



MEMBERSHIP

REVIVAL PLAN

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WELCOME TO THE MEMBERSHIP REVIVAL PLAN

Throughout the year, chapter membership naturally ebbs and flows in the face of new members, graduates, leadership changes and more. At times, a dip in membership may evolve into a consistent decline and it can be challenging to recover. The purpose of the Membership Revival Plan has been developed to assist chapters with rebuilding their membership in the face of adversity. Beginning with good standing, this guide will assist chapters by navigating through Leadership, Friendship and Service programming, recruitment, retention and general operations with checklist items to accomplish within one academic year. Each action item through this guide has been created to help support, encourage and maintain membership growth.

Any great plan begins with establishing objectives and goals. Make sure that from the general objectives come specific goals that will act as steppingstones to become a healthier and happier chapter - think SMARTER goals.

Once the chapter has determined goals and objectives, identify and appoint a chapter leader – or group of leaders – to serve as the driving force of the objectives ahead. This member (or members) should be well-versed in chapter operations and Alpha Phi Omega's Membership and Risk Management Policies.



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GOOD STANDING

The core of chapter operations is comprised of completing campus and fraternity requirements and financial obligations to ensure the chapter's charter remains active and recognized by Alpha Phi Omega and the respective campus. Additionally, the chapter must operate in accordance with the governing documents and policies of both the school and the Fraternity, as well as the chapter's bylaws. Chapter members, especially chapter officers, must become familiar with these requirements and procedures for fulfilling them as the foundation of chapter operations, and, at the same time, hold the chapter accountable to the bylaws and policies of the chapter and fraternity.

Chapters can accomplish so much when they work together and see goals through to the end! It is imperative that chapters and officers understand good standing processes and procedures in order to best direct the chapter towards success.

The following can be completed to help support, encourage and maintain membership through upkeep of the chapter's good standing status:

Resolve any outstanding good standing items from the graphic below.

ACTIVITIES CONDUCTED	DATE DUE	RELEASE DATE ON THE OP	✓
 PLEDGES Input new pledges into the Officer Portal and pay \$31 fee (\$25 pledging fee and \$6 insurance fee).	Within 10 business days of Pledge Ceremony	Available 24/7	
 INITIATES Input initiates into the Officer Portal and pay \$35 initiation fee.	Within 10 business days of Initiation Ceremony	Available 24/7	
 CHARTER REAFFIRMATION & AMD Review and complete Charter Reaffirmation form in the Officer Portal. Update the membership roster, delete inactive members and pay Active Membership Dues (AMD) for each member - \$17 per active member (\$14.50 national, \$1.50 regional and \$1 sectional).	Fall: Nov. 15 Spring: April 15	Fall: First week in Sept. Spring: First week in Jan.	
 NATIONAL SERVICE WEEK Submit the report for your National Service Week project(s) in the Officer Portal.	No later than Nov. 15	Sept. 1	
 SPRING YOUTH SERVICE DAY Submit the report for your Spring Youth Service Day project in the Officer Portal.	May 1	Feb. 1	
 OUTSTANDING DEBTS Chapters are required to pay any outstanding debts to the National Office. Chapters can determine if they have any debts in the Dashboard section of the Officer Portal.	Nov. 15, April 15, ongoing	Available 24/7	
 CHAPTER OFFICERS LIST Update current officer listing in the Officer Portal after officer transition.	After each election	Available 24/7	
 GRADUATING SENIORS LIST Submit list of graduating seniors for fall and spring semesters in the Officer Portal.	June 1	Available 24/7	
 ANNUAL FINANCIAL REVIEW Submit verification of review of previous year's financial records if not already completed with Charter Reaffirmation. Form available in the Officer Portal.	July 31	Sept. 1	
 MAINTAIN 501(c)(3) NOT-FOR-PROFIT STATUS Chapters not using school checking must file the 990-N e-Postcard once per year. Check the Chapter Dashboard in the Officer Portal to determine specific due dates.	By the 15th day of 5th month of chapter's tax year	IRS website Available 24/7	
 CHAPTER BYLAWS Submit copy of revised chapter bylaws within the Charter Reaffirmation and upload revisions through the Officer Portal.	Immediately after revision	Available 24/7	

SERVICE PROGRAM

A well-thought service program can set the foundation for success by preparing campus and community leaders. A service program should focus on who the chapter is serving, and the needs of the audience being served. All service projects can be planned by utilizing the service planning worksheet found in the Introduction to Alpha Phi Omega Manual, or within the appendix within this guide.

The following items can be completed to help support, encourage and maintain membership through service programming:

- Participate in the Fraternity's national service programs, National Service Week and Spring Youth Service Day
- Participate in five service projects per term or 10 projects per academic year, at minimum. The projects should be reflective of the Fraternity's four fields of service – campus, community, Fraternity and nation.



CAMPUS



COMMUNITY



FRATERNITY



NATION

- Partner with another chapter or organization on campus or in the community for at least one service project
- Open 2-3 service events to non-APO members per term



DEVELOPING LEADERSHIP

Developing leaders happens on all levels of the chapter, from pledges or new members to chapter officers and there are many avenues of doing so on campus, in the community and within the Fraternity. Leadership development can happen through workshops, Fraternity programs, serving in a leadership role and much more and is often an attractive element to joining Alpha Phi Omega. For that reason, maintaining a strong leadership program is essential to appeal to students seeking personal growth.

The following items can be completed to help support, encourage and maintain membership through leadership programming:

- Participate in APO LEADS**
 - **Have at least 25% of the active membership or 10 members, whichever is less, attend either Launch or another LEADS course if the courses have not already been completed**
 - **Host Launch with the pledge or new member class**
- Direct officers to watch all parts of the chapter officer webinar series and host a discussion to debrief the information learned**
- Host a workshop facilitated by a campus leader that is open to all students**
 - **Can be utilized to recruit non-APO members**
- Host at least one leadership event a term with at least 80% of members in attendance**
- Welcome the sectional chair and regional chair to campus for a chapter meeting or LFS event to get acquainted and ask questions**
- Complete CAPS with a chapter leader and sectional/regional volunteer facilitating the process**

MEMBER FELLOWSHIP

Fellowship is the opportunity for the chapter to get together for no other reason than to build shared connection that make the world a better place. The sense of brotherhood that connects each member can last a lifetime. It's important to allot time to focus on building friendships to help create a welcoming atmosphere and achieve goals as a team.

The following items can be completed to help support, encourage and maintain membership through fellowship programming:

- Host an inter-chapter event with a nearby chapter once a term
- Attend a sectional conference, area conference or National Convention (on even years)
- Recognize brothers for making connections with other members, students and community members outside structured APO events
- Host an all-chapter fellowship once a term
- Incorporate recognition gestures to recognize member accomplishments

Delta Rho Chapter at Rutgers University



MEMBERSHIP RETENTION

Membership retention is the process of keeping members active through meaningful connections. After a member has successfully been recruited and welcomed into the chapter, the next step is to provide diverse programming that keeps members striving to expand their servant leadership year after year. Similar to how a plan is developed for recruiting new members, a plan should be developed for retaining members. The chapter should strive to retain 70-80% of members from term to term. In addition to completing the steps below, check out *Retention Tips, Ideas & Tools* on page A1 of this guide to help support, encourage and maintain membership through retention programming:

- ❑ Communicate clear expectations to members of the chapter during the first chapter meeting of the semester
- ❑ Apply 1-2 new initiatives to show appreciation towards chapter members.
 - Utilize *Retention Tips, Ideas & Tools* for ideas!
- ❑ Complete the Retention Chart activity found in *Retention Tips, Ideas & Tools* for at least two different audiences the chapter struggles to retain



CHAPTER

RECRUITMENT

It's vital to dedicate the time and energy to develop and implement an on-going recruitment plan that promotes chapter growth and strives to improve member diversity and inclusion. Recruitment season is a time for the chapter to show off its strengths and expand operations by bringing new ideas into the mix, courtesy of incoming new members. An on-going recruitment plan is one where recruitment certainly happens at the beginning of each semester, however, it also happens on a regular basis throughout the school year, to broaden the chapter's network on campus and in the community. On-going recruitment events are events hosted by the chapter for all students to drop by, learn about the Fraternity and enjoy a communal activity like a local service event or game night.

In addition to completing the steps below, check out Recruitment Tips, Ideas, Tricks & Tools on page A6 of this guide to help support, encourage and maintain membership through recruitment programming:

- Utilize the *Chapter Calendar Template* to establish a plan for recruitment
 - Distribute the calendar to all chapter members
- Advertise all recruitment events at least two weeks prior to the event
- Achieve a minimum recruitment goal of 3-5% net growth each term by recruiting enough students to replace graduates, plus 3-5% of the active membership
- Encourage all members to invite 1-2 non-APO students to open chapter events

CHAPTER MEETINGS

Chapter meetings keep members and officers in-the-know with the details of chapter happenings. These meetings are a critical part of chapter operations – without clear communication and transparency, members may feel a lack of motivation or may not feel welcome to join the conversation as they should. Delivering effective meetings is a life skill that will support members in their professional lives as well.

The executive committee will organize and help facilitate this meeting for all other audiences. Chapter meetings should rarely run longer than two hours. The ideal length of a chapter meeting is an hour to an hour and a half, which allows enough time for chapter business without exhausting so much time that members grow bored and inattentive. Utilizing Robert’s Rules of Order or another form of parliamentary procedure will help keep the meeting on track and efficient.

The following items can be completed to help support, encourage and maintain membership through engaging chapter meetings:

- Host at least one chapter meeting per month
- Invite non-APO members to attend an interactive chapter meeting to get a sneak-peak of APO
- Incorporate one team-building or friendship event into every chapter meeting

SETTING UP THE MEETING

Chapter meetings often begin with a brief call to order or by banging the gavel three times to signify the three Cardinal Principles of Leadership, Fellowship and Service. Following any introduction comes the meeting itself – a time for members to connect with each other, hear updates from officers or committees and learn about upcoming chapter events. A chapter officers should ensure minutes of the meeting are being kept, often by the chapter secretary. The agenda of a chapter meeting is up to the discretion of the chapter. They often include the following items:

CALL TO ORDER
OFFICER AND COMMITTEE UPDATES
UPCOMING EVENTS & PLANNING

DEBRIEF OF POST EVENTS
FELLOWSHIP ACTIVITIES
ADVISOR COMMENTS

STRATEGIC DISCUSSIONS
OPEN FORUM

TAKE TIME FOR FAMILY

How says chapter meetings have to be all business? Be sure to include fellowship activities to give members a chance to come together as brothers and have a little fun while strengthening the culture of the chapter. Below is a small sampling of some activities that chapters utilize to make meetings enjoyable and meaningful, as well as space to add other ideas.

- Brother or New Member of the Week
- Kudos or Snaps
- Two Truths and a Lie
- Family, lineage or Big/Little games
- “Would You Rather” questions

OTHER IDEAS:

MEMBERSHIP REVIVAL PLAN

APPENDIX

INCLUDES:

- A1.** RETENTION, TIPS, IDEAS & TOOLS
- A6.** RECRUITMENT TIPS, IDEAS, TRICKS & TOOLS
- A22.** SERVICE EVENT INFORMATION FORM
- A23.** 2019-2020 CHAPTER CALENDAR TEMPLATE

RETENTION

TIPS, IDEAS & TOOLS

8 TIPS TO HELP RETAIN CHAPTER MEMBERS

- 1. DISCOVER WHY THEY JOINED.** More importantly, do more of it! Every member has their reason for joining, whether it be to build their resume, to meet more friends or to get involved on campus. Ask members why they joined so the chapter can be sure to cater to the needs that support their purpose.
- 2. RECOGNIZE AND REWARD.** Each brother brings something special to the table and it's uplifting and motivating to be recognized for our accomplishments. Whether it be academic successes, personal successes or professional successes, stay in tune with the achievements of your fellow brothers. A simple shout-out or more formal recognition can put a smile on their face and encourage them to continue to excel.
- 3. OFFER FLEXIBILITY.** Program diversity is essential when catering to the needs of members. It's important to recognize a member's workload, and it's more important to try to accommodate that through flexible programming. Events offered at different times and days are likely to attract a higher volume of attendees. Similarly, meeting times should cater to the schedule of most members, offering alternatives for those that may not be able to attend.
- 4. CREATE PERSONAL CONNECTIONS.** Making a difference in the world alongside your friends is an experience that is unique to Alpha Phi Omega. The personal connections made in APO extend well beyond the collegiate experience. Shared connections are a driving force in the Fraternity and promote the development of servant leaders across the world.
- 5. TRAIN AND DEVELOP.** Everyone in APO is striving to make the world a better place through Leadership, Friendship and Service. For members interested in expanding their personal and professional skillsets, training and development are high priorities. As mentioned above, it's important to cater to the needs of members no matter the cause that drives them. Just as some members join for the service or friendships, many members join for the exposure to leadership opportunities so be sure to balance chapter programming to accommodate these needs.
- 6. REMIND MEMBERS OF BENEFITS.** The benefits of joining APO are expansive. Don't forget to remind members exactly what the chapter and National Fraternity offer – shared connections, educational opportunities, priceless experiences, member discounts and so much more.
- 7. COMMUNICATE EFFECTIVELY.** Healthy, happy chapters have many things in common; one of which is having effective communication. Consistent updates, transparent reports and regular interactions can help chapter members stay on the same page. Remember, it can be challenging to interpret a person's tone over a mobile device or through social media. Ditch the technology and clearly communicate through in-person conversations.
- 8. ASK FOR FEEDBACK.** Asking members for their feedback shows the chapter is invested in each member's unique experience! Feedback also helps the chapter analyze the success of a project, program or event for future improvements to be made.

RETENTION IDEAS

1. GIVE BACK TO MEMBERS

- a. Offer incentives for members who go above and beyond the expectations set by the chapter. This could be in the form of gift cards, APO/school gear or unique experiences.

2. SHOW MEMBERS THE FRUIT OF THEIR LABOR

- a. Although we all do service selflessly, it's encouraging to see the impact made as a result of the service provided. Take it upon yourself to show chapter members how the service they've performed is impacting the campus and community.
- b. Share some statistics on how much service was provided or who/what was impacted.

3. HIGHLIGHT BROTHER ACCOMPLISHMENTS

- a. Allot a special amount of time during chapter or executive committee meetings to recognize the accomplishments of your peers. Whether it be scholastic achievements, personal milestones or professional successes, celebrate the development of one another as a team! This can be in the form of brother of the week, bro-ments, brother of the month and more.

4. DEVELOP CONSISTENT ONBOARDING PRACTICES

- a. The first few encounters a student has with the chapter will leave a lasting impression. Aside from recruitment, the onboarding process should be consistent, engaging and customized to the group of people being welcomed into the chapter.
- b. Onboarding can consist of welcoming new members with APO gear, school supplies or other welcome gifts. Get creative!
- c. Introduce a personal point of contact or contacts for members who have questions that commonly arise when acclimating.
- d. Set clear expectations from the beginning so members know exactly what is being asked of them. Allow an opportunity for members to reaffirm this agreement and recommit to the values and mission of the chapter.

5. CREATE A REFERRAL PROGRAM

- a. This will act as a two-fold program, targeting both retention and recruitment. For example, referring a student to join APO can benefit current members through various incentives. Implementing this will encourage current members to remain engaged and involved in the growth and development of chapter membership.

6. CREATE AN ONLINE COMMUNITY

- a. Many students today are heavily engaged through online interactions like social media. Establishing an online presence can allow chapter members to stay connected with each other between in-person interactions.
- b. Host a member takeover of social media to give external audiences an inside scoop of the chapter from a different perspective.

7. REMEMBER NAMES

- a. Show others they are a valuable member of the chapter and organization with this simple yet impactful gesture.

8. SUPPORT MENTAL HEALTH AND TOTAL WELLNESS

- a. Beyond APO, everyone has a unique sense of worth that impacts the campus and community around us. The health and wellness of our peers, mentors and even strangers comes first. Check in with one another and reach out if you or a friend are struggling to maintain a healthy mind and healthy body.

RETENTION TOOLS

CALCULATING RETENTION

The first step to understanding retention is familiarizing yourself with your chapter's current retention rates. Retention can be calculated for audiences like new members or the chapter at large. Insert your chapter's membership numbers below and do the math!

PLEDGE OR NEW MEMBER RETENTION

$$\left(\frac{\text{\# OF INITIATING PLEDGE OR NEW MEMBERS}}{\text{\#OF PLEDGE OR NEW MEMBERS AT THE TIME OF THE CEREMONY}} \right) \times 100 = \text{RETENTION \%}$$

CHAPTER-AT-LARGE RETENTION

$$\left(\frac{\text{\# OF RETURNING ACTIVE MEMBERS (AMD)}}{\text{(LAST YEAR'S AMDS + INITIATES - SENIORS)}} \right) \times 100 = \text{RETENTION \%}$$

RETENTION CHART

Establishing a retention program can be challenging if your chapter doesn't have an existing program to build upon. By utilizing the following activity, your chapter can identify and address retention struggles and find realistic solutions to increase membership retention. Chapter leaders such as officers and advisors should facilitate this activity. Use the following information to complete the Retention Chart Worksheet on the next page.

Begin by establishing the audience the chapter would like to target first. Select from the options below:

PLEDGE OR NEW MEMBERS
NEWLY INITIATED MEMBERS
ACTIVE BROTHERS

CHAPTER OFFICERS (PAST & CURRENT)
ADVISORS
ASSOCIATE MEMBERS

SENIOR MEMBERS
ALUMNI
OTHER _____

1. ASSESS: WHERE ARE WE NOW?

- List current retention practices
- Survey current brothers, pledge or new members and advisors in the chapter about why they joined Alpha Phi Omega; also ask why they have remained active within the chapter. This survey can include areas like memorable recruitment tactics and chapter education and programming.
- Survey students who have left the chapter for circumstances other than graduation, asking about their reason(s) for leaving.

2. DIAGNOSE: WHAT DO WE NEED TO FIX?

- Determine what needs are not being met, resulting in unsuccessful retention efforts.
- Considering all audiences, determine what effects (positive and negative) the current retention practices have on the chapter.

3. PLAN: HOW WILL WE ADDRESS THE STRUGGLES WE'RE FACING?

- Establish a plan to overcome the struggles of the chapter. Consider improvements that can be made on existing retention efforts and the continuation of successful retention practices.

4. IMPLEMENT: WHO IS GOING TO DO IT?

- Delegate tasks to members who will be responsible for the implementation of the retention plan.
- Determine timelines for each element of the retention plan.

5. EVALUATE: HOW DID WE DO IT? HOW CAN WE IMPROVE?

- Set a specific time to evaluate the retention plan on a consistent basis.
- An executive committee retreat, CAPS, SMARTER goals, etc. are great times for the evaluation to take place.
- The evaluation should include what went well, what areas still need improvement, resource utilized and member involvement.
- Revise the retention plan where necessary.

RETENTION TIPS, IDEAS & TOOLS

AUDIENCE

1. ASSESS

WHAT ARE WE CURRENTLY DOING TO ENCOURAGE PEOPLE TO STAY?

2. DIAGNOSE

WHY ARE PEOPLE LEAVING?

3. PLAN

WHAT ARE WE GOING TO DO?

4. IMPLEMENT

WHO IS IN CHARGE OF MAKING THIS PLAN HAPPEN?

5. EVALUATE

HOW WILL WE KNOW IF OUR PLAN IS SUCCESSFUL?

RECRUITMENT TIPS, IDEAS, TRICKS & TOOLS

RETENTION IDEAS

1. GIVE BACK TO MEMBERS

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4. DEVELOP CONSISTENT ONBOARDING PRACTICES

a. The first few encounters a student has with the chapter will leave a lasting impression. Aside from recruitment, the onboarding process should be consistent, engaging and customized to the group of people being welcomed into the chapter.

b. Onboarding can consist of welcoming new members in a variety of ways including gifting members with APO gear, school supplies or other welcoming items; providing a resource binder of Fraternity information to get them started on the right foot; hosting a pledge or

new member ceremony that incorporate brotherhood activities in addition to the ritual; highlighting the pledge or new member class on social media.

c. Introduce a personal point of contact or contacts for members who have questions that commonly arise when acclimating.

d. Set clear expectations from the beginning so members know exactly what is being asked of them. Allow an opportunity for members to reaffirm this agreement and recommit to the values and mission of the chapter.

5. CREATE A REFERRAL PROGRAM

a. This will act as a two-fold program, targeting both retention and recruitment. For example, referring a student to join APO can benefit current members through various incentives. Implementing this will encourage current members to remain engaged and involved in the growth and development of chapter membership.

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b. Host a member takeover of social media to give external audiences an inside scoop of the chapter from a different perspective.

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8. SUPPORT MENTAL HEALTH AND TOTAL WELLNESS

a. Beyond APO, everyone has a unique sense of worth that impacts the

campus and community around us. The health and wellness of our peers, mentors and even strangers comes first. Check in with one another and reach out if you or a friend are struggling to maintain a healthy mind and healthy body.

9. IMPLEMENT A MENTORSHIP PROGRAM

a. To ease the process of integrating new members, supporting current members and transitioning graduating seniors, a mentorship program like a big/little program may benefit your chapter.

b. Mentorship can take many forms, so decide what members wish to gain from being a mentor or having a mentor and build the program around those goals.

10. SENIOR & PAST OFFICER LEADERSHIP ROLES

a. Provide seniors and past officers the opportunity to continue expanding their leadership by creating leadership roles that cater specifically to their academic workload and experience in the chapter.

b. Allowing leaders other than those elected to officer positions to offer insight and ideas can add more variety to chapter programming.

c. This approach can help chapters struggling to retain seniors and past officers, and provides those members with a purposeful opportunity to continue expanding their leadership.

11. DEDICATE A LEADERSHIP ROLE TO RETENTION

a. Establishing a leadership position that caters specifically to retention programming, similar to recruitment, helps the chapter maintain retention practices long term.

b. This officer's objective will be to target membership retention through some of the ideas provided here and beyond!

RECRUITMENT

TIPS, IDEAS, TRICKS & TOOLS

- a. Pro Tip! Walk through situationals with chapter members so they can practice. Not everyone is comfortable talking to a total stranger, so practice can help ease their anxiety and result in a less awkward and more engaging conversation.
- b. Pro Tip! Have everyone in the chapter pull their contacts up on their phone at this meeting. Then ask them to find three people in their list who would make great brothers and are not currently involved with the chapter. Text them about the event right then (remember to have them offer transportation to the event!).

RECRUITMENT IDEAS

1. COMBINE RECRUITMENT AND CHAPTER EVENTS

- a. Showing a prospective member the Cardinal Principles of Alpha Phi Omega will go a lot further than telling them.
- b. Invite prospective members to service projects or fellowship events.

2. RECRUITMENT WEEK(S)

- a. Themes help distinguish APO from other organizations on campus but be mindful about finding themes that appeal to a diverse array of people.
- b. Have a variety of events throughout the week(s), including service projects, fellowship events, information sessions, and opportunities to ask questions.
- c. Encourage brothers with varied interests, majors, and activities to be present at events to demonstrate chapter diversity; diversity of gender also is important.

3. DISTRIBUTE INFORMATION

- a. Post flyers or table tents in dining halls, the student center, the library, recreation center, dorm bulletin boards, and campus transportation gathering areas.
- b. Promote APO events on campus using the chapter banner or specific event banner.
- c. Get campus permission before hanging anything with APO's name on it.
- d. Combine information with inexpensive food or candy.

4. VISUAL AIDS

- a. Having a consistent meeting room and chapter office space will provide a point of reference for prospective members.
- b. Bring awards and photos, whether in scrapbook, trifold, or video format, to information sessions.
- c. Show prospective members the national and chapter (if applicable) websites and Facebook pages so they know where to go to find further information.

RECRUITMENT

TIPS, IDEAS, TRICKS & TOOLS

TIPS FOR ADVERTISING ON CAMPUS

BEGINNER LEVEL

- Advertisements: Flyers, table tents, chalking
- Tabling at prominent locations on campus (union, cafeterias, dorms, outside mall)
- T-Shirts
- Free stuff
- Social media
- Involvement fair
- Informational meetings
- Bring a friend

INTERMEDIATE LEVEL

- Freshman orientations
- Campus tours
- Freshman move-in
- Student activities office ads
- School listserves
- University-sponsored programs
- Speak at other organization's meetings
- Leadership in other organizations
- Speak in appropriate department classes (social work, nonprofit management, etc.)
- Residence Hall Assistants
- Banners
- Dorm Runs

ADVANCED LEVEL

- Sponsoring/hosting events
- University-sponsored concessions
- Recognizable traditions
- Fundraising events in the community
- Academic advisors
- Admissions administrators
- Get involved with high school service groups
- Press releases

ASPECTS OF A SUCCESSFUL FLIER:

- Have clear, concise information
- Ensure that the main points can be read from afar
- Keep the background clean and neat as to not distract from the information
- Spell out "Alpha Phi Omega" instead of only having the Greek lettering
- Include contact information – if the chapter does not have one already, create an email address for recruitment
- Consider having tear-aways at the bottom of the flier with relevant information
- Follow any approval guidelines from the campus

RECRUITMENT TIPS, TRICKS, IDEAS & TOOLS

EXAMPLE TIMELINE: FALL 2019

AUGUST 2019

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
				Start Social Media Posts		
19	20	21	22	23	24	25
First Day of Classes						
26	27	28	29	30	31	
First Chapter Meeting - Recruitment Book Camp	Organization Fair	Tabling	Information Session	Tabling	Information Session	

RECRUITMENT TIPS, IDEAS, TRICKS & TOOLS

EXAMPLE TIMELINE: FALL 2019

SEPTEMBER 2019

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
						1
2	3	4	5	6	7	8
Chapter Meeting		Service Project	Information Session	Fellowship Event	Leadership Activity - Team Building	Off-Campus Service or Fellowship Event
9	10	11	12	13	14	15
Induction Ceremony				Tabling with Free Lemonade		
16	17	18	19	20	21	22
Chapter Meeting						Open Campus Service Project
23	24	25	26	27	28	29
Chapter Meeting						
30						
Chapter Meeting						

RECRUITMENT TIPS, IDEAS, TRICKS & TOOLS

EXAMPLE TIMELINE: SPRING 2019

JANUARY 2020

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
		1	2	3	4	5
				Start Social Media Posts		
6	7	8	9	10	11	12
First Day of Classes	Put Up Recruitment Fliers			Tabling with Free Hot Chocolate		Service Project
13	14	15	16	17	18	19
First Chapter Meeting - Recruitment Refresher	Organization Fair	Information Session	Tabling with Candy	Information Session Followed by Fellowship	Leadership Activity - Team Building	Off-Campus Service Project
20	21	22	23	24	25	26
Chapter Meeting	Tabling with a Service Project	Fellowship - Board Games in Student Center	Information Session Followed by Fellowship	Tabling with a Service Project	Information Session	Off-Campus Fellowship Event
27	28	29	30	31		
Induction Ceremony						

RECRUITMENT TIPS, IDEAS, TRICKS & TOOLS

EXAMPLE TIMELINE: SPRING 2019

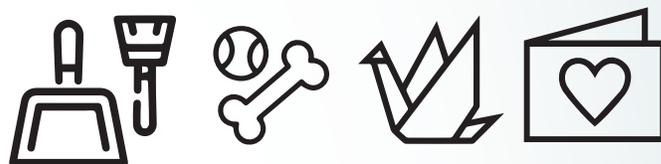
FEBRUARY 2020

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
					1	2
3	4	5	6	7	8	9
Chapter Meeting						
10	11	12	13	14	15	16
Chapter Meeting	Tabling Fundraiser - Candygrams		Tabling Fundraiser - Candygrams			
17	18	19	20	21	22	23
Chapter Meeting						
24	25	26	27	28	29	
					Open Campus Service Project	

RECRUITMENT TIPS, IDEAS, TRICKS & TOOLS

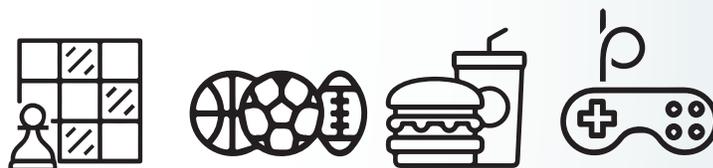
SERVICE PROJECTS:

- Making dog toys for a local shelter
- Putting together cards for hospitalized children
- Creating no-sew fleece blankets
- Making paper cranes for Cranes for Cancer
- Hosting a campus cleanup
- Cleaning a local park/river/lake/beach



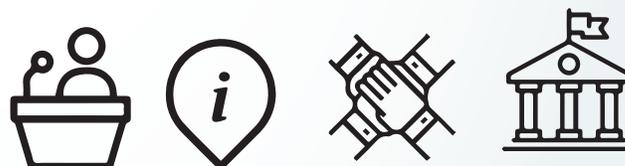
FELLOWSHIPS:

- Board game night
- Sports or video game tournaments
- Inviting potential members to grab food on campus
- Trip to a campus museum or art gallery
- Watch a school sporting event
- Attend an event hosted by the campus activities organizers



LEADERSHIP ACTIVITIES:

- Host an event with a guest speaker that can be opened to the campus
- Active brothers can host "How-To" events for brothers and potential new members
 - Based off their hobbies or interests, they can introduce new information to others
- Connect the chapter with on-campus leadership development activities and programs
- Have actives lead a team building exercise or getting to know you activity during the informational session



RECRUITMENT

TIPS, IDEAS, TRICKS & TOOLS

TABLING TIPS:

- Make sure if you need to set-up or take-down supplies that those members know when and where the supplies need to be put away; can potentially be offered as a service hour.
- Bring visuals for potential new members to check out:
 - Fliers, tri-folds, scrapbooks, pictures
 - If possible, have a small activity set up so that if people would like to stay and chat, they have something to do and take-away with them
- Have small snacks or freebies on the table for those that come by.
- Encourage a variety of members to sign up for tabling, even if they don't think it's "their thing".
 - Variety in tabling members = variety of potential new members being reached.
- Bring a banner, flag, or something else that says the full name of "Alpha Phi Omega" on it.
- Bring plenty of paper and writing utensils, or a laptop, for people to write their name and contact information.
 - Have a point person (Membership VP, Recruitment Chair, Recruitment committee member) to share that information with at the end of every tabling session so they have the most updated information.
- If you have:
 - Lots of members tabling: have people walk around away from the table with fliers, information cards, or other giveaways to entice people to check out the table; ensure at least one is at the table to take down information and answer questions as people approach.
 - Few members tabling: ensure at least one is at the table to take down information and answer questions; don't be afraid to be loud, and chat with people as they walk by; if tabling near others, don't hesitate to say hello to those groups and make yourself known.
- Let actives know how recruitment is going throughout the process to keep them updated and invested.
 - Updates: during chapter, through email, over Facebook, etc.



RECRUITMENT

TIPS, IDEAS, TRICKS & TOOLS

COMMUNICATIONS STRATEGIES - FIVE STEP MODEL TO RECRUITMENT

1. MEET THEM: DYNAMIC RECRUITMENT, NOT JUST RUSH

- Quantity drives quality; the chapter should constantly update a contact information list from members' personal encounters, service projects, and APO interest events.
- Take advantage of summer events and freshman move-in day to meet potential members.
- Advertise through newspaper, television station, radio, fliers, table tents, promote to campus organizations and local businesses, chalking, and recruitment drive.

2. MAKE THEM YOUR FRIEND: MAKE THEM FEEL SPECIAL

- Be friendly and listen to their interests; maintain a positive attitude and be genuine.
- Create an atmosphere of comfort and trust and exchange personal contact information.

3. INTRODUCE THEM TO YOUR FRIENDS: PEOPLE JOIN PEOPLE

- Help prospective members build relationships with brothers with similar interests or majors.
- Introduce them to the pledge or new member educator.

4. INTRODUCE THEM TO ALPHA PHI OMEGA: USE FEEL, FELT, FOUND APPROACH

- APO is different than other service organizations by providing leadership opportunities, with the added emphasis on building fraternal bonds. Leadership opportunities include APO LEADS, executive board opportunities, chapter committees, or conference representation.
- APO has an open membership policy, meaning anyone is eligible to participate in the recruitment process.
- Dual membership in APO and a social Greek organization is acceptable and encouraged, as well as other clubs and organizations. All registered students on campus are eligible to go through the recruitment process, including graduate students.
- APO is composed of over 360 chapters across North America, including Alaska, Puerto Rico, and Canada, with over 50 active extension efforts nationwide. There are numerous opportunities for chapters to interact with one another at local inter-chapter service and fellowship events, annual sectional or regional conferences, or the biennial National Convention.
- APO is considered a Fraternity. All chapters follow National Pledging or New Member Standards. Pledge or new member requirements are available prior to joining. The National Risk Management policy includes a strict no-hazing policy, and section chairs, region chairs and the four required chapter advisors also serve as safeguards against behavior deviating from national policies.
- The APO pledging or new member process is 6-10 weeks, and requirements are attainable, especially with the help of active brothers and the pledge or new member educator(s).
 - APO is derived from the Scout Oath and Law, but scouting affiliation is not a requirement. Nationally, chapters participate in service projects relating to youth, and many partner with Girl or Boy Scouts.

5. ASK THEM TO JOIN: ENSURE THEY HAVE ALL INFORMATION

- Ask what factors are preventing them from attending future interest events or pledging or new member education.
 - Create a chapter plan to follow-up with all prospective members with specific dates.

RECRUITMENT TIPS, IDEAS, TRICKS & TOOLS

FEEL, FELT, FOUND METHOD OF RECRUITMENT

Often when we are recruiting, we are faced with a comment or concern that we may not be sure how to address. An example would be the following. You are talking to someone about service, but they express that they are taking many classes and have an internship. They aren't sure if they will be able to find time for APO and the service hour component of requirements. This is a valid concern and probably one you shared as well before you joined. Consider responding using the Feel, Felt, Found method:

1. I understand how you feel...
2. I felt that way too...
3. This is what I found...

When crafting a FFF statement, you want to be sure not to use the above formula verbatim. The purpose of the formula is that you acknowledge how they feel and validate it because you felt that way too but then express to them that the reality is different than imagined. A good example to the above time commitment concern is this:

"I definitely get that. Before I joined I was in two other organizations and I have a part-time job. I didn't think I'd be able to make time for APO, but actually, the VPS is really great at working with you if you need help making time for service hours. I'm able to participate in service events whenever I have time in my schedule, and it really wasn't hard to do so. Plus, it's so fun serving alongside people that you hang out with any way that it doesn't feel like a chore."

Using the FFF method can help alleviate potential members' concerns about joining the organization. It can also help them learn more about APO, such as the fact that the chapter has a wide variety of service events and you can do service on your own time.

RECRUITMENT TIPS, IDEAS, TRICKS & TOOLS

ELEVATOR SPEECHES

Have you ever been asked “What is APO?” at a tabling fair or fast-paced recruitment event? It can be hard to answer such a complex question quickly and efficiently. That’s one reason to practice an APO elevator speech. Elevator speeches should be short, descriptive, and interesting. There’s no one formula for elevator speeches that works, but here is an example of a formula that you could use:

- 1. HEADLINE** – Grab their attention. This first part should be a sentence that prompts the listener to want to know more. Something catchy or unique that can be fit into one or two sentences. For example: “For me, Alpha Phi Omega is what makes my time on campus more meaningful. I get to provide service while hanging out with my friends, so it’s a really fun way to make the world a better place.”
- 2. WHAT YOU DO** – Express in this part of the speech what it is that APO does. Be specific. For example: “APO celebrates Leadership, Friendship, and Service. Our chapter provided more than 1,000 hours of service last year to 17 different organizations on campus and in the community...”
- 3. WHAT MAKES YOU DIFFERENT** – Some aspects of the headline and what you do sections may have already differentiated APO from other organizations. But if possible, differentiate it further. For example, “The thing I really love about APO is that I’m able to bring my passions into it. I love animals and last year we didn’t have any service projects that were benefiting that part of our community, so I got in touch with our local humane society and now we partner with them regularly. Any member can create their own events or promote their favorite type of service.”
- 4. ASK A QUESTION** – This part is important because you have just given the listener a lot of information. Give them a moment to process and then ask them a question like “Why do you like to serve?” or “Which of our Cardinal Principles are you most interested in learning more about?” Asking a question will give them the opportunity to participate in the conversation.

When read out loud, the above examples result in a cumulative 30 seconds. This is about the length you want an elevator speech to be. You don’t want to overwhelm them or give them too much information. Keep it simple and passionate and those things will resonate more than anything else.

Try practicing all of these techniques with your chapter at your next chapter meeting! Practicing can be a great way to ensure that you come off confident and knowledgeable the next time you’re recruiting someone to join Alpha Phi Omega.

RECRUITMENT TIPS, IDEAS, TRICKS & TOOLS

EVENT PLANNING WORKSHEET

When preparing for recruitment, it can be helpful to break down each event to ensure the group has all necessary supplies and has thought through the intent and takeaways from each activity. Below are some examples on how this can effectively be done.

EVENT: INFORMATION SESSION

SUPPLIES:

- Informational slides
- Projector for presentation
- Name tags
- Small plates, cups, napkins
- Signup sheet for information
- Name, email address, phone number
- Pens
- Board games
- Requirements and information handout

BEVERAGES/SNACKS:

- Cookie variety pack
- 2 liters of soda
- Water

GETTING TO KNOW YOU ACTIVITY

Fill a bowl with M&Ms and pass around the group. Ask each person to take a small handful of M&Ms. Once the bowl of M&Ms has been passed around, explain the colors of the M&Ms mean certain things, such as:

RED: Favorite superhero

ORANGE: Favorite show on Netflix

BLUE: Favorite food

GREEN: Favorite vacation spot

BROWN: Favorite TV show

YELLOW: Why you decided to come to the informational session or why you joined APO

Then circle around the table and ask your team to give answers for the M&Ms they scooped out of the bowl.

RECRUITMENT

TIPS, IDEAS, TRICKS & TOOLS

MAIN ACTIVITY PLAN

The members of the chapter will present an interactive, informational session to potential new members. Afterward, the event will become a board game night for potentials to get to know the members in a fun setting.

STRUCTURE:

- 5:30 pm: Room opens
 - Play laid back music while students enter
 - Invite guests to grab snacks and sign in
 - Members should sit next to potentials and make them feel welcome
- 6 pm: Welcome students, begin getting to know you activity
- 6:30 pm: Start about APO presentation
- 7 pm: Presentation ends, open the floor for questions
- 7:30 pm: Information session ends, board game night starts
- 8:30 pm: Board game night ends
- 9 pm: Recruitment chair sends out thank you to each attendee, attaches a schedule of other events

EMPHASIZED VALUES: Fellowship through the game night activity.

EVENT GOALS/TAKEAWAYS: By the end of the session, potential new members will clearly understand the process and requirements to become a member of Alpha Phi Omega. This will be emphasized with a takeaway document that includes all recruitment events and overall requirements of pledging or new member education. In addition to this, the board game night serves as a time for potential members to get to know the brotherhood and connect to the Fraternity.

RECRUITMENT TIPS, IDEAS, TRICKS & TOOLS

EVENT: RECRUITMENT EVENT – SERVICE PROJECT- WRITING VALENTINE’S DAY CARDS TO KIDS

SUPPLIES:

- Paper
- Markers
- Scissors
- Glue
- Stickers/Glitter/Pompoms/etc.

BEVERAGES/SNACKS:

- 3 Bags of chips
- 2 Liters of soda

GETTING TO KNOW YOU ACTIVITY:

- Introduce the service project and APO, have brothers in attendance introduce themselves and their role in the organization

MAIN ACTIVITY PLAN:

- The brothers will work with campus members to create Valentine’s Day cards for kids at the local children’s hospital. Each card will be hand made by those wanting to provide service to the community.

STRUCTURE:

- 3:00 pm: Greet people as they come in, start mingling
- 3:10 pm: Introduce the service project and explain why you’re doing the project
- 3:10 pm-end: Work on cards and mingle until the end of the event

EMPHASIZED VALUES: Service and Fellowship

EVENT GOALS/TAKEAWAYS:

- Have at least 10% of chapter present
- For every two APO brothers have at least one non-APO member in attendance
- Create at least 50 cards for the kids
- Takeaways - APO is a place for you to participate in serving others with a group of individuals with the same passion for service and leadership development.

RECRUITMENT TIPS, IDEAS, TRICKS & TOOLS

EVENT: RECRUITMENT EVENT – FELLOWSHIP (TRIP TO CAMPUS ART GALLERY)

SUPPLIES:

- Name tags
- Sharpies
- Sign-in sheet

GETTING TO KNOW YOU ACTIVITY:

- Everyone pairs up or gets into groups of three (either is fine)
 - Active members to pair with incoming new members
- In these pairs or trios:
 - Introduce yourself
 - Why you joined APO/what got you interested in learning more
 - Why you signed up for this event
- In your pair or trio, discuss something that you recently created (can be anything!)
- Everyone can share with the group if they'd like

MAIN ACTIVITY PLAN:

The brothers will attend a fellowship event together, in order to promote the pillar of Friendship. This activity will encourage interested members and actives to interact with each other in a fun environment on-campus. The campus gallery is also free, so this on-campus activity will be popular with members who do not want to spend money to hang out with each other. Afterward, if members are available, there will be time for everyone to grab a bite to eat and hang out together in the Student Center.

STRUCTURE:

- 2:30 pm: Brothers and potential new members meet Fellowship Committee hosts in front of Student Center; everyone writes their name on a name tag and signs in to the sheet
- 2:45-3 pm: Introductions and get-to-know-you activity
- 3-3:10 pm: Walk to campus art gallery
- 3:15-4:15 pm: Walking tour of campus gallery, led by the Fellowship Committee hosts
- 4:15-4:25 pm: Walk to Student Center
- 4:25-6 pm: Grab a bite to eat and hang out in the Student Center (optional)

EMPHASIZED VALUES: Service and Fellowship

EVENT GOALS/TAKEAWAYS: By the end of this activity, the new members will feel comfortable hanging out with active brothers and understand what fellowship looks like to the chapter. The quantitative goal is to have at least nine interested members and five active brothers in attendance.

EVENT INFORMATION

EVENT DETAILS

PROJECT NAME:

DATE/TIME:

LOCATION:

PARTNERING ORGANIZATIONS:

CHAIR:

PARTNERS

CONTACTS:

PLANNING TEAM

SUB-COMMITTEE:

CHAIR:

PURPOSE STATEMENT

VOLUNTEERS NEEDED

DUTY:

ASSIGNED:

GOALS

HOW WILL WE MEASURE SUCCESS?

2019-2020

CHAPTER CALENDAR TEMPLATE

COMPLETE WITH CHAPTER EVENTS/DUE DATES

AUGUST 2019

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

2019-2020

CHAPTER CALENDAR TEMPLATE

COMPLETE WITH CHAPTER EVENTS/DUE DATES

SEPTEMBER 2019

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
						1
2	3	4	5	6	7	8
LABOR DAY						
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23/30	24	25	26	27	28	29

NOTE: ALL FALL OFFICERS SHOULD BE REPORTED IN THE OP BY EARLY SEPTEMBER

2019-2020

CHAPTER CALENDAR TEMPLATE

COMPLETE WITH CHAPTER EVENTS/DUE DATES

OCTOBER 2019

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	1	2	3	4	5	6
	FALL CHARTER REAFFIRMATION AVAILABLE IN OP					
7	8	9	10	11	12	13
14	15	16	17	18	19	20
				AREA CONFERENCE OPQR		
21	22	23	24	25	26	27
				AREA CONFERENCE HI		
				AREA CONFERENCE LMN		
28	29	30	31			

NOTE: ALL PLEDGES OR NEW MEMBERS ARE IDEALLY REPORTED BY THE END OF OCTOBER

2019-2020

CHAPTER CALENDAR TEMPLATE

COMPLETE WITH CHAPTER EVENTS/DUE DATES

NOVEMBER 2019

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
				1	2	3
				AREA D CONFERENCE AREA EFG CONFERENCE	NATIONAL SERVICE WEEK DAY STARTS	
4	5	6	7	8	9	10
				AREA JK CONFERENCE	NATIONAL SERVICE WEEK ENDS	
11	12	13	14	15	16	17
				<ul style="list-style-type: none"> • FALL CHARTER • REAFFIRMATION & AMDs DUE • REPORT/PAY ASSOC. • NSW REPORT DUE • CHAPTER EVAL & BARTLE APP DUE IN OP 		
18	19	20	21	22	23	24
25	26	27	28	29	30	

NOTE: ALL FALL INITIATES ARE IDEALLY REPORTED BY THE END OF NOVEMBER

2019-2020

CHAPTER CALENDAR TEMPLATE

COMPLETE WITH CHAPTER EVENTS/DUE DATES

DECEMBER 2019

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
APO FOUNDERS' DAY						
23	24	25	26	27	28	29
30	31					

NOTE: ALL FALL REPORTING SHOULD BE COMPLETED AND FEES PAID IN THE OP BY THE FIRST WEEK IN DECEMBER.

2019-2020

CHAPTER CALENDAR TEMPLATE

COMPLETE WITH CHAPTER EVENTS/DUE DATES

JANUARY 2020

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
		1	2	3	4	5
6	7	8	9	10	11	12
	SPRING CHARTER REAFFIRMATION AVAILABLE IN OP					
13	14	15	16	17	18	19
				AREA AB CONFERENCE		
20	21	22	23	24	25	26
27	28	29	30	31		

NOTE: ALL SPRING OFFICERS SHOULD BE REPORTED IN THE OP BY LATE JANUARY

2019-2020

CHAPTER CALENDAR TEMPLATE

COMPLETE WITH CHAPTER EVENTS/DUE DATES

FEBRUARY 2020

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
					1	2
					YOUTH SERVICE GRANT APP DUE IN OP	
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	

NOTE: ALL SPRING PLEDGES OR NEW MEMBERS ARE IDEALLY REPORTED BY THE END OF FEBRUARY

2019-2020

CHAPTER CALENDAR TEMPLATE

COMPLETE WITH CHAPTER EVENTS/DUE DATES

MARCH 2020

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

NOTE: ALL SPRING INITIATES ARE IDEALLY REPORTED BY THE END OF MARCH

2019-2020

CHAPTER CALENDAR TEMPLATE

COMPLETE WITH CHAPTER EVENTS/DUE DATES

APRIL 2020

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
		• SPRING CHARTER REAFFIRMATION & AMDs DUE • REPORT/PAY ASSOC.		SPRING YOUTH SERVICE DAY		
20	21	22	23	24	25	26
27	28	29	30			

2019-2020

CHAPTER CALENDAR TEMPLATE

COMPLETE WITH CHAPTER EVENTS/DUE DATES

MAY 2020

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
				1	2	3
				• SPRING YOUTH SERVICE DAY REPORT DUE IN OP • JOHN MACK APPLICATION DEADLINE		
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

2019-2020

CHAPTER CALENDAR TEMPLATE

COMPLETE WITH CHAPTER EVENTS/DUE DATES

JUNE 2020

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

NOTE: ALL ROSTER UPDATES SHOULD BE COMPLETED AND FEES PAID BY THE FIRST WEEK OF JUNE, INCLUDING REPORTING GRADUATES

2019-2020

CHAPTER CALENDAR TEMPLATE

COMPLETE WITH CHAPTER EVENTS/DUE DATES

JULY 2020

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		
				COE/PPOE APPLICATIONS DUE		