards and policies. The *Standards*, which were overwhelmingly approved by the 1988 National Conventions and then further revised at both the 1990 and 1992 National Convention, provide minimum performance criteria for Pi Kappa Alpha chapters and their members. Every member, officer, and chapter of The Pi Kappa Alpha Fraternity shall comply with certain standards to maintain membership in good standing with the Fraternity. Complying with these *Standards* gives the chapter and its members the license/right to function under the name Pi Kappa Alpha Fraternity. Subsequently, The Pi Kappa Alpha Fraternity has implemented the standards as illustrated on the following pages as a means of holding chapters and individuals accountable for their actions.

As directed by the Supreme Council, the *Standards* must be **read** to the chapter by the chapter president at the first regular chapter meeting and to each pledge class thereafter. Also, the *Standards* must be **displayed** in the chapter's general meeting areas. The chapter is not expected to return a copy of the completed signature page of the *Standards* to the Memorial Headquarters no later than October 15 of each academic year.

Additionally, the *Statement of Position on Hazing* is to be **read** to every pledge class at a regularly scheduled meeting. The pledge educator and chapter president are responsible for signing and witnessing each pledge's signature on the bottom of the *Statement of Position on Hazing*.

The *Statement of Position on Hazing* was adopted by the Supreme Council as a means to further educate members of The Pi Kappa Alpha Fraternity on what is responsible and irresponsible behavior regarding pledge activities. This document was created in response to a dramatic increase of reported complaints related to hazing. The *Statement of Position on Hazing* is to be **read** to every pledge class at a regularly scheduled meeting. The pledge educator and chapter president are responsible for signing and witnessing each pledge's signature on the bottom of the *Statement of Position on Hazing*. Once completed, the original is to be retained in the chapter's files and the copy is to be given to the pledge who signed the document. Copies of this document **do not** have to be sent to the Memorial Headquarters.

Standards For Retention Of Membership, Officer Status And Chapter Charter In Good Standing

Each and every member, officer and chapter of the Pi Kappa Alpha Fraternity shall comply with certain standards to maintain his membership in good standing with the Fraternity, his position as an officer of the chapter, and/or to maintain its charter as a chapter of the Fraternity. These standards are as follows:

ALCOHOL AND DRUGS

1. The possession, use and/or consumption of ALCOHOLIC BEVERAGES, while on chapter premises, during an official fraternity event, or in any situation sponsored or endorsed by the chapter, must be in compliance with any and all applicable laws of the state, county, city and university.
2. OPEN PARTIES, meaning those activities where alcohol is present which have unrestricted access by non-members of the Fraternity, without specific invitation, shall be prohibited.
3. No member shall permit, tolerate, encourage or participate in “drinking games” at a Fraternity sponsored event.
4. The possession, sale and/or use of any ILLEGAL DRUGS or CONTROLLED SUBSTANCES at any chapter house, sponsored event, or at any event that an observer would associate with the Fraternity, is strictly prohibited.
5. No alcoholic beverages may be purchased through the chapter treasury nor may the purchase of same for the members or guests be undertaken or coordinated by any member in the name of or on behalf of the chapter.
6. All chapters will implement and adhere to non-alcoholic formal rush programs.

HAZING

No member or chapter shall conduct hazing activities. Hazing is defined as:

- ◆ Any form of physical abuse;
- ◆ Any activity that might reasonably be expected to bring embarrassment or psychological harm to the individual;
- ◆ Any activity that might reasonably be expected to bring physical harm to the individual; Any activity that might reasonably be expected to degrade or otherwise compromise the dignity of the individual;
- ◆ Any activity that might reasonably be expected to require an unreasonable or inordinate amount of the individual’s time, or in any manner impair the individual’s academic efforts;
- ◆ Any activity that might reasonably be expected to make the individual an object of amusement or ridicule;
- ◆ The required consumption of any liquid, gas or solid matter;
- ◆ Any requirement which compels an individual to participate in any activity which is illegal or contrary to the individual’s genuine moral and/or religious beliefs, or contrary to the rules and regulations of the educational institution.

SEXUAL ABUSE

No member or chapter shall participate in any form of sexually abusive behavior, whether physical, mental or emotional. This includes any actions which are demeaning to women, including but not limited to date rape, gang rape, verbal harassment, or publications which diminish the integrity of women.

FIRE, HEALTH AND SAFETY

1. All chapter houses should, prior to, during, and following occupancy, meet all local fire and health codes and standards.
2. All chapters should have posted by common phones emergency numbers for fire, police, and ambulance and must have posted evacuation routes on the back of the door of each sleeping room.
3. All chapters and housing corporations should comply with reasonable engineering recommendations, which are financially feasible to the chapter and housing corporation, as reported by the insurance company.

EDUCATION

With each new pledge class, the chapter shall educate its pledges on hazing including having each pledge sign the Chapter Position on Hazing Statement as attached to these Standards. *Annually, each chapter shall educate every member and pledge in proper risk awareness practices for the purpose of helping to identify and prevent incidents related to hazing; sexual abuse; alcohol and drug usage; and fire, health and safety. Furthermore, each chapter should have a written risk awareness program specific to its local needs. This program should be maintained and revised on an annual basis. A \$250.00 rebate will be given on June 30 each year to each chapter which complies with this education. The chapter must provide evidence of this by executing and returning the certification enclosed with these Standards on or before May 15 of each year.*

OFFICERS' REQUIREMENTS

1. Each chapter president shall read these Standards at the first regular meeting at which he presides and at the first regular meeting of each school term.
2. Each pledge educator shall read these Standards to each new pledge class at their first meeting.
3. Should a violation of any of these Standards occur, or any potential exist for a violation to occur, the chapter president shall notify the Executive Vice President within 24 hours.
4. Any and all officers shall fully cooperate in the gathering of all facts requested by the Executive Vice President or his designee.
5. Each officer named below shall sign these Standards certifying that he fully understands each, and that he, the chapter members, and the chapter has met and are committed to meeting these Standards. The signature page, as executed by all requested officers and the chapter advisor, shall be returned to the International Office no later than September 30 of each year.

SANCTIONS

In addition to other sanctions which may be levied by the Supreme Council in accordance with their policies, to include but not limited to fines, participation at various conferences and conventions, disqualification from awards, and probation, any violation of the above Standards could result in the Supreme Council taking any or all of the following actions:

1. Expulsion proceedings against any individual, student member, or alumnus member, or the depledging of any pledge found in violation of these Standards.
2. Suspension from office of, and/or expulsion proceedings against, any officer found in violation of these Standards.
3. Suspension of the charter of the chapter indefinitely, to include cessation of all chapter operations and activities, to be imposed on any chapter which violates these Standards by directing or participating in the violations, or whose members or officers have knowledge of the violations and fail to report or fully cooperate with any fact-finding process conducted by the Executive Vice President.

Chapter Statement of Position on Hazing: List of Activities

Experience has proven that pledge education is one of the most important programming areas for a fraternity. In evaluating the long term success and stability of any chapter, those chapters that exert the necessary time and energy into the development of a constructive, non-hazing, pledge education program encounter the most prosperity. These groups initiate undergraduates who understand their fraternal responsibilities as active members, and have the tools to immediately contribute to the success of the chapter. Chapters should be straightforward about the purpose of the pledge period, defining the kinds of acceptable behavior. The following list identifies some constructive programming ideas collected from a variety of successful Pi Kappa Alpha chapters, as well as some destructive pledge activities which have been a source of problems for chapters.

Constructive Pledge Activities

- ◆ Holding mandatory study sessions
- ◆ Scheduling pledge class goal setting retreat
- ◆ Educating each pledge on the responsibilities of each chapter officer, chairman and chapter operations
- ◆ Expecting high scholastic performance
- ◆ Conducting meetings exclusively for pledges
- ◆ Preparing a pledge class publication and directory
- ◆ Sponsoring pledge class rush events for prospective members
- ◆ Appointing or electing officers and chairmen of the pledge class by the pledge class
- ◆ Participating in team building exercises such as a ropes course, paint ball and bowling
- ◆ Expecting basic knowledge of Pi Kappa Alpha; its ideals and principles
- ◆ Educating pledges on proper social and personal development
- ◆ Involving pledges in campus activities and other recognized student organizations
- ◆ Participating in intramural events and leagues

Destructive Pledge Activities

- ◆ Forcing consumption of food or alcohol
- ◆ Requiring pledges to line up or walk in a particular way
- ◆ Expecting pledges to perform any sort of calisthenics or form of physical training
- ◆ Forcing pledges to wear any type of clothing which is embarrassing
- ◆ Expecting pledges to use separate entrances to a house or housing facility
- ◆ Requiring pledges to carry items such as rocks, coins, paddles, books, food, etc.
- ◆ Preventing or restricting class attendance or sleep
- ◆ Mandating any sort of personal servitude
- ◆ Requiring the practice of observing periods of silence

- ◆ Forcing strenuous physical activities
- ◆ Mandating the application of any sort of substance to pledges' bodies
- ◆ Marking or branding of pledges' physical bodies

Some activities are easily categorized as hazing. Others may not be so easily classified. If you're not sure, consider the following questions:

Is the activity an educational experience?

Does the activity promote or confirm the values of the Pi Kappa Alpha Fraternity?

Will the activity increase respect for Pi Kappa Alpha by non-affiliated individuals?

Do pledges and initiated members participate **together** or **equally** in the activity?

Would you be willing to allow parents to witness the activity?

Would you be able to defend the activity in a court of law?

Does the activity have value in and of itself?

A good rule to follow when deciding whether or not an activity is hazing is:

If you have to ask if what you're doing is hazing, it probably is.

Chapter Statement Of Position On Hazing *(to be read at first meeting of each new pledge class and signed by those indicated below)*

Congratulations on having accepted a bid to become a pledge and prospective brother in the _____ Chapter of Pi Kappa Alpha Fraternity at _____ University or College. Our Chapter has a long and successful tradition, and we look forward to your participation as a future brother, not only during your undergraduate days, but through the fellowship you find here throughout your life.

Our Chapter recognizes and strictly follows the **Pi Kappa Alpha Standards for Retention of Membership** which include a standard of “**absolutely no hazing**”. You may have experienced hazing in high school, either as a new member of an athletic team, a school band or a school social group. You may have seen hazing glorified in movies. Hazing can take many forms. The most serious is direct physical abuse, such as a pledge being paddled, to a milder form, such as push-ups, to subtler approaches, such as drinking games with the brothers. We at _____ Chapter want you to know that hazing is not acceptable conduct for any of our members to inflict upon any of our pledges and that pledges should not submit to any form of hazing as a condition of membership.

Please understand that you have every right to **refuse to participate in any hazing** activity and, more importantly, to **refuse to permit hazing** being inflicted upon you. The Chapter requests and expects you to refuse to participate in hazing. A list of activities which are generally considered to be hazing is attached hereto. In order to prevent any confusion, we are also attaching a list of activities which are not considered to be hazing, but could involve your input or participation.

If anyone approaches you and asks you to participate in an activity which you think is hazing:

- ◆ You are hereby given the power to refuse to participate in hazing; and
- ◆ Know that such refusal will not place your membership in Pi Kappa Alpha at risk; and
- ◆ You shall decline to participate in hazing and immediately report it to a Chapter officer. If an officer is not available, then report it to another member who is not involved in the activity.

Some activities are obvious, such as attempted physical abuse, whereas other activities may be more subtle and may require an interpretation. Either way, you should be assured that no adverse action will be taken against you by the attempted “hazer” or by the Chapter in regard to your membership. In fact, we will not allow the attempted “hazer” to have any influence over you or your status or to have any input regarding your transition from pledgship status to brotherhood, such as a vote.

The purpose in giving you this information is not because any of our members have stated that they intend to haze pledges. However, when there are several personalities in a Chapter, there is a remote possibility that some individual may, on the spur of the moment, ignore the Chapter's prohibition on hazing, and attempt a hazing activity with a pledge. We want you to understand your rights and not be intimidated. If you are hazed, you should simply "walk away" from the attempted hazing without leaving the chapter. **Furthermore, you have a personal responsibility not to condone any sort of hazing.**

This information is given to you in duplicate and we are asking that you sign the top copy and retain the bottom one for your records.

Pledge Signature

Pledge Educator's Signature

Date

President's Signature

***Sign in duplicate.
First copy should be placed in chapter's files.
Second copy should be retained by pledge.***

Appendix

Sample Chapter Flow Chart

Charitable And Service Organizations

Types Of Community Service Projects

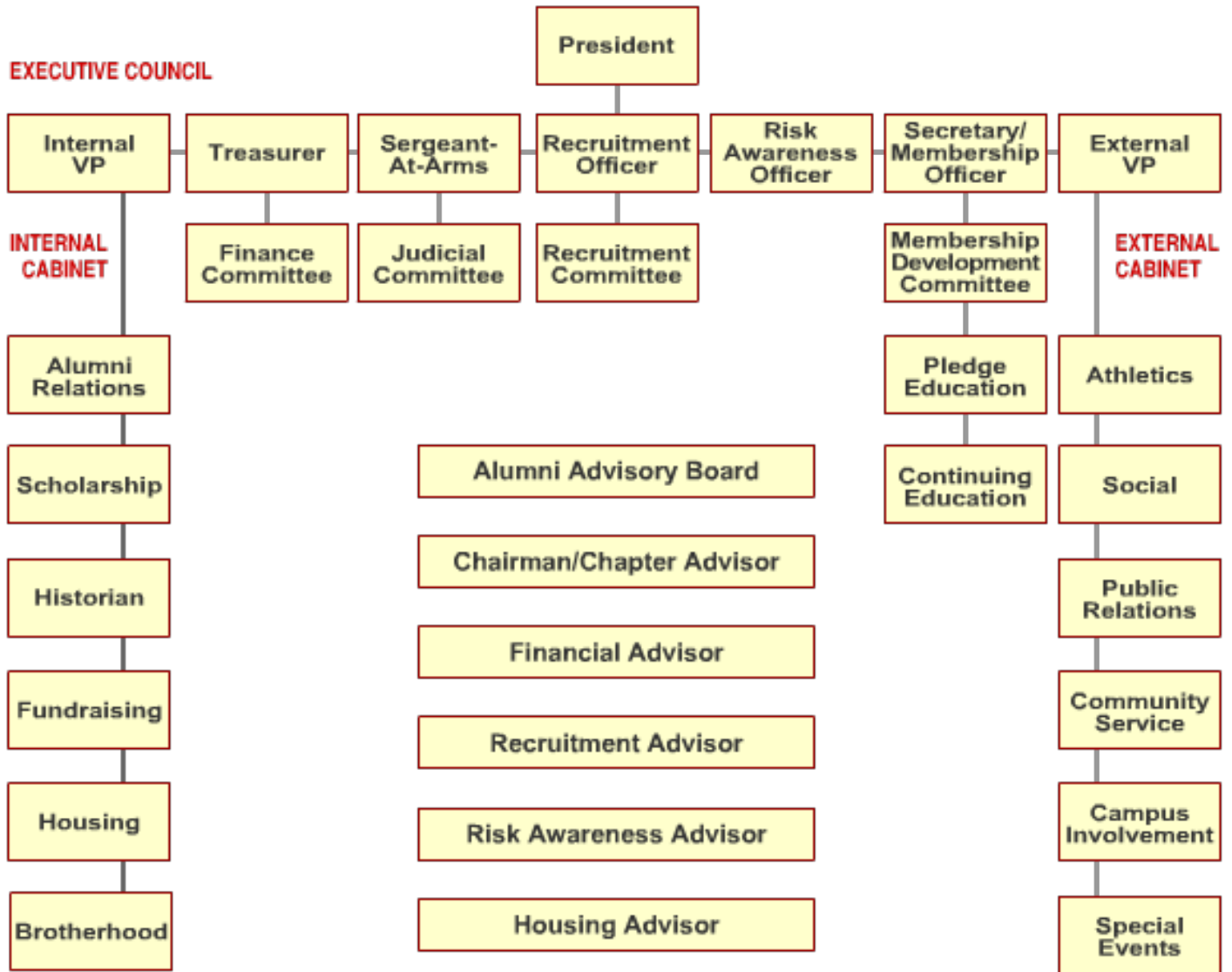
Creating A Successful Project

Sample Community Service Chapter Summary (spreadsheet)

Sample Press Release

General Information About Press Releases

SAMPLE CHAPTER FLOWCHART



Charitable And Service Organizations

1. American Red Cross
2. Big Brothers And Big Sisters Program
3. Adopt-a-Highway Program
4. Meals-on-Wheels
5. Habitat For Humanity
6. Special Olympics
7. Salvation Army
8. Adopt-a-School Teaching Program
9. YMCA/YWCA
10. Humane Society
11. United Way
12. Boy Scouts
13. United Cerebral Palsy
14. American Heart Association
15. Goodwill
16. Children Hospitals
17. Boys Club
18. Senior Citizens Centers
19. Soup Kitchens
20. Community Centers
21. Muscular Dystrophy Association (MDA)
22. Fire Department
23. Police Department
24. Community Food Bank
25. Rotary Club
26. American Cancer Society
27. Ronald McDonald House
28. The March Of Dimes
29. Cerebral Palsy Association
30. Cystic Fibrosis
31. Make-a-Wish Foundation
32. Local High School

This list is not all-inclusive. There may be other charitable and service organizations in your community.

Types Of Community Service Events

1. Picnic With Big Brothers And Big Sisters
2. Visitation Of Nursing Homes And Hospitals
3. Campus And Community Clean-up
4. Easter Egg Hunt For Local Children
5. Canned Food Collection
6. Recycling
7. Campus Night Watch
8. Working For Telethons
9. Clothing Drive
10. Safe Ride Program
11. Adopt Family For The Holidays
12. Three-on-three Basketball Tournament For Charity
13. Haunted House & Safe Trick Or Treat
14. Valentines Day Candy For Underprivileged
15. Charity Car Washes
16. Soup Kitchens
17. Participate In Blood Drives
18. Bike-a-thon For Charity
19. Host Christmas Party At A Nursing Home
20. Programs With Local High Schools (dangers of drinking and driving)

Creating A Successful Project

A. Selection

The committee should set the calendar early in the academic year. Focus on dates and times that do not conflict with other chapter and campus events. Avoid times when school is not in session, major school events, and exam periods. Obtain information from the members on the type of events they enjoy.

B. Execution

Always plan ahead. Make the necessary plans well before the event to avoid problems. Inform the brothers of their tasks well in advance. Keep an open line of communication with the outside organizations and individuals that are working with you on the events.

C. Documentation

Keep detailed records of all events. Future chairmen should be able to gain knowledge from your experiences through the documentation kept in the Community Service Handbook. An updated *hours worked* and *money donated* list will serve as a gauge for the chapter to see the success of the community service program.

D. Practicality

Start small and build a comprehensive program over time. One large sponsored project per semester and several participated events will create an immediate sense of gratification for the members and make the chapter visible in the community and campus. Choosing events that the members enjoy will ensure participation at each project and individual ownership of the program.

Community Service Chapter Summary

	Special Olympics	Bowl-a-thon	M.S. Walk	Homeless Dinner	MADD Bike Ride	Blood Drive	Individually Donated Hours	TOTAL HOURS
Arroyo, Peter	9	2		2	2		15, Armenian Student Assoc.	30
Ash, Zachary	2	1	5	3	3	2		16
Campbell, Brian	3	4	5	3	4	2		21
Cerminn, Matt	3	2	3	3	2	2	25, Church	40
Hatrich, Jason	4		2	2	4	2		14
Jinkins, Quint	7	1	8	3	2	2		23
Jones, Mike	1	2	2	3	4	2		14
Joutz, Nick		2	2			2	10, Youth Sports Organization	16
Kaderali, Karin			2		2	2		6
Kennedy, Kyle	5	2	3	2	2	8		22
Kosach, Zach	4	3	4	2	2	2		17
Lee, Brandon		1	3	2	3	3		12
Lily, Brandon	4		4	3	2	2		15
Macy, Dan	5	1		3		2		11
Moore, Andy	7	2	6		2	2		19
Noorali, Nafis		1	4	2	2	2	20, Park and Recreation Dept.	31
O'Connor, Mike		2	2		2	7		13
Pererson, Matt	7					2		9
Phor, Auvarin	9	2	2					13
Quirin, Matt	1	3	3		4	3		14
Rebollar, Andy		1		2	2	3		8
Requarth, Adam	1	1	4		2	2		10
Roberts, Justin	2	1	5		4	2		14
Scmitt, Andy	1		6		3	2		12
Scholl, Clint	6	1	2		2	2		13
Sholten, Eric	8	2	4		10	4		28
Tialdo, Tim	4	1		2	4		15, Toys for Tots	26
Toryosan, Karren	3	2	3		2			10
Valentine, Bill		3	3	2	3	7		18
Valim, Dan	1		5	2		2		10
Watkins, Jeff		3	3		2	2	30, Big Brothers	38
Williams, Dawain	1		5	2	2	2		12
Wulfsberg, Eric		1	1	2		5		9
Wylie, Aaron	7	1	3		2	2		15
Wylie, Ben	3	2	4		2	2		13
Wyron, Mike	3	1	2		1	2		9
Total Hours/Event	111	51	110	45	81	88	115	601
Total \$ Raised/Event		\$1,020.00	\$1,600.00					

Total Hours - Fall Semester: 601

Total Money Raised - Fall Semester: \$2,620.00

October 28, 2002

Contact Adger Smythe at:
(901) 748-1868
SMYTHE@Pike.com

For Immediate Release:

Pi Kappa Alpha Fraternity, Omega Omega Chapter, Sponsors Three-on-Three Basketball Tournament to Benefit the Muscular Dystrophy Association (MDA)

The members of Pi Kappa Alpha International Fraternity, Omega Omega Chapter, are preparing for their third annual Three-on-three Basketball Tournament. The one hundred-man chapter has spent the last five weeks working with the Muscular Dystrophy Association (MDA) in preparation for the large event. To date, over forty (40) teams have signed-up and prepaid the thirty-five (\$35) dollar entry fee. The money generated from this event will be donated to the MDA to be used for research purposes. Last year Pi Kappa Alpha helped raise over \$3500 for the charitable organization.

Adger Smythe, president of the chapter, expects this year's tournament to be more successful than years past. "We have been working hard to make this years event even more successful than last year. It is a good feeling knowing that our hard work will have a positive effect on somebody's life," Adger said. The Fraternity will be registering teams through tip-off time, which is this Saturday, November 2nd 2002 at 10:00 a.m. All teams must arrive at Central Park by 9:00 a.m. to sign-in and for pre-game warm-up pictures. Each team member will receive a tee shirt and will participate in at least two games. Prizes will be awarded to the top three teams in each age group.

		Person to Contact and Telephone
Letterhead		
Date	October 28, 2002	Contact Adger Smythe at: (901) 748-1868 Smythe@Pike.com
Effective Release Date	For Immediate Release:	
Headline	<u>Pi Kappa Alpha Fraternity, Omega Omega Chapter, Sponsors Three-on-Three Basketball Tournament to Benefit the Muscular Dystrophy Association (MDA)</u>	
Body (double spaced)	<p>The members of Pi Kappa Alpha International Fraternity, Omega Omega Chapter, are preparing for their third annual Three-on-three Basketball Tournament. The one hundred-man chapter has spent the last five weeks working with the Muscular Dystrophy Association (MDA) in preparation for the large event. To date, over forty (40) teams have signed-up and prepaid the thirty-five (\$35) dollar entry fee. The money generated from this event will be donated the MDA to be used for research purposes. Last year Pi Kappa Alpha helped raise over \$3500 for the charitable organization.</p> <p>Adger Smythe, president of the chapter, expects this year's tournament to be more successful than years past.</p> <p>"We have been working hard to make this year's event even more successful than last year's. It's a good feeling to know that our hard work will have a positive effect on somebody's life," Smythe said.</p> <p>The fraternity will be registering teams through tip-off time, which is this Saturday, November 2, 2002 at 10:00 a.m. All teams must arrive at Central Park at 9:00 a.m. to sign in and for pre game warm-up pictures. Each team will receive a tee shirt and will participate in at least two games. Prizes will be awarded to the top three teams in each age group.</p>	
Quote for use in news articles		

General Information About Press Releases

Send press releases to the editors of local newspapers, Industry newsletters, radio talk shows, magazines, radio and television stations, and Pi Kappa Alpha Memorial Headquarters.

- The contact person is the individual who will be contacted by editors and others receiving the press release to get more information.
- Always include the date to give the release a sense of timeliness and urgency.
- The headline should read like a newspaper headline.
- Effective press releases sound newsworthy – not like an advertisement for your company.
- Mention the benefits of a product or service – editors like to provide information that is useful to their audiences.
- Use your letterhead.
- Keep press releases to one page if possible or a maximum of two pages.
- Always double-space a press release.
- Customize the press release to the audience you want to impact.
- Individuals mentioned in the text of a press release should be named only for the purpose of being quoted or mentioned in an article.
- In general, make the press release user-friendly for the editor by including all the information he or she will need to create a story from your release. The easier it is for the editor to read and use the press release, the more likely it is that your news will be published.
- Follow up with editors by phone. Personal contact will help ensure that your news is noticed and gives you the opportunity to emphasize important points.