



# **Delta Sigma Pi**

## **CHAPTER OPERATIONS MANUAL: Community and University Service**

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# Community and University Service

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## **INTRODUCTION**

This guide for Community and University Service is designed to inform and assist collegiate and alumni chapters in furthering a higher standard of civic and commercial welfare in their community. It should answer questions concerning project planning, types of service, and implementation.

## **PHILOSOPHY**

Service is one of the guiding principles in our Fraternity. It increases our feeling of brotherhood. It is rewarding to each participant, and also makes a difference in the lives of those individuals we have touched through our service programs.

Community and university service is the collective effort of a group to help bring about a positive change in some aspect of our society. As business professionals, we are called upon to do more than just produce goods and services. It is also our duty as good corporate citizens to help better our community and to make a healthier, safer, and more productive society for ourselves, our families, and fellow business students and professionals.

By using our special knowledge and resources, we can take our community problems and make a difference by improving the quality of life around us. Today the public expects corporate America to be responsive to community needs (i.e. Make a Difference Day and Earth Day). As business students and professionals, we can extend our professional and fraternal ideals to those who need our assistance the most.

## **COMMUNITY AND UNIVERSITY SERVICE**

### **Vice President–Community Service**

To begin an effective community and university service program, the VP-Community Service must be actively involved. This person should have the ability to motivate and lead, deal with the public, and possess good organizational and planning skills..

It is very helpful for the VP-Community Service to have a committee of three to five members to oversee and assist with the chapter's service program. This helps members of the chapter to become involved in an important part of programming and helps elicit support for the service programs to be undertaken. The use of a committee provides additional ideas and creativity for the service program and helps generate feedback regarding the program. It also assists in proper administration through the delegation of authority. The committee should consist of membership from a cross section of the chapter to provide the needed interaction and support.

The VP-Community Service must lay the foundation for the chapter's service program and be responsible for the following:

- Selecting the projects

- Developing a strategic plan
- Setting a budget (if necessary)
- Encouraging participation by all chapter members
- Promoting the program

The VP-Community Service will also serve as the communication link between the chapter, beneficiary organization and, if applicable, the public. By serving as the chapter's "external" contact, the charity or public will have the name of someone to get in touch with for information on your events.

*Refer to the Policies and Procedures Manual for additional duties of the VP-Community Service.*

## **Selecting a Project**

The higher percentage of actively involved members, the more visible the service efforts will be. It is important that you choose a program that the membership feels is valuable. If possible, conduct a survey to get members' ideas on what they feel is important. If chapter members see value in the program, they are more likely to become active participants.

The service project should:

- Address a need
- Require active participation of all or most of the chapter members
- Lend itself to year-to-year continuity (if desired)
- Stay within the budget and time constraints of the chapter
- Be simple to execute
- Provide visibility in the community for the chapter

Some chapters have found success in making a tradition of a particular community and university service activity. Doing the same project year after year builds up chapter pride and creates "ownership" of the event, as well as providing an ongoing service source for a needy cause or organization.

There are several ways to research the most pressing social needs in your community and university. Members can contact local community leaders and government officials as well as search the local newspapers for ideas on projects. (Some newspapers have volunteer "wish lists.") The chapter may also want to contact an "umbrella agency" (such as the United Way) or a local volunteer organization.

Contact your Provincial Community Service Chair (or the national chair) for details and ideas about events in your area or nationwide. (Also see Ideas on page 6.)

## **Developing a Strategic Plan**

Like any chapter activity, the community and university service program requires a strategic plan.

This plan should include the following:

- Tasks - Break down the events into manageable pieces and assign these tasks to the individuals who would be right for the job. Make sure participants have a clear explanation of their responsibilities.
- Calendar of Events - Complete a timetable for each assignment so your chapter members know exactly when they need to complete their tasks. Follow up to insure that these duties are completed on schedule.

Be sure to communicate the program's progress with committee members, chapter officers, and the chapter itself. Always provide notice as far in advance as possible to chapter members. Follow up with frequent reminders and notices.

If the project requires a budget, submit it to the executive committee. Some projects require some "administrative" costs to get you up and running. If your project is raising money for a charitable organization, do not co-mingle these funds with your chapter's account.

## **Encouraging Participation**

Ask members individually to help with a community and/or university service project. If you send a sign-up sheet, you will not get as many volunteers as you would when you ask them personally. It is also your committee's responsibility to encourage involvement, as well. As you ask for volunteers, remember to:

- Briefly explain why you are doing the project and what it will accomplish.
- Be specific about what each participant is expected to do.
- Be honest about time requirements.
- Get a commitment now!

Constantly update your chapter on your programming/activities. Here are some ways to promote your program to the chapter (do it with enthusiasm!):

- Have articles in the chapter newsletter and/or web site.
- Send a letter or e-mail to chapter members telling them about the project (a must if you do not have a newsletter).
- Announce your activities at chapter meetings (every chance you can do it!).
- Plan a special meeting to discuss your program/activities. This makes a great "warm up" for the activity, and it will get your participants excited about doing community and university service.

## Publicity

Public recognition is a fringe benefit of your chapter's community and university service program. Although publicity is not your original intent for creating a community service program, it is an added benefit. This is a time to call attention to your chapter's efforts.

Take pictures of your chapter's efforts and write a short article to go with it. Take them to your campus or local newspaper. If you hand the information directly to a reporter, your chances of having your article appear in print are greater. Another opportunity for exposure is to contact, by phone, the local newspaper and television stations ahead of time. This will allow for them to make time to come to your event, increasing the chance for "good" exposure. Be sure to include:

- Who: contact names/phone numbers (your chapter's "external contact" person and the beneficiary organization's)
- What: description of activity (What will occur? How will this impact the community or university? Can the general public become involved? This part is your "sales pitch" to the reporter.)
- Where: specific location of activity
- When: date and time of activity

Many times there isn't enough room to cover your event in the newspaper (or simply not enough time). There is a great alternative. In fact, you should always do this following your community and university service activity. Write a letter to the editor thanking your volunteers, the beneficiary organization and those who supported your activity. This letter will have a greater chance to be published than an article, and guess what, you've created goodwill for everyone involved! This is a great opportunity for your chapter to show other chapters and alumni what you are doing.

## Chapter Efficiency Index (CEI)

Each chapter must conduct at least six community/university service activities each year to receive CEI recognition. For more details go to the CEI Guide.

## Ideas

This is a list of previous community and university events over the past few years that chapters from around the nation have done. This list is not inclusive by any means; it is just a list of potential service projects.

- Make A Difference Day (any project selected by the chapter on this specific day)
- United Way
- Habitat for Humanity

- Ronald McDonald House
- Red Cross
- Special Olympics
- Visiting Persons (hospital, orphanage, retirement home, etc.)
- Big Brother/Big Sister Programs
- Campus renovation to accommodate people with disabilities
- Campus beautification
- College of Business service (for professional groups, bulletin boards, displays, etc.)
- Selling tickets for a charitable event
- Parties for underprivileged children (Halloween, Christmas, Valentine's etc.)
- Renovations, maintenance of churches, community centers
- Working at college registration, freshman orientation
- Taking underprivileged children to the zoo, park, on a picnic, to sporting events
- Participating in activities for designated charities (M.S. Walk-a-Thon, Road Rally for March of Dimes, Boy Scouts, Girl Scouts, Cancer Society, homeless or assistance shelters, Heart Fund)
- Participate in activities to assist educational foundations such as Delta Sigma Pi Leadership Foundation
- Taking inventory for local businesses
- Providing transportation for Senior Citizens
- Highway Clean-up/Adopt a Highway program
- Clean-up of university stadium or arena
- Toys-for-Tots drive
- Rummage sale for charity
- Telethons for college alumni programs or local PBS stations
- Rake a yard for senior citizens
- Make Easter baskets for children in the hospital

## **AWARDS**

### **Outstanding Service Awards for Collegiate and Alumni Chapters**

#### Purpose

Awards for outstanding community, university and Fraternity service may be presented each year to one collegiate and one alumni chapter of Delta Sigma Pi (in each region and province and a national recipient) which plan and implement the broadest and most effective programs of service to others. The relevant publics served may include: Fraternity members, other professional groups, the school of business, students in general, the university, neighbors, parents, alumni, townspeople, and the International Fraternity and its affiliated entities.

Although a chapter should be strengthened by its service program, it is more important that the individual members gain an appreciation for the value of community and university service.

For complete details about this, and all awards, refer to the Awards & Recognition Guide.