



# NATIONAL SERVICE WEEK HANDBOOK

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**IMPORTANT DATES TO REMEMBER:**  
NSW 2015: November 1-7  
Reporting Deadline: November 15

[www.apo.org](http://www.apo.org)

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**“I don’t know what your destiny will be, but one thing I do know: The only ones among you who will be really happy are those who have sought and found how to serve.”**

**- Dr. Albert Schweitzer, philosopher, physician and humanitarian (1875-1965)**

# NATIONAL SERVICE WEEK AT A GLANCE

**The Fraternity's 2015-2016 Program of Emphasis is:**

“Literacy and Learning for All”

**NSW 2015 Theme:**

“Improving Literacy for Adults”

November 1-7, 2015

**NSW 2016 Theme:**

“Improving Literacy for Children”

November 6-12, 2016

## ABOUT APO'S NATIONAL SERVICE WEEK

*“A small group of thoughtful people could change the world.  
Indeed, it's the only thing that ever has.” - Margaret Mead.*

Alpha Phi Omega (APO) is a large group of humble, hard-working people dedicated to leadership, friendship and service to others. As the largest Greek-letter organization as well as the largest collegiate service organization, the work of its chapters since 1925 has had significant impacts on individuals, campuses and communities for decades. Despite that, only a small percentage of America is familiar with the Fraternity. We aim to change that fact.

APO's national leadership and the Service Committee are dedicated to increasing the recognition of the Fraternity not only with potential brothers but also with members of the communities and organizations we are dedicated to supporting. With that in mind, we strive to bring APO to the attention of these external audiences, and do so successfully annually with National Service Week (NSW), one of the Fraternity's most recognized events.

Every year, each of APO's more than 350 chapters are tasked with the execution of one specific project or group of projects based on a nationally-recognized NSW theme. Chapters are encouraged to plan projects carefully selected to match the NSW theme that involve the service of the majority of the chapter's brothers and have a great impact on those they are serving.

### The History of NSW

The origins of this annual event stretch back to 1979, when Dr. Stan Carpenter, Xi Omicron '68, thought there needed to be a time when all brothers united to provide service as members of the national service fraternity. At a July 1979 Board of Directors meeting, Brother Carpenter moved that National Service Day be conducted and promoted as “Service Day 1979 – A Celebration of Service,” and his motion was successful. Then National Service Chairman, Brother Carpenter would later become National President.

National Service Day was expanded to a full week in 1996, and since then, APO brothers have performed service for a week each year reflecting a specific theme determined biennially at the National Convention.

### **The Imagery of NSW**

In the graphic image you find associated with NSW, you see the Fraternity's national bird, the Golden Eagle, which represents APO's leadership in volunteer service. A blue circle and the NSW program of emphasis surround the eagle's silhouette.



### **Participating in NSW**

There are many reasons why you and your chapter should participate in NSW. Your participation:

- ◆ Brings recognition to your chapter and the Fraternity nationally
- ◆ Is an excellent recruitment tool for your chapter
- ◆ Increases awareness of service activities at the chapter level
- ◆ Adds value to each brother's membership
- ◆ Helps us celebrate being a part of a national organization
- ◆ Aids the organizations and individuals impacted by your service

Your chapter's schedule may prevent you from performing a project during the specified week, however you can still participate in NSW by hosting projects at an alternate time. The most important thing your chapter needs to do is organize a quality project that meets the goals of NSW and report on it by the November 15 deadline.

## **HOW TO USE THE NSW HANDBOOK**

Consider this handbook a guide for the members and pledges in your chapter organizing a NSW project. This handbook includes a timeline to help assist with the planning of your chapter's project, general ideas to help you choose projects appropriate for the theme, information about partnering with other organizations and tips on ways to gain publicity for your chapter's NSW efforts.

Allow time to look over the list of possible projects and spend extensive time planning. You may do a project that last a day or the whole week, however, whatever you do should be high quality.

# YOUR NSW TIMELINE

Use this checklist to help plan, conduct and evaluate your chapter's National Service Week project. This timeline is to be used as a reference, and the actual schedule your chapter follows may vary from this. More time for planning usually results in a more successful project, but remember that if you cannot meet these dates, you may still participate in NSW.

**Do not feel limited to the suggestions in this handbook.** The planning of NSW is supposed to be more involved than your regular projects – stretching yourselves to reach some new goals with your NSW project is part of the way NSW is not “just a project” but a real learning opportunity for you. Ideally, your chapter should have a special committee dedicated to overseeing the planning of your NSW project. Print a copy of this handbook for each committee member!

## Early September: Choose Your Project.

Determine what your service project(s) will be. Whether big or small, the service project will require planning. Use the list of project ideas provided later in this handbook to inspire you as you begin to think about what your project may be. Contact your regional service chair and other APO alumni volunteers if you need help getting started with your chapter's planning. Here are some things to consider as you begin planning your project:

- ◆ What is the primary reason you want to conduct this project?
- ◆ What are specific goals to be accomplished by this project?
- ◆ How many brothers do we have available to volunteer for this project?
- ◆ What are the specific assignments that may be necessary to plan and execute this project? Make sure to list required duties and request this help from brothers in your chapter.
- ◆ What materials and supplies are required, and what budget is required to obtain them?
- ◆ What outside resources will be used?
- ◆ What non-APO participants will you invite to participate? Your chapter might decide to include other organizations, community groups, faculty, staff or the family and friends of your chapter's members. How can your chapter advisors help you?

Once you answer those questions, you'll be prepared to do the following:

- ◆ List the specific steps to be taken to complete this project successfully.
- ◆ Complete a proposed budget showing all anticipated income and expenses.
- ◆ List contingency procedures (if more brothers volunteer, adverse weather, etc.).
- ◆ Begin the next steps in project planning.

## Early October: Prepare for Outreach & Assign Project Duties.

We discuss later in this handbook the various methods you can take to attract attention about your project. In early October, you'll want to begin drafting promotion materials. Write letters requesting an NSW proclamation to be sent to government officials. Check if your regional service chair has started this process at the state level, and send requests to your municipal and state governments once final drafts are complete. In these letters, explain what your chapter is doing and who will benefit. As well, begin to draft news releases, blog posts and other pieces of content you will publish to promote your project, and organizes any other social outreach efforts to be executed. Make appropriate calls to people, especially non-APO participants, who may be helping with the service project. Make sure everyone involved has information and any materials necessary to promote the project.

Confirming all planning duties and pre-NSW responsibilities with brothers and non-APO participants. Any steps of preparation left should be assigned to specific individuals. At this time, remind all participants of the date of your project(s) and begin having brothers, and other volunteers if applicable, sign up for the project.

### **Mid October: Publicize.**

All publicity efforts for NSW should begin no later than mid-October. Put information on the university website, post flyers around campus and the surrounding community, and place reminders in university mailboxes. Reach out to local news reporters and community bloggers to introduce yourself and your chapter's project. Publish updates to your chapter or region's blog and social media platforms, if available. Be proactive in talking about the project(s) and NSW to classmates, professors and other campus organizations.

### **Late October: Finish Preparations.**

All project details should be solidified. Media outreach should be ongoing, and online social promotion efforts should be active.

### **First Full Week of November: Perform the Project(s).**

NSW is always the first full week in November, and thus always begins on the first Sunday of the month before ending the following Saturday. Ideally, your NSW project(s) should take place this week (though remember, that is not required).

Have responsibilities for everyone to manage at the project. Here are some things to remember to do for the project:

- ◆ Designate a place for the volunteers to meet prior to the project.
- ◆ Have a sign-in/sign-out sheet for all volunteers.
- ◆ Have a place where NSW organizers are easily reachable for questions.
- ◆ Take pictures of the project.
- ◆ Speak with reporters or any onlookers on-site interested in understanding what your brothers are doing.
- ◆ Write down any feedback received from participants during the project for improvement next year.

- ◆ Have fun!

### **After the Project: Evaluate and Report by November 15.**

Whether it's you or another brother planning your chapter's NSW work next year, it'll be important to remember reactions to this year's project. Ask yourself and others questions such as:

- ◆ Did we forget or plan any parts of the project poorly? Examples: Was there not enough parking? Did you forget about another major campus event ongoing that left you without access to necessary rooms or outdoor spaces? Could you have reminded brothers of basic logistics better prior to the event?
- ◆ What did participants say they liked about the project? What would they have changed?
- ◆ Did you receive any feedback from the organizations/charities you worked with?
- ◆ How could you have gotten more brothers involved?
- ◆ What unexpected logistical issues should be given more time to arrange next year?
- ◆ How could promotional efforts have been more successful?

Save this information to help your chapter's brothers plan next year's NSW project. While reflecting on this year's project, you may want to write and submit an article about it to *The Torch & Trefoil*, which can be done online. Follow-up with the appropriate contacts (media, volunteers, university officials, etc.) and thank them for their support.

Chapter officers must submit an NSW Report through the Chapter Officer Portal at <https://op.apo.org> by **November 15**. Reports are **REQUIRED** for a chapter to remain in good standing with the Fraternity **regardless of whether or not the chapter did a project**. Please be prompt. Reporting is one of the things required for a chapter to compete for the Fraternity's Chapter of Excellence Award.

# PROJECT IDEAS & RESOURCES

Listed below are a few ideas for projects that are congruent with the themes for NSW 2015 and NSW 2016. It is up to each chapter to determine what kind of project to do. **Don't feel limited to this list!** We provide this list to help you begin to think of projects, but encourage you to find the project best suited for your chapter and community.

**Literacy and Learning for All.** This theme provides you and your chapter the opportunity to improve the literacy and learning for those on your campus, in your community and in the nation. Literacy has so many different avenues in today's society. There is financial literacy, technology literacy, etc. The service project ideas highlighted here deal with the basic definition of literacy – improving skills in writing, speaking and understanding language. Ask the brothers to share what issues concern them and what they would like to do, and encourage them to get involved in planning your project.

In addition to your chapter's brothers, your project should involve the help of other people as well. Remember to ask your advisors for their help, particularly with ideas and/or contacts for other organizations you may work with before and during NSW. Other groups on campus are potential partners in your NSW efforts. As well, you may consider inviting other chapters in your section and region to participate in your project (remember that all chapters must individually report their participation). Partnering with other chapters and/or organizations increases the impact your project may have, both in terms of service completed and fellowship.

*Please note that the listing of any organizations/entities on this list does NOT constitute either an endorsement by Alpha Phi Omega or any relationship between Alpha Phi Omega and that entity.*

## 2015: Improving Literacy for Adults

**Below are a few relevant ideas and organizations to learn about. Use this list as a starting point to research potential projects and find organizations in your area to possibly work with during NSW or all year long. Note that any organizations named in this handbook are not endorsed nor sponsored by Alpha Phi Omega.**

### **Campus:**

- ◆ Find the Office of Student Affairs or whatever office handles tutoring services on campus. Try to engage this office with your chapter and create a relationship amongst your members.
- ◆ Plan a fundraiser and donate the proceeds to literacy activities on your campus.
- ◆ Talk with staff at a library on campus and ask them if there are any efforts in promoting literacy on the campus and how you and your chapter can help.
- ◆ Find the ESL office on campus and offer to help with tutoring services, showing students around, etc.
- ◆ Plan a Conversation Group Event on your campus. Invite ESL learners and new English speakers to your event to practice English in an informal and friendly group



setting. Groups are led by a native English speaker. This is a great event to plan with the help of an ESL program, academic library and/or tutoring office on campus.

### **Community:**

- ◆ Plan a fundraiser and donate the proceeds to your local public library or literacy group. One idea is to plan a Scrabble fundraiser event. More information can be found at <http://scrabbleassociation.com/lva/plw-step.pdf>. Your local library or literacy group might already do this and you can offer to volunteer for them.
- ◆ Find your local public library and partner with them on an activity they already do.
- ◆ Ask your local public library if you could plan a Conversation Group Event at their facility. Invite ESL learners and new English speakers to your event to practice English in an informal and friendly group setting. Groups are led by a native English speaker. This is a great event to plan with the help of your ESL Office, your academic library, and/or your tutoring office on campus.
- ◆ Locate your local adult education office and partner with them on a project.
- ◆ Locate your local literacy group and partner with them on a project.
- ◆ If there is a prison in your area, contact them about projects your chapter could work on with the prison inmates to improve their literacy. Doing a book drive is one way to provide the inmates with books they would not normally have.

### **Nation:**

- ◆ **Literacy Works** – while this organization is based in Chicago, there are tons of free resources dealing with literacy  
[http://www.litworks.org/teaching\\_adults.html](http://www.litworks.org/teaching_adults.html)
- ◆ **American Library Association** – Your local or college library might have other thoughts too  
<http://www.ala.org/united/>
- ◆ **National Center for Families Learning** – Great resource for literacy for both adults and children  
<http://www.familieslearning.org/>
- ◆ **Pro-Literacy** – a group dedicated to literacy in adults  
<http://www.proliteracy.org/>
- ◆ **Literacy Directory** – find literacy organizations in your area  
<https://literacydirectory.org/>
- ◆ **Literacy Partners** – a nationally accredited adult education program  
<http://www.literacypartners.org/>

## 2016: Improving Literacy in Children

### Campus:

- ◆ Does your campus have a daycare or childcare labs? If they do, coordinate with those facilities to plan a program.
- ◆ Hold a book drive for children's books and donate them to your local library or a local school.
- ◆ Find the Education Department and speak to the Head of the Department. Plan a project with them.

### Community:

- ◆ Find your local public library and partner with them on an activity they already do.
- ◆ Host a book drive and donate the books to your local public library, a local school, or a local community center that is in need of children's books.
- ◆ Plan a reading event either with the local public library or another local organization. Invite the children from the community to it. <http://www.nea.org/grants/886.htm>
- ◆ Contact your local school district and see if there is a way to plan an event with them.

### Nation:

- ◆ **Save the Children on Literacy**  
<http://www.savethechildren.org/site/c.8rKLIXMGIpI4E/b.6239481/k.D40C/Literacy.htm>
- ◆ **Reading is Fundamental** – provides information on literacy as well as activities and other ways to help  
<http://www.rif.org/us/about/literacy-issues.htm>
- ◆ **Head Start** – Check to see if there are any of these programs in your area  
<http://eclkc.ohs.acf.hhs.gov/hslc/tta-system/ehsnrc>

## **PUBLICITY**

The work of your chapter and the chapters of APO nationwide is incredible, and we want people to hear about it – not so we can brag, but so that organizations and communities in need continue to actively seek out the service of our bright and hardworking students and alumni.

There are multiple ways you can raise awareness about your chapter's NSW project(s).

### **Local News Coverage**

Reaching out to your local newspaper and news stations both before and after your project can result in tremendous coverage of your chapter and further raise awareness of the issue your chapter is striving to change, such as the prominence of adults that do not know how to read or the existence of literacy issues within children.

Today, news outlets with smaller budgets and smaller staffs are forced to send mixed-talent reporters to interview, take photos, write the stories and often edit and upload online versions themselves. These reporters are very busy!

Prior to any media outreach, you must prepare your news release and your media list. Your news release will share the basic newsworthy details about your project as well as background on your chapter and APO. Your media list will be a comprehensive list of all reporters and outlets you seek to contact at campus and community newspapers, television stations and radio stations. Don't forget about the online-only writers (bloggers) present at many of these outlets.



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Chapter Contact's Name  
Address  
Phone Number

Date

FOR IMMEDIATE RELEASE

HEADLINE – SOMETHING ABOUT YOUR PROJECT LIKE "FRATERNITY TO FOCUS ON [THEME] FOR NATIONAL SERVICE WEEK"

Alpha Phi Omega, a co-ed National Service Fraternity active on more than 360 college campuses nationwide, announced today that [DATES], will be its "National Service Week."

"National Service Week" is one of the largest college service efforts throughout the United States. The National Fraternity's individual Chapters sponsor campus and community projects simultaneously throughout the country both to draw greater attention to a specific cause and to involve as many people as possible in a unified volunteerism effort. This year, Alpha Phi Omega Chapters nationwide will be working to provide service in ["THEME."] Beta Beta Gamma, the Fraternity's local Chapter at XYZ College, is planning (announce the project you have selected and explain it. Be as specific as possible and include the time and location of where the project will be held. If you are working with other organizations be sure to mention them here as well.)

XXX Chapter of (University) was chartered into Alpha Phi Omega National Service Fraternity on (date of charter). Since that date, the chapter has maintained a positive presence throughout the campus and surrounding community with projects such as (NAME OF PREVIOUS PROJECTS COMPLETED). The chapter has (NUMBER) members.

Alpha Phi Omega is a National Coeducational Service Fraternity — college students gathered together in an organization based on fraternalism and founded on the principles of the Boy Scouts of America. Its purpose is to develop leadership, promote friendship and provide service to humanity. Since 1925, more than 367,000 students have chosen Alpha Phi Omega, making the Fraternity the nation's largest Greek letter fraternity.

###

If you would like more information regarding this topic, please contact (PUBLIC RELATIONS CHAIR'S NAME, E-MAIL, Phone Number

### The Basic Steps of Media Outreach:

- ◆ **Build Your Media List:** Most contact information for reporters and news stations is now available online. Search the outlet's main website for directions on where to submit news. As well, remember that reporters and editors are avid users of Twitter, so connect with them there! While gathering the necessary contact information for relevant reporters, remember to collect the contact information of the main news desks as well (Example: [newsteam@station.com](mailto:newsteam@station.com) or [newstips@newspaper.com](mailto:newstips@newspaper.com))

- ◆ **Proofread:** Edit every news release and e-mail multiple times before reaching out. Editors and reporters are known to dismiss press releases and pitches with misspelled words and/or poor grammar.
- ◆ **Reach Out:** Send your news release to the news editor or news desk approximately two weeks in advance, with a short e-mailed introduction about yourself and NSW. Ask your contact in that e-mail if they would be interested in learning more, either by e-mail, on the phone or in-person. While in-person is best, make it clear you want to do what is best and most convenient for the reporter you are working with.
- ◆ **Work With Reporters:** Remember that coverage can come in multiple forms, such as 1) A preview of the event, 2) A profile of the issue (i.e. respect for self or others) being focused on by APO brothers and how others can help, 3) Coverage by a reporter on-site at the event, 4) A wrap-up of the event by a reporter provided information after the project has concluded.
- ◆ **Follow-Up:** If you do not hear back after your initial outreach, follow-up 2-3 days later to ask if the individual you have contacted is interested in learning more about NSW or can provide you with the name of a contact/colleague who may be interested.
- ◆ **Remind the Press:** As the project nears, it is okay to send the news desk (not a specific reporter) your news release once more. Another news story reporters planned to cover may have been cancelled, and there may always be room for a last-minute replacement.

### When reaching out to press, remember the following:

- ◆ **Reporters will not necessarily see APO the way we do.** They may not care or see the need to publish or broadcast our efforts. If one reporter at an outlet rejects your outreach, look for another, possibly more appropriate contact, at that outlet. Read any feedback reporters send you (such as “please include more information” or “I don’t understand why this is relevant to the local community”), and tailor further outreach efforts accordingly.
- ◆ **Don’t get irritated with media members.** Remember that reporters can’t plan breaking news! As you have many weeks available for a conversation with media members, be as accommodating and flexible as possible in order to not lose opportunities due to other stories that may be more timely or require immediate coverage.
- ◆ **Be prepared before reaching out to any members of the media.** Have your facts – who, what, when, where, why, contact people – available. Remember that your contact may have questions, so be well rounded in your ability to discuss NSW and APO.
- ◆ **Do not delay in responding when a member of the media reaches out to you.** If they have questions about NSW, it’s up to you or your designated PR person to answer them as soon as possible. Remember that reporters have a lot of stories to cover – you need to capitalize on any time they are willing to devote their attention to you.

## **Blog**

Does your chapter have its own online blog? Blog posts are a tremendous way of spreading news, announcements and stories about brother and chapter activities and accomplishments at no cost. You can post words, photos and videos on your chapter's blog to get people excited and involved in NSW, report its success and share news about next year (remember that your blog can be used throughout the year to talk about ALL your chapter's activities – frequent posting will help build a dedicated following of current students, alumni and community members base faster).

What should you blog about? For NSW, consider the following:

### **Before:**

- ◆ An introduction to this year's NSW theme and your chapter's project
- ◆ An interview with the head of the organization/charity/group your chapter is helping (founder, president, volunteer organizer, etc.)
- ◆ A look into the planning and organization of this year's project, half-way through preparation
- ◆ A post about ways alumni and community members can support this year's project(s) or cause
- ◆ Introduction to the NSW committee members or persons responsible for organizing your chapter's project(s)
- ◆ A Look Around the Region/Section – a post about other NSW projects happening in your area

### **During:**

- ◆ If you have projects continuing throughout the length of NSW, share photos and daily summaries that update alumni, community members and other campus organizations about the work your chapter's brothers are accomplishing this week.
- ◆ Don't want to write? Edit video footage using just the basic software that comes standard on many laptops today. Conduct interviews with project participants and film candid footage of volunteers.

### **After:**

- ◆ Summarize the work and results of your NSW project(s).
- ◆ Share ways people can continue to help out the organizations, charities or causes your chapter supported this week.
- ◆ Highlight other ongoing and upcoming events or projects in which your brothers are involved.
- ◆ Remind readers, especially potential pledges and members of other organizations, about ways they can get involved with your APO chapter.

You have the press release written and the blog set up for posting. Now how will you get all of this content seen? Does your chapter have social media accounts? Use them to drive

attention to your chapter's events year-round. Facebook is terrific for sharing photos and links back to your chapter's blog. Use Twitter to share information and updates about your chapter's activities and interact with other members of your campus and region's community.

### **Request a City or State Proclamation**

A proclamation is an official declaration made as a public announcement by the government. You may seek recognition of NSW at the city and state levels by sending a request to the mayor or governor's office.

Provided in this handbook is a sample letter you can send to your mayor and/or governor. Retype this on chapter letterhead, with the NSW logo included as well, and fill in the information as appropriate. Ensure that you use the proper form of address. Ask your school's public relations office or your chapter advisors for help with getting contacts in government offices if you are unable to find the information easily yourself. This information is often provided on your city or state's official website.

For proclamation requests being sent to your state's governor, work with other chapters in the same state in a coordinated effort. Sectional and regional alumni volunteers can assist you in this effort. Remember that this process takes time, so try to send your requests more than one month in advance. Make sure they have been received and are being processed or reviewed promptly, and follow-up with the appropriate government contacts for any questions they may have as they decide to accept or deny your request.

Use any proclamations you receive to leverage your NSW publicity – that is their purpose. You'll want to receive confirmation of the proclamation early enough to be able to use them in your publicity efforts. Mention them in your press release(s), media contact outreach, blog content and communication with other individuals or groups with whom you are working.

**A PROCLAMATION DECLARING DATES/YEAR AS  
"APO NATIONAL SERVICE WEEK (YEAR)"**

Whereas, Alpha Phi Omega – the nation's largest National Service Fraternity will participate in National Service Week, an event that the Fraternity has sponsored annually since 1979; and

Whereas, this year's theme for National Service Week is, “[THEME],” and Alpha Phi Omega Chapters will be working to develop projects which will [THEME], and

Whereas, Alpha Phi Omega members seek to introduce volunteerism to individuals who might not otherwise become involved in paying tribute to those who gave so much in the past to make our lives better today; and

Whereas, Alpha Phi Omega Chapters at the [FILL IN SCHOOL NAMES HERE] will all work to promote these ideals and render service to their communities;

Therefore Be It Resolved, that [DATES] is hereby designated as "Alpha Phi Omega National Service Week [YEAR]" in the State of [YOUR STATE HERE], and I wish all Alpha Phi Omega members a very successful week of service to their campuses, communities, and the nation.





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The Honorable Joan Bipartisan  
Governor  
Official Address

Date

Dear Governor Bipartisan:

In support of the spirit of volunteerism, we ask that you proclaim [DATES], as "Alpha Phi Omega National Service Week [YEAR]" in the State of [YOUR STATE HERE]. We hope that you agree to support our efforts in this important cause.

Throughout that week, Alpha Phi Omega – the nation's largest collegiate Service Fraternity – will again promote and perform service through our National Service Week. Our co-ed organization has sponsored an event like this annually since 1979. This year's national theme is "[THEME]." Our Chapters will organize service projects that will encourage the strengthening of the body through health and education.

Your proclamation would help us to focus attention on the importance of helping others and the world around us, specifically through our Service Week efforts. Such attention will help us also to introduce volunteerism to individuals who might not otherwise become involved in their communities.

The primary purpose of Alpha Phi Omega, founded in 1925, is service to the campus, community, and the nation. More than 300,000 men and women over our history have been members of the Fraternity. We are active on more than 360 college campuses nationwide, including the [SCHOOLS IN YOUR STATE HERE]. The service that the students involved in Alpha Phi Omega render is rewarded only by the satisfaction they receive in contributing to their colleges and communities, and all but a very few staff members volunteer both their time and resources in maintaining our organization.

Here at [YOUR SCHOOL HERE], our Chapter plans to (briefly describe your Chapter's National Service Week project – multiple Chapters may combine efforts here).

Should you have any questions, please call me at 000-000-0000 or e-mail me at xxx@university.edu. I will contact your office on [specific date] to coordinate arrangements for the proclamation. Thank you so much for your assistance in this matter.

Sincerely,

(signature)

Name  
Chapter, University  
Officer position

# WORKING WITH OTHER ORGANIZATIONS

Working with other student and community groups can give our brothers access to greater resources that allow us to organize bigger and better projects. Collaborating with other organizations can provide more volunteers, promotional and outreach opportunities, and creative minds during the project planning process.

Make sure to do plenty of research before calling any groups with whom you may be interested to work. When you call, keep in mind that the person who answers the phone may not be the one responsible for volunteer activities. When you are able to speak with the appropriate person, ask questions to better understand the group's goals and inquire about their level of interest in NSW. Maintain a record of everyone you have called, what you spoke about and/or with whom you have left messages.

In order to help facilitate and inform those with whom you are talking, know the answers to these questions before you begin:

- ◆ What is the project you'll be doing?
- ◆ What times of day/shifts you expect volunteers to work?
- ◆ How many volunteers are expected to work on the project?
- ◆ What type of education will be needed prior to the activity?
- ◆ With what other people will you be working?
- ◆ With what tools/items will you be working?
- ◆ Will everyone be working on one task?
- ◆ Will some people be assigned to individual tasks?
- ◆ What people will be working on group tasks?

It may be helpful to mention your chapter's previous experiences working with the group you are contacting, or other similar groups with whom they may be familiar. You may want to have on hand the names of people in the group with whom you have worked in the past. Have basic knowledge about APO and your chapter, including:

- ◆ The size of your chapter, and a measure of the number of hours performed last semester or last year
- ◆ The history and goals of NSW
- ◆ Recent service projects the chapter has done in the community
- ◆ Ongoing projects with which the group may be familiar

Also, it is important to be clear about the limitations of your chapter and avoid setting premature or unrealistic expectations of your role. Present your plans and requests in a confident, positive manner as you express your interest in working together for the same good cause.

Below is a sample outline of a conversation you might have when speaking to other groups or individuals about NSW activities. You should edit this outline for the specific purpose of your phone call or in-person conversation. Use this guide to help you prepare the right

information on working with other groups. You can also use this guide to help draft letters to be sent to service organizations in your area.

*“Hi, my name is \_\_\_\_\_ and I’m a student volunteer with Alpha Phi Omega [co-ed] Service Fraternity at \_\_\_\_\_ college/university. We are planning our annual APO National Service Week service project for [DATE]. This year our activities will focus on \_\_\_\_\_. We would like to explore with your group the possibility of:*

- ◆ *Conducting/ helping with a service project at your organization*
- ◆ *Provide more visibility for your group by working with you to publicize the activity/ event*
- ◆ *Inviting your volunteers to help us in a project we have planned*

*A significant goal of NSW is to involve more people in our communities in service activities, especially people who might be new to service projects or who may have a particular interest in the NSW program theme.*

*Again, my name is \_\_\_\_\_ and you can reach me at ###-#### or email me at \_\_\_\_\_. Thank you very much for your time!*

# IMPORTANT INFORMATION

## APO Regional & National Service Contacts

At any point during your chapter's NSW project planning process, help is available. Your advisors, alumni, section and region staff are available to help give you guidance, ideas, contact information and more, so don't delay in reaching out for help.

The regional service chairs can be found at the following e-mail addresses:

[region.1.service@apo.org](mailto:region.1.service@apo.org)  
[region.2.service@apo.org](mailto:region.2.service@apo.org)  
[region.3.service@apo.org](mailto:region.3.service@apo.org)  
[region.4.service@apo.org](mailto:region.4.service@apo.org)  
[region.5.service@apo.org](mailto:region.5.service@apo.org)  
[region.6.service@apo.org](mailto:region.6.service@apo.org)

[region.7.service@apo.org](mailto:region.7.service@apo.org)  
[region.8.service@apo.org](mailto:region.8.service@apo.org)  
[region.9.service@apo.org](mailto:region.9.service@apo.org)  
[region.10.service@apo.org](mailto:region.10.service@apo.org)  
[region.11.service@apo.org](mailto:region.11.service@apo.org)

National Service Week Chair (Danielle Tapper): [danielletapper@gmail.com](mailto:danielletapper@gmail.com)

National Service Program Director (Abigayle Tobia): [service.director@apo.org](mailto:service.director@apo.org)

## Reporting Deadline

Remember that NSW is the first full week of every November, but if your chapter cannot schedule the projects during that time, you may still participate. **You must report your project (or report of non-participation) by November 15.** Chapter officers must submit a NSW Report through the Chapter Officer Portal at <https://op.apo.org>. This report has been one of two reports required each year for a chapter to remain in good standing since the 2002 National Convention. Chapters are also required to submit reports with regard to Youth Service Day each spring.

Completing this online form takes just a few minutes. You will be asked to include information such as how many people participated in the project, how many hours of service were performed, names of other groups involved and details of any publicity that was generated.

## THANK YOU

We thank you in advance for the hard work we know you, with many of your fraternity brothers, will do in the coming weeks to prepare your chapter's NSW project(s). With your work, we bring service to our communities, recognition to our fraternity and fellowship within our brotherhood. We look forward to seeing the results of this great brotherhood work nationwide, and we appreciate your participation. Should you need any help, be sure to reach out to brothers at the chapter, section, regional or national level, and you will find the support you need to make your project a success.