

The Alpha University

“College of Friendship, University of Brotherly Love, School for the Better Making of Men”

Chapter and Officer Development Guide



A Training Program for Members of Alpha Phi Alpha Fraternity, Inc.

Acknowledgements

Developed 1999

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Please note: This document is a guide. It contains guidelines and not mandates, unless specified by the National or Chapter Constitution and/or Official Membership Policy and Procedures Manual.

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SECTION I. NATIONAL POLICY GOVERNING OFFICER AND CHAPTER DEVELOPMENT

A. Alpha Phi Alpha Fraternity, Inc. Motto

“First of All, Servants of All, We Shall Transcend All”

B. Alpha Phi Alpha Fraternity, Inc. Mission Statement

Alpha Phi Alpha Fraternity, Inc. develops leaders, promotes brotherhood and academic excellence, while providing service and advocacy for our communities.

C. Alpha Phi Alpha Fraternity, Inc. Vision Statement

The objectives of this Fraternity shall be: to stimulate the ambition of its members; to prepare them for the greatest usefulness in the causes of humanity, freedom, and dignity of the individual; to encourage the highest and noblest form of manhood; and to aid down-trodden humanity in its efforts to achieve higher social, economic and intellectual status.

D. Alpha Phi Alpha Fraternity, Inc. Fraternal Emblems and Insignia

The symbols of the Fraternity are the Greek Letters ΑΦΑ.

The official colors of the Fraternity are Black (000000) and Old Gold (Gold (metallic) PM5872; Old Gold PMS131).



The Fraternity’s official flower is the Yellow Rose.



The official seal of the Chapter shall bear the words ALPHA PHI ALPHA FRATERNITY, INC. on the margin with the name of the Chapter and the year of establishment in the center. The Chapter Seal should be affixed to all official Chapter documents by the Chapter Secretary.



The Fraternity Pin (Official Badge) is as described in the Constitution & Constitution & By-Laws. The official pin is to be worn by members of the Fraternity only.



The Fraternity Shield is the official emblem of the Fraternity and should only be used by members of the Fraternity on official documents and jewelry.



The Coat-Of-Arms (Fraternal Design) is approved to be used on unofficial items (i. e., pins, shirts, hats, etc.) and can be used by members of the Fraternity and authorized licensed vendors. Brothers must ensure that the current symbols are used on the appropriate items.

All of these symbols, including the name Alpha Phi Alpha, the letters “AΦA”, “06”, and “The SphinxTM” are registered and trademarked symbols of the National Organization. Anyone wishing to use these symbols for any purpose must receive express written permission from the Corporate Headquarters. Authorized Chapters and financially active brothers of Alpha Phi Alpha Fraternity, Inc. are automatically granted permission to utilize these symbols for non-commercial use. Any reproduction of these symbols must include the registered marks “TM” or “^R”. In the case of use on items for sale, a licensing agreement must be obtained from the Corporate Headquarters. Please see Appendix A.

E. Alpha University (Training and Development)

The Mission of the Alpha University is to develop effective training for all methods and procedures of Alpha Phi Alpha Fraternity, Inc,

F. College of Chapter and Officer Development Mission Statement

The College of Chapter and Officer Development believes that Chapters are the lifeline of Alpha Phi Alpha Fraternity, Incorporated; and therefore, each must function with the utmost effectiveness in performing various services for the community and personal development of its members. We are committed to excellence in training Chapters and officers in the fundamental skills necessary to run an effective unit (Chapter) within Alpha Phi Alpha Fraternity, Inc.

We believe that by clearly identifying and understanding the roles and responsibilities of each Chapter officer, each member will be able to perform his duties and responsibilities to best of his ability in service and leadership. We further believe that providing the necessary resources for planning, implementing, and evaluating Chapter programs will enhance and uplift our community outreach and personal development.

G. The Conceptual Framework Map for Effective Alpha Chapters and Officers

Targeted Goal Areas	Specific Objectives Areas	Sample Indicators
Chapter Development	Developing A Chapter Program	<ul style="list-style-type: none"> -Advisors and officers develop year's program of activities -National programs are scheduled -Community service programs identified
	Running An Effective Meeting	<ul style="list-style-type: none"> -Executive Committee meets prior to regular or call meetings -Agenda is established -Regular date and time established -Follows Parliamentary Procedure
	Establishing A Chapter Budget	<ul style="list-style-type: none"> -Programs and activities are identified -Completes current year budget -Assesses Chapter dues -Expend funds as necessary -Audit Chapter's financial records
	Initial Membership Develop Process(IMDP)	<ul style="list-style-type: none"> -Membership is oriented to the process -Members are IMDP and Risk Management certified -Members know their roles -Members are highly selective in sponsorships -ByLaws, IMDP Manual and Standing Orders are used -Lead by Cluster IMDP Management Team
Officer Development	Required Officers	<ul style="list-style-type: none"> -All required Chapter officers are elected at appropriate time -All are IMDP, Risk Management certified and bonded, as needed -Knows roles, responsibilities and duties
	Duties and Responsibilities	<ul style="list-style-type: none"> -Read and internalized each responsibility -Develops a plan of action for meeting obligations of office

	Risk Management Strategy Certification	<ul style="list-style-type: none"> -Passes the Risk Management certification examination 90% mastery -Renewed as required
Leadership Skills	Basic Parliamentary Procedure	<ul style="list-style-type: none"> -Role play in learning activity -Copies of Robert's Rules of Order Newly Revised -Officers are trained in basic and advanced parliamentary procedures
	Leadership Skills	<ul style="list-style-type: none"> -Know roles and various styles -Participates in leadership gatherings -Organizes public service events
	Group Facilitation Skills	<ul style="list-style-type: none"> -Conducts Chapter meetings -Participates in community programs -Conducts national programs -Serves as participants

SECTION II. ORGANIZATIONAL MANAGEMENT

A. Overview: Chapter and Officer Development

1. Vision Statement

- a. Alpha Phi Alpha Fraternity stimulates the mind, body, and spirit of each Brother through purposeful, personal, and professional development training in initiatives that are embedded in its fraternal culture.
- b. Alpha Phi Alpha Fraternity brothers, the organization's most valued competitive advantage, will have knowledge and skills necessary to continuously bring higher levels of value to our internal customers, our shareholders and the communities in which we serve.
- c. To that end, Alpha Phi Alpha will create an environment where learning is supported, promoted, and rewarded at the individual, Chapter, and organizational levels (district, regional, and national).
- d. Further, all Brothers, from members of the Board of Directors to the Chapter Brothers, will embrace their collective roles as learners and teachers, mentors, advisors, leaders, and servants. Please note: The Board of Directors refer to the National Board of Directors of Alpha Phi Alpha Fraternity Inc. Alpha Chapters do not have Board of Directors. They operate Alpha Executive Committees.

2. Rationale

- a. Chapters of Alpha Phi Alpha Fraternity, Inc. (as collective units of members) are the lifeline of the organization and therefore must function with utmost effectiveness in performing various services for the community and personal development.
- b. The Chapter officers serve the brotherhood in leadership roles developing a strategic plan to implement national programs, and local Chapter projects and approved activities.
- c. An important requirement of a successful Chapter is a well-qualified and dependable set of officers. With capable leaders, the business will be conducted in acceptable parliamentary fashion.
- d. Additionally, the minutes and financial records of the Chapter will be well organized and well kept, publicity of the right type will be forthcoming, and an effective program of activities in which all members participate will be maintained, and every member will be interested.

3. Description

- a. The intent of this guide and the associated training modules for Chapter and officer development has three major focal points.
 - i. First, the guide and associated training modules focuses on **Chapter officer development** - qualifications, duties and responsibilities, and nomination and selection of Chapter officers.
 - ii. The second focal point is **Chapter development** – administrative processes, program of activities, risk and liabilities, and budgeting process. Additionally, this guide identifies the role, duties and responsibilities of the Chapter advisors; Risk Management certification; and the initial membership development process (IMDP).
 - iii. The third emphasis is on conducting **effective Chapter meetings** – employing leadership techniques and tools, using parliamentary procedure, practicing

group dynamics skills, and understanding the Alpha Phi Alpha Fraternity Constitution and By-laws and the Official Membership Policy and Procedures Manual.

4. Specific Objectives

a. Chapter Officer Development

- i. Upon reading this guide and completing the appropriate self-directed training module(s), each Chapter officer will be able to:
 - (a). Describe the qualifications, duties, and responsibilities of his office with 90% accuracy;
 - (b). Follow the administrative processes for reporting new officers to the national, regional, and district levels;
 - (c). Discuss why it is necessary for Chapter officers to be IMDP and Risk Management certified; and
 - (d). Explain the organization structure of the Chapter and its relationship to the cluster, district, regional, and national units of the Fraternity.

b. Chapter Development

- i. Upon the completion of this guide and the appropriate self-directed training module(s), Chapter officers and members will be able to:
 - (a). Develop a plan for carrying out a meaningful Chapter program of activities or strategic plan;
 - (b). Develop a budget to support the program of activities for the Chapter;
 - (c). Identify the section of Fraternity's Constitution and By-laws and Official Membership Policy and Procedures Manual that relates to Chapters – establishment, officer election, etc.;
 - (d). Utilize the Chapter Officer and Development Guide as a major resource tool for the Fraternity;
 - (e). State when, how, and where the Risk Management process is implemented; and
 - (f). Discuss the Initial Membership Development Process as stipulated in the IMDP Manual of Alpha Phi Alpha Fraternity, Inc.

c. Effective Chapter Meetings:

- i. Upon completion of this guide and the associated self-directed training module(s), Chapter officers, brothers and advisors, will be able to:
 - (a). Identify leadership qualities and patterns of behavior;
 - (b). Use parliamentary procedure appropriately in facilitating a Chapter meeting;
 - (c). Develop proficiency in the skills necessary to run an efficient and effective business meeting;
 - (d). Develop an agenda for Chapter meetings; and
 - (e). Implement group facilitation skills in conducting Chapter meetings.

5. Resources

a. Required Documents:

- i. Chapter and Officer Development Guide (*Visit <http://www.apa1906.net/> and search under Resources/Forms Documents/Alpha University Documents*)

- ii. Risk Management Handbook (*Visit <http://www.apa1906.net/> and search under Resources/Forms Documents/Insurance and Risk Management Documents*).
- iii. Standing Orders (*Visit <http://alphamdp.com/> and search under Bros Only/Standing Orders*).
- iv. IMDP Manual (*Visit http://alphamdp.com and view under Bro. Only/IMDP Manual*).
- v. Official Membership Policy and Procedures Manual (*Visit AlphaNet under Membership/Fraternal Documents*).
- vi. The Constitution and By-laws of Alpha Phi Alpha Fraternity, Inc. (*Visit <https://alphanet.apa1906.net/> and search under Membership/Fraternal Documents*) .
- vii. The local Chapter Constitution and By-laws.
- b. Optional Resources:
 - i. Robert’s Rules of Order Newly Revised (Roberts).
 - ii. Seven Habits of Highly Effective People (S. Covey).
 - iii. Manual - The Making of A Good Meeting by Kevin Wolf (See at <http://www.wolfandassociates.com/the-makings-of-a-good-meeting/>).

B. Chapter Officer Development

1. Learning Objectives:

- a. Upon the completion of this section of the guide, the Chapter officer will be able to:
 - i. State the role and responsibilities of each Chapter officer with 90% accuracy;
 - ii. Describe the duties and responsibilities of each officer;
 - iii. In conjunction with Chapter advisor, develop a Chapter officer development program implementing one or more of the recommended activities; and
 - iv. Develop a program of activities (or strategic plan) for the ensuing fraternal year.
 - v. Identify the appropriate training module required for each Chapter officer.

2. Chapter Officers: Required Duties, Responsibilities, and Roles

- a. There are nine Chapter officers that are required by the Official Membership Policy and Procedures Manual in order to be in “good standing.” They are:
 - i. president,
 - ii. vice president,
 - iii. secretary,
 - iv. treasurer,
 - v. associate editor of *The Sphinx*TM,
 - vi. chaplain,
 - vii. historian,
 - viii. director of educational activities (Chapter Dean of Alpha University), and
 - ix. Chapter Dean of Membership. (See Official Membership Policy and Procedures Manual in AlphaNet under Membership/Fraternal Documents).
- b. Occasionally, other officers are added as established by local Chapter constitutions – corresponding secretary, financial secretary, parliamentarian, Sergeant-at-Arms, etc.

- c. Section II.C – N below contains a Guide for each Chapter Officer, as well as, other offices that are traditionally added by some chapters.
 - i. Each “Guide” is designed to give the Chapter officer more information on the specific responsibilities and duties that each should perform in order to have a successful fraternal year.
 - ii. Please note that officers will preside in the absence of the President in the order they are listed in the local Chapter Constitution.
 - iii. Each officer should study the “Guide” thoroughly and incorporate the recommended practices, as appropriate.
 - iv. These are guidelines and not mandates, unless specified by the National or Chapter Constitution and/or Official Membership Policy and Procedures Manual.
- d. Sections II.O – U below provide administrative procedures essential for effective Chapter operations. All officers must be familiar with these guidelines.

C. A Guide for the Chapter President

1. General Duties

- a. The **Chapter President** is the chief administration officer for the Chapter. He provides leadership, direction, and vision for the Chapter. He reports to the Chapter. He organizes and facilitates the National Program process while maintaining a positive impact on Chapter membership. He oversees the financial and community welfare of the Chapter. The president chairs the executive committee meetings and directs all standing committees as an ex-officio member. Additionally, the president makes or breaks voting ties, when necessary, and appoints committee chairs and other leaders, as necessary. He works with other officers and committee chairs to develop their growth; requests Chapter reports, as necessary; and attends district, regional, and national conventions.

2. Specific Duties

- a. Presides over and conduct meetings according to accepted parliamentary procedure (See Section II.P.).
- b. Calls special meetings of the Chapter.
- c. Develops agenda for each meeting. See Appendix B for a template for developing a sample Chapter meeting agenda.
- d. Keeps members on the subject and within the time limit allotted.
- e. Appoints committees as needed or mandated and serve as ex-officio member.
- f. Represents the organization and speak on occasion on behalf of the Chapter.
- g. Coordinates organization efforts and check on progress.
- h. Keeps order.
- i. Must be Risk Management and Initial Membership Development Process (IMDP) certified.
- j. Serve on the IMDP Management Team.

3. Preparing to carry out these duties.

- a. Visit www.Alphamdp.com to take the Chapter President Self-Directed Training and Exam.

- b. Visit www.Alphamdp.com to review LECTURE #13 Parliamentary Procedures and become familiar with Robert Rules of Order. See Section II.P. below, for a Summary Guide to Parliamentary Procedures.
 - c. Become familiar with procedures of conducting meetings.
 - i. Types of meetings:
 - (a). Regular - scheduled and follows outlined procedures.
 - (b). Special -requires advance notice and must specify the reason for the meeting. Can only discuss those matters identified in the notice.
 - d. Characteristics of satisfactory regular meetings:
 - i. Carefully planned, in advance, by the executive committee and Chapter advisor, if appropriate.
 - ii. Start and close on time.
 - iii. Proceed according to an established order of business.
 - iv. Conducted according to Robert's Rules of Order Newly Revised. Officers become very familiar with parliamentary procedure. It may be appropriate to have a parliamentarian.
 - v. Officers check committee reports and see that the chairs are prepared to give reports before meetings begin.
 - vi. Good meetings combine good business and fun.
 - (a). Keep order.
 - (b). Be firm - especially when ideals and principles are at stake, but try not to give offense or show partiality.
 - (c). Assure that committee work is done in committees and not the general meeting.
 - vii. Command respect at all meetings by holding firm to methods of addressing the chair and discussing motions. Members will respect you for it - if fully carried out. They like to see if you are a leader of the type that can be pushed around.
- 4. Know the organization's constitution and by-laws.**
- a. Examples of things often included in by-laws:
 - i. Use of Chapter funds.
 - ii. Use of organization equipment or facilities (if applicable).
 - iii. Organizational dues structure.
 - iv. Officer's specific responsibilities.
- 5. Know and follow the Chapter's program of activities (or strategic plan)**
- a. Have members volunteer for committees found on program of activities.
 - b. Appoint members that are interested.
 - c. Make clear to committee members what they are to accomplish.
 - d. Recognize efforts and success of those serving on committees.
 - e. Constantly survey the skills of all members, current, reclaimed and newly initiated, to assure that their skills are being effectively utilized. In order to keep them active, appoint them to the appropriate committee that will utilize their skills and interests.
 - f. Vice-president should be responsible for committees and have them give periodic reports.

6. Develop good personal habits and characteristics

- a. Some pointers to follow:
 - i. Be friends to all - keep them in good confidence (students, teachers, etc.).
 - ii. Admit mistakes and avoid alibis.
 - iii. Refrain from hurting others.
 - iv. Discover personal strengths and areas for improvement.
 - v. Develop good judgment (have facts before making statements or coming to conclusions).
 - vi. Be a good listener - don't try to dominate in conversations.
 - vii. Be a living example to others as to ideals, aims and moral character.
- b. Be prepared.
 - i. Plan for success.
 - ii. Improve and have good speech; speak clearly and with strength.
 - iii. Be tactful.
 - iv. Show partiality to no one. (Be a referee), be fair.
 - v. Hide unpleasant feelings. (Hold temper.)
 - vi. Don't be discouraged easily. (Go talk it over with the advisor.)
 - vii. Keep grades in good shape.
 - viii. Develop a respectable program as per the organization expectations.
 - ix. Be a real person - Avoid the "big head."

7. Some points to remember

- a. President's responsibility is for the total program of the Chapter.
- b. The president is the one the members have selected to lead them and they will be looking to that person for direction.
- c. The president will need the help of all members.
- d. The president should not try to do it all alone.
- e. Delegate others to do the work, but encourage and help them with suggestions and methods of accomplishments.
- f. Don't use the friendship and favor system when asking a member to do a job; don't tell them that "you, you and you" are to do the job.
- g. Always ask for volunteers first, don't use the draft system if it can be avoided.
- h. Give praise and honor for a job well done by those appointed.
- i. Work closely with the Chapter Advisor, if appropriate.
- j. Give the other officers a share of the responsibility.

8. The President and the Program of Activities

- a. Remember! ...The Chapter should have a challenging, outlined program of activities if it is to be successful. See Section II.R.
- b. Don't leave it up to the advisor to make up the program of activities for the members.
- c. Get the advisor's help and suggestions, but most important of all, get the things on the program that the members want.
- d. Help keep goals within reasonable reach or attainment. Check closely with the advisor.
- e. Check organization materials for methods of building and carrying out a Chapter's program of activities.

9. The President and Public Relations.

- a. From the receptionist in the Corporate Headquarters to the brother in a local Chapter, everyone carries a message that impacts the reputation of Alpha Phi Alpha. **Therefore, all brothers must recognize that the General President of Alpha Phi Alpha (or his designee) is the official representative of the fraternity. NO brother or employee of the Corporate Headquarters should speak to the media regarding an Alpha Phi Alpha Fraternity, Inc. matter without the expressed permission of the General Organization.**
- b. However, the Chapter president is generally considered as official spokesman for Alpha Phi Alpha on his local campus or community. This responsibility should be handled carefully and the President must obtain official permission from the General President or his representative prior to speaking to anyone in the external media. Please see Section III for guidelines for communicating with the public.

10. Building and Keeping Standards of Performance

- a. Keep and/or improve the standards of performance.
- b. Some standards which need to be remembered:
 - i. Knowing individual parts in ceremonies.
 - ii. Using good parliamentary procedure.
 - iii. Starting and ending meetings on time.
 - iv. Good conduct at functions (set a good example).

11. The President and Committee Work

- a. Assign all members to at least one committee. Be sure to immediately assign reclaimed and newly initiated members to a committee, as soon as possible.
- b. Have the vice president responsible for checking with all committee chairs.

12. Adequate Financing

- a. The organization cannot operate successfully on members' dues alone.
- b. Be sure to plan moneymaking activities for the year.
- c. Put a good person in charge of those activities.
- d. Plan them well in advance so that good publicity can be given.

D. A Guide for Chapter Vice Presidents

1. General Duties

- a. The **Chapter Vice President** reports to the Chapter. He presides over meetings when the president is absent from the chair. Additionally, he assists the president with leadership direction and vision. He coordinates all committees and, in most cases, serves as the Chapter's representative on the National Pan-Hellenic Council, especially in College Chapters.

2. Specific Duties

- a. Presides over and conduct meetings according to accepted parliamentary procedure in the absence of the President.
- b. Keeps members on the subject and within the time limit when presiding in the absence of the President.
- c. Coordinates efforts of all committees and checks on progress.
- d. In alumni Chapters, plan the Annual Chapter Retreat.
- e. Presides over the executive committee meetings, in the absence of the President.
- f. Must be Risk Management and Initial Membership Development Process (IMDP) certified.

- g. In some cases, serve as the Chapter's representative on the National Pan-Hellenic Council and serve as the President when the responsibility falls on Alpha Phi Alpha, especially in College Chapters.

3. Preparing Yourself to Carry Out These Duties

- a. Visit www.Alphamdp.com to take the Chapter Vice President Self-Directed Training and Exam.
- b. Visit www.Alphamdp.com to review LECTURE #13 Parliamentary Procedures and become familiar with Robert Rules of Order. See Section II.P. below for a Summary Guide to Parliamentary Procedures.
- c. Visit <http://www.nphchq.org/quantum/> to become familiar with the National Pan-Hellenic Council (NPHC). Click on "Forms" to review the NPHC Constitution, By-Laws and Shared Standards. Then obtain the local NPHC constitution and by-laws and review. If there is not a NPHC on your campus, be the impetus to charter one. Everything you need is listed under "Forms/NPHC Chartering/Reactivation Process."

4. Guides to Committee Work

- a. Become familiar with procedures of conducting meetings.
- b. Types of meetings:
 - i. Regular - scheduled and follows outline procedure.
 - ii. Special - requires advance notice and must specify the reason for the meeting. Can only discuss those matters identified in the notice.
- c. Characteristics of satisfactory regular meetings:
 - i. Planned, in advance, by the executive committee and Chapter advisor, if appropriate,
 - ii. Start and close on time,
 - iii. Proceed according to an established order of business,
 - iv. Conducted according to an accepted parliamentary procedure.
 - v. Check committee reports and see that the chairs are prepared to give reports before meetings begins,
 - vi. Take care business and have fun, and
 - vii. Keep order.
 - (a). Be firm - especially when fraternal ideals and principles are at stake, but try not to give offense or show partiality.
 - (b). Command respect at all meetings by holding firm to methods of addressing the chair and discussing motions. Members will respect you for it - if fully carried out. They like to see if you are a leader of the type that can be pushed around.
- d. The committee chairman reports to the Chapter. However, the vice president will oversee the activities of all committees. His basic responsibilities include planning and managing projects and /or programs as assigned; establishing budget for the activity; and overseeing the project through completion.
- e. What are the duties of the committee chair?
 - i. To get the members on the committee to function and cooperate.
 - ii. Seek outside help if needed.
 - iii. Help the members with the work.
 - iv. Share the responsibilities.

- v. Give a report of accomplishments to the Chapter.
- vi. Give credit to members on committee for work done.
- vii. Attend the appropriate executive committee meetings.
- viii. Prepare a written report of the committee's activities.
- f. What number should be on a committee?
 - i. This should be determined by the size of the job to be done.
 - ii. Some committees may require a large number of members with several different subcommittees; whereas other committees may require only a few members.
- g. How should committee members be selected?
 - i. Membership should be voluntary.
 - ii. Members in good standing.
 - iii. Active in Chapter affairs.
 - iv. Having experience with committee work from the previous year is desirable, particularly for the chair.
- h. What are the responsibilities of the committee?
 - i. Perform assignment that is given.
 - ii. Inform group as to results.
 - iii. Give a progress report - keep group informed on what is being done.
 - iv. Give a final report.
 - (a). What was done.
 - (b). How it was done.
 - (c). Who performed the work.

5. Some Things That Every Chairperson Should Know

- a. Never start a meeting without an agenda - a list of things to be covered by the meeting. An agenda saves time. An agenda keeps a meeting on the beam. See Appendix B for a sample Alpha Agenda.
- b. State the purpose of the meeting at the beginning and read the agenda aloud. Odd as it may seem, members of a meeting do not always know why they are there. Informing them of the purposes helps them concentrate on what the meeting is to accomplish. Also, it helps direct their thinking.
- c. Keeps the meeting moving. Just as a meeting is seldom any better than its chair, so it is seldom any more productive than the interest of its participating members. Interest tags when action tags. While chairing a meeting, keeps it moving.
- d. Speak clearly. The chair has the agenda and knows what it's all about. If the chair can't be heard, it will be necessary to exercise control. It may be necessary to use the gavel by rapping for silence.
- e. Prevent general hubbub-when everybody talks at once, no one can be heard...when no one can be heard, nothing can be accomplished. Insist on order.
- f. Avoid talking to individuals without talking to the group. Side conversations between the chair and individual members disrupt a meeting.
- g. Keep the speaker talking clearly and audibly. If a member asks for the floor and is given it, it is up to the chair to see that proper use is made of it.
- h. Sum up what the speaker has said and state a decision. Not all members will be good at expressing themselves. It is up to the presiding officer to determine what

they have said and whether or not it has been understood -and get the decision of all members on the topic.

- i. Stop aimless discussion by recommending committee study. Occasionally subjects are discussed on which general agreement at the time cannot be reached. On such occasions submit the matter to further study by a committee--which may be appointed.
- j. Keep control of the meeting at all times without stifling free comment. Invite criticism and even disagreement. Also ask for support and clarification of issues.
- k. Don't argue with the speaker. Ask questions if necessary. But remember--the chair is supposed to be neutral. No matter how ardent the feelings, let the group make the decision. The chair is conducting a symphony, not a solo.
- l. Be aware of the participants' comfort - temperature wise, thirst wise, etc. Check at the end of the meeting to see if every member feels all subjects have been adequately covered. It is the duty of the chair to see that sound and just decisions are reached.

E. A Guide for Chapter Secretaries

1. General Duties

- a. The **Chapter Secretary** reports to the Chapter. His main duties are to records official meeting minutes. He maintains chapter records and permanent files. He reads the minutes at each regular or called meeting and attends the executive committee meetings. The secretary maintains the chapter's constitution and by-laws and the roll or register of chapter members. Additionally, he works closely with the president; reads correspondence; writes and sends, if needed; and performs other duties as assigned. He also maintains the Chapter Seal and affix such to all official Chapter correspondence. In many chapters, these responsibilities are divided between a Recording and Corresponding Secretary. Where these duties are not separated between the Recording and Corresponding Secretary, the Chapter Secretary will perform all the duties below.

2. Specific Duties

- a. Recording Secretary
 - i. Keeps minutes of the Executive Committee and the Chapter. This shall include proceedings of meeting, as well as, written records of meetings. See Appendix C & D.
 - ii. Compiles minutes and proceedings in a bound record within five days of their occurrence (the record is the property of the Chapter).
 - iii. Assures that minutes include a record of monies received by the Chapter during a meeting and a list of Brothers in attendance. He shall retain reports of Chapter Officers and Committees delivered during meetings.
 - iv. Provides the Executive Committee with a copy of the minutes of the Executive Committee and Chapter meetings.
 - v. Signs all Shingles.
 - vi. Maintains current Chapter roster.
 - vii. Sends notices of Executive Committee and Chapter meetings and of other occasions for which notices are needed.
 - viii. Serves as liaison with the General Organization regarding submission of grand taxes, initiation records and information.

- ix. Keeps the official Chapter Seal and affix such to each official Chapter document.
- x. Please note, many of the paper record requirements can be accomplished electronically in today's technological age.
- b. Corresponding Secretary
 - i. Keeps an accurate list of all Chapter officers, chairman of standing committees, and roster. Check with the Treasurer to help maintain a roster of active members.
 - ii. Maintains pertinent and important correspondence and share with the brotherhood.
 - iii. Conducts other correspondence for the Chapter as deemed necessary and as directed by the President.
 - iv. Publishes Chapter Newsletter along with the Associate Editor of The Sphinx™ and submits same to each Brother promptly.
 - v. Cooperates closely with the Associate Editor to The Sphinx™ on local news stories. Be responsible for following through on publicity for the various projects and programs which the Chapter sponsors.
 - vi. Please note, many of the paper record requirements can be accomplished electronically in today's technological age.
- c. The Chapter Secretary's position(s) is critical to the organization. The job means work, if it is done correctly. However, to facilitate the progress of an organization, a good secretary is of equal or more importance than a good president. Therefore, secretaries should strive to do the best job possible.
- d. Secretaries must remember that the minutes and notes taken are left in the record file and will be the only permanent record of the Chapter's activities for the year. He should make sure that complete and accurate minutes of the meetings are archived.
- e. The Secretary's records belong to the Chapter and when completed for the year, should be filed as part of the permanent records for the Chapter.
- f. The Secretary should take over the previous year's records to get ideas that will help him keep better, more accurate records during their term of office. The secretary should strive to keep the best records that have ever been kept in the organization.
- 3. Preparing for the Job**
 - a. Visit www.Alphamdp.com to take the Recording and/or Corresponding Secretary's Self-Directed Training and Exam.
 - b. Visit www.Alphamdp.com to review LECTURE #13 Parliamentary Procedures and become familiar with Robert Rules of Order. See Section II.P. below for a Summary Guide to Parliamentary Procedures.
- 4. Before Each Meeting**
 - a. Check with the president and arrange the "orders of the day" (agenda) or items of business be taken up in the meeting if this has not been done in an executive meeting. See Appendix B for a sample template for developing the Chapter agenda. (Remind the president and vice president to hold these meetings.)
 - b. Have on hand for the meeting the following information or materials:
 - i. Lists of committees and any committee reports that should be provided.

- ii. Secretary's books and minutes of the previous meeting. (Be sure the minutes are ready to be read, if not already transmitted electronically to the Chapter for prior review).
- iii. Copy of the local program of activities.
- iv. Copy of other official records/documents.
- v. Laptop, pencil or pen, notebook for notes, letters, announcements, etc.
- vi. Regular calendar and calendars of Chapter and school activities.

5. During Each Meeting

- a. Take roll and report attendance.
- b. Read minutes of the previous meeting, if not already transmitted electronically to the Chapter for prior review.
- c. Keep minutes of all proceedings per Robert's Rules of Order Newly Revised. (Doing this in electronic form often helps the secretary keep up on all happenings in a fast-moving meeting).
- d. Assist the president wherever needed. (Suggest next order of business, read any letters, reports or records, as needed).
- e. Help keep the meeting running according to correct parliamentary procedure and in line with the constitution and bylaws.
- f. Count rising, showing of hand or written ballot votes when taken, in the absence of a Chapter Sergeant-At-Arms.

6. Duties Between Meetings

- a. Rewrite minutes as soon after meeting as possible.
- b. Prepare organization reports, contest forms, etc., and help keep permanent records.
- c. Send out and post all notices and attend to all official correspondence immediately.
- d. Attend executive committee meetings and keep minutes of the meetings.
- e. Inform president of coming events.
- f. Coordinate with the treasurer in keeping an accurate membership roll and issue membership cards.

7. Suggestions for Writing Minutes:

- a. Write the place and date of the meeting at the top of the page.
- b. Leave an inch of margin at the left of the page.
- c. Make a separate paragraph for each item.
- d. State, in the first paragraph, the name of the organization, the kind of meeting (whether regular or special), place of meeting and the date.
- e. State whether the meeting was called to order by the president, vice-president, or a temporary chairperson and give the person's name.
- f. Give the name of the person who was appointed acting secretary, if the regular secretary was absent.
- g. Include a statement as to the number of members present. (A complete attendance record should appear elsewhere in the secretary's book).
- h. Record approval of minutes in this fashion: "Approved as read," or "Approved as corrected." Month Day Year Signature of Secretary.
- i. Write legibly in the third person, use correct grammar and spell all words in full.
- j. See that all essential facts are included but in brief form accurate.

- k. Make rough notations in notebook during meeting regarding matters that should appear in the record. Write up the minutes at the first opportunity after the meeting. The final minutes should be clear enough to be fully understood by anyone reading them whether they were present at the meeting or not.
- l. Insist on receiving a written or electronic record on the report of any committee.
- m. Please note, many of the previous paper record requirements can be accomplished electronically in today's technological age.
- n. See Appendix C for an article on how to write and keep meeting minutes.
- o. See Appendix D for a template for developing Alpha Chapter Minutes.

F. A Guide for Chapter Treasurers

1. Specific Duties

- a. The Official Governing Policy Guidance and Regulations specifies a **Chapter Treasurer**. Most Chapters separate this function into two positions: Financial Secretary and Treasurer. When there is no Financial Secretary, the Treasurer will perform both roles.
 - i. Financial Secretary.
 - (a). Receives all funds of the Chapter, issues duplicate receipts for same, and transmits funds to the Treasurer with a report indicating the source(s) of funds. He shall also maintain the Chapter Budget and tracks receipts and disbursements against budget allocation.
 - (b). Reports at each monthly meeting on funds received and disbursed against budget allocations since the last meeting and give a copy of such report to the Chapter members. (The Chapter Secretary will include this report in the meeting minutes).
 - (c). Keeps an individual record of each Brother's financial standing. This shall be kept current, and the Financial Secretary shall provide Brothers with receipts for monies paid.
 - (d). Provides a list of all financial Brothers to the Elections Committee, as well as, on other occasions.
 - (e). Send in Chapter Tax, Chapter Insurance, and Regional and District assessments, if applicable Chapter.
 - (f). Serves as Vice-Chair of the Budget and Financial Committee.
 - ii. Treasurer (When this is a Financial Secretary).
 - (a). Receives funds from the Financial Secretary, accompanied by a report indicating the source of funds.
 - (b). Deposits monies in a bank in the name of the Chapter for funds received and shall disburse such funds upon an order indicated correctly in the budget or signed by the President.
 - (c). Signs checks for disbursement.
 - (d). Provides monthly reports showing beginning balance, cash received and source, cash disbursed and for what purpose and a new balance shall be made to the Chapter by the Treasurer. Copies of the monthly report shall become part of the Chapter minutes.
 - (e). Serves as Chair of the Budget and Financial Committee.
 - (f). Serve on the IMDP Management Team.

- b. Must be Risk Management and Initial Membership Development Process (IMDP) certified.
 - c. Must be bondable. In Chapters with expected revenue or expense exceeding \$5,000 a year, the Executive Committee shall require that the Treasurer and Financial Secretary, as an expressed condition precedent to his office, execute a bond with corporate surety payable to the fraternity.
- 2. Preparing for the Job**
- a. Visit www.Alphamdp.com to take the Chapter Financial Secretary and/or Treasurer's Self-Directed Training and Exam.
 - b. Visit www.Alphamdp.com to review LECTURE #13 Parliamentary Procedures and become familiar with Robert Rules of Order. See Section II.P. below for a Summary Guide to Parliamentary Procedures.
- 3. Guide for Preparing an Organization's Financial Statement**
- a. The Treasurer should see Section V. Fiscal Management for guidelines regarding financial transparency.
 - b. See Appendix E for a sample Financial Secretary Report.
 - c. See Appendix F for a sample Treasurer's Report.
- G. A Guide for Sergeants-At-Arms**
- 1. General Duties:**
- a. The **Sergeant-At-Arms** reports to the Chapter. He is responsible for securing the meeting space and establishes whether a quorum has been met.
- 2. Specific Duties:**
- a. The Official Governing Policy Guidance and Regulations does not require each Chapter to have a **Sergeant-At-Arms**. However, it is an essential position for all Chapters. In the absence of a sergeant-at-arms, the Chapter president should appoint someone to serve in this capacity.
 - b. The sergeant-at-arms should be familiar with the Fraternity and Chapter constitution and by-law, the annual program of activities, and should cooperate with other Chapter officers and members at all times. The sergeant-at-arms should know his part in all Ritual and ceremonies and be familiar with parliamentary procedure.
 - c. The sergeant-at-arms should be familiar with the National Protocol Manual and should assist the President in assuring proper protocol in all official functions of the Chapter.
 - d. Other Duties
 - i. Set up the meeting room and care for paraphernalia and equipment.
 - ii. Attend the door during meetings and welcome visitors.
 - iii. Assures that all Brothers who enter an official meeting provides the appropriate password. Individuals who cannot produce a password or shingle, should be denied admission unless a Brother in good standing can vouch for his membership or the Brother can be located in the AlphaNet database.
 - iv. See that the meeting room is kept comfortable.
 - v. Assist the president, as needed.
 - vi. Assist with keeping order during meetings and special functions.
 - vii. Must be Risk Management and Initial Membership Development Process (IMDP) certified.

3. Preparing for the Job

- a. Visit www.Alphamdp.com to take the Sergeants-At-Arms' Self-Directed Training and Exam.
- b. Visit www.Alphamdp.com to review LECTURE #13 Parliamentary Procedures and become familiar with Robert Rules of Order. See Section II.P. below for a Summary Guide to Parliamentary Procedures.
- c. Visit www.Alphamdp.com to review LECTURE #25 Protocol and Etiquette.

H. A Guide for Associate Editors to The Sphinx™

1. General Duties

- a. The **Associate-Editor-to-the Sphinx™** writes and edits stories and information to be submitted for publication in the Fraternity's journal, *The Sphinx™*. He coordinates the chapter's public relation activities. Additionally, he covers chapter events and submits copies to the secretary for permanent files and solicits materials for articles from the members.

2. Specific Duties

- a. Informs the public of Chapter activities.
- b. Writes news articles for publication in the national journal, *The Sphinx™*, local newspapers, and campus/community papers.
- c. Takes pictures for publication.
- d. Informs the Chapter and appropriate media outlets of Brothers newsworthy accomplishments such as; competition stories; human-interest stories; special projects, etc.
- e. Must be Risk Management and Initial Membership Development Process (IMDP) certified.

3. Preparing for the Job

- a. Visit the National Alpha Phi Alpha Fraternity, Inc. website at <http://www.apa1906.net/sphinxsubmissions> to review the guidelines regarding submitting an article for the Sphinx™.
- b. Visit www.Alphamdp.com to take the Associate Editor to the Sphinx™ Self-Directed Training and Exam.
- c. Visit www.Alphamdp.com to review LECTURE #13 Parliamentary Procedures and become familiar with Robert Rules of Order. See Section II.P. below for a Summary Guide to Parliamentary Procedures.

4. An Effective News Article

- a. Be timely - report the news immediately after event, or in many cases, before it happens.
- b. Be brief, accurate, and to the point.
- c. Write articles free from personal opinions and persuasiveness.

5. Writing The Story

- a. Make introduction interesting.
- b. Include: Who? What? Where? When? How? Why?
- c. Arrange story so the most important paragraphs are at the beginning. If one or two paragraphs must be omitted, the story should still convey the important message. (Most important fact; 2nd important fact; 3rd fact; 4th; 5th, etc.).

6. Suggestions for Preparing Journal Articles

- a. State the most important facts first in the event parts of the report/article may be omitted.
- b. Avoid duplications in types of statements. Proof read thoroughly prior to submission.
- c. Double space lines.
- d. Check all proper names to avoid error.
- e. Spell all words in full except for abbreviations as: Mr., Mrs., Jr., and Dr.
- f. Use the full name or initials of the person the first time he or she is mentioned; thereafter, in the same story, use the last name preceded by the proper title.
- g. Spell out numbers when they begin sentences; otherwise, express them in figures if more than one digit is involved.
- h. Submit the article as soon as possible while current and relevant.

7. Suggestions for Writing News Articles

- a. Keep articles short.
- b. Make articles "newsy" and informative.
- c. Do not use technical language.
- d. Keep articles simple.
- e. Use actual quotes when possible.
- f. Use names where possible.
- g. Give credit to as many persons as possible.
- h. Submit news articles early and on time.
- i. Turn in double-spaced.
- j. If more than one page, put "more" at bottom of each page and use "short title" in upper left corner of each succeeding page.
- k. Use pictures according to publication's guidelines.
- l. Use as many feature stories as possible.
- m. Become familiar with publishers' printing cycle.
- n. Use wide margins on all copy.
- o. Avoid wording that degrades an individual.
- p. Use a person's full name (John E. Doe) not Mr. Doe when first mentioned.
- q. Include who, what, when, where and how.
- r. Write with a purpose.
- s. Look for opportunities to sell the organization.
- t. Indent paragraphs five spaces.
- u. If the release is more than one page, center the word "more" at the bottom of the page; center the symbols "####" at the bottom of the final page.

8. Suggestions for Writing A News Release

a. The Lead:

- i. The most critical stage of the news release.
- ii. Without an effective lead, the editor, like the reader, will read no further.
- iii. A good lead sells the story.
- iv. A lead is usually considered the first paragraph of a news story.
- v. The lead should be the most important and most interesting point in the story.
- vi. Try not to exceed twenty to thirty words in the lead.
- vii. Include who, what, where, why and how.

b. The Body:

- i. The subsequent paragraphs should build on the lead and be organized in order of importance (most important to least important). This is called the inverted pyramid style of writing.
- ii. News stories do not often end with a conclusion.
- iii. Do not be blatantly self-serving or the release will not get printed.
- iv. Keep paragraphs short (Three to five lines should be standard; seven lines maximum).
- v. Avoid the use of adjectives that sound judgmental.
- vi. Avoid words ending with -ings and -tys--they sound awkward.
- vii. Have one idea to a sentence.
- viii. Avoid any form of the verb "to be." Make "they were driving" into "they drove."
- ix. Put emphatic material at the beginning or end of a paragraph. Either seize the reader at the outset or surprise the reader at the end.

c. The Photograph:

- i. Use a good digital camera.
- ii. Provide the editor a high-resolution photo whenever possible.
- iii. Locations should briefly describe the photograph and correctly name each of those pictured from "left to right."

9. Submitting to *The Sphinx*TM

- a. The official journal of the Alpha Phi Alpha Fraternity, Inc. is *The Sphinx*TM.
 - i. It has been published continuously since 1914.
 - ii. Brother Raymond Cannon was the organizing editor during General President Henry Dickason's tenure.
- b. Submission Guidelines
 - i. Speak to your regional or district editor first. All submissions must be handled by your regional representative before it makes it to THE SPHINXTM magazine.
 - ii. Discuss proposed feature-length articles with the editor before submission; however, completed and unsolicited articles are also accepted for consideration.
 - iii. The suggested feature article length is 800 to 1,500 words; however, we accept stories that are shorter or longer in length.
 - iv. Print quality photographs or graphics may accompany feature articles. Photos should be submitted in JPG or TIF formats. The preferred resolution for photos is 300 DPI. The higher the resolution, the less blur, and the better you look. All photos must be submitted with a caption identifying all people in the photo.
 - v. All articles submitted are required to be in Microsoft Word.
 - vi. All feature articles should be accompanied by a brief biography of the author.
 - vii. THE SPHINX reserves the right to edit all submissions for length and suitability to a given issue, without final and formal review of the contributor.
 - viii. Statements of opinion expressed are those of the authors and not necessarily those of THE SPHINXTM.
 - ix. Submission proposals can be e-mailed to: sphinx@apa1906.net.

- c. Deadlines for submitting articles to *The Sphinx*TM:
 - i. Winter Issue: October 15
 - ii. Spring Issue: January 15
 - iii. Summer Issue: April 15
 - iv. Fall Issue: August 15
- d. Address: Editor of *The Sphinx*TM

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10. National Communications Management Strategy

- a. Please see SECTION III, Communications Management for the Fraternity's Communications Management Strategy for additional data.

I. A Guide for the Parliamentarian

1. General Duties

- a. The **Chapter Parliamentarian** reports to the chapter. He assists the president in providing precedent and order for the chapter. He assists the President in upholding parliamentary procedure to assure that all members are heard – the minority as well as the majority. The parliamentarian must be thoroughly familiar with Robert's Rules of Order Newly Revised.

2. Specific Duties

- a. While the Official Governing Policy Guidance and Regulations does not require each Chapter to have a parliamentarian, it is an essential responsibility for all Chapters. Where the Chapter does not have a parliamentarian, the President should appoint someone to fill the following duties:
 - i. Assists the presiding officer in the interpretation of the local Chapter Constitution and By-Laws.
 - ii. Assists the President in utilizing the most recent copy of Robert's Rules of Order as the official guide for conducting of meetings.
 - iii. In many cases, he chairs the Constitutional Committee and works with the Secretary to assure that any amendment or update to the Chapter's Constitution are submitted thereto, to the Office of the Executive Director for the approval of the General President.
 - iv. Must be Risk Management and Initial Membership Development Process (IMDP) certified.

3. Preparing for the Job

- a. Visit www.Alphamdp.com to take the Parliamentarian Self-Directed Training and Exam.
- b. Visit www.Alphamdp.com to review LECTURE #13 Parliamentary Procedures and become familiar with Robert Rules of Order. See Section II.P. below for a Summary Guide to Parliamentary Procedures.

J. A Guide for the Chapter Historian

1. General Duties

- a. The **Historian** reports to the Chapter. He keeps accurate records of all events and teaches chapter and national fraternity history to the members. He reviews newspapers, magazines, etc. for interest articles of chapter members; maintains chapter scrapbook and keeps it updated with programs each year; works closely with the recording and corresponding secretaries. Additionally, he works closely with the Associate Editor to *The Sphinx*™.

2. Specific Duties

- a. Maintains a current history of the Chapter.
- b. Insures the recording of Chapter fraternal events.
- c. Coordinates and maintains Chapter display and materials.
- d. Provides assistance when preparing Chapter displays and positioning the Chapter to compete for Chapter of the Year.
- e. Maintains and safeguards Chapter material in accordance with Chapter By-Laws.
- f. Must be Risk Management and Initial Membership Development Process (IMDP) certified.
- g. Serves on the IMDP Management Team.

3. Preparing to carry out these duties.

- a. Visit www.Alphamdp.com to take the Chapter Historian Self-Directed Training and Exam.
- b. Visit www.Alphamdp.com to review LECTURE #13 Parliamentary Procedures and become familiar with Robert Rules of Order. See Section II.P. below for a Summary Guide to Parliamentary Procedures.

K. A Guide for Chapter Dean of Membership Development

1. General Duties:

- a. The **Chapter Dean of Membership Development** reports to the Chapter. He manages Initial Membership Development Process (IMDP) activities for the chapter as established by General Convention and serves on the Cluster IMDP Management Team. He assists with the requisition for and coordination of Alpha Awareness Seminars, Smoker and Sphinx and Probate Club Meetings, as required by the IMDP Manual. He must be Risk Management and IMDP certified.

2. Specific Duties:

- a. Provides leadership at the Chapter level in the implementation of IMDP according to the rules and guidelines of the National Convention.
- b. Assists Chapter members in obtaining the proper credentials for IMDP – requesting IMDP and Risk Management certification,
- c. Assists with Alpha Informational Seminars that have been approved according to guidelines.
- d. Keeps members informed of the progress of IMDP.
- e. Assists new members in becoming familiar with the procedures and guidelines of the Fraternity and the college/university.
- f. Develops reclamation activities in the absence of a Chapter Reclamation Chair.
- g. Coordinates the Chapter's Brotherhood Recognition Program in the absence of a Chapter Reclamation Chair (See Section VI.C.).
- h. Markets the life membership program.

- i. Serves on the IMDP Management Team.
 - j. Must be Initial Membership Development Process (IMDP) certified.
 - k. Works closely with Chapter President and Advisor.
- 3. Requirements**
- a. Must be in “good standing” with the Chapter: financially and academically, if applicable,
 - b. Must be Risk Management certified.
 - c. Must be Initial Membership Development Process (IMDP) certified.
 - d. Familiarize self with The Standing Orders and the IMDP Manual of the Fraternity.
- 4. Preparing for the Job**
- a. Review the Chapter and Officer Development Guide.
 - b. Visit www.Alphamdp.com to take the Chapter Dean of Membership Self-Directed Training and Exam.
 - c. Visit www.Alphamdp.com to review LECTURE #13 Parliamentary Procedures and become familiar with Robert Rules of Order. See Section II.P. below for a Summary Guide to Parliamentary Procedures.
 - d. Visit <http://alphamdp.com> and view Bro. only to obtain copies of the IMDP Manual and Standing Orders.
- 5. Recommended Additional Duties/Activities**
- a. Issue graduating members or relocating members the “Moving Form”
 - b. Assist graduating members with their transition from college to alumni Chapters.
- L. A Guide for Directors of Educational Activities (Chapter Dean of Alpha University)**
- 1. General Duties**
- a. The **Director of Educational Activities (Chapter Dean of Alpha University)** reports to the Chapter. His main role is to coordinate all educational activities for the chapter. He develops and publishes a report of educational programs for the fraternal year. He coordinates the scholarship program, risk management seminars. Additionally, he works closely with the Cluster IMDP Management Team to assist with the intensified educational program during IMDP.
- 2. Specific Duties**
- a. Develops a calendar of activities for educational programs.
 - b. Creates opportunities for personal development for members.
 - c. Assures that all officers are trained on their respective Alpha University Self-Directed Training and Exam.
 - d. Oversees the implementation of the national programs and special projects.
 - e. Coordinates Chapter’s scholarship program.
 - f. Organizes tutoring and mentoring opportunities for the Chapter.
 - g. Must be Risk Management and Initial Membership Development Process (IMDP) certified.
- 3. Preparing for the Job**
- a. Review the Chapter and Officer Development Guide,
 - b. Visit www.Alphamdp.com to review LECTURE #13 Parliamentary Procedures and become familiar with Robert Rules of Order. See Section II.P. below for a Summary Guide to Parliamentary Procedures.

4. National Programs Implementation

- a. Be aware of all National Programs.
- b. Solicit assistance from other members in coordination the program
- c. Conduct workshops for new members on the National programs – their purpose, impact, and the implementation process.
- d. Oversee program implementation and success.
- e. Assist IMDP Management Team in conducting national program during IMDP.

5. Scholarship Opportunities

- a. Secure a list of scholarship opportunities available to members.
- b. Assist members in securing proper form to apply for local alumni and national scholarships.
- c. Coordinate the Chapter's community scholarship program.

M. A Specific Guide for the Chapter Chaplain

1. General Duties

- a. The **Chaplain** presides as the religious leader for chapter functions. He provides consolation to members and families, as necessary. Additional responsibilities include delivering meaningful and inspirational invocations at chapter meetings and official services; acts on moral issues regarding the chapter or brothers, and Omega Services. Also, the Chaplain assists the President with the preparation and execution of the Omega Services.

2. Specific Duties

- a. Provides consolation to members and families, as necessary.
- b. Delivers meaningful and inspirational invocations at Chapter meetings and official services.
- c. Acts on moral issues regarding the Chapter or brothers.
- d. Assists the President in the arrangement and execution of and officiates at Omega Services.
- e. Prepares form to transition brother to Omega Chapter.
- f. Must be Risk Management and Initial Membership Development Process (IMDP) certified.

3. Preparing for the Job

- a. Review the Chapter and Officer Development Guide,
- b. Visit www.Alphamdp.com to take the Chapter Chaplain Self-Directed Training and Exam.
- c. Visit www.Alphamdp.com to review LECTURE #13 Parliamentary Procedures and become familiar with Robert Rules of Order. See Section II.P. below for a Summary Guide to Parliamentary Procedures.
- d. Review the Omega Service Ceremony as listed in Appendix P.

N. A Guide for Chapter Advisor

1. General Duties

- a. The **Chapter Advisor** reports to the Alumni Chapter. His basic responsibilities include mentoring and developing College Brothers and College Chapters while advising, supervising, and counseling his assigned college chapter. The Alpha Advisor does not dictate unless the College Chapter and/or a College Brother violates the rules established by the General Convention or Board of Directors of The Fraternity and/ or university's rules and regulations. He serves as a liaison

between the College Chapter and Alumni Chapter and encourages interaction and maintain lines of communication between the College Chapter,

2. Specific Duties

- a. An Alpha Advisor shall meet the following criteria:
 - i. Be a member in Good Standing with the Fraternity & the advising alumni Chapter for no less than three (3) years prior to his appointment;
 - ii. Maintain Active Membership status in an Alumni Chapter for at least two years (Fully Financial, Risk Management Certified, and IMDP Certified);
 - iii. Register and attend the District, Regional, and/or General Convention for at least before two years of his appointment;
 - iv. Complete and pass the Alpha Advisor Exam with no less than eighty-five percent (85%) accuracy;
 - v. Shall attend the general conventions during his term of service as advisor; he may attend the Regional conventions as well.
 - vi. Serve as the primary advisor of no more than two (2) college Chapters at a time;
 - vii. Must sign a memorandum of understanding, with the fraternity, which shall clearly define his roles and responsibilities.
- b. He shall ensure the College Chapter attends at least three (3) Chapter meetings of the advising Alumni Chapter partner on at least one (1) event each fraternal year.
- c. He shall advise on all activities of the college Chapter he advises and shall ensure the Chapter is in compliance with the region and the general organization regarding any required documentation, fees and taxes.

3. Goals of the Alpha Advisor is to:

- a. Be a mentor, coach, and motivator to college brothers.
- b. Coordinate and promote excellence in the leadership and guidance of college brothers.
- c. Ensure maximum participation at all levels (Chapter, cluster, district, regionally, and nationally) of the Fraternity.
- d. Guide collegiate brothers to academic success and matriculation.
- e. Promote excellence in leadership development and campus involvement.
- f. Ensure Chapter and individual compliance to fraternal regulations.
- g. Maintain open lines of communication between College and Alumni Chapters.
- h. Provide an opportunity for college brothers to share ideas, problem solve, and seek solutions for the future.
- i. Promote brotherhood, manly deeds, scholarship, and love for all mankind.

4. Preparing for the Job

- a. The advising Alumni Chapter, in consultation with the college Chapter, shall recommend the appointment of an Alpha Advisor to the District Director, who will make the final recommendation for appointment to the Regional Vice President. The Regional Vice President shall appoint the Alpha Advisor for all college Chapters within the region he supervises.
- b. The Alumni Chapter may, when necessary, recommend the appointment of more than one (1) Alpha Advisor to serve as part of an advising team.
- c. Must be a "Member in Good Standing" with the Fraternity.

- d. Must have maintained active membership status in the advising Alumni Chapter for at least one year prior to the intended term of service.
- e. Must be at least one year removed from first undergraduate (bachelor's) degree; however, best practices suggest the best advisors are at least 3-4 years removed.
- f. Must have registered and attended at least one District Conference, Regional Convention, and General Convention within the past two years of appointment.
- g. Must be certified vicarish Management, IMDP, and Alpha Advisor Training.
- h. Must be thoroughly familiar with current policies and procedures of Alpha Phi Alpha Fraternity, Inc. as set forth by the Constitution and By-Laws, Official Membership Policy and Procedures Manual and other official documentation
- i. Must satisfactorily meet all additional mandates of the Regional Vice President for the respective region.
- j. Must pass a criminal background check and must not be currently listed on the national sex offender website.
- k. Review Alpha University training resources and participate in the Chapter Advisor Training and successfully pass the associated exam with 85% accuracy.
- l. Visit www.Alphamdp.com to review LECTURE #13 Parliamentary Procedures and become familiar with Robert Rules of Order. See Section II.P. below for a Summary Guide to Parliamentary Procedures.

O. Chapter Development

1. Learning Objectives:

- a. Upon completion of this section, the Chapter member will be able to:
 - i. Identify activities that could be used by Chapter officers and advisors in better preparing the Chapter officers in service and leadership roles.
 - ii. Coordinate a successful officers and advisor retreat.
 - iii. Plan a program or calendar of activities or a business plan for the fraternal year.

2. Chapter Development Activities:

- a. Acquaint total membership through instruction with the organizational structure and function of the Chapter, the proper accoutrements, parliamentary procedure, and general operating procedures.
- b. Thoroughly review the Official Governing Policy Guidance and Regulations (For resources, visit AlphaNet under Membership/Fraternal Documents).
- c. Conduct routine Chapter advisor-officer meetings to discuss activities.
- d. Chapter officers meet as an Executive Committee before each regular meeting to arrange the agenda.
- e. College Chapter President and Chapter Advisor check the treasurer's and secretary's books, as needed.
- f. Hold an orientation session for new Chapter officers utilizing the Chapter and Officer Development Guide as the main resource.
- g. Past officers discuss duties and responsibilities with each respective new Chapter officer.
- h. Invite a knowledgeable community leader in to discuss the importance of using parliamentary procedure, having good chairing skills, and maintaining proper conduct in business meetings.

- i. Chapter advisor conducts individual conferences with new officers to further discuss Chapter and Officer Development Guide for the orientation session.
 - j. Create or adopt a formal installation ceremony for new officers (*See example of Installation Ceremony in Appendix M*).
 - k. Together, past officers and new Chapter officers, complete forms (Chapter Directory and Report, Remittance of Funds form for Chapter tax) and other pertinent forms for submission to the district, regional, and corporate levels, as required.
 - l. Discuss all aspects of Chapter officer development, suggest means of involving higher percentage of members in the program.
 - m. Attend leadership conferences with new officers attending sessions related to their responsibilities and duties. Review and discuss events and sessions that took place at the leadership conferences.
 - n. Revise officer and leadership development program to better serve the organization's needs.
 - o. Have new members study the organization and program of activities and learn the official declarations of the Fraternity.
 - p. Invite personnel from your banking institution as guest speaker to talk on the importance of keeping up-to-date, accurate financial and management records.
 - q. Have all members review and evaluate old program of activities and offer new suggestions for improvement to the program of activities chair.
- 3. The Official Governing Policy Guidance and Regulations (Visit AlphaNet under Membership/Fraternal Documents).**
- a. The Official Governing Policy Guidance and Regulations (*Visit AlphaNet under Membership/Fraternal Documents*) is one of the most essential documents necessary for all Chapters, college and alumni, to have a successful, productive, and “good standing” year.
 - b. In accordance with the 2006 – 2011 Strategic Plan, Goal #1: Operations Management – To develop a set of operating policies and procedures to govern all aspects of Fraternity Operations - this document contains the Official Governing Policy Guidance and Regulations of Alpha Phi Alpha Fraternity, Inc.
 - c. In Accordance with Article II Section 2.3 of the National Constitution, the General Convention remains the sole and supreme legislative body having the power to enact legislation for the regulation of all matters pertaining to the General Organization, except as otherwise provided for. These regulations neither supersede nor negate that authority.
 - d. In Accordance with Article IX Section 2.1 the Board of Directors shall develop policies and programs which are within the limits of constitutional provisions and shall, from time to time recommend to the General Convention such legislative changes as may be necessary to give effect to, or ensure the implementation of recommended policies and programs.
 - e. As such, Regulations and Policy Guidance Manuals are created by various committees with management input on the specific subject areas. These standards and operating procedures are then approved for implementation by the Board of Directors.
 - f. Guidelines are created in the following areas:

- i. Accounting
 - ii. Administrative
 - iii. Affiliate Entities
 - iv. Affiliate Organizations
 - v. Chapter Organization
 - vi. Committees
 - vii. Communications
 - viii. Constitution
 - ix. Corporate Headquarters
 - x. Discipline
 - xi. Elections
 - xii. Executive Board of Directors
 - xiii. Executive Director
 - xiv. Foundations
 - xv. General Convention
 - xvi. History Book
 - xvii. Human Resources
 - xviii. Internal Audit
 - xix. Life Membership
 - xx. Members and Membership
 - xxi. Protocol
 - xxii. Public Relations
 - xxiii. Regional Conventions
 - xxiv. Regional Organization
 - xxv. Regional Vice President
 - xxvi. The Sphinx™
 - xxvii. Strategic Plan
- g. In each instance, they are designed and structured to be in agreement with the Spirit and Intent of the Alpha Phi Alpha Fraternity, Inc. Constitution as approved and amended by the General Organization.

4. Risk Management Handbook

a. Overview:

- i. Current trends in fraternity and sorority risk management best practices display the need for organizations to develop more integrative, structural and sustainable approaches to providing the education and resources necessary to successfully mitigate potential risks.
- ii. The Risk Management Handbook outlines a three (3) tiered strategy: Strategy One: Enhancing Risk Management Education; Strategy Two: The Introduction of New and/or Updated Policies; and Strategy Three: Ongoing Evaluation of Current Risk Management Handbook.
- iii. This new strategy will assist the fraternity in expanding risk management and reduction efforts, which will ultimately reduce the potential for organizational risk and ideally decrease future increases in risk related insurance expenses.
- iv. All Brothers desiring to serve as a Chapter officer must be trained and certified as being capable of discharging the duties and responsibilities of the office.

- v. Additionally, if a Brother wishes to participate in IMDP, then he must become IMDP and Risk Management certified.
- vi. The training will focus on the rules and regulations regarding the process and the basic laws and procedures of the Fraternity.
- b. **Objectives:**
 - i. **Initial Membership Development Process (IMDP) and Initiation:** To promote an understanding of the roles played by various Fraternity components in IMDP, the program activities set forth for the process, and the administrative regulations governing the process.
 - ii. **Risks and Liability:** To provide a general knowledge of Fraternal rules and regulations regarding the possible risks and liabilities of the Fraternity, Chapter and each individual Brother.
 - iii. **Training:** The training process for Risk Management Certification will occur at the regional and district levels. It is conducted by a certified and trained Brother(s) only.
 - iv. **The Risk Management Handbook** can be found <http://www.apa1906.net/> and search under Resources/Forms Documents/Insurance and Risk Management Documents).
- 5. **Constitution and By-laws of Alpha Phi Alpha Fraternity, Inc.**
 - a. The Alpha Phi Alpha Fraternity, Inc. Constitution and By-laws are the official governing documents of the organization.
 - b. The Constitution and By-laws of Alpha Phi Alpha Fraternity, Inc. can be found at <https://alphanet.apa1906.net/>. Search under Membership/Fraternal Documents.

P. Basic Parliamentary Procedure

1. Introduction

- a. Conducting an effective Chapter meeting is dependent upon how well members utilize parliamentary procedure.
- b. The process gives all – majority and minority – voices an equal chance of being heard.
- c. Additionally, regular use of parliamentary procedures within the Chapter helps the member in other organized settings – work related situations, community-based groups, professional organizations, or politics.

2. Learning Objectives:

- a. Upon completion of this section, the Chapter officers and members will be able:
 - i. To utilize basic parliamentary procedure in conducting effective meetings.
 - ii. To state the purpose of parliamentary procedure.
 - iii. To obtain the floor and place business on the floor by properly stating a motion.
 - iv. To classify motions according to their type and the order of precedence.
 - v. To understand debatable and non-debatable motions.
 - vi. To make reports on the work of various standing and adhoc committees.

3. Purpose of Parliamentary Procedure

- a. The purpose of parliamentary procedure is to provide an organized way to conduct meetings.
- b. It is provided to allow the majority to rule, but at the same time protecting the rights of the minority.

- c. Main motions are the mechanism by which nearly all business is conducted and is the primary tool of the majority.
 - d. Nearly all other motions are the tools for use by the minority.
- 4. Role of the Presiding Officer**
- a. The chairperson of a meeting is expected to be impartial.
 - i. Therefore, the person chairing a meeting should not enter into debate.
 - ii. However, the chair may vote by secret ballot or to make or break a tie since none of these circumstances violates the chair's neutral position.
 - iii. A good chair is decisive and rules on motions and should not equivocate.
 - iv. For members who believe the chair is incorrect in his decision have parliamentary recourse to deal with their concerns.
 - v. In using the gavel, the chair should use it firmly, not harshly.
 - vi. One tap signals that an item of business has been completed. It also is the signal to be seated.
 - (a). Two taps signal the meeting is to begin.
 - (b). Three taps are the signal to rise.
 - (c). A series of short raps is a signal for order.
 - b. After a motion has been made and seconded, the chair should state the motion for the entire group before any further action is taken such as discussion or a vote. (*See Appendix G for a Ten Step Process for Carrying a Motion.*)
- 5. Obtaining the Floor and Stating a Motion**
- a. Generally, a person wishing to obtain the right to speak or make a motion simply stands and addresses the chair by stating, "Mr. President (Chairperson).
 - b. Once the chair recognizes the individual by name, the person may then offer their statement or motion.
 - c. Generally, motions are stated, "I move ...".
- 6. The Concept of Precedence**
- a. Precedence is a method established for determining priority of handling motions which allow the concept of one thing at a time to be in force during a meeting.
 - b. Main and unclassified motions are at the bottom of precedence while Privileged motions are highest.
 - c. Subsidiary motions are in the middle and Incidental motions are simple handled as they arise.
 - d. The subsidiary and privileged motions are listed in order of precedence.
- 7. Kinds of Motions**
- a. Main Motion**
- i. A *motion* is an action which brings business before the assembly and which can be made only while no other motion is pending. "I move we have a banquet."
 - ii. The major principle of parliamentary procedure is "only one principal or main motion at a time."
 - iii. All business is brought before the meeting by a motion, a resolution, a report of a committee, or a communication.
 - iv. The terms *motion* and *question* are synonymous; when first stated, it is a motion, and when repeated by the chairperson, it is referred to as a question.

b. Unclassified Motions

- i. An *unclassified motion* is a question that usually pertain to actions taken at previous meetings.
- ii. There are a few main motions, that cannot become unclassified. The unclassified motion allows a member to ask the body to take up a question again, or to change or undo an action that has been taken.
- iii. In certain situations, some members believe there has been too small an attendance at the meeting or that it has been an unrepresentative one; therefore, they desire a new ruling on the subject.
- iv. Examples of unclassified motions are:
 - (a). Reconsider (I move to reconsider...)
 - (b). Rescind (I move to rescind...)
 - (c). Take from the table (I move to remove from table...)
- v. These motions have no order of precedence.

c. Subsidiary Motions

- i. The *subsidiary motions* are the most frequently used motions in parliamentary procedure.
- ii. They are made while a main motion is pending, for the purpose of assisting or modifying it or to delay action or otherwise dispose of the main motion.
- iii. The subsidiary motion supersedes the main motion for the time being and must be dealt with before action can be taken on the main motion.
- iv. However, all subsidiary motions must yield to privileged and incidental motions.
- v. There are only seven subsidiary motions and they have a specific order of precedence:
 - (a). *postpone indefinitely* – Ends debate and orders that question be suspended forever. "I move that we postpone the question indefinitely."
 - (b). *amend* – Moves to modify an existing motion. "I move that we change the day to Tuesday."
 - (c). *refer* - Gives a motion more detailed attention or permits it to be handled in privacy. "I move to refer the matter to the Program Committee."
 - (d). *postpone to a certain time* - Defers consideration to a definite day, meeting, or hour, or until after some particular event. "I move that the question be postponed until the next meeting" or "I move to postpone the motion until after the address by our guest speaker."
 - (e). *limit or extend limits of debate* - Modifies debate by limiting or extending the number or length of speeches. "I move that debate be limited to one speech of two minutes for each member" or "I move that the speaker's time be extended three minutes."
 - (f). *previous question* - Ends debate and orders an immediate vote. "I move the previous question" or "I move we vote immediately on the motion."
 - (g). *table* - Lays a pending question aside temporarily when something more urgent has arisen. "I move to lay the question on the table" or "I move that the motion be laid on the table."

d. Incidental Motions

- i. *Incidental motions* are those which arise out of a pending question and must be decided before any other business is taken up; or are something connected with the business of the assembly that must be attended to and which requires a temporary interruption.
- ii. They arise out of a need to correct ill-advised actions or improper use of parliamentary procedure.
- iii. They have no special rank among themselves and yield to privileged motions.
- iv. They are dealt with individually as they arise and take precedence over the subsidiary motions.
- v. Examples include:
 - (a). *Object to the consideration of question*
 - (b). *Appeal from the decision of the chair*
 - (c). *Rise to a point of order*
 - (d). *Withdraw a motion*
 - (e). *Suspend the rules*
 - (f). *Call for the division of the house*
 - (g). *Rise to parliamentary inquiry*

e. Privileged Motions

- i. *Privileged motions* have nothing to do with the pending question or motion, but are of such urgency and importance that they are allowed to interrupt the consideration of other questions, and take precedence over them.
- ii. They are undebatable because of their high rank.
- iii. When privileged motions do not interrupt other business, they are main motions and are without privileges.
- iv. Examples are:
 - (a). *Adjourn*: Terminates the meeting. "I move that we adjourn."
 - (b). *Recess*: Permits a short intermission in a meeting. "I move that we recess for 10 minutes" or "... until 2:00" or "... until called to order by the chair."
 - (c). *a question of privilege*: Permits a request or main motion relating to the rights and privileges of the assembly or any of its members to be brought up for immediate consideration because of its urgency. "I rise to a question of privilege affecting the assembly."
 - (d). *Call for the orders of the day*: Requires that the adopted agenda or order of business be followed. "Mr. Chairman, I call for the orders of the day" or "Madam President, I demand the regular order."

8. Thumb Rules for Motions

- a. What motions require a second?
 - i. Whenever a motion is made by saying "I move. . ." it requires a second.
 - ii. The exception to the rule is the incidental motion "To appeal from the decision of the chair."
- b. What motions are debatable? Most motions by type are not debatable.
 - i. The motions that are debatable are: Main motions; The three R's (Reconsider Rescind and Ratify); The bookends (Postpone indefinitely, to amend, to refer, and postpone definitely).

- ii. Examples are as follows:
 - (a). Main motions - Debate is limited only by rules for length and number of speeches, and, of course, rules of decorum.
 - (b). *Postpone Indefinitely* - Discussion can encompass the merits of the main motion.
 - (c). *Amend* - Debate is limited to merits of the proposed amendment. (Motion to amend is undebatable if the underlying motion is undebatable).
 - (d). *Commit* - Discussion is limited to merits and details of referring.
 - (e). Postpone to a Certain Time (or Definitely) - Discussion is limited to merits and details of postponing.
 - (f). *Appeal* - Discussion is limited to the subject matter of the appeal. (But if debate serves no purpose and gets in the way of business, as is sometimes the case when the underlying motion is undebatable, then the motion to appeal isn't debatable).
 - (g). *Request to be Excused from a Duty* - Discussion is not limited because each situation in which this motion is used is unique, and it's vital to have the information necessary to make a proper decision.
 - (h). *Rescind or Amend Something Previously Adopted* (and Discharge a Committee)- Discussion can go fully into the merits of the subject matter.
 - (i). *Reconsider* - Discussion can go fully into the merits of the motion to be reconsidered unless that motion is undebatable.
- iii. Rules for debate are designed to balance members' rights to speak with the assembly's right to make its decision and move on to something else.
- c. What motions may be amended?
 - i. Motions that deal with time, sequence or volume are amendable.
- d. What motions may have subsidiary motions applied to them?
 - i. Since to amend is a subsidiary motion, all motions that are amendable qualify.
 - ii. In addition, other motions that are debatable but not amendable may have subsidiary motions applied to them.
 - iii. The exception to the rule is the incidental motion "To appeal from the decision of the chair."
- e. What vote is required for passage of motions?
 - i. All other motions require a majority vote.
 - ii. The exception to the rule is the incidental motion "To appeal from the decision of the chair."
- f. When may a person interrupt when another person has the floor?
 - i. One may interrupt another if the issue is urgent enough to warrant such action but only with seven (7) specific motions (To raise a question of privilege, To call for the orders of the day, To raise a point of order, To appeal from the decision of the chair, To call for a division, To make a request, and To reconsider).
- 9. Please visit <http://www.rulesonline.com/rror--02.htm> to view Robert's Rules Online: RulesOnline.com: Robert's Rules of Order Revised, Fourth Edition, with Up-to-Date Annotations!

Q. Conducting Effective Chapter Meetings

1. Introduction

- a. Effective Chapter meetings are essential to having a productive Chapter.
- b. A good leader knows his members and his own leadership style.
- c. His leadership style will dictate the success of Chapter meetings.
- d. See Appendix B for a sample agenda for use as a guide in developing appropriate agendas for Chapter meetings.
- e. Committee work should be done in committees and not the general meeting. Each committee chair should present a written report in each meeting. A sample committee report is included in Appendix K.
- f. The information below is given to assist the member in assessing his leadership skills as well as offering some suggestions on how to carry out an effective Chapter meeting.
- g. The “Makings of A Good Meeting” manual is to be used as a resource tool for facilitating group meetings. (Visit at <http://www.wolfandassociates.com/the-makings-of-a-good-meeting/>)

2. Learning Objectives:

- a. Upon completion of this Section, Chapter leaders will be able to:
 - i. Understand general responsibilities of a leaders;
 - ii. Identify the various types of leadership behavior patterns;
 - iii. Apply leadership skills and style when conducting Chapter meetings;
 - iv. Apply skills of group facilitation and agenda planning to conduct effective Chapter meetings; and
 - v. Utilize parliamentary procedure in conducting a meeting.

3. General Qualities of A Good Leader

- a. The following list of qualities of a “good leader” was adapted from a list established by a class on leadership development at the University of Arizona. These briefly stated qualities lend themselves to one’s understanding of general characteristics and expectations of leaders.
 - i. **WELL PREPARED** - Know leadership takes work as well as practice.
 - ii. **GROUP MINDED** - Regard yourself as a part of the group. Say "we" instead of "I"; don't try to run the crowd. Instead, be guided by the crowd's wishes.
 - iii. **LIKES PEOPLE** - Be understanding and friendly.
 - iv. **POISED** - Don't let irritations bother you.
 - v. **HAS HUMILITY** - Be confident, but not cocky. Don't be afraid to reveal you don't know everything.
 - vi. **IS A HARD WORKER** - Don't ask anyone to do something that you would not be willing to do yourself.
 - vii. **RESPONSIBLE** - Live up to your word and duties.
 - viii. **COOPERATIVE** - Know how to work with others; enjoy working with them.
 - ix. **FUN LOVING** - Enjoy life - the simple things as well as the big.
 - x. **HAS VISION** - Help the persons in your group to learn and grow through the activities.
 - xi. **CLEAR** - Be able to express yourself effectively.

- xii. **PROUD** - Proud of what you do. Take pride in being a leader, but earn it.
- xiii. **NEAT** - Always be neat in dress and personal appearance.
- xiv. **COURTEOUS** - The words "please" and "thank you" pay dividends.
- xv. **THINKS AHEAD** - Know members' opinions and be ready to meet changing situations.
- xvi. **SETS GOALS** - Make them high but attainable.
- xvii. **TAKES ADVICE** - But do your own thinking.
- xviii. **GETS THE FACTS** - Analyze them before you draw conclusions.

4. Leadership Behavior Patterns

a. Laissez-faire Leader:

- i. I allow complete freedom to the group to formulate its own policies. I maintain a "hands-off " position.
- ii. I offer advice, materials, only when I am asked. I take no part in discussion, or decision-making.
- iii. I take no part in assigning work, or allocating time. I maintain no pressure toward achievement, industry, and enter into disorder only when there is personal danger involved. I believe in freedom.
- iv. I take no judgments of praise or criticism except when asked and then I maintain a sort of passive attitude.

b. Autocratic Leader:

- i. I determine the policies because I am the chosen leader.
- ii. I determine all techniques, procedures and activities one at a time. The future steps are uncertain but I don't want to confuse the group.
- iii. I appoint the committees and determine the work task and the time and place.
- iv. I give my own "personal" praise because I am a benevolent leader and have status as a judge and parent-ideal.

c. Democratic Leader:

- i. I encourage and assist the group to discuss and determine all policies.
- ii. I help the group to formulate its own goals, and determine alternative consequences.
- iii. I supply technical advice or facts when needed but permit group choice.
- iv. I permit members' freedom to work with whom they choose, and to divide the tasks as they see fit. However, I maintain pressure toward achievement, industry, and against disorder. I react as if I was a member of the group.
- v. I try to be "objective" and "fair" in praise and criticism and to not hold myself up as the final judge or "all wise" being.

5. Chapter Meetings

- a. Establish regular meeting date, time, and place.
- b. Conduct Executive Committee meeting prior to regular meeting.
- c. Have an agenda; make a copy for each member.
- d. Be punctual.
- e. Set an establish length for meeting (1 to 1-1/2 hour).
- f. Use parliamentary procedure.
- g. Be sure to have quorum before starting the meeting.
- h. Make committee chairs aware of expected reports.
- i. Requests that committee reports be submitted in written form.

- j. Respect the rights of all members.
- k. Be fair.
- l. Have appropriate documents available: constitutions and by-laws; university guidelines for student organizations; etc.
- m. End meetings on time.
- 6. See the article entitled, The Makings of A Good Meeting, by Kevin Wolf
<http://www.wolfandassociates.com/the-makings-of-a-good-meeting/> at/

R. Chapter Strategic Planning

1. Introduction

- a. Strategic planning establishes where a group is going over the next year or more, how it's going to get there and how it'll know if it got there or not.
- b. An effective strategic plan can:
 - i. Clearly define the purpose of the organization and to establish realistic goals and objectives consistent with that mission in a defined time frame within the organization's capacity for implementation.
 - ii. Communicate those goals and objectives to the organization's constituents.
 - iii. Develop a sense of ownership of the plan.
 - iv. Ensure the most effective use is made of the organization's resources by focusing the resources on the key priorities.
 - v. Provide a base from which progress can be measured and establish a mechanism for informed change when needed.
 - vi. Listen to everyone's opinions in order to build consensus about where the organization is going.
 - vii. Provides clearer focus for the organization, thereby producing more efficiency and effectiveness.
- c. Effective short and long range strategic planning is critical to the success of all Chapters.
- d. Please visit <http://managementhelp.org/strategicplanning/index.htm#anchor1234> to review a Pro Bono, Online Program to Learn Strategic Planning Facilitation for additional information. Also see <https://onstrategyhq.com/resources/strategic-planning-terms/> for additional strategic planning terms.

2. Learning Objectives:

- a. Upon completion of this Section, Chapter leaders will be able to understand the:
 - i. Importance of strategic planning;
 - ii. Process of conducting an annual retreat; and
 - iii. Process of developing an Annual Chapter Strategic Plan.

3. Developing a Chapter Strategic Plan

- a. Step One Environmental Scan:
 - i. An environmental scan is a method of collecting data on elements that are external to the organization, in order to use the data for guiding decisions on the Chapter's strategic direction.
 - ii. In developing this scan, the Chapter should take an honest look at its external environment. Some factor to consider include:
 - (a). How many Greek organizations are there on campus?

- (b). What's the status of Greeks letter organization on your campus? Do they have large established frat houses? Are they supported by wealthy alumni? Etc.?
 - (c). How large are the other Greek letter organizations as compared to your Chapter?
 - (d). Who are your real competitors? Is it the other Greek letter organizations? The football team? 100 Black Men? The Band? Etc.?
- iii. This analysis is critical to the success of your plan. Therefore, it is important to use the mantra, "To thou own self be true."
- b. Step Two: Internal Analysis
 - i. The Internal Analysis of strengths and weaknesses focuses on internal factors that give a Chapter certain advantages and disadvantages in meeting the needs of its target market.
 - ii. A strength refers to what your Chapter does well.
 - (a). This is the easy part of the planning.
 - (b). The Chapter should outline those things the Chapter, as a whole, do well together.
 - (c). Strengths can include:
 - (i). We control all major leadership positions on campus.
 - (ii). We have a large Chapter, with active members.
 - (iii). We have a large bank account.
 - (iv). We work well as a team.
 - iii. A weakness refers to any limitations a Chapter faces in developing or implementing a strategy.
 - (a). This is the difficult part of the analysis. It is important for members of the Chapter to be true to themselves in this analysis.
 - (b). Some examples of weaknesses include:
 - (i). We are a small Chapter.
 - (ii). We are at or below seven members.
 - (iii). Finance is an issue.
 - (iv). We exist on a large PWI campus with large fraternity houses.
 - (v). Other Greeks rush prior to the start of class and recruit students long before Alpha has an opportunity to interact with them.
 - (vi). We have difficulty getting members to chair and/or work on committees.
- c. Step Three: External Analysis
 - i. The External Analysis examines opportunities and threats that exist in the environment. Both opportunities and threats exist independently of the Chapter. The way to differentiate between a strength or weakness from an opportunity or threat is to ask: Would this issue exist if the Chapter did not exist? If the answer is yes, it should be considered external to the Chapter.
 - ii. Opportunities are situations that exist but must be acted on if the Chapter is to benefit from them.
 - (a). Some examples of opportunities are:
 - (i). The university fully supports all Greek Letter Organizations.
 - (ii). There is a large pool or eligible candidates.

- (iii). The community is open to the types of programs we provide.
 - (iv). We have a supportive sponsoring alumni Chapter.
 - (v). We have supportive alumni brothers.
- iii. Threats refer to external conditions or barriers that may prevent the Chapter from reaching its objectives.
 - (a). Some examples of threats are:
 - (i). The number of eligible candidates is low on campus.
 - (ii). The university is hostile to Greek Letter Organizations.
 - (iii). Other Greek Letter Organizations on campus are large and well established.
- d. Step Four: Mission Statements
 - i. The mission statement describes a Chapter's purpose or reason for existing.
 - ii. It is your core purpose, the underlying "why" you exist.
 - iii. It is a declaration of your Chapter's purpose and spotlights the business you are presently in and the customer/constituent needs you are presently endeavoring to meet.
 - iv. Your mission statement must support the Alpha Phi Alpha mission statement: "Alpha Phi Alpha develops leaders, promotes brotherhood and academic excellence, while providing service and advocacy for our communities."
 - v. Remember, your mission statement does not have to be long. It should be a simply statement of who you are and what you plan to do to address your strengths, weaknesses, opportunities and Treats (SWOT) Analysis above.
 - vi. Your mission statement should not change each year. However, it should be reviewed at each year at the annual Chapter retreat.
- e. Step Five: Goals
 - i. Your goals are the general methods you intend to use to reach your mission.
 - ii. No matter what the level, a goal answers the question "how."
 - iii. During your annual retreat, the Chapter should develop four or five goals to meet its mission.
- f. Step Six: Short-Term Actions Plans
 - i. Functional action plans support the accomplishments of the annual short-term objectives and align with individual goals.
 - ii. While the items in Steps One through Five will not have sufficient changes from year to year at the annual retreat, each committee chair should present action plans to support their areas of responsibility.
- g. A sample Chapter strategic plan is include in Appendix L.

4. Annual Chapter Retreat

- a. The Chapter retreat is a special meeting called for the purpose of developing a Chapter strategic plan.
- b. All officers and members should be invited to the retreat.
- c. Annually, preferably in June (college) and August (alumni), each Chapter should conduct an annual retreat to review long range strategic plans and to develop short term plans for the following year.
- d. For college Chapters, the Chapter advisor should lead the planning of the annual retreat. As the chief administrative officer of the Chapter, the president should preside over the retreat.

- e. For alumni Chapters, the vice president should lead the planning of the annual retreat. As the chief administrative officer of the Chapter, the president should preside over the retreat.
- f. Retreats held away from the normal meeting location are normally more productive and provide less distractions.
- g. Prior to the retreat, each committee chair should meet with his committee to develop a proposed program of work and a budget for the upcoming year. The sample committee report in Appendix K can be used as a guide for developing the action plan and budget for each proposed program. These action plans should be provided to the financial committee at least two weeks prior to Chapter retreat.
- h. Using proposed action plans from each committee, the financial committee should develop a proposed budget to be discussed at the retreat.
 - i. Deliverables should include:
 - (a). A Chapter mission statement
 - (b). A set of Chapter goals
 - (c). An action plan for each program.
 - (d). A calendar for the upcoming year.
 - (e). A budget of the upcoming year.
 - j. A sample Chapter strategic plan is included in Appendix L.

S. Chapter Foundations

1. Introduction

- a. A non-profit is an organization designed to serve the philanthropic needs of its customers. Investopedia defines a non-profit as “a business granted tax-exempt status by the Internal Revenue Service (IRS). Donations made to a non-profit organization are typically tax deductible to individuals or businesses that make them, but the non-profits must make financial and operating information public so that donors are certain their contributions have been used effectively. Non-profits pay no income tax on the donations they receive or any money they earn through fundraising activities. Non-profit organizations are sometimes called NPOs or 501(c)(3) organizations based on the section of the tax code that permits them to operate.”
- b. In Alpha Phi Alpha, a Chapter Foundation is defined as any corporation, foundation, limited liability company, partnership, or other entity developed by an authorized Chapter of Alpha Phi Alpha for not-for-profit purposes.
- c. Article IX: Chapter Organization and Structure, Article 3 states:
 - i. The Chapter shall not create, maintain, endorse, or otherwise sanction any corporation, foundation, limited liability company, partnership, or other entity whether for-profit or not-for-profit that abridges the rights of its members in good standing to vote on ultimate issues such as amendments to by-laws, election of directors, or the rights of the members to receive annual reports from any and all such entities.
- d. Section III: Affiliate Entities of the Official Governing Policy Guidance and Regulations provides the following additional guidance:
 - i. As it relates to the formation and governance of Foundations established by Chapters of Alpha Phi Alpha Fraternity, Inc. and/or members of the Chapter

on behalf of the Chapter, and their resulting activities there are several issues of paramount concern:

- ii. The above referenced Bylaws article specifically dictates the relationship which should exist between these entities, however in too many instances there exists a separation between the two organizations that is dysfunctional; Chapters should have memorandums of understanding which clearly state how they will interact with the foundations.
- iii. Issues of and the rights of Intellectual Property: As it specifically relates to the National Programs of the Fraternity as facilitated and implemented by our Education Foundation, lower level entities (Chapters and Foundations) must operate in a manner consistent with the workings of the National Bodies (Fraternity and Education Foundation); additionally, if in any way Chapters or non-profit entities are creating personal or Chapter commercial marketing ventures without a contract issued by the General Office, then the Chapter or affiliate may be in violation of federal and state laws. All symbols of Alpha Phi Alpha Fraternity, Inc., are protected by federal trademark law. Unauthorized use of the Fraternity's symbols will violate numerous state and federal statutes, i.e., 15 U.S.C. § 1114(a) for trademark infringement; 15 U.S.C. § 1125(a) for false designation of origin and false representation; 15 U.S.C. § 1125(a) for trademark dilution; common law and statutory injury to business reputation; common law trademark infringement; common law unfair competition; and unjust enrichment. Federal law also allows the Fraternity to recover its cost and attorneys' fees for any resulting lawsuit to enforce its' rights. In addition to federal and state trademark violation, you may also violate the federal Copyright Act. This Act provides for monetary damages that may be measured either by (1) any actual damages suffered by the Fraternity plus any profits you have made as a result of the infringement, or (2) statutory damages.
- iv. Each Alpha Chapter that has created a 501c3 affiliated entity (Foundation, Institute, etc.) shall forward immediately to the office of the Executive Director the following items:
 - (a). Articles of Incorporation
 - (b). Bylaws
 - (c). Registered Agent Documentation
 - (d). Annual 990 (2006 – 1996 Inclusive as applicable)
 - (e). Annual Budget (2007 – 1996 Inclusive as applicable)
 - (f). Annual Audits, where applicable
 - (g). Copy of Fund Solicitation documents
 - (h). Listing of organization (foundation and/or institute) members and officers
 - (i). Memorandum Of Understanding (MOU) between the Chapter and affiliated entity if there is one
- e. Every 501c3 Charitable Organization, however it is named, established by any Chapter of Alpha Phi Alpha Fraternity, Inc., and/or members of said Chapter, must file a copy of its annual report to the Secretary of State in which it is Chartered with the Office of the Executive Director.

- f. Each Chapter and or foundation which seeks to create a revenue-generating venture must submit the proposal documents to the Office of the Executive Director to ensure that the venture is in compliance with established practices.

2. Learning Objectives:

- a. Upon completion of this Section, Chapter leaders will be able:
 - i. To understand the National Bylaw requirements regarding Chapter foundations;
 - ii. To understand the Official Governing Policy Guidance and Regulations regarding Chapter foundations;
 - iii. To understand the process of developing a Chapter foundation.
 - iv. To understand the rules regarding the operation of a Chapter foundation.

3. Developing a Chapter Foundation

- a. Starting a Chapter Foundation is not an easy task and a Chapter should consider hiring a professional to assist in its development. It is important to remember that a foundation is not appropriate for all Alpha Chapters
- b. Dr. Joan Fritz, in a February 14, 2017 article entitled, Questions to Ask Before Starting a Non-profit, list the following:
 - i. **Is This Appropriate For My Chapter?** Is your Chapter willing to put in the work to develop a separate strategic plan, budget, board of directions, etc. to assure the foundation runs effectively. Just because another Chapter in the area has a foundation is not a good reason to start one for our Chapter.
 - ii. **Do I Have an Original Idea for a New Non-profit?** While this is a not-for-profit, it must operate on the same principles as a for-profit business. You must do a needs analysis to determine if there is a need for your services that are not already duplicated by another organization.
 - iii. **Will My Organization Fit the Legal Qualifications for a Non-profit?** A 501(c)(3) non-profit cannot be operated for anyone's private benefit, support or oppose a political party or candidates for office, or have as its mission the achievement of something that is only possible by passing some kind of legislation.
 - iv. **Do I Have a Clearly Stated Mission?** Like a for-profit organization, your foundation must have a clear mission statement.
 - v. **Do I Know People Who Will Support My Idea Financially and With Their Time?** This may be the easiest one for an Alpha Chapter to achieve. However, it is important to remember that all finances for the fraternity and the foundation must be kept separate.
 - vi. **Have I Thought About Partnering with an Already Existing Non-profit?** This may also be easy for an Alpha Chapter Foundation, as it may be easy to partner with the national Affiliate Organization of the Fraternity. See Section: Affiliate Organizations of the Official Regulations & Governing Policy Guidance of Alpha Phi Alpha Fraternity, Inc.
- c. Visit <https://www.thebalance.com/questions-before-starting-nonprofit-2502143> to review a full copy of the article.
- d. Please see Appendix Q for a list of Checklist for Starting a New Non-profit
- e. Other resources may be found at:

- i. Applying for Tax Exempt Status. (2017, October 30). *IRS.com*. Retrieved from <https://www.irs.gov/charities-non-profits/charitable-organizations/exemption-requirements-section-501c3-organizations>
- ii. Fritz, J. (2017, September 30). The 4 Most Common Non-profit Startup Mistakes: It's hard enough to start a non-profit. Don't make these mistakes. *Thebalance*. Retrieved from <https://www.thebalance.com/mistakes-for-nonprofit-startups-2502142>
- iii. How to Start a Nonprofit Organization. (2008). *Authenticity Consulting, LLC*. Retrieved from <https://managementhelp.org/misc/How-to-Start-Nonprofit.pdf>
- iv. McNamara, C. (n.d.). How to Start a Nonprofit Organization -- Guidelines and Resources for Entrepreneurs. *Authenticity Consulting, LLC*. Retrieved November 27, 2017, from <https://managementhelp.org/startingorganizations/start-nonprofit.htm>
- v. McNamara, C. (2017, June). *Field Guide to Nonprofit Program Design, Marketing and Evaluation* (5th edition). Retrieved from http://www.authenticityconsulting.com/pubs/PG_gdes/PG_pubs.htm

4. Operating a Chapter Foundation

- a. As stated above, every Chapter should not have a foundation.
 - i. Foundations exist to fulfil educational, philanthropic, or community responsibilities and are highly regulated.
 - ii. Donations and profits received from grants and fundraisers are normally exempt from local, state and income tax.
 - iii. As foundations serve the general public and enjoy a special tax free status, federal and state regulations are normally onerous.
 - iv. Therefore, Chapters who establish such must have a separate board of directors and must keep their accounting completely separate from normal Alpha Phi Alpha finances.
- b. Tax Regulations

- i. In order to benefit for certain tax exemptions, a Chapter's foundation must be devoted to carrying out activities not usually conducted for a profit.
 - ii. No contributions, grants or profits are allowed to benefit individuals or Chapter shareholders.
 - iii. According to the Internal Revenue Service, in order for a social club to be exempt from federal taxes it "must be organized for pleasure, recreation, and other similar non-profitable purposes and substantially all of its activities must be for these purposes." See <https://www.irs.gov/charities-non-profits/charitable-organizations/exemption-requirements-section-501c3-organizations>
- c. Incorporating
 - i. While the rules for incorporating a foundation are similar to those of a for-profit organization, obtaining the assistance of a legal professional in setting your our Chapter foundation is highly recommended.
 - ii. Once Chapter foundations are incorporated, they are able to receive grants and the process of obtaining tax-exempt status is simplified. It is worth noting again, that Chapter must be sure to keep the funds associated with their foundation separate from normal Chapter finances.
 - iii. Chapter foundations are required to submit an application for tax-exemption status. See from <https://www.irs.gov/charities-non-profits/charitable-organizations/exemption-requirements-section-501c3-organizations>
 - iv. Organizations must draft and file an "articles of incorporation" with the secretary of state or the governing office responsible for regulating business structures. A copy must also be forwarded to the Executive Director of the fraternity.
 - v. The organization must also create a "purpose clause" which describes organizational objectives as well as business goals.
- d. Donations and Fundraising
 - i. Contributions, donations and grants are the methods of receiving fund to run a Chapter foundation.
 - ii. There are specific rules governing the foundation and donors.
 - (a). Donors cannot receive any services or goods in return for their donations.
 - (b). Chapter foundation also cannot provide monetary contribution to donors.
 - (c). The financial records for Chapter foundations should be completely separate from the fraternity and strict accounting procedures should be followed.
- e. Please check with your local state to determine if you are required to register your fundraising activities.
- f. Other resources include:
 - i. Barlow, J. (2017, March 6). Government Regulations for Nonprofit

Organizations. *BoardEffect*. Retrieved from

<http://www.boardeffect.com/blog/government-regulations-nonprofit-organizations/>

- ii. Exempt Purposes - Internal Revenue Code Section 501(c)(3). (2017, June 30).

IRS.com. Retrieved from <https://www.irs.gov/charities-non-profits/charitable-organizations/exemption-requirements-section-501c3-organizations>

- iii. Exemption Requirements - 501(c)(3) Organizations. (2017, August 27).

IRS.com. Retrieved from <https://www.irs.gov/charities-non-profits/charitable-organizations/exemption-requirements-section-501c3-organizations>

- iv. Scott, S. (2017). Rules & Regulations of Nonprofit Organizations. *Hearst*

Newspapers, LLC. Retrieved from <http://smallbusiness.chron.com/rules-regulations-nonprofit-organizations-4406.html>

T. Sample Installation of Chapter Officers Ceremony (Developed by Dr. Bruce Crawford)

1. The Fraternal Regulations of Alpha Phi Alpha requires the following:
 - a. Each College Chapter shall hold its annual election at the first regular meeting in April, and the successful candidate shall take office not later than the first regular meeting the following semester and or quarter.
 - b. Each Alumni Chapter shall hold its annual election at the first regular meeting in May, and the successful candidates shall take office not later than the first regular meeting the following September.
 - c. Chapter officers shall serve for a term of one year or until their successors are elected and qualified.
2. In 1999, Bro. Dr. Bruce Crawford developed a process for the installation of Chapter officers. This ceremony should occur no later than the first regular meeting following the fall term for college Chapters and no later than the first regular meeting in September for alumni Chapters.
3. Please see Appendix M for a copy of the Installation of Chapter Officers Ceremony.

U. Omega Service Initiation Ceremony

1. The OMEGA service of the Alpha Phi Alpha Fraternity is the ceremony in which all deceased Alpha brothers are transferred into the Omega Chapter. This is the Chapter reserved for deceased brothers and is consistent with the view that "Once an Alpha always an Alpha."
2. The ceremony is traditionally a PUBLIC ceremony. Any member of the Alpha Phi Alpha Fraternity is welcome to attend, as well as the deceased brother's family, friends and members of the general public.

3. The ceremony may be made “Private” based on the wishes of the family of the deceased brother. The decision of the deceased brother’s family MUST be honored by the brothers of Alpha Phi Alpha. Please see Appendix P for a copy of the official ceremony.
4. Since this ceremony is open to the public and it is held in honor of a deceased brother, all brothers MUST be clad in Alpha Attire. The ceremony must be conducted with the dignity and respect accorded to such funeral rites, whether it is “Public” or “Private.”
5. If the deceased brother is an “active” brother, the Chaplain of his Chapter, where possible, should conduct the service. In any event, an Alpha Phi Alpha brother must conduct the service. The ceremony may be conducted prior to, during or after the obsequies for the deceased brother, but must not at any time, be conducted without the express approval of the deceased brother’s family.
6. On some occasions, Chapters receive requests from the family of an inactive deceased brother for an Omega Services to be conducted. Every effort should be made to comply with such a request and the Chaplain of the Chapter closest to the deceased brother’s location should be notified. All brothers in the area should make every effort to support such a request made on behalf of a deceased brother.
7. Thirty days (30) after a Brother enters Omega Chapter, the local Chapter or Chapter advisor should send a letter to the family inquiring about the disposition of paraphernalia. It is hoped that the Chapter President, Chapter Advisor and/or the Chapter Chaplin would have had some prior conversations with the family immediately prior to and after the Omega Service. A sample letter is included in Appendix P, Exhibit B.
 - a. If there is no response from the family in thirty days (30), the local Chapter president/Chapter advisor should contact the family, verbally. NOTE: The family should not be harassed in any way. If the family is not responsive or hostile, simply drop the issue and indicted on the Notice of Initiation into the Omega Chapter Form that the family was non-responsive.
 - b. Once used paraphernalia is received, it should be added to the Chapter’s archives, sent to the Corporate Headquarters or disposed of by burning. The exception to this rule is the Official Badge, Life Member Pin, Twenty-Five Year Pin, and Fifty-Year Pin. These items must be returned to Corporate Headquarters or given to a member of Alpha Phi Alpha Fraternity, Inc. The disposition of these official insignias should be included on the Notice of Initiation into the Omega Chapter (Appendix P, Exhibit C).
8. Finally, it must be noted that an Omega Service is an official Fraternity function and, as such, must be conducted in a manner appropriate to such. The General Office must be notified of the brother’s initiation into the Omega Chapter via Appendix P, Exhibits B and C.
9. Please see Appendix P for the Omega Chapter Initiation Ceremony.

SECTION III. COMMUNICATIONS/PUBLIC RELATIONS AND BRAND MANAGEMENT

A. Internal Communications

1. Purpose

- a. To improve internal communications of Alpha Phi Alpha Fraternity.

- b. To identify strategies, goals, objectives, and activities, which are consistent with established policy and an organizational assessment of the effectiveness of the Fraternity.
- 2. Seven essential Elements of a Successful internal communications strategy**
- a. **Effective member-directed communications must be led from the top.**
Effective communications require the active commitment and endorsement of Alpha Phi Alpha leaders, (Chapter, area, district, regional and national officers). It is not enough simply to develop a 'vision statement' or formulate in general terms the values by which the organization lives. Behavior is what counts. Alpha leaders must be seen to behave in a manner that is consistent with the ethos they are promoting.
 - b. **Successful internal communications owe as much to consistency, careful planning and attention to detail as they do to charisma or natural gifts.** We might not all be another Belford Lawson, Ozell Sutton, or a Maynard Jackson. But even such communication 'giants' slip up if they fail to plan, fail to pay attention to detail and fail to project a consistent message.
 - c. **Communication via the fraternity's "chain of communication" is most effective.** Communication is an opportunity for brothers, from leader to member, to ask questions and check that they have understood the issues correctly. However, be aware that business urgency and reality may dictate the need, on many occasions, to inform members directly rather than relying entirely on the cascade process, (though leaders will still need to answer members' questions and listen to their views).
 - d. **There must be integration between internal and external communications.** There must be a fit between what you are telling your members and what you are telling your community and the general public.
 - e. **Timing is critical.** However clearly expressed and well-presented your message may be, if it arrives at the wrong time, you might as well not have bothered. Old news is often worse than no news. Consequently, it is important to ensure that the channels you use can really deliver at the time you need them to.
 - f. **Communication is a two-way process.** Internal communications are not a one-way information dump. Capturing feedback is of critical importance, and if you are not seen to be listening and acting on what is told, why should a brother bother telling you?
 - g. **Set your standards and stick to them.** Determine which channels should be mandatory and which should be optional; establish quality standards for all channels and review these at least annually.
- 2. Internal Communication Strategies**
- a. Most organizations, be they public or private understand the importance of strategic communication with the public. Frequently, communication methodologies for communicating with the public (external communications) are included in strategic planning. However, few organizations address INTERNAL communication in the same way.
 - b. Determining what should be communicated to staff and members, when it should be communicated, and how it should be communicated is often left up to the decisions of individuals made when there seems to be a need. In other words,

internal communication strategies are developed, reactively, when there is a crisis or major event that clearly requires addressing communication issues.

- c. Where communication is planned out, it is often around upheavals like major organization change, layoffs and downsizing, and technological change. However, once the initiating focus has been eliminated, communication tends to go back to an unorganized incoherent process.
- d. Nevertheless, there is no question that strategic internal communication planning can be a proactive approach to building a better, more directed and efficient organization.

3. Advantages and Benefits of Strategic Internal Communication

- a. The intent of creating an Internal Communications Process is not to dominate or control fraternity members, but to steer them in a direction of a set of common goals on which they can act every day.
- b. This brings coherence to the fraternity, and allows better coordinated action. By clearing up ambiguity in the what's, how's, and why's, the common culture permits brothers to act with empowerment.
- c. When we have a brotherhood that understands the basic values and purposes of the organization, we give them the opportunity to make decisions that fall within those parameters.
- d. That means, for example, that more decisions can be made at the rank-and-file level, reducing micro-managing from the General Office.
- e. **The advantages and benefits are:**
 - i. Permits brothers to make more decisions online since they have the tools and knowledge needed to make the "right" decisions.
 - ii. Encourages a sense of identification, on the part of staff and members, with the goals, mission and procedures of the organization, which can result in a sense of "making a difference." This can have direct impact on effort and efficiency.
 - iii. The potential for reducing day-to-day conflict. Much conflict is generated by conflicting ideas on what is important to the organization...often an indicator that the members involved do not share a common vision or understanding.
 - iv. Simply put, if we want to create a fraternity that is populated by men who are working towards the same goals, and by the same rules, internal communication, in its broadest sense, is the key to bringing that about.

4. Implementation of the Internal Communication Plan (ICP) Process

- a. First, we need to understand that we plan for internal communication for a long-term time period, not in the "short term."
 - i. Since the effects of communication exert themselves over an extended period, we need to look at an approach that will extend over years.
 - ii. While event based tactical communication, planning is reactive and short term, strategic ICP is by its nature, longer term and proactive.
- b. The fraternity must consider a very broad approach to communication.
 - i. Organizations who address internal communication fail because they do not understand the organization communication process as a limited process--one that includes only what we normally think of as communication methods.

- ii. For example, they formulate a vision statement, or statement of principles, and plaster it all over the organization, without considering that the behavior of managers and the decisions that are made in the organization are the "real communication tools."

5. Key elements

- a. Long-term focus.
- b. Clear values; goals.
- c. Comprehensive, pervasive methods.
- d. Consistent messages.

6. Outline of ICP Steps

- a. In a large organization, such as Alpha Phi Alpha Fraternity, Inc. internal communication strategies need to include many stakeholders, such as Chapter officers, area, district, and regional officers, etc.).
- b. **Identify the common culture needed/wanted** - We make the distinction between what is needed and what is wanted because the culture we seek to create should somehow enable the fraternity to better achieve the goals, role and mission it has designated for it. The parallel here is to the visioning process that occurs in strategic planning, except it answers the question: "What values, principles, procedures and behaviors must we create so that we can achieve our mission?" In practical terms, this step can result in a set of goals.
- c. **Identify the available communication tools** - Since we consider internal communication in a broad sense, we need to identify the means by which we can affect culture in the direction we want to go. Below are some examples of communication tools to consider, but there may be others.
 - i. *Print*: Memos (internal correspondence), newsletter, brochures, performance appraisal documents, slogans.
 - ii. *Oral*: General conventions, Chapter, area, district and regional meetings, speeches and addresses, one-on-one (face to face) leader-to-member communication.
 - iii. *Electronic*: E-mail, Web sites and intranets (Alphanet).
 - iv. *Management Behavior*: Any and all management/executive behavior that sends messages, either intentionally or unintentionally about the values, principles, purposes of the organization.
 - v. *Fraternity Forums*: Surveys, other forums such as fraternity staff and Chapter meetings, special forums, individual meetings etc.
 - vi. *Policies & Procedures*: Policies and procedures need to reinforce and be consistent with the messages being sent by other "channels."
- d. **Determine what tools are suited to which goals** - We need to match the tools we have at our disposal to the goals that we identified in Step 1. Some tools are best suited to certain types of goals and not to others. In general, though we want to aim ALL of our available communication tools at the achievement of our goals.
- e. **Develop a description of how each tool will be used** - People "in charge" of the communication tools need to know both generally and specifically how their tool fits into the larger context. For example, Alpha Phi Alpha leaders (officers as mentioned above) need to understand the tone and approach to writing internal

memos that will be consistent with the "internal communication" goals matched to that tool. Or more obviously, a Chapter/regional newsletter editor must be aware of the primary values, and information that needs to be conveyed to the brotherhood, so the newsletter supports the creation of the desired culture.

- f. **Plan for remediation** - Since the ICP process is comprehensive in nature, we may end up asking brothers in the fraternity to behave and communicate differently. That may mean we will need to help brothers develop the skills needed to fulfill these new expectations. For example, an officer might need to learn how to rephrase memos, or conduct cooperative performance appraisals, so they are consistent with the desired culture.
 - g. **Plan for Implementation** - At this point, we should know what we need to communicate, how we are going to do it, etc. We may want to flesh this out a bit by determining who will do what, and when it will be done. Let's remember that this is NOT a project, but an ongoing process...we want to change communication approaches over the long term, as necessary.
- 7. Implement Strategies**
- a. Some implementation ideas may include:
 - i. Internal Newsletter - An internal newsletter that will be mailed to all financial members. This newsletter could also be utilized as a reclamation tool by sending it regularly or periodically to inactive brothers
 - ii. Web Site - The Chapter website can be utilized to communicate with brothers. A brothers-only portal can be established to provide Chapter specific information such as Chapter directory, committee reports, minutes, etc. Such a portal can be password protected for privacy and to encourage brothers to become financial in order to view data.
 - iii. Listening Committee - Chapters may appoint a Listening Committee to monitor the "wind" of the Chapter and report back to the board. Such a committee can be charged to randomly interview six or seven brothers each month and report back to the Executive Committee.
 - iv. Listening Session - Chapters may conduct periodic listening sessions in order to allow the brothers to vent. Such sessions should be facilitated by a professional facilitator who can a) help keep the group on target, time and direction, b) make sure everyone is working on the same problem with the same approach, c) make sure everyone participates, d) assure "Healthy Confrontation", and e) Keep a running group memory of the session.
 - v. Open Door Policy - The president and the executive committee must make it clear that they are open for communication with any member at any time. They should be charged to keep their ears and eyes open for any possible area of misunderstanding or controversy.
 - vi. Chapter Operating Guide - A standard Chapter Operating Guide that will include a directory, the Chapter constitution and bylaws, description of all entities, list of committees, etc. This provides brothers with the information they will need to make informed decisions.
 - vii. Official Fraternity Forums - Provide incentives for brothers to attend district, regional and national conventions, meeting, workshops and forums. Always provide a neophyte the opportunity to serve as a delegate, if possible. Assure

that the Chapter does not send the same delegates to each convention. The forums provide members with first hand up to date information on the inner working of the fraternity. Also assure that delegates provide a written report that is available to all members.

- viii. Continuously monitor and revise - Over time, new communication tools may become more obvious, or we may find that some tools are ineffective. So consistent with a continuous improvement approach we need to assess the effects of what we are doing, and retool as needed. This can be achieved by annual surveys to assess whether progress is being made, and solicit additional ideas.

B. External Communications (Public Relations Planning)

1. What is Public Relations

- a. From the receptionist in the Corporate Headquarters to the brother in a local Chapter, everyone carries a message that impacts the reputation of Alpha Phi Alpha Fraternity Inc. **Therefore, all brothers must recognize that the General President of Alpha Phi Alpha (or his designee) is the official representative of the fraternity. NO brother or employee of the Corporate Headquarters should speak to the media regarding an Alpha Phi Alpha Fraternity, Inc. matter without the expressed permission of the General Organization. This refers to all local, district, regional and national matters.**
- b. Public relations is the act of communicating what you are to the public. This is not to be confused with publicity, which is just one of the methods used in communicating the image.
- c. Public relations create awareness and support among an organization's constituents for its products, services, management views, intellectual capital and its distinct approach to doing business. It helps build credibility, manage risk, establish reputations and drive support. As we practice it, public relations employs multiple marketing techniques: media relations, printed materials, speeches and seminars, surveys, CDs and DVDs, Internet-based strategies, direct response and special events.

2. Alpha Phi Alpha Fraternity, Inc. Public Relations Guidelines

- a. No Chapter or brothers should represent Alpha Phi Alpha Fraternity in any media (television, radio, movie, etc.) without the expressed written permission of the General Organization. This includes interviews, personal appearances, step shows, etc. In addition, no Chapter or brothers shall participate in a **TV shows, movie or video** unless it cleared by the General Organization.
- b. No one should audition, serve as an extra or participate in a show where the wearing of the Insignia of Alpha Phi Alpha Fraternity or representation in the name of the fraternity is a requirement without expressed written consent from the General Organization.
- c. In addition, no brother or Chapter should authorize the use of any symbol of Alpha Phi Alpha Fraternity, Inc. in any public/media appearance without the expressed written permission of the General Organization.
- d. A Form to request approval from the Executive Director is included in Appendix H.

- e. Additional guidelines regarding Alpha Phi Alpha branding policies are included in the National Alpha Phi Alpha Fraternity, Inc. Protocol Manual.
- f. As per the National Chapter Operations Plan, each Chapter is to develop a comprehensive Public Relations plan consistent with the plan developed by Alpha Phi Alpha Fraternity, Inc.

3. Sample Outline of PR Plan

a. Media Kit

- i. Each Chapter Must Develop a Media Kit.
- ii. A Media Kit is a set of well-planned promotional materials, such as press releases, flyers, letters, and reviews used for announcing and circulating information about an organization or promotion.
- iii. Please visit <http://www.surepayroll.com/spsite/resources/articles/starting/starting6.asp> to review the How To's of developing a Media Kit.
- iv. The Chapter Media Kit should include:
 - (a). News Releases
 - (i). A news release or press release is a written or recorded communication directed at members of the news media for the purpose of announcing something claimed as having news value. Typically, it is mailed or faxed to assignment editors at newspapers, magazines, radio stations, television stations, and/or television networks. Commercial newswire services are also used to distribute news releases. Sometimes news releases are sent for the purpose of announcing news conferences.
 - (ii). Please visit <https://www.cbsnews.com/news/how-to-write-a-press-release-with-examples/> for examples of press releases.
 - (iii). A sample press release is included in Appendix I.
 - (iv). All press releases must be approved by the General Organization. See Appendix H.
 - (b). Public Service Announcements (PSA)
 - (i). A PSA is an announcement on television or radio serving the public interest and run by the media at no charge. For example, a utility company might do a series of PSA's on the subject of saving energy in the home. Each one would feature the company's name.
 - (ii). Please visit <http://www.americanheart.org/presenter.jhtml?identifier=3382> for examples of various types of PSAs.
 - (iii). In placing utilizing the official symbols of Alpha Phi Alpha Fraternity, Inc. Chapters should be careful to follow the guidelines outlined in the National Protocol Manual.
 - (iv). All PSAs must be approved by the General Organization. See Appendix H.
- v. History of Alpha Phi Alpha
 - (a). Chapters should consider utilizing the standard "History of Alpha Phi Alpha" in (i.) below:
 - (i). Founded on December 4, 1906 at Cornell University in Ithaca, New York, Alpha Phi Alpha Fraternity, Inc. has continued to supply voice

and vision to the struggle of African Americans and people of color around the world. The Fraternity has long stood at the forefront of the African-American community's fight for civil rights, through Alpha men such as Martin Luther King Jr., Adam Clayton Powell, Thurgood Marshall, Andrew Young, and Cornel West among others that include members of the 110th Congress including: Emanuel Cleaver, II (MO), Charles B. Rangel (NY), Danny K. Davis (IL), Chaka Fattah (PA), Al Green (TX), Gregory Meeks (NY), David Scott (GA), Robert C. Scott (VA). The fraternity through its college and alumni Chapters serves the community through nearly a thousand Chapters in the United States, Europe and the Caribbean.

(b). The history of the organization should be placed at the bottom of each press release.

vi. History of Chapter

(a). Each Chapter should develop a brief standard history as illustrated below:

(i). Beta Beta Lambda Chapter of Alpha Phi Alpha Fraternity, Inc. has been an active part of the greater Miami community since its inception in 1937, providing leadership through its many service activities such as Alpha Outreach, Project Alpha, Alpha-Dade Youth Sports Program, Sankofa Project, Knights of Gold, Boy Scouts Troop 1906, Alpha/Head Start Partnership, Voter Education Project, and Scholarship Award Program. For its effort during the last six decades, Beta Beta Lambda Chapter has been honored three times as Alpha Phi Alpha Fraternity's National Alumni Chapter of the Year. In addition, the Beta Beta Lambda has been a consistent winner of the Florida Federation of Alpha Chapter's District Chapter of the Year Award for more than 25 years.

vii. Timeline of event(s)

(a). This timeline should be developed during the annual Chapter retreat.

b. Media Relations Manual

i. Each Chapter/District/Region Should Develop and Maintain a Media Relations Manual. This manual should include:

(a). Listings of local and regional media (Print/Interactive/Broadcast and Cable)

(b). Each Chapter should maintain a list of local and regional media contacts in their region.

(c). Efforts should be made to identify members of Alpha Phi Alpha who are represented in these outlets.

c. News Conference Guidelines

i. A news conference or press conference is a media event staged by an individual or group wishing to attract media coverage for something claimed to have news value. Television stations and networks especially value news conferences: because today's TV news programs air for hours at a time, or even continuously, assignment editors have a steady appetite for ever-larger quantities of "news" footage.

- ii. Please visit <http://smallbusiness.chron.com/organize-successful-press-conference-39875.html> for a list of News Conference Guidelines.
 - iii. All news conferences must be approved by the General Organization. See Appendix H.
- d. **Do's and Don'ts with Reporters**
- i. **STOP – Please remember, the General President is the official representative of the fraternity. NO brother should speak to the media regarding an Alpha Phi Alpha Fraternity, Inc. matter without the expressed permission of the General Organization. This refers to all local, district, regional and national matters.**
 - ii. If given permission to speak to a reporter on behalf of Alpha, please remember the following Dos:
 - (a). DO understand your public relations objectives and communications priorities for any given interview situation. A skillful interview subject should be able to briefly answer the reporter's question and then bridge the interview toward discussion of your own priorities. (e.g. Objective: "We want the media to view us as the market leader in the business of...")
 - (b). DO know the "party line" regarding controversial questions. All people in your organization who are likely to be contacted by a reporter must give essentially the same answer—not the same words, but the same information. Disagreement will give the reporter just the controversy he's probably seeking.
 - (c). DO remember that an interview is a ritual, not a conversation. You are talking through the reporter to your organization's critical "publics." Your comments and attitudes, not the reporter's, may show up on the air or in print.
 - (d). DO assign one person to escort a reporter at all times he or she is on the premises of your organization or with your customers/clients. Never just turn a reporter loose to wander around a building.
 - (e). DO ask in advance for topics (NOT specific questions) to be covered in an interview; set your objectives in advance and prepare by doing your homework.
 - (f). DO plan in advance who will be the spokesperson for the organization in the eventuality of a crisis; that person, and only that person, should provide interviews.
 - (g). DO establish a reputation of accessibility with reporters so that they will check with you before publishing bad news about your organization.
 - (i). DO remember a reporter asks questions because it's his job, but you are not obligated to answer all of them. We'll teach you how!
 - (h). DO remember you're the expert, not the reporter. Most of the time, a reporter will accept your answer if it's given with the conviction of an authority.
 - (i). DO answer each question as directly as possible. If you're not sure, say so, and offer to call back with an answer.
 - (j). DO tell the positive side of the story.
 - (k). DO be honest. Conversely, don't give a reporter the run-around.

- (l). DO speak often in “Headlines.” Answer questions with short sentences, again as directly as possible. In your mind, frame your answer as if it might become the headline or lead quotation for the story.
 - (m). DO correct inaccuracies. If incorrect information appears in news media, point it out.
 - (n). DO challenge questionable facts, assumptions, or dubious sources of information.
 - (o). DO get back to a reporter as soon as possible if a message has been left for you.
 - (p). DO project sufficient empathy in situations involving injury, death or other extreme hardship.
 - (q). DO remember that it is a common practice for reporters to record all conversations conducted over a telephone.
- iii. Please consider the following don’t when dealing with a reporter:
- (a). DON’T overreact to a reporter’s questions by becoming angry or by demeaning the questions. Anyone who submits to an interview is fair game, in his area of expertise.
 - (b). DON’T answer a question out of your area of expertise, even if you know the correct answer. Refer the reporter to a staff member or associate who has the proper title/authority, whenever possible. But ensure that your associate is forewarned and prepared.
 - (c). DON’T try to stop a story.
 - (d). DON’T speculate. If you don’t know something, admit it.
 - (e). DON’T tell a reporter more than she wants or needs to know.
 - (f). DON’T discuss specific information that would tend to give aid to the competition.
 - (g). DON’T make “off the record” statements. You are never truly “off the record” with a reporter. Period. Off the record comments are often seen as unattributed statements in print.
 - (h). DON’T repeat negative questions in a response. If you do, they may be attributed to you.
 - (i). DON’T argue with a reporter, even when provoked.
 - (j). DON’T blame anyone for anything.
 - (k). DON’T disparage the competition. Answer questions about competitors with facts, and don’t color the facts with judgmental comments.
 - (l). DON’T say “NO COMMENT.” In the world of reporters, those are fighting words.
 - (m). DON’T allow the reporter to compare you or your organization to anyone/anything else. It is an old trick to create controversy through comparisons. Challenge every effort to put words in your mouth.
 - (n). DON’T ask the reporter when the story will appear. If the information given in an interview is perishable, let the reporter know.
 - (o). DON’T drop your guard when the interview is over. It’s never over until the reporter leaves the building or hangs up the phone.
 - (p). DON’T give additional publicity to bad news (AFTER AN ESSENTIALLY TRUE, BUT NEGATIVE STORY HAS APPEARED IN

THE MEDIA) by attempting to rebut it. (When the mass media slings mud, some always sticks.).

- e. Getting Prepared for the Interview
 - i. Please visit <http://www.entrepreneur.com/marketing/publicrelations/prcolumnist/article168866.html> for tips on preparing for an interview.
- f. Other resourceful information and tools for media relations manual are readily available on the web.

C. Marketing/Advertising Planning

1. What is Marketing/Advertising

- a. Alpha Phi Alpha Fraternity, Inc. has established itself in the press and general public as a reputable, informed and concerned service organization. As a general organization, we are concerned with how we are perceived in the communities we serve and within our own Brotherhood.
- b. Alpha Phi Alpha is a fraternal society that consists of rituals known only to its members. Because of this, the fraternity must contend with the perception of elitism and exclusivity often associated with an organization such as this. Furthermore, the issue of hazing and underground pledging strongly negates and overshadows our efforts to define the organization by its national programs and other noteworthy accomplishments.
- c. Whenever possible, each and every Chapter must take advantage of our good standing and notoriety to grow and market Alpha Phi Alpha Fraternity, Inc. and our events in a positive framework.
- d. As per the Chapter Operations Plan, each Chapter is to develop a comprehensive Marketing Plan consistent with the plan developed by Alpha Phi Alpha Fraternity, Inc. The plan should be a part of the PR Plan.

2. Objectives

- a. To continue Alpha Phi Alpha's eternal commitment to service by effectively presenting our initiatives to our communities at all levels of the fraternity.
- b. To provide the highest quality of service to our communities.
- c. To improve and maintain a high level of enthusiasm within the Brotherhood and reclaim inactive brothers.
- d. To conduct our marketing activities in accordance to our Mission Statement:
 - i. *Alpha Phi Alpha Fraternity, Inc. promotes brotherhood and academic excellence, while providing service and advocacy for our communities.*

3. Strengths & Weaknesses

- a. Strengths
 - i. Dedication of brothers.
 - ii. Brothers are highly educated and accomplished in areas of expertise.
 - iii. A cooperative community who appreciates the fraternity effort.
- b. Weaknesses
 - i. Lack of brotherhood participation.
 - ii. Inefficient use of resource materials.
 - iii. Limited financial resources.
 - iv. Illegal pledge activities.

4. Marketing Tactics

a. Advertising/Publicity

- i. Advertising is key to any successful event. Effective advertising will generate increase sales and participation at your events. In electronic or print advertisements, ensure the following:
 - (a). Name and purpose of event is clearly understood.
 - (b). The fraternity and Chapter name are clearly identifiable.
 - (c). As appropriate, use the Coat of Arms on advertising literature (DO NOT use the Fraternity Shield. See guideline for use in the National Protocol Manual).
 - (d). Include Web site address.
 - (e). There MUST be a point of contact on all publicity materials for your event
 - (f). DO NOT use branding or other informal Chapter identities that portray the fraternity negatively (i.e. – bloody, death, deadly, etc.).
- ii. Submit event details to local newspapers, community newspapers, local television & radio.
- iii. If appropriate, post events on community boards and other areas where there is high public traffic.
- iv. Develop e-flyers or promotional emails for Brothers to distribute to the friends and associates. Additionally, the Chapter should establish a distribution list of emails for mass notification and promotion of events.

b. Association Contacts, Internal & External

- i. Chapters must be careful not to promote their events in a vacuum. Develop relationships outside of the Chapter that can help you further promote the fraternity and your Chapter events. Your Chapter President, Associate Editor to the Sphinx or public spokesman should establish contacts with the following:
 - (a). All local media (radio, television & print).
 - (b). Other Alpha Chapters in the area.
 - (c). Other Greek letter organizations.
 - (d). The local Pan-Hellenic Council.
 - (e). Other service organizations

c. Newsletter

- i. A periodic newsletter is a great tool for routinely communicating the activities of the Chapter. Each Chapter should establish a newsletter to be distributed to all Chapter Brothers, respective Area & District Directors and other area Alpha Chapters. For college Chapters, your newsletter should also be sent to your college alumni Brothers to keep them abreast of the Chapter activities.

d. Web site

- i. Each Chapter should establish a Web site. The Web site should highlight the fraternity's history, the Chapter's history and the accomplishments of the Chapter Brother's. You should also have an area to promote your events and at least one contact person should be listed. All Chapter website must be approved by the National Information Management Committee.

e. Promotional Displays

- i. Take full advantage of the opportunities to set up Chapter displays that highlight the activities of the Chapter. Public forums, festivals, etc. provide an ideal setting to present your Chapter to the communities you serve.

f. Develop Action Plan & Budget

- i. Each Chapter should develop an action plan for marketing an event. The plan is a timeline of action items, with a completion target date and, if necessary, a Brother assigned to each action item.
- ii. The budget is an itemization of all the elements needed to market your event along with a projected cost for each item.

5. Implementation

- a. The Associate Editor to the Sphinx serves as the Chapter PR committee chairman.
- b. Each Chapter should develop a Public Relations Plan and a Media Kit.
The Chapter Marketing Plan must be submitted to the Chapter's Executive committee.
- c. The Chapter Marketing Plan must be submitted to the Chapter for Approval.

D. Brand Management

1. What is Brand Management

- a. Brand management is the application of marketing techniques to a specific product, product line, or brand.
 - i. A brand includes a name, fonts, color schemes, symbols, and sound logo, and/or design scheme associated with a product or service which may be developed to represent implicit values, ideas, and even personality.
 - ii. Brand recognition and other reactions are created by the use of the product or service and through the influence of advertising, design, and media commentary.
 - iii. A brand is a symbolic embodiment of all the information connected to the product and serves to create associations and expectations around it.
- b. Brand Management is Tangible and Intangible Results
 - i. Brand Management involves managing the tangible and intangible aspects of the brand. For product brands the tangibles are the product itself, the packaging, the price, etc.
 - ii. For service brands the tangibles are to do with the customer experience - the retail environment, interface with salespeople, overall satisfaction, etc. For product, service and corporate brands, the intangibles are the same and refer to the emotional connections derived as a result of experience, identity, communication and people.
 - iii. Intangibles are therefore managed via the manipulation of identity, communication and people skills.
- c. Brand Management is essential to effectively promoting Alpha Phi Alpha Fraternity, Inc. at its various organizational levels (national, regional, district, area and local Chapter).
 - i. Maintaining the value of our brand reflects how our name is perceived in the public, as well as, within our own membership.
 - ii. Effective brand management increases our equity in the communities we service. If done successfully, a strong brand will be long-standing.

- iii. It should embody our history, our members and our accomplishments.
- iv. Successful branding will present an expected high level of quality, commitment and strong reputation among the brotherhood and our respective communities.

2. Implementation

- a. As per the Chapter Operations Plan, each Chapter is to develop a comprehensive Public Relations plan consistent with the plan developed by Alpha Phi Alpha Fraternity, Inc. The Chapter's Brand Management strategy should be a part of this plan.

3. Components of an Alpha Phi Alpha Fraternity, Inc. Brand

- a. The components of the Alpha Phi Alpha Brand include:
 - i. The Name (including Greek letters).
 - ii. The Colors.
 - iii. The Fraternal Shield.
 - iv. The Coat of Arms.
 - v. The Seal.
 - vi. The General President.
 - vii. The Brothers of Alpha Phi Alpha.
 - viii. History & Legacy.
 - ix. Etc.

4. Alpha Phi Alpha Fraternity, Inc. Brand Guidelines

- a. The Name of Alpha Phi Alpha and the Greek letters "ΑΦΑ" and its various symbols are registered and trademarked symbols of the National Organization. See Appendix A.
- b. Only duly initiated brothers of Alpha Phi Alpha Fraternity are authorized to wear the symbols of Alpha Phi Alpha Fraternity, Inc. These symbols cannot be added to any object that will be worn by a non-Alpha. These symbols cannot be combined with other paraphernalia that may be worn by a non-Alpha, e.g. intramural competition tee shirts. Where it is appropriate to represent Alpha Phi Alpha in these cases, the Chapter should consider utilizing the word "Alpha", "Alpha South", "Alpha East", etc.
- c. When utilized with the Name, Alpha Phi Alpha, the Chapter designation (i.e. Iota Chapter of Alpha Phi Alpha Fraternity, Inc.) belongs to Alpha Phi Alpha Fraternity, Inc. and not the local Chapter.
- d. An official Chapter of Alpha Phi Alpha Fraternity, Inc. shall not utilize any prefix in front of or behind their designation that will defame the Name of Alpha Phi Alpha. Prefixes such as "Bloody," "Gangster," "Merciless," "Notorious," "Big Bad," etc., shall not be added to the description of any Chapter designation. Such a practice can be misinterpreted in cases of legal action.
- e. The Chapter designation shall never be displayed in "red" or in local school colors on articles of clothing, in print or on the web. Such a practice can be interpreted as meaning "bloody" and can be misinterpreted in cases of legal action.
- f. The symbols of Alpha Phi Alpha Fraternity, Inc. shall not be displayed on the body of a brother through physical branding, tattoos, etc.

- g. A complete protocol associated with the use of the Alpha brand is included in the National Protocol Manual (See at <http://www.apa1906.net/> and search under Resources/Member Document).
- 5. Relationships**
- a. Brand management begins with understanding the relationships that are important to target. For Alpha Phi Alpha there are four (4) primary relationships:
 - i. Alpha Phi Alpha (General Organization) to its members,
 - ii. The members of Alpha Phi Alpha to the General Public,
 - iii. Alpha Phi Alpha (General Organization) to the General Public, and
 - iv. Alpha Phi Alpha (General Organization & members) to the Black Greek Community.
 - b. These relationships are spelled out in the National Protocol Manual.
- 6. Opportunities to Support our Brand**
- a. Chapters should utilize the following opportunities to support the brand of Alpha Phi Alpha Fraternity, Inc.
 - i. Mission Statement
 - ii. Press Releases
 - iii. Publications
 - iv. Web sites
 - v. Media Relations
 - vi. National Programs
 - vii. Community Service
 - viii. District, Regional & General Conventions
 - ix. Galas & Celebrations
- 7. Areas Affected**
- a. Proper use of the brand of Alpha Phi Alpha Fraternity, Inc. will affect the following areas:
 - i. Community Perception
 - ii. Intake (quality of candidates seeking membership)
 - iii. Reclamation
 - iv. Internal Development
 - v. Media Relations
 - vi. Brotherhood Morale
 - vii. Pan-Hellenic Community Perception
- 8. Planning**
- a. To strengthen the Alpha Phi Alpha brand each Chapter should:
 - i. Focus on National Programs at all levels:
 - (a). When appropriate, wear the fraternity's name or symbols, and
 - (b). Use Chapter banners at events.
 - ii. When appropriate, release public statements (National & Local); Avoid political posturing.
 - b. Increase visibility & awareness of General President.
 - c. Establish Public Spokesmen at all levels.
 - d. Develop Media Kit to include:
 - i. Statement about Fraternity and Chapter History.
 - ii. List all Chapter officers.

- iii. List and Description of National Programs and the Chapter's specific contributions.
 - iv. Any other community service & Chapter activities.
 - v. Name of point of contact or public spokesman for the Chapter.
- e. Develop key issues that will always support the brand
 - i. Reiterate the Fraternity's Mission Statement.
 - ii. Tie present day fraternal programs to Fraternity's history of service.
 - iii. Chapter level – Reaffirm commitment to community or campus.
- f. Develop & sustain partnerships
 - i. Other organization, foundations, etc.
 - ii. Pan-Hellenic community.
 - (a). Designate a Pan-Hellenic representative for every Chapter.
- g. Develop marketing plan that will support brand:
 - i. Establish communications plan for events.
 - (a). Press Releases.
 - (b). Online.
 - (c). Person to person communication.
 - ii. Develop list of media contacts for all local television, radio and newspapers.
 - iii. Establish contacts with national, state and local public officials as appropriate.
- h. Create and maintain an image that will support the brand objectives.
 - i. Showcase the accomplishments of Brothers at all levels.
- i. Develop Web sites at all levels of the organization that supports the brand objectives. All Web sites should contain:
 - i. Fraternity's mission statement.
 - ii. Area exclusively for the fraternity's history.
 - iii. Area exclusively designed for national programs.
 - iv. Archive area for all press releases and public statements.
 - v. Area highlighting Brothers accomplishments and activities in the name of Alpha.
 - vi. Chapter Web sites should include:
 - (a). Chapter history.
 - (b). Contact person for reclamation.
 - vii. NOTE: All Chapter web sites must be approved by the National Management Information Systems Committee.
- j. Protect the Brand
 - i. Prohibit all inappropriate or unauthorized use of the name Alpha Phi Alpha and associated symbols. See National Protocol Manual (under development) for specific uses and restrictions associated with the brand.
 - ii. Avoid associating the brand with activities outside the mission & motto of the fraternity.
 - iii. Assure that all brothers in the Chapter are trained on the National Protocol Manual (under development).

E. Risk Management Handbook

1. A copy of the complete Risk Management Handbook may be obtained by visiting <http://www.apa1906.net/> and search under Resources/Forms Documents/Insurance and Risk Management Documents.

F. Crisis Management

1. What is A Crisis

- a. From the receptionist in the Corporate Headquarters to the brother in a local Chapter, everyone carries a message that impacts the reputation of Alpha Phi Alpha. **Therefore, all brothers must recognize that the General President of Alpha Phi Alpha (or his designee) is the official representative of the fraternity. NO brother or employee of the Corporate Headquarters should speak to the media regarding an Alpha Phi Alpha Fraternity, Inc. matter without the expressed permission of the General Organization.** This refers to all local, district, regional and national matters. If any crisis should occur within your organization, the first point of contact should be through your chain of command to the General President.
- b. A crisis is defined as any critical incident that involves death, serious injury, or threat to people; damage to environment, animals, property and/or data; disruption of operations; threat to the ability to carry out mission; and/or, threat to the financial welfare and image of a person or organization.
- c. It is an adverse incident or series of events that has the potential to seriously damage the organization's people, operations, finance and/or reputation.
- d. An Alpha Crisis is the above as well as unforeseen situations that can occur within or around an Alpha event that has the potential to pose a crisis such as an accident or incident involving a member, candidate or attendee.

2. What is Crisis Management

- a. Crisis management involves identifying a crisis, planning a response to the crisis and confronting and resolving the crisis.
- b. Since a crisis can be a defining moment for an organization's reputation and often strikes when an organization seems least prepared, certain preliminary measures need to be taken to prevent and deal with a crisis.
- c. Organizations should always plan ahead and project likely outcomes. They should avoid decisions that have the potential to turn into a crisis. They should know their "worst case scenarios" and have a contingency plan for it.
- d. The Alpha Phi Alpha Fraternity, Inc. Risk Management Handbook is designed to address such contingency planning. The purpose of a Crisis Management Plan is to deal with a situation once it occurs.

3. Implementation Requirements

- a. As per the Chapter Operations Plan, each Chapter is to develop a comprehensive Public Relations plan consistent with the plan developed by Alpha Phi Alpha Fraternity, Inc.
- b. The Chapter's Crisis Management Plan should be a part of this plan.

4. Outline of Crisis Management Plan

a. Who in Coordinates the Plan?

- i. The Chapter's Executive Team is responsible for coordinating the Chapter's Crisis Management Plan.
- ii. The Chapter President is responsible for the plan.

b. Definition of a Crisis

- i. A crisis is a turning point or decisive moment in events.
- ii. Typically, it is a term meaning 'a testing time' or 'emergency event'.

- iii. It can be farther defined as an adverse incident or series of events that has the potential to seriously damage the organization's people, operations, finance and/or reputation.
- c. **Examples of a Crisis:**
 - i. Sudden illness of a member, candidate or guest (this should be the concern of alumni Chapters with a large number of senior brothers);
 - ii. Death or injury of a member, candidate or guest;
 - iii. Fire in the Chapter house or property;
 - iv. An injury or accident involving alcohol or fire arm at or around social events;
 - v. An injury or accident involving a member, candidate and/or a non-member at, during or around a Chapter event or on Chapter property; or
 - vi. A news story or media event that could potentially destroy the credibility of the organization, i.e., allegations of hazing, unruly conduct, misappropriation of funds, etc.
- d. **Who is in Charge During a Crisis?**
 - i. Be certain that each person in your Chapter knows that the General President is in command of every emergency situation, including serious injury or death. Using the chain of command, the Chapter president should immediately contact the General President for his counsel on how to proceed.
 - ii. The entire Chapter Executive Committee should review the Chapter's crisis management procedures and be familiar with important concepts of handling a crisis. Every Chapter officer should have a copy of these procedures.
 - iii. All members must know who is in charge and be prepared to follow instructions.
- e. **Emergency Phone Calls to Make – And Numbers?**
 - i. You need to make several phone calls immediately.
 - ii. In nearly all situations, the president's first call will be to the 911 emergency number. Briefly and calmly explain the situation so that the appropriate emergency personnel can respond.
 - iii. In the case of a college Chapter, contact your Chapter's advisors (staff, faculty, alumni, etc.) and inform him/her of the situation. Ask him/her to come to the incident location immediately in order to consult with Chapter officers and university officials.
 - iv. Call your Area Director who will, in turn, inform the following Alpha Phi Alpha officers in the following order, a) The District Director, b) The Regional Vice President, c) The General President.
 - v. In the case of college Chapters, contact University officials. During business hours (8:00 a.m. - 5:00 p.m., Monday - Friday) contact the office that oversees your Chapter (at most universities this would be Student Services or Greek Life). Tell the person answering the phone that this is an emergency call and ask for further instructions. If the university's administrative offices are not open, contact the campus police at your University. Inform the dispatcher of the nature and location of the emergency and tell him or her that you have already contacted 911 emergency personnel. Campus police will then contact the necessary university personnel.

f. Informing Members; Making Public Statements

- i. Assemble your members in a group. Explain that there has been an emergency.
- ii. It is important that all members remain calm during the crisis. Emphasize the need to remain calm and assure Chapter members that everything is under control.
- iii. Do not discuss the situation until the Greek advisor, Chapter advisor, police or Chapter president arrives. Instruct your members to make no statements to anyone other than school, police or fraternity officials.
- iv. Only the designated spokesperson (general president, regional vice president, district director, area director, Chapter advisor or Chapter president) should speak for the Chapter. This spokesperson should be designated by the general organization. With the assistance of general president, legal counsel, the Chapter advisor and/or university officials, the Chapter should carefully prepare a formal statement to be issued to the media.
- v. Instead of “No comment,” lining try an initial statement such as:
 - (a). “We can confirm that (describe incident briefly) occurred on (day) at (time) at (location). We will do all we can to provide information as it becomes available. Currently, we are working with the authorities. Subsequent comments will be made when we are certain of all the facts. In the interim, feel free to call me or give us your name and phone number – we will forward information as soon as we have more details available.”

g. When a Member or Candidate is Injured, Becomes Seriously Ill, or Dies

- i. Do not notify parents or next of kin. In the event of a serious accident or illness, the medical personnel will notify next of kin and advise them of the patient’s physical condition.
- ii. In the event of a death, the appropriate school or fraternity official should notify next of kin.
- iii. In the case of the death of a member, the Chapter President or Chapter Advisor should offer to conduct an Omega Service. These procedures will be outlined in the National Protocol Manual.
- iv. It is, of course, proper to send sympathy cards and notes, flowers, etc. If a funeral is not too distant, it would mean a great deal to parents for some of the members to attend.

h. How to Cope

- i. Remember that University officials are always available for counseling and other assistance in the case of college Chapters.
- ii. Do not hesitate to call your University Counseling Center for assistance. Individual and group counseling is strongly recommended following any crisis situation.
- iii. No matter how well things appear to be going, counseling and other support services are both wise and appropriate.

i. Assessment

- i. After the crisis, the following five steps will assist in preventing the reoccurrence of any crisis situation
 - (a). Do an objective assessment of the cause(s) of the crisis.

- (b). Determine whether the cause(s) will have a long-term effect or whether it will be a short-term phenomenon.
- (c). Project the most likely course of events.
- (d). Focus all the most capable people (including yourself) on activities that will mitigate or eliminate the problem.
- (e). Look for opportunities - there could be a "silver lining."

SECTION VI. LEADERSHIP MANAGEMENT

A. Initial Membership Development Process (IMDP) Manual

1. Overview:

a. The *IMDP Manual*

- i. The Manual sets forth the order, procedures and techniques governing the IMDP of Alpha Phi Alpha Fraternity, Inc.
- ii. The first line of responsibility for preparing and initiating new members into the Fraternity rests with the respective Region Vice President, National Director of Membership and the Committee on Initial Membership Development.
- iii. IMDP is defined as the comprehensive initial curriculum and training program for the orientation and initiation of prospective members into the Fraternity.
- iv. The purpose of this manual is to provide detailed instruction and ensure that uniformity is maintained in this process.
- v. Implemented as outlined, this manual should provide all members the opportunity to enter the "House" of Alpha Phi Alpha Fraternity, Inc. with the same degree of understanding and commitment to the ideals and principles of the organization.
- vi. It is also designed to support both the legal guidelines associated with IMDP, as well as recapture some of the initial membership development traditions of the Fraternity, under controlled conditions. Therefore, there shall be no deviations or adjustments from the processes outlined in the Official IMDP Manual without the completion of a Request for Deviation From IMDP Form signed by the Regional Vice President and forwarded to the Corporate Office in advance. NOTE: Only the Regional Vice President (NOT his designee) may authorize a deviation.
- vii. IMDP Manual is located in the IMDP Virtual Library at <http://alphamdp.com> under Bro. Only).

b. The Standing Orders

- i. The objective of the Standing Orders of Alpha Phi Alpha Fraternity, Inc. is to promote a clear understanding of the roles played by various Fraternity components in IMDP and the program activities set forth for the process.
- ii. The major objective of the IMDP is to develop leaders while emphasizing the rich history of the Fraternity.
- iii. These Standing Orders should assist the organization in meeting its expressed goals of developing leaders, promoting Brotherhood and academic excellence while providing advocacy and service to the communities we serve.
- iv. The Standing Orders of Alpha Phi Alpha Fraternity, Inc. spell out the detailed administrative regulations governing the process.

- v. These orders may be shared with all Brothers and the general public.
- vi. The Standing Orders are located in the IMDP Virtual Library at <http://alphamdp.com> under Bro. Only).

2. Training:

- a. IMDP training for all brothers will be available at the regional and district levels.

B. Reclamation Planning Ideas Procedures Manual

1. Overview:

- a. The Chapter Dean of Membership Development is responsible for the Chapter's Reclamation Program. However, some Chapters designate appoint a separate Reclamation Chair to serve in that role. If a separate reclamation chair is appointed, he should coordinate his plans and activities with the Chapter Dean of Membership Development.
- b. In planning and implementing strategies and activities to reclaim inactive Brothers, Chapters should give consideration to strategies that involve three areas of focus: Planning, Implementation and Follow-Up.
- c. Examples of strategies and activities that should be considered under each area of focus are identified below. Chapters are encouraged to choose from among these or to consider other approaches that might be successful in bringing inactive brothers back into the fold.
- d. The Operations Plan for each alumni Chapter should include specific steps and a plan for reclaiming brothers.
- e. Alumni Chapters must have a reclamation plan in order to participate in IMDP.

2. Strategies for Planning an Effective Reclamation Program

a. Planning

- i. Identify a Chapter member to provide leadership for the Chapter's reclamation activities. Some Chapters designate this responsibility to the Chapter Dean of Membership Development but could also identify (or the Chapter president could appoint) a separate Reclamation Chair to serve in that role. The reclamation chair should coordinate his plans and activities with the Chapter Dean of Membership Development.
- ii. Set an aggressive reclamation goal.
- iii. Identify inactive brothers in the area. The fraternity's Membership Directory has information on Brothers living in the various cities and can serve as a quick, handy reference to the names of Brothers living in your area. If other alumni Chapters are not nearby, also check adjacent cities and towns to identify Brothers to be contacted by your Chapter.
- iv. Identify life members who live in your area but are not active with your Chapter.
- v. Develop a Chapter brochure and business cards with information on the Chapter that can be presented to new Brothers when you meet them.
- vi. Invite Brothers to Chapter meetings and other Chapter events using various media including local listservs, city and community newspapers, and other no cost applications.
- vii. Invite new Brothers as complementary guests to Black and Gold Balls, Chapter Founder's Day dinners, etc.

b. Program Implementation

- i. Make contact with them via letter, by email, phone or in person.
- ii. Invite inactive Brothers to your Chapter meetings and other events.
- iii. Recognize new, visiting and returning Brothers at Chapter meetings.
- iv. Be sensitive in recognizing Brothers who have not been seen for a while.
- v. Collect contact information for new, visiting and returning Brothers.
- vi. Send a letter or email acknowledging a new, visiting and returning Brothers visit to a Chapter meeting.
- vii. After making several initial contacts with Brothers living in your area who are not financial, send an invoice as a reminder after the Brother shows up for a couple of meetings.
- viii. Provide tokens as incentives for reactivating such as a Chapter shirt or hat or a new members Chapter tax discount.
- ix. Provide a mini orientation for Brothers who have been inactive for several years so that they become familiar with the fraternity's current national, regional and district leadership, national programs and special projects, etc. Please see a recommended training program in Alpha University.
- x. Establish a point of contact in the Chapter for reclaimed Brothers to answer questions a new Brother might have.
- xi. Give the reclaimed Brother something to do so he starts to connect with the work of the Chapter.
- xii. Think of activities and actions that make a Brother feel welcome and a part of the Chapter (nurturance).
- xiii. Designate a Day of Reclamation annually within the Chapter around a Chapter or holiday event, such as Super Bowl Sunday.
- xiv. Connect senior Brothers to reclaimed Brothers through the Courtesy or Amenities Committees.

c. Follow-Up

- i. Evaluate the Chapter's success in reclaiming Brothers by comparing the actual number of Brothers reclaimed against the reclamation target set for the fraternal year.
- ii. What programs and activities implemented worked the best? Determine strengths and weaknesses and revise plans for the next year to promote effectiveness.
- iii. Identify the ages, marital status and careers of the Brothers who have been reclaimed to determine if any patterns exist that should be considered in making program plans, social activities, etc. For example, if you notice that 50% of the Brothers reclaimed are between the ages of 40 and 46, consider programming and social activities that appeal to that age group.
- iv. Consider the cost/benefits of dues discounts (reclaimed member discount, college to alumni Chapter discounts and other prorated dues) and pay as you go plans (dues in installments) on Chapter program and operations.

d. Implementation

- i. The strategies listed above are but a few of the strategies and activities that a Chapter should consider in identifying and reclaiming Brothers and keeping them active after they start attending Chapter meetings.

- ii. Each Chapter should develop and implement the plan to retain and reclaim brothers

C. Brotherhood Recognition

1. Overview:

- a. We, in Alpha, fully recognize that our greatest interest lies outside of the House of Alpha.
- b. However, in order to help others, we must help ourselves.
- c. As reclamation is a strategic issue for all Alpha Chapters, taking a moment to recognize the accomplishments of our brothers is a key component to keeping brothers in the fold.
- d. Therefore, brotherhood recognition should be a part of each Chapter meeting.

2. Good for the Brotherhood

- a. Good for the brotherhood is the process of recognizing the accomplishment of a brother at the end of a Chapter meeting.
- b. Examples of such recognition may include:
 - i. A brother's promotion.
 - ii. A brother's election to an honor society.
 - iii. A brother's marriage.
 - iv. A brother's intent to run for an elected office.
 - v. A brother's engagement.
 - vi. Etc.
- c. Good for the Brotherhood should be listed as the last item on each Chapter agenda.

3. Twenty-five Year Pinning Ceremony

- a. Twenty-five years in Alpha is a significant milestone for any Alpha man. For most, it is the time in life where the family is stable, the career is secure, and he knows where he is going in life. This is also an excellent time for him to perhaps energized and renew and continue his commitment to his dear ole fraternity by giving more light to the world.
- b. Recognizing this Alpha milestone, will assist in promoting brotherhood while encouraging reclamation and retention. NOTE: There are no years of financial activity or service required to participate in this ceremony. The honor is calculated from the year of initiation to January of his 25th year, e.g., a brother initiated in December 1993 will be considered a 25-year brother as of January 1, 2018. Therefore, this ceremony should be held as early in the year as possible. However, it should not be combined with the 50-Year; to do so would dilute the significant or both events. This ceremony may be held in a Chapter meeting or a public forum.
- c. The Brother's Keeper chairman should be responsible for identifying eligible candidates for this ceremony. This ceremony should also be used as a reclamation tool to reach out to 25-year brothers who reside in your area, but are not active with any Chapter.
- d. Please see Appendix N for a copy of the 25-Year Pinning Ceremony.

4. Fifty Year Pinning Ceremony

- a. The acquisition of 50 years of membership in Alpha Phi Alpha Fraternity, Inc. is a lofty achievement.

- i. Recognizing this Alpha milestone, will assist in promoting brotherhood while encouraging reclamation and retention.
- ii. NOTE: There are no years of financial activity or service required to participate in this ceremony. The honor is calculated from the year of initiation to January of his 50th year, e.g., a brother initiated in December 1968 will be considered a 50-year brother as of January 1, 2018.
- iii. Therefore, this ceremony should be held as early in January of each year as possible.
- iv. This ceremony may be held in a Chapter meeting or a public forum.
- b. The Brother's Keeper chairman should be responsible for identifying eligible candidates for this ceremony.
 - i. He should also make arrangements for brothers who are experiencing extenuating circumstances (health, transportation, family commitments, disability, etc.) to participate in this ceremony.
 - ii. In some cases, the Chapter should consider a live feed of the ceremony afforded by a trained elected official (Chapter, state, regional, or national) so that more 50-year brothers may have access to the ceremony.
 - iii. This ceremony should also be used as a reclamation tool to reach out to 50-year brothers who reside in your area, but are not active with any Chapter.
- c. Please see Appendix O for a copy of the 50-Year Pinning Ceremony.

SECTION V. FISCAL MANAGEMENT

A. Financial management

1. Learning Objectives:

- a. Upon the completion of *Section 4.0 Establishing a Budget*, the Chapter will be able to develop a:
 - i. Program of activities or business plan;
 - ii. Budget for each activity in the program of activities or business plan;
 - iii. Budget to meet the financial requirements of a successful Chapter; and
 - iv. Process of financial transparency for the Chapter

2. Program of Activities (Annual Chapter Operations/Strategic Plan)

- a. The program of activities is the basic means through which the objectives are accomplished for the Chapter.
 - i. It is a calendar of activities and events that the Chapter's members plan to accomplish for the fraternal year.
 - ii. Activities need to be planned and conducted in terms of their contribution in developing those interests, attitudes, and abilities that are desirable.
 - iii. The Chapter Operations Plan requires all Chapters to develop an Annual Chapter Operations/Strategic Plan each year.
 - iv. This planning is normally conducted at the Annual Chapter Planning Retreat.
- b. There is no one best way to plan the program; however, the following steps may be utilized:
 - i. Review last year's program. (If you don't have one, then list the activities, programs, and services rendered during the previous).
 - ii. Review programs of other Chapters and organizations.

- iii. Assure that the program conforms to the National Chapter Operations Plan and the National Alpha Phi Alpha Fraternity, Inc. Strategic Plan.
- iv. Keep the state and national programs, mandates, and requirements in mind.
- v. Develop goals and select appropriate ways and means by which to obtain them.
- vi. Be sure the program can be financed via Chapter dues and special fund-raising efforts. Establish a budgetary amount needed to complete the project. Be sure to give a copy to the budgeting committee.
- vii. Involve all members in developing the program; select a group for overall responsibility for the program of activities.
- viii. Secure support from alumni members – programmatic ideas, finances, and/or directives on how to obtain funding from various sources.
- ix. Schedule the activities throughout the calendar, academic, or fraternal year.
- x. Make copies of the program of activities for Chapter officers, members, and advisor.
- xi. Establish a process for evaluating each Chapter activity for effectiveness, revisions, and reallocation of funds.

3. Developing a Chapter Budget Chapter Budget

a. How To Prepare A Budget

- i. Annual program of work is first adopted.
- ii. Estimated income is listed – Chapter dues and funds-raising activities.
- iii. Estimated expenditures are listed according to planned and unplanned events.
- iv. Approved by budget committee.

b. Deciding on Fund-Raising Activities

- i. What risk and liability factors are involved?
- ii. Does it require initial outlay of capital to successfully conduct the activity?
- iii. Does the activity provide an opportunity for several members of the organization to participate?
- iv. Does it provide reasonable financial returns for the time and effort spent?
- v. Does it involve a great amount of financial risk?
- vi. Will it meet the approval of the constituents of the Chapter?
- vii. Will it make a contribution to the objectives of the Chapter?
- viii. Does it provide an opportunity to teach as well as to raise money?
- ix. Will it make a contribution to the community?
- x. Will the persons who spend their money get their money's worth?

4. Guide for Preparing a Chapter Budget

- a. When the annual program of activities has been adopted, an estimate should be made of the total funds necessary to carry it to completion.
- b. A written budget consisting of estimated income and estimated expenditures can then be made.
- c. Under the estimated expenditures in the budget should be listed the various items in the program of activities, broken down as is necessary to get at the financial picture of each item, there should be written the estimated expense involved.
- e. All other organization expenses should be added to this list which are not derived from the program of activities – Chapter tax, district, regional, and national meetings; membership fees in NPHC; etc.

- f. The total will reveal the estimated amount of money necessary for the year's work.
 - G The budget should be planned with a margin of safety so that, if possible, an unspent balance will be left in the treasury at the end of the year.
 - h. Each standing committee can make up a small budget of their own which can be combined with the Chapter budget.
 - i. The budget shall be based on normally expected income and expenditures and shall show the previous year's budget and actual expenditures. This budget should be based on zero-based budgeting (ZBB), a method of budgeting in which all expenses must be justified for each new period. Zero-based budgeting starts from a "zero base" and every function within an organization is analyzed for its needs and costs. Funds from the previous year will be deposited in a separate interest-bearing Chapter Contingency Fund Account.
 - i. See Appendix E for a sample Chapter budget.
- 4. What Is Financial Transparency?**
- a. Financial transparency involves the production, testing, dissemination and use of information related to an organization's financial performance.
 - b. Beginning with an organization's gathering and reporting accurate information, the sequence extends to verifying the information, then to analyzing, comparing, and judging the performance described by that information, and finally to supervising the financial management organization to ensure that it complies with applicable standards.
- 5. Why is Transparency Important?**
- a. Transparency is essential if the organization is to remain credible with members, donors and constituents. In addition, transparency makes it easier for auditors and supervisors to oversee the safety of the financial system, which in turn gives additional confidence to stakeholders.
- 6. Alpha Phi Alpha Requirements?**
- a. As per the Chapter Operations Plan, each Chapter is to develop financial controls and policies and procedures that reflect transparency in Chapter fiscal operations.
- 7. Outline of Financial Transparency Plan**
- a. **Each Chapter Must Have a Process for Gathering and Reporting Accurate Information**
 - i. Each Chapter must develop an Annual Budget. See Appendix E. This budget should be developed in the Chapter's Annual Planning Retreat and should be presented to Chapter members at the September Chapter Meeting for approval.
 - ii. Each Chapter must submit a report of revenue and expenses at each Chapter meeting.
 - iii. A separate Alpha Local Chapter Financial Report shall be maintained and reported on for each separate entity of the Chapter, i.e., if the Chapter has a 501(c3), there should be a separate report.
 - iv. Each Chapter should assure that Chapter funds and 501 (c3) funds are kept separate.
 - b. **Each Chapter Must Have a Process for Internal Controls**

- i. In Chapters with expected revenue or expense exceeding \$5,000 a year, the Executive Committee shall require that the Treasurer, as an expressed condition precedent to his office, execute a bond with corporate surety payable to the fraternity.
 - ii. In Chapters with expected revenue or expense exceeding \$5,000 a year, the Executive Committee shall require that the Financial Secretary, as an expressed condition precedent to his office, execute a bond with corporate surety payable to the fraternity.
 - iii. The Treasurer shall be required to deposit in an approved bank all funds of the Chapter received by him within five business day of receipt.
 - iv. Each Chapter shall have a form for members to request reimbursements. See Appendix J.
 - (a). The Chapter reimbursement form must be signed by the requestor, the committee chair and the Financial Secretary.
 - (b). All reimbursements must be authorized by the Financial Secretary before a check can be issued by the Treasurer.
 - v. All checks written on Chapter accounts must carry the signature of two individuals, preferably the Financial Secretary and the Treasurer. NOTE: The Chapter President should not be authorized to sign checks.
 - vi. The Chapter shall not create, maintain, endorse, or otherwise sanction any corporate, foundation, limited liability company, partnership, or any other entity whether for-profit or not-for-profit that abridges the rights of its members to vote on ultimate issues such as amendments to bylaws, election of directors, or the right of the members to receive annual report of any and all such entity.
- c. Each Chapter Must Have an Internal Audit Process**
- i. Each Chapter must establish an Audit Committee.
 - ii. Members of the Audit Committee cannot be financial officers of the Chapter or members of the financial committee.
 - iii. Each Chapter must have their books audited by August 31st of each year.
- d. Each Chapter Must Have a Process for Full Financial Statement Disclosures**
- i. Each Chapter must make its books available for review by any member of the Chapter at any time, upon request.
 - ii. The books of the Chapter must be available upon request of any district, regional or national officer of Alpha Phi Alpha Fraternity, Inc.

SECTION IV. PROGRAM MANAGEMENT

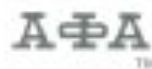
A. National Programs Implementation Guidelines

1. A copy of all National Programs Implementation Guidelines may be obtained by visiting www.alphaphialpha.net and serve under Resources/: National Program Documents.

APPENDIX A - Registered Trademarks of Alpha Phi Alpha Fraternity, Inc.



The First Fraternity Shield



APPENDIX B - Sample Template for Developing Chapter Agenda

Alpha Phi Alpha Fraternity, Inc. _____ Chapter

Month Date, Year
Agenda

Meeting Called to Order	President
Prayer	Chaplain
President's Report	President
Vice President's Report	Vice President
Secretary's Report	
Minutes	Recording Secretary
Correspondence	Corresponding Secretary
Treasurer's Report	Treasurer
Financial Secretary's Report	Financial Secretary
Old Business	
Item carried over from last meeting	Committee Chair
Item carried over from last meeting	Committee Chair
New Business	
Committee Reports	Committee Chair
Committee Reports	Committee Chair
Committee Reports	Committee Chair
Committee Reports	Committee Chair
Committee Reports	Committee Chair
Committee Reports	Committee Chair
Additions to Agenda	
Advisor's Report	Chapter Advisor
Good for the Brotherhood	
Announcements	
Adjournment	

APPENDIX C - How to Write and Keep Meeting Minutes

DEFINED

Minutes are the official record of an organization. It is crucial that they are accurate since they are the legal record of the proceedings and actions of the organization

BASED ON

Robert's Rules of Order Newly Revised, 10th, 2000 Edition

CONTENT

First paragraph: Kind of meeting (regular, special, etc.); the name of the organization; the date, time and place of the meeting; the name of the presiding officer and secretary; approximate number of members present; establishment of a quorum; and recording of the action taken on the minutes of the previous meeting.

The body should include, with each motion being a separate paragraph:

- ☐ The exact wording of motions, whether passed or failed, and the way they were disposed of, along with the name of the maker
- ☐ If the vote was counted, the count should be recorded. Tellers reports, if there are any, are included. In roll call votes the record of each person's vote is included
- ☐ Notices of motions – previous notice is sometimes required e.g. amendments of the bylaws
- ☐ Points of order and appeals

Last paragraph: hour of adjournment

NOT INCLUDED

- ☐ The opinion or interpretation of the secretary
- ☐ Judgmental phrases e.g. "heated debate" "valuable comment"
- ☐ Discussion: Minutes are a record of what was **done** at the meeting, not what was **said** at the meeting
- ☐ Motions that were withdrawn
- ☐ Name of seconder is unnecessary

ATTACHMENTS

The official copy of the minutes should have attached to it the original signed copy of:

- ☐ Committee Reports
- ☐ Officers Reports
- ☐ Written Motions
- ☐ Tellers Reports
- ☐ Correspondence

APPROVAL

If the minutes have been distributed to the members before the next meeting then the approval process can be very short. The presiding officer simply states, “Are there any corrections to the minutes as printed?” If there are none, or after all corrections have been made, the presiding officer may say “If there is no objection, the minutes will be approved as printed (or as corrected).”

SIGNATURE

After the minutes have been corrected and approved by the membership, they should be signed by the secretary and can be signed by the president. The word “approved” and the date of the approval should also be included

MINUTES BOOK

The official copy of the minutes should be entered in the Minutes Book and kept by the secretary. These are the property of the organization, not the secretary. If the organization has a headquarters office, the official copy of the minutes should be kept there.

COPIES

If the members receive a copy of the minutes it is not necessary for them to receive all the attachments. When they do not receive the attachments, the minutes should include a brief summary of the attachments.

ANNUAL MEETINGS/CONVENTION MINUTES

Minutes of an annual meeting or convention should be taken by the secretary with the assistance of the Minutes Approval Committee members. In advance of the annual meeting or convention, the secretary should prepare a set of skeleton minutes. In the preparation of this skeleton of the actual minutes the following may be used: agenda, program, previous minutes (as a guide) and the script. The skeleton minutes are based on what is expected to happen (the script should be of great assistance here). In preparing the skeleton minutes, be sure to leave many empty spaces for the specifics that may happen during the meeting and any last-minute changes.

Copies of the skeletal minutes are needed for the secretary, parliamentarian and members of the Minutes Approval Committee. During the meeting, the members of the committee and the secretary follow the skeletal minutes and fill

in any additional information. Immediately after each business meeting the committee and the secretary meet and work together on an agreed upon set of minutes for that meeting. After the last business meeting of the convention, the secretary prepares the final copy of the minutes based upon what is agreed upon by the committee. This final copy is reviewed by all committee members. When they all agree, they sign the original copy and the job of approving the minutes is completed.

If there is a transcript of the meeting, it is the secretary's job to review the transcript making sure all the minutes are accurate. If it is necessary to change the minutes, all members of the Minutes Approval Committee must agree upon the changes.

References

Sylvester, N. (n.d.). How to Write and Keep Meeting Minutes. *Nancy Sylvester*. Retrieved from http://nancysylvester.com/docs/Resources/articles/meeting_minutes.html

APPENDIX D - Sample template for developing Alpha Chapter Minutes

Alpha Phi Alpha Fraternity, Inc.

_____ Chapter

MINUTES of Official Monthly Chapter Meeting

Meeting date: _____

Call to order: A _____ [kind of meeting] meeting of the _____ [organization name], was held in _____ [place, city, state] on _____ [date], 20___. The meeting convened at _____ [time], President _____ [name] presiding, and _____ [name], secretary.

Members in attendance:

Approval of minutes: Motion was made by [name], and seconded to approve the minutes of the _____ [date] meeting. **Motion carried.**

Officers' reports:

President

Vice president

Secretary

Treasurer

Board and committee reports:

Unfinished business:

[Subject title]

Motion: Moved by [name] that [state motion].

Motion carried. Motion failed. [leave only one of these]

New business:

[Subject title]

Motion: Moved by [name] that [state motion].

Motion carried. Motion failed. [leave only one of these]

Good for the Brotherhood:

Adjournment: The meeting was adjourned at _____[time].

Secretary
[Organization Name]

Date of approval

President
[Organization Name]

Date of approval

APPENDIX E - Sample Financial Secretary Report and Budget

ALPHA PHI ALPHA FRATERNITY, INC.				
_____ Chapter				
Month	Year/ - Financial Secretary Report			
PROJECTED REVENUE:				
From Year a/o	\$	\$	BUDGET	VARIANCE
M/DD/YYYY	-	-	\$ -	\$ -
Dues	\$ -	\$ -	\$ -	\$ -
Fundraisers - Other	\$ -	\$ -	\$ -	\$ -
Fundraiser-Movie Night	\$ -	\$ -	\$ -	\$ -
Intake (Assume 10 per semester)	\$ -	\$ -	\$ -	\$ -
Black and Gold Pagaent	\$ -	\$ -	\$ -	\$ -
Fundraiser-Super Bowl Party	\$ -	\$ -	\$ -	\$ -
Fundraiser- Step show	\$ -	\$ -	\$ -	\$ -
Alpha Ball	\$ -	\$ -	\$ -	\$ -
Alumni Contributions	\$ -	\$ -	\$ -	\$ -
Fundraiser-Big game	\$ -	\$ -	\$ -	\$ -
Ads	\$ -	\$ -	\$ -	\$ -
TOTAL REVENUE	\$ -	\$ -	\$ -	\$ -
OPERATIONAL EXPENSES	Current Month	YTD	BUDGET	\$ -
National Chapter Tax	\$ -	\$ -	\$ -	\$ -
Regional Tax	\$ -	\$ -	\$ -	\$ -
District Tax	\$ -	\$ -	\$ -	\$ -
District Convention	\$ -	\$ -	\$ -	\$ -
District Leadership Conference	\$ -	\$ -	\$ -	\$ -
Regional Convention	\$ -	\$ -	\$ -	\$ -

	-	-		
Yearbook Picture	\$ -	\$ -	\$ -	\$ -
Homecoming	\$ -	\$ -	\$ -	\$ -
Iota Chapter Newsletter	\$ -	\$ -	\$ -	\$ -
Bank Charges	\$ -	\$ -	\$ -	\$ -
PROGRAM EXPENSES		\$ -		\$ -
Movie Night	\$ -	\$ -	\$ -	\$ -
Ladies Night	\$ -	\$ -	\$ -	\$ -
Awareness Seminar	\$ -	\$ -	\$ -	\$ -
IMDP	\$ -	\$ -	\$ -	\$ -
Raffle	\$ -	\$ -	\$ -	\$ -
Black History Poster	\$ -	\$ -	\$ -	\$ -
Fundraiser-Big game	\$ -	\$ -	\$ -	\$ -
Miss Black and Gold Pageant	\$ -	\$ -	\$ -	\$ -
Faculty Appreciation Day	\$ -	\$ -	\$ -	\$ -
Super Bowl Party	\$ -	\$ -	\$ -	\$ -
Fundraiser-Talent show	\$ -	\$ -	\$ -	\$ -
Iota website	\$ -	\$ -	\$ -	\$ -
TOTAL EXPENSES	\$ -	\$ -	\$ -	\$ -
YTD REVENUE MINUS TOTAL YTD EXPENSES=BALANCE				
			\$ -	

APPENDIX F - Sample Treasurer's Report

Alpha Phi Alpha Fraternity, Inc.

____ Chapter
Treasurer's Report
M /DD/YYYY



Previous Balance M /DD/YYYY	\$000.00
-----------------------------	----------

Cleared Checks and Payments	\$000.00
-----------------------------	----------

Check # 1234	\$00.00
--------------	---------

Check # 5678	\$00.00
--------------	---------

Cleared Deposits and Credits	\$000.00
------------------------------	----------

M/DD/YYYY	\$00.00
-----------	---------

M/DD/YYYY	\$00.00
-----------	---------

Statement as of M/DD/YYYY	\$000.00
---------------------------	----------

Outstanding Checks	(\$000.00)
--------------------	------------

Check # 91011	\$000.00
---------------	----------

Check # 12131	\$00.00
---------------	---------

Outstanding Deposits	(\$000.00)
----------------------	------------

M/DD/YYYY	\$00.00
-----------	---------

Register Balance as of M/DD,/YYYY	\$000.00
-----------------------------------	----------

APPENDIX G - Ten Step Outline for a Motion

Parliamentary Procedures

Ten Steps in Making a Motion

Step One - Individual raises his/her hand to be recognized

Step Two - President recognizes the individual

Step Three – Individual stands and addresses the chair, “Mr./Ms. President I move... Remember the word is **“I MOVE”**”

Step Four – The motion is seconded. (Motion dies if no second in 3 minutes)

Step Five – President restates motion and asks the body, “Are you ready for the question?”

Step Six – If all “yes’s” move to Step Nine. If a member wants to debate the issue, he/she will say “unreadiness.” The Secretary will record the names in order

Step Seven – The President recognizes each debater.

Step Eight – Once the President senses the debate is over, he/she will again ask for the question, “Are you ready for the question?”

Step Nine – If no unreadiness, The President will state, “All those in favor of... (restate motion) signify by voting yes. “After the yes votes are counted, he/she will then say, “All those opposed have the same option.”

Step Ten – The President will announce the results of the vote.

APPENDIX H - Public/Media Appearance Approval Form

Public/Media Appearance Approval Form



(Please submit this form to Executive Director, Alpha Phi Alpha Fraternity, Inc., 2313 St. Paul Street, Baltimore, MD 21218, Fax (410) 554-0054 two weeks prior to anticipated approval)

NAME _____
CHAPTER _____

E-MAIL ADDRESS _____ FAX NUMBER _____

Program Information

Television

Television network: _____ Name of show: _____
Date and time show will air: _____

Is show likely to air in syndication? _____

Radio

Station call letters: _____ Name of show: _____

City: _____ Date and time show will air: _____

Is show likely to air in syndication? _____

Film

Production Company: _____

Name of movie: _____

Genre of film (Documentary, Fiction, Biography, etc.): _____

How will film be distributed?

Film Festival ☐ Theater ☐ Straight to DVD ☐

If distributed in theaters, where will it be shown?

Nationwide ☐ Regional ☐ Select Theaters ☐

Role:

Press Release/PSA/AD

Please attach copy:

I understand that my appearance constitutes a representation of the Alpha Phi Alpha Fraternity Inc. My words and actions are not only a portrayal of my reputation, but also the reputation of the General Organization. In this light, I commit to displaying the aims of manly deeds, scholarship and love for all mankind. I shall in no way misrepresent the Organization, any of its Chapter, nor myself. I shall not divulge any fraternal secrets or the inner workings of the Organization.

~ For Official Use ~

Approved _____
Date

Executive Director

Rejected _____
Date

Executive Director

APPENDIX I - Sample Press Release

Alpha Phi Alpha Fraternity, Inc.
South Metropolitan Atlanta Chapter

Post Office Box 1906
Griffin, Georgia 30224

September 8, 2017

CONTACT:

PRESS RELEASE

James A. Doe

FOR IMMEDIATE DISTRIBUTION

Director of Communications

(770)228-2129

Statement of Alpha Phi Alpha Fraternity Inc. on White Supremacist Activities in Charlottesville, Virginia

The events in Charlottesville, VA amplify the “Urgency of Now” and further indicate that we must all take deliberate and decisive action to oppose all efforts that attempt to take our country backward. Alpha Phi Alpha Fraternity stands with all those who peacefully and lawfully protest any statues or monuments that seek to demean people of any race. Furthermore, we call on the elected leaders and citizens of the United States to hold the President accountable for his tacit participation in creating the environment where white supremacy is perpetuated and ultimately leads to violent confrontations. There is indeed an inextricable link between the symbols of the Confederacy, the hateful, divisive, anti-immigrant language that has become a common part of our lexicon and the violence in Charlottesville. Leadership at all levels should demand better from the President as he is expected to not only protect but sustain our union.

Our Alpha Brother Rev. Dr. Martin Luther King Jr. said, “Injustice anywhere is a threat to justice everywhere”. On yesterday armed white nationalist gathered in Charlottesville, Virginia for a “Unite the Right” rally, which ultimately escalated into violence and led to several injuries and two fatalities. We join in solidarity and sympathy with the people who were terrorized and subjected to violence at the hands of white supremacists. Violence associated with white supremacy is a despicable but undeniable part of our nation’s historical narrative. Unfortunately, the hate and vitriol that characterized so much of America’s past have reemerged in various pervasive forms today. The men of Alpha Phi Alpha Fraternity Inc. denounce the culture of racism and bigotry that seeks to divide our country and erode the progress achieved in moving our nation toward full democracy for all citizens. As men of Alpha, we will intensify our position against racism by establishing a team of Civil Rights attorneys to combat injustice in American courts. We also encourage everyone to use their social media platforms and join the *#TakeDownHate* social media campaign, which is an online movement being used to fight against acts such as those that took place in Charlottesville. Furthermore, we are calling on citizens across the country to demand the removal of Confederate monuments, statues and symbols from communities within their respective cities.

About Alpha Phi Alpha Fraternity, Inc.

Founded on December 4, 1906 at Cornell University in Ithaca, New York, Alpha Phi Alpha Fraternity, Inc. has continued to supply voice and vision to the struggle of African Americans and people of color around the world. The Fraternity has long stood at the forefront of the African-American community's fight for civil rights, through Alpha men such as Martin Luther King Jr., Adam Clayton Powell, Thurgood Marshall, Andrew Young, and Cornel West among others that include members of the 110th Congress including: Emanuel Cleaver, II (MO), Charles B. Rangel (NY), Danny K. Davis (IL), Chaka Fattah (PA), Al Green (TX), Gregory Meeks (NY), David Scott (GA), Robert C. Scott (VA). The fraternity through its college and alumni Chapters serves the community through nearly a thousand Chapters in the United States, Europe and the Caribbean,

Beta Beta Lambda Chapter of Alpha Phi Alpha Fraternity, Inc. has been an active part of the greater Miami community since its inception in 1937, providing leadership through its many service activities such as Alpha Outreach, Project Alpha, Alpha-Dade Youth Sports Program, Sankofa Project, Knights of Gold, Boy Scouts Troop 1906, Alpha/Head Start Partnership, Voter Education Project, and Scholarship Award Program. For its effort during the last six decades, Beta Beta Lambda Chapter has been honored three times as Alpha Phi Alpha Fraternity's National Alumni Chapter of the Year. In addition, the Beta Beta Lambda has been a consistent winner of the Florida Federation of Alpha Chapter's District Chapter of the Year Award for more than 25 years.

APPENDIX J - Sample Reimbursement Form

Alpha Phi Alpha Fraternity, Inc.

_____ Chapter

Expense Voucher

Request's Name _____ Request Date _____

Committee Name _____ Event Date _____

Sub Committee Chairman _____ Committee Budget _____

Committee Chairman Signature _____ Projected Budget _____

Voucher Number _____ Available Funds _____

EXPENSE DESCRIPTION

Date	Description	Amount
_____	_____	_____

TOTAL EXPENSES _____

CHECK REQUEST	AMOUNT	CHECK NUMBER
Payee Name		
_____	_____	_____

TOTAL CHECKS _____

FINANCIAL SECRETARY
APPROVAL

TREASURER
APPROVAL

If expenses are greater than the approved budget
and projected income, presidential approvals required

PRESIDENT
APPROVAL

APPENDIX K - Sample Committee Report

ALPHA PHI ALPHA FRATERNITY, INC. COMMITTEE REPORT

_____ COMMITTEE

DATE: _____

WHAT: Provide the exact nature of your program? Provide name and a description of the activity. (NOTE: If there are various programs under your committee, please prepare a form for each program, i.e. scholarship, black history, oratorical contest, etc.

WHEN: Provide the date and time of your program

WHO: List the names of who will serve on the committee. Indicate the intended audience.

HOW: Outline in detail how you and your committee plan to carry out the program. List each subcommittee and the chairman. Also list intended brotherhood involvement, i.e. purchase tickets, attend, bring students, etc.

WHY: Outline why Rho Sigma Lambda should be involved in this program, i.e. supports National Program; supports local community, provides revenue, etc. Because we have always done it is not sufficient.

WHERE: Where will the event(s) take place?

WHAT IS THE BUDGET: Provide revenue and expense projections. Provide approximate month of revenue and expense. Also indicate if brothers will be expected to contribute to the expense of the program.

Prepared by: _____
Name of Chairman

Date

APPENDIX L - Sample Chapter Strategic Plan

VISION:

“Initiating Togetherness”

MISSION:

Raising the standard and reaching the goal through leadership, empowerment and initiative

STAKEHOLDERS AND OBJECTIVES FOR YEAR:

1. Overall Iota Chapter
 - ☐ Develop quality Scrapbook in order to compete for Chapter of the Year
 - ☐ Place articles in Sphinx Magazine on accomplishments
 - ☐ Maintain Pan-Hellenic Fraternity with the Highest GPA
 - ☐ Obtain Pan-Hellenic Member with the Highest GPA
 - ☐ Conduct quality campus parties
 - ☐ Have quality fundraisers
2. Individual Iota Chapter Members
 - ☐ Conduct study groups
 - ☐ Conduct Bible Study
 - ☐ Conduct Physical Fitness Program
 - ☐ Each brother will be required to do 10 hours of community service semester
3. Families of Iota Members
 - ☐ Have “Yellow Rose Dinner” for Brothers and their families
 - ☐ Send Birthday Cards to Parents
 - ☐ Send Mother’s and Father’s Day Cards to Parents
4. Iota Alumni
 - ☐ Do an Alumni Appreciation at Homecoming
 - ☐ Conduct bonding session with Alumni
5. Alpha Phi Alpha Fraternity, Inc.
 - ☐ Send Birthday Card to the General President
 - ☐ Meet National Obligations
 - ☐ Conduct Programs with Alumni
 - ☐ Conduct National Programs

6. Community
 - ☐ Get involved with a Boy Scout Troup
 - ☐ Participate in AIDS Walk
 - ☐ Participate in World AIDS Day
 - ☐ Conduct Program with Children
 - ☐ Develop a High School Mentoring Program
 - ☐ Collect Food and Cloths that church
 - ☐ Do a voter registration program
- 5 Students at Morris Brown College
 - ☐ Do Dinner for Freshmen Males
 - ☐ Have Movie Night
 - ☐ Conduct a non-Greek forum
 - ☐ Conduct an Essay Contest
 - ☐ Conduct a Campus Cleanup
 - ☐ Support activities of other groups
 - ☐ Hold leadership positions in other organizations
6. Administration of Morris Brown College
 - ☐ Conduct Faculty/Staff Appreciation Day
 - ☐ Give flowers to Mrs. Lindsey at Homecoming
7. Other Greek Letter Organizations
 - ☐ Participate in the Pan Hellenic Council
 - ☐ Conduct a Greek sporting event
 - ☐ Conduct a Greek Forum ~ A Speak out
 - ☐ Do a Program with the AKAs
 - ☐ Do programs with other Greeks

GUIDING PRINCIPLES FOR YEAR:

- ☐ We will remember the following priorities
 - Manly Deeds (we will keep the Morris Brown Women Happy)
 - Scholarship (We will be #1 academically)
 - Financial (We will be good employees in cases where we have to work)
 - Campus Leadership (We will be leaders on campus)
 - Extracurricular Activities (We will be good stewards to organizations that we participate in, i.e. band, choir, etc.)
 - Alpha Phi Alpha (We will be real Alpha Men)
- ☐ We will uplift Morris Brown College and Alpha Phi Alpha Fraternity, Inc.
- ☐ We will step up to the challenge of being 1 of only 2 single letter Chapters below the Mason/Dixon line
- ☐ We will revive the spirit and pride of Alpha and Iota
- ☐ We will be leaders in Alpha
- ☐ We will be leaders at Morris Brown

- ☐ We will eliminate “just being an Alpha”
- ☐ We will come to play
- ☐ We will seek great men
- ☐ We will broadcast our programs
- ☐ We will be leaders in other campus organizations
- ☐ We will uphold the rules
- ☐ We will be nor sociable with non-alphas
- ☐ We will present a united front to the campus
- ☐ We will be more approachable
- ☐ We will uphold high standards for Alpha Phi Alpha Fraternity, Inc and ourselves.
- ☐ We will dress like Alphas
- ☐ We will show excitement about our programs
- ☐ We will show togetherness
- ☐ We will act like we are the Chapter
- ☐ We will respect each other
- ☐ We will let AKA business stay with AKA and Alpha business stay in Alpha Phi Alpha Fraternity, Inc.
- ☐ We will be on time
- ☐ We will work as a team
- ☐ We will do proper planning
- ☐ We will communicate with each other
- ☐ We will promote health confrontation. We will be open and honest with each other
- ☐ We will stop being selfish
- ☐ We will assume real leadership and responsibility
- ☐ We will stop talking so much. Will keep Alpha business in Alpha Phi Alpha Fraternity, Inc.
- ☐ We will come with self-assurance
- ☐ We will not be emotional
- ☐ We will stop being elitist
- ☐ We will stop being over dependent
- ☐ We will resolve our problems
- ☐ We will not share the same ladies
- ☐ We will follow our plan of Action

SPECIFIC PROGRAM

AUGUST

(1) NAME OF PROGRAM: Flyers on the Doors of all Dorm Rooms

PROPOSED ACTION PLAN: Put flyers on the doors of all dorm rooms. Male and female

ON-CAMPUS X OFF-CAMPUS

PROPOSED DATE OF PROGRAM: 8/16

RESPONSIBLE BROTHER: Tyler, Mosley

PROPOSED BUDGET: - Cost \$30

(2) NAME OF PROGRAM: Welcome Back Students

PROPOSED ACTION PLAN: Put Welcome Back Banner on Plot

ON-CAMPUS X OFF-CAMPUS

PROPOSED DATE OF PROGRAM: 8/16 ~ 8/31

RESPONSIBLE BROTHER: Cole, Tyler

PROPOSED BUDGET: - 0

(3) NAME OF PROGRAM: Fund Raiser ~ Sell Snow Cones

PROPOSED ACTION PLAN: Obtain machine and buy ice and flavoring

ON-CAMPUS X OFF-CAMPUS

PROPOSED DATE OF PROGRAM: 8/19-21

RESPONSIBLE BROTHER: Tyler; Littles (Co-Chair)

PROPOSED BUDGET: - Cost \$20 Profit \$100

(4) NAME OF PROGRAM: Newsletter to Welcome Freshmen

PROPOSED ACTION PLAN: Pass out to Freshmen

ON-CAMPUS X OFF-CAMPUS

PROPOSED DATE OF PROGRAM: 8/21/02

RESPONSIBLE BROTHER: Cole

PROPOSED BUDGET: - \$10

August Birthdays; Hall Aug 3; Greene Aug 9; Ivey Aug 13;

SEPTEMBER

(1) NAME OF PROGRAM: Awareness Seminar

PROPOSED ACTION PLAN: Plan and conduct event. Obtain speaker, room and put up flyers.
Coordinate with Bro. Carter to obtain an Alumni Speaker

ON-CAMPUS X OFF-CAMPUS

PROPOSED DATE OF PROGRAM: 9/3

RESPONSIBLE BROTHER: Jordan and Cole

PROPOSED BUDGET: - \$35

(2) NAME OF PROGRAM: Bible Study

PROPOSED ACTION PLAN: Conduct a bible study session of brothers only. Tuesday of each week. Will cancel when other Chapter programs fall on Tuesday

ON-CAMPUS X OFF-CAMPUS

PROPOSED DATE OF PROGRAM: 9/10; 9/17

RESPONSIBLE BROTHER: Moore

PROPOSED BUDGET: - 0

(3) NAME OF PROGRAM: Study Session for Students on Campus

PROPOSED ACTION PLAN: Conduct a study session where brothers will be available to assist other students. Alphas who need help will also be assisted. Conduct the 2nd Thursday of each month

ON-CAMPUS X OFF-CAMPUS

PROPOSED DATE OF PROGRAM: 9/12

RESPONSIBLE BROTHER: Lawrence

PROPOSED BUDGET: - \$0

(4) NAME OF PROGRAM: - Collect Chapter Dues

PROPOSED ACTION PLAN – Collect from all brothers

ON-CAMPUS X OFF-CAMPUS

PROPOSED DATE OF PROGRAM – 9/15

RESPONSIBLE BROTHER – Jordan and Cole

PROPOSED BUDGET: - Profit \$1500

(4) NAME OF PROGRAM: Ladies' Night

PROPOSED ACTION PLAN: Determine the who, what, where, when, why, how. Get Mother Carter to help with decoration.

ON-CAMPUS X OFF-CAMPUS

PROPOSED DATE OF PROGRAM: 9/19 (evening)

RESPONSIBLE BROTHER: Tyler; (chair) Leonard

PROPOSED BUDGET: -\$100 food; \$50 other

(5) NAME OF PROGRAM: Movie Night

PROPOSED ACTION PLAN: Last Tues of each month

ON-CAMPUS X OFF-CAMPUS

PROPOSED DATE OF PROGRAM: 9/24

RESPONSIBLE BROTHER: Mosley

PROPOSED BUDGET: - Cost \$20; Profit \$10

(6) NAME OF PROGRAM: Yearbook Picture

PROPOSED ACTION PLAN: Determine the who, what, where, when, why and how.

Coordinate with yearbook staff to get date and price of picture; coordinate uniform for picture.

ON-CAMPUS X OFF-CAMPUS

PROPOSED DATE OF PROGRAM: 9/30

RESPONSIBLE BROTHER: Littles

PROPOSED BUDGET: \$300

September Birthdays; Jordan Sep 6; Nichols Sept 21; Bro. Carter Sept 26;



(1) NAME OF PROGRAM: Bible Study

PROPOSED ACTION PLAN: Conduct a bible study session of brothers only. Tuesday of each week. Will cancel when other Chapter programs fall on Tuesday

ON-CAMPUS X OFF-CAMPUS

PROPOSED DATE OF PROGRAM: 10/1; 10/8; 10/15; 10/22;

RESPONSIBLE BROTHER: Moore

PROPOSED BUDGET: - 0

(2) NAME OF PROGRAM: Homecoming

PROPOSED ACTION PLAN: Arrange for parade; cookout and queens.

ON-CAMPUS X OFF-CAMPUS

PROPOSED DATE OF PROGRAM: ??

RESPONSIBLE BROTHER: Parade (Doss); Cookout (Jordan); Queens (Doss)

PROPOSED BUDGET: -\$1,500 -

(3) NAME OF PROGRAM: District Leadership Conference

PROPOSED ACTION PLAN: Coordinate brotherhood participation; gather all information regarding event; recommend who and how Chapter will attend; where they will stay; how they will travel; when will event occur. ON-CAMPUS OFF-CAMPUS X

PROPOSED DATE OF PROGRAM: ???

RESPONSIBLE BROTHER: Lawrence

PROPOSED BUDGET: - \$50

(4) NAME OF PROGRAM: Fund Raiser ~ Car Wash

PROPOSED ACTION PLAN: Contact local restaurant (try McDonalds on MLK at Payton Rd) to obtain permission to do car wash. Get Queens to help

ON-CAMPUS OFF-CAMPUS X

PROPOSED DATE OF PROGRAM: 10/10/5; 10/12

RESPONSIBLE BROTHER: Mosley (chair); Wright; Doss

PROPOSED COST: Profit \$600

(5) NAME OF PROGRAM: Fund Raiser ~ Dome

PROPOSED ACTION PLAN: Coordinate with Dome for Brothers to work one Sunday at a Falcon game. Cole to assist in coordination.

ON-CAMPUS OFF-CAMPUS X

PROPOSED DATE OF PROGRAM: ?

RESPONSIBLE BROTHER: Leonard (chair); Wright

PROPOSED BUDGET: - Profit \$300

(6) NAME OF PROGRAM: Movie Night

PROPOSED ACTION PLAN: Last Tues of each month

ON-CAMPUS X OFF-CAMPUS

PROPOSED DATE OF PROGRAM: 10/29

RESPONSIBLE BROTHER: Mosley

PROPOSED BUDGET: - Cost \$20; Profit \$10

October Birthdays; Wright Oct 7; Coakley Oct 29;

November

(1) NAME OF PROGRAM: District Dues

PROPOSED ACTION PLAN: Write Check to Georgia District Association, 335 Bordeaux Court, Atlanta, GA 30331

ON-CAMPUS ☒ OFF-CAMPUS ☐

PROPOSED DATE OF PROGRAM: 11/1

RESPONSIBLE BROTHER: Jordan and Cole

PROPOSED BUDGET: - \$385.00

(2) NAME OF PROGRAM: Bible Study

PROPOSED ACTION PLAN: Conduct a bible study session of brothers only. Tuesday of each week. Will cancel when other Chapter programs fall on Tuesday

ON-CAMPUS ☒ OFF-CAMPUS ☐

PROPOSED DATE OF PROGRAM: 11/5; 11/12; 11/19

RESPONSIBLE BROTHER: Moore

PROPOSED BUDGET: - 0

(3) NAME OF PROGRAM: Dinner for Men of Morris Brown College

PROPOSED ACTION PLAN: Invite Alumni; Incorporate some of Project Alpha; Motivational Program; Award A. J. Lewis Scholarship (Funds to come from Iota Alumni ~ Coordinate with Bro. Carter); Present certificates to Alumni

ON-CAMPUS ☒ OFF-CAMPUS ☐

PROPOSED DATE OF PROGRAM: 11/7

RESPONSIBLE BROTHER: Tyler (chair); Cole

PROPOSED BUDGET: - \$200

(4) NAME OF PROGRAM: Intake

PROPOSED ACTION PLAN: Assume 5 candidates. Determine and coordinate the what, why, when, where and how. Plan party (\$50. total); plan probate show; purchase Chapter gifts (\$25 per candidate)

ON-CAMPUS ☒ OFF-CAMPUS ☒

PROPOSED DATE OF PROGRAM: 11/8-9; 11/15-16

RESPONSIBLE BROTHER: Jordan and Cole

PROPOSED BUDGET: Cost \$250; Profit \$750

(5) NAME OF PROGRAM: National Fees

PROPOSED ACTION PLAN: Authorize and write check to National Office

ON-CAMPUS ☒ OFF-CAMPUS ☐

PROPOSED DATE OF PROGRAM: 11/15

RESPONSIBLE BROTHER: Jordan and Cole

PROPOSED BUDGET: -\$500 -

(6) NAME OF PROGRAM: Neophyte Show

PROPOSED ACTION PLAN: Determine the who, what, where, when, where and how.

ON-CAMPUS X OFF-CAMPUS

PROPOSED DATE OF PROGRAM: 11/21

RESPONSIBLE BROTHER: Jordan and Cole

PROPOSED BUDGET: -

(7) NAME OF PROGRAM: Work with Eta Lambda on their Thanksgiving Basket Program

PROPOSED ACTION PLAN: Determine and coordinate the what, why when, where, who and how.

ON-CAMPUS OFF-CAMPUS X

PROPOSED DATE OF PROGRAM: 11/21?

RESPONSIBLE BROTHER: Jackson, Wright

PROPOSED BUDGET: -

(8) NAME OF PROGRAM: Movie Night

PROPOSED ACTION PLAN: Last Tues of each month

ON-CAMPUS X OFF-CAMPUS

PROPOSED DATE OF PROGRAM: 11/26

RESPONSIBLE BROTHER: Mosley

PROPOSED BUDGET: - Cost \$20; Profit \$10

(9) NAME OF PROGRAM: Develop Iota Web Site

PROPOSED ACTION PLAN: Contact a professional Web Developer. Suggest contact Bro. Mark Thomas

(Mathomas@gapac.com) Chapter want professional site.

ON-CAMPUS X OFF-CAMPUS

PROPOSED DATE OF PROGRAM: 11/30

RESPONSIBLE BROTHER: Doss, Mosley

PROPOSED BUDGET: - (\$300)-

November Birthdays Bradley Nov 4;

December

(1) NAME OF PROGRAM: Bible Study

PROPOSED ACTION PLAN: Conduct a bible study session of brothers only. Tuesday of each week. Will cancel when other Chapter programs fall on Tuesday

ON-CAMPUS X OFF-CAMPUS

PROPOSED DATE OF PROGRAM: 12/3; 12/10

RESPONSIBLE BROTHER: Moore

PROPOSED BUDGET: - 0

(2) NAME OF PROGRAM: National Founders Day

PROPOSED ACTION PLAN: Work with other Alpha Chapters in the city to plan a citywide

Alpha Week. Do one program at each school. Coordinate with Eta Lambda's Founders Day Chair. Also participate in citywide Founder's Day celebration

ON-CAMPUS X OFF-CAMPUS

PROPOSED DATE OF PROGRAM: 12/4

RESPONSIBLE BROTHER: Doss

PROPOSED BUDGET: -

(3) NAME OF PROGRAM: Mid-Year Retreat

PROPOSED ACTION PLAN: Participate in mid-year retreat at home of Brother and Mother Carter

ON-CAMPUS OFF-CAMPUS X

PROPOSED DATE OF PROGRAM: 12/7

RESPONSIBLE BROTHER: Ivey and Carter

PROPOSED BUDGET: -

(4) NAME OF PROGRAM: Complete Chapter Display

PROPOSED ACTION PLAN: Determine the who, what, where, when and How

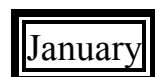
ON-CAMPUS OFF-CAMPUS X

PROPOSED DATE OF PROGRAM: 12/10

RESPONSIBLE BROTHER: Doss

PROPOSED BUDGET: \$200

December Birthdays; Jackson Dec 5; Mosley Dec 23;



(1) NAME OF PROGRAM: Awareness Seminar

PROPOSED ACTION PLAN: Determine the who, what, where, when, where and how. Coordinate with Bro. Carter to obtain an Alumni Speaker

ON-CAMPUS X OFF-CAMPUS

PROPOSED DATE OF PROGRAM: 1/3

RESPONSIBLE BROTHER: Jordan and Cole

PROPOSED BUDGET: \$50

(2) NAME OF PROGRAM: Regional Dues

PROPOSED ACTION PLAN: Write check to Regional Treasurer. Bro. Ronald Natson, 335 Bordeaux Court, SW, Atlanta, GA 30331

ON-CAMPUS X OFF-CAMPUS

PROPOSED DATE OF PROGRAM: 1/4

RESPONSIBLE BROTHER: Jordan and Cole

PROPOSED BUDGET: - \$300

(3) NAME OF PROGRAM: Bible Study

PROPOSED ACTION PLAN: Conduct a bible study session of brothers only. Tuesday of each week. Will cancel when other Chapter programs fall on Tuesday

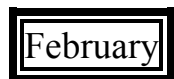
ON-CAMPUS X OFF-CAMPUS

PROPOSED DATE OF PROGRAM: 1/7; 1/14; 1/21
RESPONSIBLE BROTHER: Moore
PROPOSED BUDGET: - 0

(4) NAME OF PROGRAM: District Convention
PROPOSED ACTION PLAN: Determine the who, what, where, why, when, and how.
DESOTO HILTON HOTEL (912) 232-9000 15 E LIBERTY ST, SAVANNAH, GA 31401
All rooms (single, double, triple, quad) are \$99.00 per night and suites are \$159.00 per night.
ON-CAMPUS _____ OFF-CAMPUS X _____
PROPOSED DATE OF PROGRAM: 1/10-12
RESPONSIBLE BROTHER: Jackson, Tyler (Overall Chair - logistics and other Chapter competition, i.e. oratorical contest, scholars bowl; highest GPA; Leadership; Service Award), Doss (Queens –coordinate with Mother Carter)
PROPOSED BUDGET: - \$400

(5) NAME OF PROGRAM: Fund Raiser Super Bowl Party
PROPOSED ACTION PLAN: Fund Raiser – Will charge \$3 in advance and \$5 at door.
ON-CAMPUS X _____ OFF-CAMPUS _____
PROPOSED DATE OF PROGRAM: 1/26
RESPONSIBLE BROTHER: Nichols, Jackson, Campbell
PROPOSED BUDGET: - Cost \$75 Profit \$150

(6) NAME OF PROGRAM: Movie Night
PROPOSED ACTION PLAN: Last Tues of each month
ON-CAMPUS X _____ OFF-CAMPUS _____
PROPOSED DATE OF PROGRAM: 1/28
RESPONSIBLE BROTHER: Mosley
PROPOSED BUDGET: - Cost \$20; Profit \$10



(1) NAME OF PROGRAM: Bible Study
PROPOSED ACTION PLAN: Conduct a bible study session of brothers only. Tuesday of each week. Will cancel when other Chapter programs fall on Tuesday
ON-CAMPUS X _____ OFF-CAMPUS _____
PROPOSED DATE OF PROGRAM: 2/4; 2/11; 2/18;
RESPONSIBLE BROTHER: Moore
PROPOSED BUDGET: - 0

(2) NAME OF PROGRAM: Black History Month ~ Put up Poster
PROPOSED ACTION PLAN: Poster of famous Black Americans.
ON-CAMPUS X _____ OFF-CAMPUS _____
PROPOSED DATE OF PROGRAM: 2/7
RESPONSIBLE BROTHER: Doss

PROPOSED BUDGET: - Cost \$20

(3) NAME OF PROGRAM: Road Trip to Mardi Gras in New Orleans

PROPOSED ACTION PLAN: Bonding trip to the Mardi Gras in New Orleans. Determine the who, what, where, when, why and how. Go to website www.mardigras.com for more information.

ON-CAMPUS X OFF-CAMPUS

PROPOSED DATE OF PROGRAM: 2/10 - 2/13

RESPONSIBLE BROTHER: Nichols, Jones, Beard

PROPOSED BUDGET: -

(4) NAME OF PROGRAM: Ladies' Night

PROPOSED ACTION PLAN: Determine the who, what, where, when, why, how. Get Mother Carter to help with decoration.

ON-CAMPUS X OFF-CAMPUS

PROPOSED DATE OF PROGRAM: 2/12 (evening)

RESPONSIBLE BROTHER: Leonard (Chair); Jones

PROPOSED BUDGET: -\$100 food; \$50 other

(5) NAME OF PROGRAM: Fund Raiser ~ Talent Show

PROPOSED ACTION PLAN: Well-planned program with booklet; ads and donated prizes. Will be a fee to enter

ON-CAMPUS X OFF-CAMPUS

PROPOSED DATE OF PROGRAM: 2/20

RESPONSIBLE BROTHER: Wright (chair); Leonard; Cole

PROPOSED BUDGET: - Cost \$100; Profit \$250

(6) NAME OF PROGRAM: Movie Night

PROPOSED ACTION PLAN: Last Tues of each month

ON-CAMPUS X OFF-CAMPUS

PROPOSED DATE OF PROGRAM: 2/25

RESPONSIBLE BROTHER: Mosley

PROPOSED BUDGET: - Cost \$20; Profit \$10

(7) NAME OF PROGRAM: Black History Month ~ Go to Local High School

PROPOSED ACTION PLAN: Consider coordinating with Eta Lambda ~ Bro. Willie Saulbury (Iota Alumni) at 404-755-1958 lillie27@aol.com

ON-CAMPUS OFF-CAMPUS X

PROPOSED DATE OF PROGRAM: 2/27

RESPONSIBLE BROTHER: Cole (chair); Jackson

PROPOSED BUDGET: -

February Birthdays; Cole Feb 1; Moore Feb 3; Leonard Feb 15; Neal Feb 22;



(1) NAME OF PROGRAM: Bible Study

PROPOSED ACTION PLAN: Conduct a bible study session of brothers only. Tuesday of each week. Will cancel when other Chapter programs fall on Tuesday

ON-CAMPUS X OFF-CAMPUS

PROPOSED DATE OF PROGRAM: 3/4; 3/11; 3/18;

RESPONSIBLE BROTHER: Moore

PROPOSED BUDGET: - 0

(2) NAME OF PROGRAM: Regional Convention

PROPOSED ACTION PLAN: Determine the who, what, where, when why, how. Plan how the brothers will attend and other logistics. Will be held in Jackson, Ms.

ON-CAMPUS OFF-CAMPUS X

PROPOSED DATE OF PROGRAM: 3/6 – 3/9

RESPONSIBLE BROTHER: Tyler, Littles, Nichols

PROPOSED BUDGET: - \$300

(3) NAME OF PROGRAM: Preparing for the Future Seminars

PROPOSED ACTION PLAN: Bro. and Mother Carter to conduct in Honor's Dorm

ON-CAMPUS X OFF-CAMPUS

PROPOSED DATE OF PROGRAM: 3/7, 3/12; 3/21; 3/28;

RESPONSIBLE BROTHER: Lawrence

(4) NAME OF PROGRAM: Iota Birthday

PROPOSED ACTION PLAN: Plan celebration; invite Alumni Brothers. Determine the who, what, where, when, why, and how

ON-CAMPUS X OFF-CAMPUS

PROPOSED DATE OF PROGRAM: 3/10

RESPONSIBLE BROTHER: Jordan, Fall 2002 Neophyte

PROPOSED BUDGET: -\$100 –

(5) NAME OF PROGRAM: Fund Raiser ~ Big Games

PROPOSED ACTION PLAN: Program to consist of card games. Individuals and groups will compete for prizes

ON-CAMPUS X OFF-CAMPUS

PROPOSED DATE OF PROGRAM: ?

RESPONSIBLE BROTHER: Jackson (chair); Mosley

PROPOSED BUDGET: -Cost \$70; Profit \$100

(6) NAME OF PROGRAM: Movie Night

PROPOSED ACTION PLAN: Last Tues of each month

ON-CAMPUS X OFF-CAMPUS

PROPOSED DATE OF PROGRAM: 3/25

RESPONSIBLE BROTHER: Mosley

PROPOSED BUDGET: - Cost \$20; Profit \$10

(7) NAME OF PROGRAM: A. J. Lewis Scholarship

PROPOSED ACTION PLAN: Present Scholarship at Founders day to the Freshman Male with the highest GPA. Funds to come from Iota Alumni Scholarship Fund. (Coordinate with Bro. Carter)

ON-CAMPUS X OFF-CAMPUS

PROPOSED DATE OF PROGRAM: 3/31

RESPONSIBLE BROTHER: Lawrence

PROPOSED BUDGET: -Cost \$200

March Birthdays; Doss March 25; Mother March 25; Jones March 31



(2) NAME OF PROGRAM: Bible Study

PROPOSED ACTION PLAN: Conduct a bible study session of brothers only. Tuesday of each week. Will cancel when other Chapter programs fall on Tuesday

ON-CAMPUS X OFF-CAMPUS

PROPOSED DATE OF PROGRAM: 4/1; 4/8; 4/22;

RESPONSIBLE BROTHER: Moore

PROPOSED BUDGET: - 0

7) NAME OF PROGRAM: Spring Intake

PROPOSED ACTION PLAN: Determine the who, what, where, when, why and how. Purchase gifts (\$25 per Candidate); plan party (\$50 total); and plan Neophyte show

ON-CAMPUS X OFF-CAMPUS

PROPOSED DATE OF PROGRAM: 4/5-6; 4/11-12

RESPONSIBLE BROTHER: Jordan and Cole

PROPOSED BUDGET: - Cost \$250; Profit \$750

(2) NAME OF PROGRAM: Alpha Week

PROPOSED ACTION PLAN: Have numerous events back to back.

ON-CAMPUS X OFF-CAMPUS

PROPOSED DATE OF PROGRAM: 4/13- 4/19

RESPONSIBLE BROTHER: After Event

PROPOSED BUDGET: - After Event

Alpha Week Ad Sells _ Tyler Profit of \$500

4/13 (1) Church Service ~ Hopewell CME ~ Moore, Spring 2003 Neophyte \$0

(2) Go out to Eat as a Chapter ~ Moore, Spring 2003 Neophyte \$0

4/14 (1) Voter Registration, Cook Out and Music on Yard ~ Cole~Chair; Jordan; Tyler), \$150; 12 Noon to 4 PM

(2) Student Forum ~ Doss ~Chair; Jones Cost \$0; & PM Until

4/15 (1) Miss Black and Gold- Doss, Leonard, Campbell \$200 Profit; expenses 4150

(2) Faculty Appreciation Day – New Brother (chair); Beard; Hall \$50

4/16 (1) Popsicle give-a-way & Campus Cleanup Nichols & Fall 02 Neophyte, \$20
(2)Basketball Tournament (AKA vs Delta) and (Alphas vs Kappa's); Mosley
and Jackson
4/17 (1)Job Fair; 11 AM to 2 PM; Tyler (chair) 03 Neo; Cole, \$0
(2)Joy Night; Gospel Explosion; Moore, Wright \$0
4/18 (1)Free Style Friday; Wright(chair); Jackson; \$20
(2)Campus Step Show; Lawrence(chair); Doss; Nichols; Campbell \$500 First prize for
male and female teams; \$5 advance; \$7 Door; Profit \$1,000

4/19 (1)Alpha Ball; Tyler; Jordan; 02 and 03 Neophyte; \$500

(1) NAME OF PROGRAM: Step Show
PROPOSED ACTION PLAN: Participate in Africa Day Step Show
ON-CAMPUS_____ OFF-CAMPUS___X___
PROPOSED DATE OF PROGRAM: 4/19
RESPONSIBLE BROTHER: Cole
PROPOSED BUDGET: - Profit \$200

(1) NAME OF PROGRAM: Informational Seminar
PROPOSED ACTION PLAN: Determine the who, what, where, when, why, how
ON-CAMPUS___X___ OFF-CAMPUS_____
PROPOSED DATE OF PROGRAM: 4/24
RESPONSIBLE BROTHER: New Intake Coordinator for 2003/2004
PROPOSED BUDGET: - \$25

(9) NAME OF PROGRAM: National Program – Walk America
PROPOSED ACTION PLAN: Participate in March of Dimes Walk America Program. Collect
Funds from students on campus. Coordinate with Thomas Brooks of Eta Lambda
ThomasBrooks22@hotmail.com
ON-CAMPUS___X___ OFF-CAMPUS_____
PROPOSED DATE OF PROGRAM: 4/26
RESPONSIBLE BROTHER: Tyler
PROPOSED BUDGET:

(5) NAME OF PROGRAM: Movie Night
PROPOSED ACTION PLAN: Last Tues of each month
ON-CAMPUS___X___ OFF-CAMPUS_____
PROPOSED DATE OF PROGRAM: 4/29
RESPONSIBLE BROTHER: Mosley
PROPOSED BUDGET: - Cost \$20; Profit \$10

April Birthdays; Lawrence April 8;



(1) NAME OF PROGRAM: Planning Meeting

PROPOSED ACTION PLAN: Do plan for 2003/2004 Fraternal Year. Meeting and dinner at home of Brother Carter

ON-CAMPUS _____ OFF-CAMPUS X _____

PROPOSED DATE OF PROGRAM: 5/3/02

RESPONSIBLE BROTHER: New President

PROPOSED BUDGET: - 0 -

May Birthdays _ Tyler May 3

Summer Birthdays ~ Beard June 18; Mosley July 4

APPENDIX M - Installation of Chapter Officers Ceremony

QUICK LINKS

Ceremony Overview

Ceremony Outline

Ceremony Objectives

Relationship to Alpha Phi Alpha Fraternity, Inc. Strategic Goals

Preparation for Ceremony

Detailed Ceremony

References

CEREMONY OVERVIEW

The Fraternal Regulations of Alpha Phi Alpha requires the following:

1. Each College Chapter shall hold its annual election at the first regular meeting in April, and the successful candidate shall take office not later than the first regular meeting the following semester and or quarter
2. Each Alumni Chapter shall hold its annual election at the first regular meeting in May, and the successful candidates shall take office not later than the first regular meeting the following September.
3. Chapter officers shall serve for a term of one year or until their successors are elected and qualified.

In 1999, Bro. Dr. Bruce Crawford developed the following process for the installation of Chapter officers. This ceremony should occur no later than the first regular meeting following the fall term for college Chapters and no later than the first regular meeting in September for alumni Chapters.

CEREMONY OUTLINE

1. Ceremony Overview
2. Ceremony Learning Objectives
3. Relationship to Alpha Phi Alpha Strategic Goal
4. Preparation for Ceremony
5. Ceremony Outline

LEARNING OBJECTIVES

1. To provide a ceremony that will recognize the accomplishment of elected officers and to impress upon them and the Chapter the magnitude of their new positions.

RELATIONSHIP TO ALPHA'S STRATEGIC GOALS

1. Operations Step # 1.6.1.1 ~ Develop a plan for identifying and promoting the expectation of excellence among all brothers and the fraternity's non-tolerance for mediocrity in leadership. This plan shall be called the "Alpha Excellence/Promotion in Leadership Plan".

PREPARATION FOR CEREMONY

1. Meeting Time and Arrival
 - a. For college Chapters, this ceremony should take place no later than the first regular meeting, the following fall term.
 - b. For alumni Chapters, this ceremony should take place not later than the first regular meeting the following September.
2. Space Needed
 - a. The Ceremony can be conducted within Chapter meeting or in a public forum.
3. Equipment Needed
 - a. A Podium
 - b. A Public-Address System
 - c. A LCD Projector/Proxima and a PC
 - d. The following ceremonial materials are needed:
 1. A copy of the ceremony
 2. A candle for each elected officer
 3. A PowerPoint Presentation consisting of the images in Appendix M – Exhibit A.
4. Copies Needed
 - a. A copy of the ceremony (The ceremony should be updated prior to the ceremony to add any elected Chapter officers not listed below)
5. Lecturers Needed
 - a. A moderator. A current or former national, regional, district, or Chapter officer would be an idea candidate for this position.
 - b. A photographer to capture this momentous occasion.
6. Tone of Meeting
 - a. Brothers should set a solemn and firm tone for the Meeting.
6. Dress for Meeting
 - a. All Brothers should wear Alpha Attire.

CEREMONY OUTLINE

NOTE: PRIOR TO CONDUCTING THIS CEREMONY, THE MODERATOR SHOULD BE TOTALLY FAMILIAR WITH THE PREVIOUS SECTIONS OF THIS CEREMONY. A POWERPOINT PRESENTATION CONSISTING OF THE IMAGES IN APPENIX M – EXHIBIT A SHOULD APPEAR ON THE SCREEN THROUGHOUT THE CEREMONY

1. Presiding Officer:

- a. To the new officers who are about to be installed today, I say unto you that your responsibilities and expectations are great. *(Brief introductory remarks; comments on previous year; and expectations for the ensuing year.)*
- b. First of All, effective leadership is essential to having a successful Chapter; therefore, I call upon your Chapter president-elect, Brother _____, to come forth and light this candle to represent leadership with vision and a sense of direction. *(The presiding officer hands an unlit candle to the president-elect. Allows the officer to light the candle from the match or another candle that is already burning.)*
- c. Mr. Vice President, Brother _____, please come forth to light a candle from the president's candle because you will have work closely with him to help in guiding the Chapter's programs and activities. In case of his absence from the chair, you will assume the presidency.
- d. Mr. Recording Corresponding Secretary, Brother _____, please come forth to light your candle from the president's candle. Your responsibilities are great and quite essential to the success of the Chapter. Your responsibilities will include keeping accurate records for meeting transactions, completing forms, assisting with meeting agendas, and working closely with the president to ensure a successful fraternal year.
- e. Mr. Corresponding Secretary, Brother _____, please come forth to light your candle from the president's candle. Your responsibilities include sending notices, announcing correspondences received, and working closely with the president to ensure a successful fraternal year.
- f. Mr. Financial Secretary, _____, please come forth to light your candle from the president's candle. Accurate records of funds received, dues paid, and other financial matters are essential to having a sound budget to accomplish the Chapter's goals and mandates.
- g. Mr. Treasurer, Brother _____, please come forth to light your candle from the president's candle. Your responsibilities are equally as great because you will have to

manage the budget and issue funds as appropriated and to keep the president and members informed of the total financial receipts and expenditures for the Chapter.

- h. Mr. Chaplain, Brother _____, please come forth to light your candle from the president's candle. The members' spiritual nurturing and inspirations from someone greater than they are essential to helping to manage cohesiveness and fraternal love within a brotherly bond.
- i. Mr. Historian, Brother _____, please come forth to light your candle from the president's candle. This symbolizes that the events and occurrences during the year will be recorded for posterity. Your job is important for Chapter competitions and displays and maintenance of past documents and records of the Chapter.
- j. Mr. Dean of Membership Development, Brother _____, please come forth to light your candle from the president's candle. Your job is the key to our future growth of the Chapter and this fraternity. It is your responsibility to assist with the appropriate implementation of our national membership intake process and reclamation efforts; thereby, increasing in Chapter membership, quality, and character.
- k. Mr. Associate Editor of *The Sphinx*, Brother _____, please come forth to light your candle from the president's candle. Your responsibilities are important to the outward growth of the Chapter by informing Alpha brothers and the community about Chapter's programs, activities, achievements and services through national and local communications systems.
- l. Mr. Chapter Dean of Alpha University, Brother _____, please come forth to light your candle from the president's candle. You have the awesome task of assuring the Fraternity that the national educational programs – Project Alpha, *Go-to-High*, *Go-to-College*, *A Voteless People Is A Hopeless People* Campaign and special projects (Big Brothers, Big Sisters and Boy Scouts, and Scholarship programs) - are successfully implemented.
- m. Mr. Sergeant-at-arms, Brother _____, please come forth to light your candle from the president's candle. You are essential because you are responsible for admitting appropriately credential individuals in the meetings and ceremonies; additionally, you are responsible for assisting the president in keeping peace and a harmonious atmosphere in meetings and gatherings.
- n. Mr. Parliamentarian, Brother _____, please come forth to light your candle from the president's candle. You have the awesome responsibility of assisting the president in expediting the meeting and allowing the minority as well as the majority to be heard. You must be abreast of current parliamentary procedure and knowledgeable of the local and national constitutions and by-laws.
- o. NOTE: Add other officers as appropriate.
- p. Now, Officers, by having lit your candle from the president's candle, you are

committing time, effort, energy, enthusiasm, ideas, and constructive criticism and in order to lead the membership to a productive and successful year. (*Ask new officers to raise right hand.*)

- q. Therefore, in order to promote a more perfect union among the brothers of _____ Chapter and Alpha Brothers everywhere; I ask these questions:
- i. Do you accept the position to which you have been elected?
 - ii. Will you insist upon brotherly love and a fraternal spirit within the organization?
 - iii. Will you abide by and support the constitutions and by-laws of the _____ Chapter and Alpha Phi Alpha Fraternity, Inc.?
 - iv. Will you promote a positive image of the Fraternity within the _____ (location) and surrounding communities?
 - v. And, now officers do you pledge your loyalty to this Chapter with respect to its members and Alpha Phi Alpha? (*Ask new officers to lower hands and then turn to the members*).
- r. And now members of _____ Chapter, will you please stand?
- i. Do you pledge to support and respect the leadership you have elected?
 - ii. Do you pledge to continue supporting the constitutions and by-laws of the _____ Chapter and Alpha Phi Alpha Fraternity, Inc.? (*Presiding officer now turns to the newly installed officers, and says ...*)
- s. Finally, in the name of the Jewels and in the Spirit of Alpha, you are hereby duly installed as the _____ (year) Chapter officers. Congratulations, Brothers. (*Brothers congratulate new officers.*)

Appendix M – Exhibit A - Acknowledgement



ACKNOWLEDGEMENT

The Contents of this Presentation is based on
materials developed by

Dr. Bruce Crawford
Epsilon Nu 1976

APPENDIX N - Twenty-five Year Pinning Ceremony

Ceremony – Chapter 25-Year Pinning Ceremony

QUICK LINKS

Ceremony Overview

Ceremony Outline

Ceremony Objectives

Relationship to Alpha Phi Alpha Fraternity, Inc. Strategic Goals

Preparation for Ceremony

Detailed Ceremony

References

CEREMONY OVERVIEW

Twenty-five years in Alpha is a significant milestone for any Alpha man. For most, it is the time in life where the family is stable, the career is secure, and he knows where he is going in life. This is also an excellent time for him to perhaps energized and renew and continue his commitment to his dear ole fraternity by giving more light to the world.

Recognizing this Alpha milestone, will assist in promoting brotherhood while encouraging reclamation and retention. NOTE: There are no years of financial activity or service required to participate in this ceremony. The honor is calculated from the year of initiation to January of his 25th year, e.g., a brother initiated in December 1993 will be considered a 25-year brother as of January 1, 2018. Therefore, this ceremony should be held as early in the year as possible. However, it should not be combined with the 50-Year; to do so would dilute the significant or both events. This ceremony may be held in a Chapter meeting or a public forum.

The Brother's Keeper chairman should be responsible for identifying eligible candidates for this ceremony. This ceremony should also be used as a reclamation tool to reach out to 25-year brothers who reside in your area, but are not active with any Chapter.

CEREMONY OUTLINE

- ☐ Ceremony Overview
- ☐ Ceremony Learning Objectives
- ☐ Relationship to Alpha Phi Alpha Strategic Goal
- ☐ Preparation for Ceremony

- Ceremony Outline

LEARNING OBJECTIVES

- Recognition - To recognize 25-year brothers for their service to Alpha Phi Alpha.
- Retention - To entice 25-year brothers to remain/become active. Also, to encourage retention.

RELATIONSHIP TO ALPHA'S STRATEGIC GOALS

- Goal #3.4: Strategy and Operations Plan ~ Develop a methodology to retain and reclaim brothers Operations
- Action Step # 1.6.1.1 ~ Develop a plan for identifying and promoting the expectation of excellence among all brothers and the fraternity's non-tolerance for mediocrity in leadership. This plan shall be called the "Alpha Excellence/Promotion in Leadership Plan"

PREPARATION FOR CEREMONY

1. Meeting Time and Arrival
 - b. This ceremony should be held as early in January of each year as possible.
 - c. This ceremony may be held in a Chapter meeting or a public forum.
 - d. This ceremony cannot be combined with the 50-year pinning ceremony.
2. Space Needed
 - e. No special space needed
3. Equipment Needed
 - e. A Podium
 - f. A Public-Address System
 - g. A LCD Projector/Proxima and a PC
 - h. The following ceremonial materials are needed:
 5. A 25-year pin for each participant (A Chapter may purchase or ask the brother to purchase and bring to the ceremony. This pin may be ordered from AlphaNet (<https://alphanet.apa1906.net/> and click on E-Commerce Products/ JEWELRY & ACCESSORIES – 1700/ALPHA-037 Twenty-Five Year Member Lapel Pin)
 6. A 25-year membership certificate for each participant (A Chapter may order by emailing forms@apa1906.net.)
7. Copies Needed
 - a. Copy of 25-Year Pinning Ceremony
 - b. A copy of the 25-Year Litany for all Chapter brothers (Exhibit A)
 - c. Copy of 25-Year Pinning Ceremony PowerPoint Slide entitled **"Give light..."** (See Exhibit B)
5. Lecturers Needed
 - c. The Chapter President should conduct this ceremony
 - d. A brother to lead the litany, *RIGHTEOUS IS YOUR NAME!* by Bro. Steaven Misher.
 - e. A brother to pin each participant.
 - f. A brother to recite the poem *Let the Light Enter* by Frances Ellen Watkins Harper.



- g. A photographer to capture this momentous occasion.
 - 8. Pre-Planning
 - b. The Chairman of the Brother's Keeper Committee shall assist the president in identifying candidates for this award:
 - i. In September of each year, the Brother's Keeper Chair should search AlphaNet for all brothers who will attain 25-years in the upcoming year. This can be done by visiting <https://alphanet.apa1906.net/> and clicking on Membership/Access Membership Directory and searching:
 - 1. Address – State (The state of your Chapter)
 - 2. Initiation Date – Year (e.g. From 1993 to 2018)

This will provide a list of the potential 25-year brothers in your city. Remember, this is a reclamation activity and you should be alert for brothers who may not be active with a Chapter.
 - c. Prior to the ceremony, the Brother's Keeper Chair should obtain or advise each candidate to procure a copy of the required material above.
 - d. NOTE: 25-year brothers may designate a brother to assisting in pinning him. This will be an excellent time for the 25-year brother to invite a relative to attend his Chapter meeting.
 - 6. Tone of Meeting
 - b. Brothers should set a solemn and firm tone for the Meeting.
- SECTION VI. Dress for Meeting
- b. Brothers should wear Alpha Attire.

CEREMONY OUTLINE

NOTE: PRIOR TO CONDUCTING THIS CEREMONY, THE LECTURERS SHOULD BE TOTALLY FAMILIAR WITH THE PREVIOUS SECTIONS OF THIS LECTURE.



Action #1 The 25-Year Pinning Ceremony PowerPoint Slide will be displayed on the screen. The Chapter President will begin the ceremony by stating:

W
he

Today is a special day in Alpha Phi Alpha. Today, we salute those brothers who have held the light of Alpha for a quarter of a century. n we crossed those burning sands, we pledged to walk in a different light, while extending it to the world. As we begin this 25-Year Pinning Ceremony, each of you are invited to participate by responding with the words “GIVE LIGHT, AND THE DARKNESS WILL DISAPPEAR OF ITSELF!” throughout this litany, as directed.



Action #2 The Chapter President will state:

Br
ot
he

rs as your names are called, please honor us by coming forward to the front of the room facing the Brotherhood.



Action #3 The Chapter President will ask the brother to come forward to lead the Litany:

T
h

**e Twenty-Five-Year Litany
*RIGHTEOUS IS YOUR NAME!***

(Written September 17, 2017 by Brother Steaven Misher, Rho Sigma Lambda 2014)

LEADER: Twenty-five years since the night from whence
you came. You crossed those burning sands and life
began to change. An Alphaman, what a sight that you
became! Looking cold because ice was in your veins.

**BROTHERS: GIVE LIGHT, AND THE DARKNESS
WILL DISAPPEAR OF ITSELF!**

LEADER: A quarter century, that light is still a flame,
you still faithfully hyped the Alpha train. And stayed
active through nice days and the rain. Because for you,
the price is worth the gain.

**BROTHERS: GIVE LIGHT, AND THE DARKNESS
WILL DISAPPEAR OF ITSELF!**

LEADER: Some brothers find much to dislike and more
to blame. But you decided not to gripe or just complain.
Proudly and with bias you proclaim, “No other frat is as
high in God’s domain.”

**BROTHERS: GIVE LIGHT, AND THE DARKNESS
WILL DISAPPEAR OF ITSELF!**

LEADER: Alphas have no rivals in the game. We stand
alone with a title unattained. You’re old enough to
know that life is not a game, But young enough to still

fight for what your claim. Fight for Alpha; you're disciples of its aims.

BROTHERS: GIVE LIGHT, AND THE DARKNESS WILL DISAPPEAR OF ITSELF!

LEADER: You are traditions, walking bibles unashamed. As college days pass, times are not the same, Your shingle has the same shine when it was framed. Your've witnessed it all – a crisis in the reign, To a map where Alphas write a new terrain. For 25 years, your height has been the same, Standing tall, AND RIGHTEOUS IS YOUR NAME.



Action #4 The Chapter President will ask the brothers designated to pin each brother to come forward to place the pin on the left lapel of each 25-year brother.

The Chapter President will state the following:

**As
w
e
pl
ac**

e a prestigious pin on you this day, I beseech you, Brother, that you continue your lifelong journey in Alpha Phi Alpha Fraternity, Inc. by continuing to walk worthy of the vocation wherewith you are called, with all lowliness and meekness, with long-suffering and forbearing one another in love, endeavoring to keep the unity of the Spirit in the bond of peace.

An Alpha Phi Alpha man's attitude should not be "how much can I derive from the Fraternity" but "how much can I do for the Fraternity?" In proportion to what he does for his Chapter and for Alpha Phi Alpha will a member receive lasting benefits from the Fraternity to himself in the way of self-development by duty

well done, and the respect of the Brothers well served. I encourage you to continue to GIVE LIGHT, AND THE DARKNESS WILL DISAPPEAR OF ITSELF!



Action #5 The Chapter President will ask a brother to come forward to recite the poem, *Let the Light Enter* by Frances Ellen Watkins Harper.

L

et the Light Enter

By Frances Ellen Watkins Harper

**“Light! more light! the shadows deepen,
And my life is ebbing low,
Throw the windows widely open:
Light! more light! before I go.**

**“Softly let the balmy sunshine
Play around my dying bed,
E’er the dimly lighted valley
I with lonely feet must tread.**

**“Light! more light! for Death is weaving
Shadows ‘round my waning sight,
And I fain would gaze upon him
Through a stream of earthly light.”**

**Not for greater gifts of genius;
Not for thoughts more grandly bright,
All the dying poet whispers
Is a prayer for light, more light.**

**Heeds he not the gathered laurels,
Fading slowly from his sight;
All the poet's aspirations
Centre in that prayer for light.**

**Gracious Saviour, when life's day-dreams
Melt and vanish from the sight,
May our dim and longing vision
Then be blessed with light, more light.**



Action #6 The Chapter President states:

**B
r
ot**

**her(s) for 25 Years your light has shone bright. I
encourage you to go forward and let even more light
into the world. Righteous is truly your name and as
you *GIVE LIGHT, THE DARKNESS WILL CEARLY
DISAPPEAR OF ITSELF!***

Acknowledgements

Presentation Compiled by Brother Dr. John H. Carter, Iota 1967

Poem, ***RIGHTEOUS IS YOUR NAME!*** by Brother Steaven Misher,
Rho Sigma Lambda 2014

Quote, ***GIVE LIGHT, AND THE DARKNESS WILL DISAPPEAR
OF ITSELF!*** by Desiderius Erasmus

Poem, ***Let the Light Enter*** by Frances Ellen Watkins Harper

Appendix N - Exhibit A

The Twenty-Five-Year Litany

RIGHTEOUS IS YOUR NAME!

(Written September 17, 2017 by Brother Steaven Misher, Rho Sigma Lambda 2014)

- Leader: Twenty-five years since the night from whence you came. You crossed those burning sands and life began to change. An Alphaman, what a sight that you became! Looking cold because ice was in your veins.
- Brothers: GIVE LIGHT, AND THE DARKNESS WILL DISAPPEAR OF ITSELF!
- Leader: A quarter century, that light is still a flame, you still faithfully hyped the Alpha train. And stayed active through nice days and the rain. Because for you, the price is worth the gain.
- Brothers: GIVE LIGHT, AND THE DARKNESS WILL DISAPPEAR OF ITSELF!
- Leader: Some brothers find much to dislike and more to blame. But you decided not to gripe or just complain. Proudly and with bias you proclaim, “No other frat is as high in God’s domain.”
- Brothers: GIVE LIGHT, AND THE DARKNESS WILL DISAPPEAR OF ITSELF!
- Leader: Alphas have no rivals in the game. We stand alone with a title unattained. You’re old enough to know that life is not a game, But young enough to still fight for what your claim. Fight for Alpha; you’re disciples of its aims.
- Brothers: GIVE LIGHT, AND THE DARKNESS WILL DISAPPEAR OF ITSELF!
- Leader: You are traditions, walking bibles unashamed. As college days pass, times are not the same, Your shingle has the same shine when it was framed. You’ve witnessed it all – a crisis in the reign, To a map where Alphas write a new terrain. For 25 years, your height has been the same, Standing tall, AND RIGHTEOUS IS YOUR NAME.

Appendix N - Exhibit B



ACKNOWLEDGEMENT

The Contents of this Presentation is based on
materials developed by

Dr. John H. Carter
Iota 1967

Poem, RIGHTEOUS IS YOUR NAME! by Brother Steaven Misher, Rho Sigma Lambda 2014

Quote, GIVE LIGHT, AND THE DARKNESS WILL DISAPPEAR OF ITSELF! by Desiderius Erasmus

Poem, Let the Light Enter by Frances Ellen Watkins Harper

APPENDIX O - Fifty-Year Pinning Ceremony

Ceremony – Chapter 50-Year Pinning Ceremony

QUICK LINKS

Ceremony Overview

Ceremony Outline

Ceremony Objectives

Relationship to Alpha Phi Alpha Fraternity, Inc. Strategic Goals

Preparation for Ceremony

Detailed Ceremony

References

CEREMONY OVERVIEW

The acquisition of 50 years of membership in Alpha Phi Alpha Fraternity, Inc. is a lofty achievement. Recognizing this Alpha milestone, will assist in promoting brotherhood while encouraging reclamation and retention. NOTE: There are no years of financial activity or service required to participate in this ceremony. The honor is calculated from the year of initiation to January of his 50th year, e.g., a brother initiated in December 1968 will be considered a 50-year brother as of January 1, 2018. Therefore, this ceremony should be held as early in January of each year as possible. This ceremony may be held in a Chapter meeting or a public forum.

The Brother's Keeper chairman should be responsible for identifying eligible candidates for this ceremony. He should also make arrangements for brothers who are experiencing extenuating circumstances (health, transportation, family commitments, disability, etc.) to participate in the ceremony. In some cases, the Chapter should consider a live feed of the ceremony afforded by a trained elected official (Chapter, state, regional, or national) so that more 50-year brothers may have access to the ceremony. This ceremony should also be used as a reclamation tool to reach out to 50-year brothers who reside in your area, but are not active with any Chapter.

CEREMONY OUTLINE

SECTION VII. Ceremony Overview

SECTION VIII. Ceremony Learning Objectives

SECTION IX. Relationship to Alpha Phi Alpha Strategic Goal

SECTION X. Preparation for Ceremony

SECTION XI. Ceremony Outline

LEARNING OBJECTIVES

2. Recognition - To recognize 50-year brothers for their service to Alpha Phi Alpha.

3. Retention - To entice 50-year brothers to remain/become active. Also, to encourage retention.

RELATIONSHIP TO ALPHA'S STRATEGIC GOALS

2. Goal #3.4: Strategy and Operations Plan ~ Develop a methodology to retain and reclaim brothers
3. Operations Step # 1.6.1.1 ~ Develop a plan for identifying and promoting the expectation of excellence among all brothers and the fraternity's non-tolerance for mediocrity in leadership. This plan shall be called the "Alpha Excellence/Promotion in Leadership Plan".

PREPARATION FOR CEREMONY

2. Meeting Time and Arrival
 - a. This ceremony should be held as early in January of each year as possible.
 - b. This ceremony may be held in a Chapter meeting or a public forum.
 9. Space Needed
 - a. No special space needed
 10. Equipment Needed
 - a. A Podium
 - b. A Public-Address System
 - c. A LCD Projector/Proxima and a PC
 - d. The following ceremonial materials are needed:
 1. A 50-year pin for each participant (A Chapter may purchase or ask the brother to purchase and bring to the ceremony. This pin may be ordered from AlphaNet (<https://alphanet.apa1906.net/>) and click on E-Commerce Products/ JEWELRY & ACCESSORIES – 1700/ALPHA-036 Fifty Year Member Lapel Pin),
 2. A 50-year certificate for each participant (A Chapter may order by emailing forms@apa1906.net).
 11. Copies Needed
 - a. Copy of 50-Year Pinning Ceremony
 - b. A copy of the 50-Year Litany for all Chapter brothers (Exhibit A)
 - c. Copy of 50-Year Pinning Ceremony PowerPoint Slide entitled **"If you light..."** (See Exhibit B)
 5. Lecturers Needed
 - h. The Chapter President should conduct this ceremony
 - i. A brother to lead the litany, *Made in Black and Gold*
 - j. A brother to recite the poem, *Hear Ye Alpha*
 - k. A brother to pin each participant.
 - l. A photographer to capture this momentous occasion
- SECTION XII. Pre-Planning
- b. The Chairman of the Brother's Keeper Committee shall assist the president in identifying candidates for this award:
 - i. In September of each year, the Brother's Keeper Chair should search AlphaNet for all brothers who will attain 50-years in the upcoming year. This can be done by visiting <https://alphanet.apa1906.net/> and clicking on Membership/Access Membership Directory and searching:
 1. Address – State (The state of your Chapter)
 2. Initiation Date – Year (e.g. From 1968 to 2018)



This will provide a list of the potential 50-year brothers in your city. Remember, this is a reclamation activity and you should be alert for brothers who may not be active with a Chapter.

- c. Prior to the ceremony, the Brother's Keeper Chair should obtain or advise each candidate to procure a copy of the required material above.
 - d. NOTE: 50-year brothers may designate a brother to assist in pinning him. This will be an excellent time for the 50-year brother to invite a relative to attend your Chapter meeting.
6. Tone of Meeting
- c. Brothers should set a solemn and firm tone for the Meeting.
- SECTION XIII. Dress for Meeting
- c. Brothers should wear Alpha Attire.

CEREMONY OUTLINE

NOTE: PRIOR TO CONDUCTING THIS CEREMONY, THE LECTURERS SHOULD BE TOTALLY FAMILIAR WITH THE PREVIOUS SECTIONS OF THIS LECTURE



Action #1 The 50-Year Pinning Ceremony PowerPoint Slide will be displayed on the screen. Chapter may add historical Alpha Picture slides of the brother(s) to add a personal touch to the ceremony. The Chapter President will begin the ceremony by stating:

**T
od
ay**

is a special day in Alpha Phi Alpha. Today, we shine the light on those who have illuminated the way for us and the community, at large, for over 50 years.

There are many key moments in the life of an Alpha man: seeing the light for the first time; participating in the crossing of a son or grandson; or attending his first convention. However, fewer milestones are more important than achieving the level of a 50-year member.

A brother who reaches this milestone has had the opportunity to illuminate the lamp of enlightenment for many to follow. Today, we pause to celebrate those brothers who were initiated in the year 19_____.

As we begin this 50 Year Pinning Ceremony, each of you are invited to participate by responding with the words “IF YOU LIGHT A LAMP FOR SOMEONE ELSE, IT WILL ALSO BRIGHTEN YOUR OWN PATH” throughout this litany, as directed.



Action #2 The Chapter President will state:

Br

others as your names are called, please honor us by coming forward to the front of the room facing the Brotherhood.



Action #3 The brother designated to lead the Litany will come forward and state:

**T
h**

e Fifty-Year Litany

(Written December 4, 2016 by Brother Steaven Misher, Rho Sigma Lambda 2014)

Leader: **Fifty years ago, you first saw the light.
Whether you've travelled east, west,
north or south, Alpha Phi Alpha has not
left your sight. You will always be a brick
in this house.**

Brothers: **IF YOU LIGHT A LAMP FOR
SOMEONE ELSE, IT WILL ALSO
BRIGHTEN YOUR OWN PATH**

Leader: **As college days pass into memories, And
winds blow our youth into the cold, It
can't topple this anniversary Because your
bricks were made in Black and Gold.**

Brothers: **IF YOU LIGHT A LAMP FOR
SOMEONE ELSE, IT WILL ALSO
BRIGHTEN YOUR OWN PATH**

Leader: Some Alphas complain how slow it travels, While others say they just don't see a need. After 50 years, you've fought those battles, And you focus on direction, not speed.

Brothers: IF YOU LIGHT A LAMP FOR
SOMEONE ELSE, IT WILL ALSO
BRIGHTEN YOUR OWN PATH

Leader: To those who ask where Alpha is going,
Find some footprints half a century old.
No matter how hard the winds are
blowing, Those footprints have been
made in Black and Gold.

Brothers: IF YOU LIGHT A LAMP FOR
SOMEONE ELSE, IT WILL ALSO
BRIGHTEN YOUR OWN PATH

Leader: Brothers, thank you for being our guides,
Our fathers, our father figures. When we
bring young lions into the pride, Your
legacy will only get bigger.

Brothers: IF YOU LIGHT A LAMP FOR
SOMEONE ELSE, IT WILL ALSO
BRIGHTEN YOUR OWN PATH

Leader: **And as you bathe in that autumn twilight,
History will applaud your manly deeds.
You've ensured Alpha's future will be
bright, Because you have taught us how
to plant seeds.**

Brothers: **IF YOU LIGHT A LAMP FOR
SOMEONE ELSE, IT WILL ALSO
BRIGHTEN
YOUR OWN PATH**

Leader: **So to all those eternal spirits, After 50
years, the light you still hold. This
brotherhood will always be near it,
BECAUSE YOUR LIGHT WAS MADE
IN BLACK AND GOLD.**



Action #4 The Chapter President will ask the brothers designated to pin each brother to come forward to place the pin on the left lapel of each 50-year brother.

The Chapter President will state the following:

**As
w
e**

**place a prestigious pin on you this day, I beseech you, Brother,
that you continue your lifelong journey in Alpha Phi Alpha
Fraternity, Inc. by continuing to walk worthy of the vocation
wherewith you are called, with all lowliness and meekness, with
long-suffering and forbearing one another in love, endeavoring to
keep the unity of the Spirit in the bond of peace.**

An Alpha Phi Alpha man's attitude should not be "how much can I derive from the Fraternity" but "how much can I do for the Fraternity?" In proportion to what he does for his Chapter and for Alpha Phi Alpha will a member receive lasting benefits from the Fraternity to himself in the way of self-development by duty well done, and the respect of the Brothers well served. Brothers I ask that you remember that IF YOU LIGHT A LAMP FOR SOMEONE ELSE, IT WILL ALSO BRIGHTEN YOUR OWN PATH



Action #5 The Chapter President will ask a brother to come forward to recite the poem, *Hear Ye Alpha* by Bro. Vic Carter.

Hear Ye Alpha
Bro. Vic Carter

Woe, to they who know not the virtues of brotherhood.
Pity, to they who yearn for the benefit of a bond.
Destitute, are they who chose unwisely and fettered to gain a brotherhood elsewhere.

Hear ye - those assembled who hearken to the call of voices stilled so long ago.
Hasten ye, to gather near and sup from a communal cup filled with the drink of those who are so worthy.
It is the night - the end of the day - the time when those of like mind and spirit are gathered to ponder, to plan, and to praise.

We are those so noted.
Emblazoned on our hearts and branded in our minds are the tenets set forth at the hand of scribes long ago.
Ye have achieved
And Ye have earned
And ye shall this moment in history remember.

For your admission was not without cost.
Your selection was not without debate.

*Your gifts you bring, your thoughts you share, your concerns and your fears you
bear.*

*Predicted long ago, was your presence at this table.
Invested, was the capital of those who knew you would come.
Protected was your place under
The sun...The Sun...The Sun
The S - U - N*

The Sun - that caused the sands to burn.

*The Sun - that baked and blistered the backs of those who heaved heavy stones
into mighty pyramids*

The Sun - that bore down on those whose coming here was not of their choosing.

*The Sun that lit the way of those who sought a different light - on a college
campus. It broke through the clouds and even in winter it cast long shadows and
gave hope for a better day.
This day.*

*Shed ye not the shield that was masterfully, and meticulously designed to protect,
and bind, and bond.
Seek ye the light of love and laughter, and lasting devotion.
Pray ye for never ending presence and power and peace*

*Hold ye, high the name
The Name – The Name of Alpha Phi Alpha!
No greater name shall you utter - save that of your God.
To no better brotherhood shall you belong save that of the Brotherhood of Man
In no deeper devotion shall you delve, save that of a passionate love.
We are here.
They foretold our coming.*

Forget it not!

*Vic Carter
Cast ye not the virtues of their brotherhood.
XI Alpha, 1978*



Action #6 The Chapter President will state:

**Brother(s) for 50 Years your light has shone bright.
I encourage you to go forward and let even more
light into the world. You are truly made in Black
and Gold an IF YOU CONTINUE TO LIGHT A
LAMP FOR SOMEONE ELSE, IT WILL ALSO
BRIGHTEN YOUR OWN PATH!**

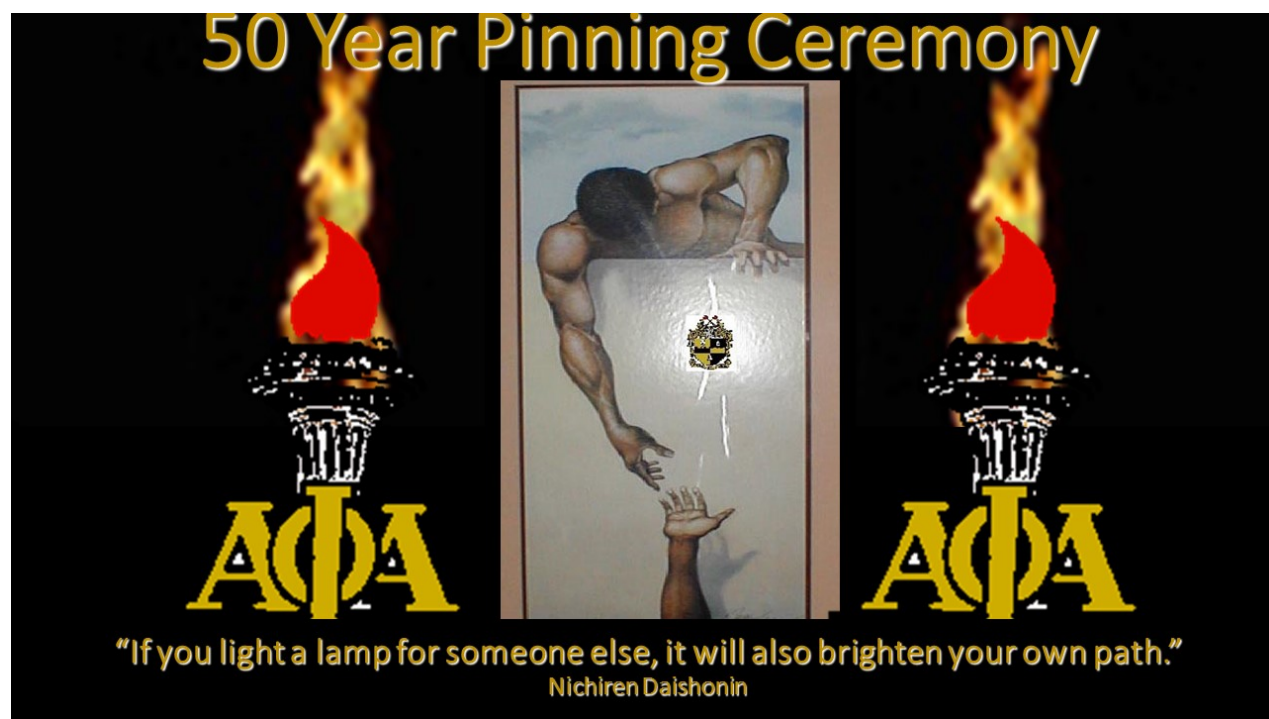
Appendix O - Exhibit A

The Fifty-Year Litany

(Written December 4, 2016 by Brother Steaven Misher, Rho Sigma Lambda 2014)

- Leader: Fifty years ago, you first saw the light. Whether you've travelled east, west, north or south, Alpha Phi Alpha has not left your sight. You will always be a brick in this house.
- Brothers: IF YOU LIGHT A LAMP FOR SOMEONE ELSE, IT WILL ALSO BRIGHTEN YOUR OWN PATH
- Leader: As college days pass into memories, And winds blow our youth into the cold, It can't topple this anniversary Because your bricks were made in Black and Gold.
- Brothers: IF YOU LIGHT A LAMP FOR SOMEONE ELSE, IT WILL ALSO BRIGHTEN YOUR OWN PATH
- Leader: Some Alphas complain how slow it travels, While others say they just don't see a need. After 50 years, you've fought those battles, And you focus on direction, not speed.
- Brothers: IF YOU LIGHT A LAMP FOR SOMEONE ELSE, IT WILL ALSO BRIGHTEN YOUR OWN PATH
- Leader: To those who ask where Alpha is going, Find some footprints half a century old. No matter how hard the winds are blowing, Those footprints have been made in Black and Gold.
- Brothers: IF YOU LIGHT A LAMP FOR SOMEONE ELSE, IT WILL ALSO BRIGHTEN YOUR OWN PATH
- Leadaer: Brothers, thank you for being our guides, Our fathers, our father figures. When we bring young lions into the pride, Your legacy will only get bigger.
- Brothers: IF YOU LIGHT A LAMP FOR SOMEONE ELSE, IT WILL ALSO BRIGHTEN YOUR OWN PATH
- Leader: And as you bathe in that autumn twilight, History will applaud your manly deeds. You've ensured Alpha's future will be bright, Because you have taught us how to plant seeds.
- Brothers: IF YOU LIGHT A LAMP FOR SOMEONE ELSE, IT WILL ALSO BRIGHTEN YOUR OWN PATH
- Leader: So to all those eternal spirits, After 50 years, the light you still hold. This brotherhood will always be near it, BECAUSE YOUR LIGHT WAS MADE IN BLACK AND GOLD.

Appendix O - Exhibit B



ACKNOWLEDGEMENT

The Contents of this Presentation is
based on materials developed by

Dr. John H. Carter
Iota 1967

Poem – *Made in Black and Gold* by Steaven Misher, Rho Sigma Lambda 2014
Poem - *Hear Ye Alpha* by Vic Carter, Xi Alpha, 1978

APPENDIX P – Omega Service Ceremony

Ceremony – Alpha Phi Alpha Omega Service

QUICK LINKS

Ceremony Overview

Ceremony Outline

Ceremony Objectives

Relationship to Alpha Phi Alpha Fraternity, Inc. Strategic Goals

Preparation for Ceremony

Detailed Ceremony

References

CEREMONY OVERVIEW

The OMEGA service of the Alpha Phi Alpha Fraternity is the ceremony in which all deceased Alpha brothers are transferred into Omega Chapter. This is the Chapter reserved for deceased brothers and this is consistent with the view that “Once an Alpha always an Alpha.” The ceremony is traditionally a PUBLIC ceremony. Any member of the Alpha Phi Alpha Fraternity is welcome to attend, as well as the deceased brother’s family, friends and members of the general public. The ceremony may be made “Private” based on the wishes of the family of the deceased brother. The decision of the deceased brother’s family MUST be honored by the brothers of Alpha Phi Alpha.

Since this ceremony is open to the public and it is held in honor of a deceased brother, all brothers MUST be clad in Alpha Attire. The ceremony must be conducted with the dignity and respect accorded to such funeral rites, whether it is “Public” or “Private.” If the deceased brother is an “active” brother, the Chaplain of his Chapter, where possible, should conduct the service. In any event, an Alpha Phi Alpha brother must conduct the service. The ceremony may be conducted prior to, during or after the obsequies for the deceased brother, but must not at any time, be conducted without the express approval of the deceased brother’s family.

On occasion, Chapters receive requests from inactive deceased brothers’ families and or friends for Omega Services to be conducted. Every effort should be made to comply with such a request and the Chaplain of the Chapter closest to the deceased brother’s location should be notified. All brothers in the area should make every effort to support such a request made on behalf of a deceased brother.

Thirty days (30) after a Brother enters Omega Chapter, the local Chapter or Chapter advisor should send a letter to the family inquiring about the disposition of paraphernalia. It is hoped that the Chapter President, Chapter Advisor and/or the Chapter Chaplin would have had some

prior conversations with the family immediately prior to and after the Omega Service. A sample letter is included in Exhibit B.

If there is no response from the family in thirty days (30), the local Chapter president/Chapter advisor should contact the family, verbally. NOTE: The family should not be harassed in any way. If the family is not responsive or hostile, simply drop the issue and indicated on the Notice of Initiation into the Omega Chapter Form that the family was non-responsive.

Once used paraphernalia is received, it should be added to the Chapter's archives, sent to the Corporate Headquarters or disposed of by burning. The exception to this rule is the Official Badge, Life Member Pin, Twenty-Five Year Pin, and Fifty-Year Pin. These items must be returned to Corporate Headquarters or given to a member of Alpha Phi Alpha Fraternity, Inc. The disposition of these official insignias should be included on the Notice of Initiation into the Omega Chapter (Exhibit C).

Finally, it must be noted that an Omega Service is an official Fraternity function and, as such, must be conducted in a manner appropriate to such. The General Office must be notified of the brother's initiation into the Omega Chapter via Exhibits B and C.

CEREMONY OUTLINE

- SECTION XIV.* Ceremony Overview
- SECTION XV.* Ceremony Learning Objectives
- SECTION XVI.* Relationship to Alpha Phi Alpha Strategic Goal
- SECTION XVII.* Preparation for Ceremony
- SECTION XVIII.* Ceremony Outline

LEARNING OBJECTIVES

1. To transition brothers into the Omega Chapter of Alpha Phi Alpha Fraternity, Inc.
2. To notify the National Office of the initiation of a brother into the Omega Chapter

RELATIONSHIP TO ALPHA'S STRATEGIC GOALS

Strategy and Action Plan #3.1 ~ To effectively and efficiently manage membership. Membership Standards and Extension

PREPARATION FOR CEREMONY

- Meeting Time and Arrival
 - The ceremony may be conducted prior to, during or after the obsequies for the deceased brother, but must not at any time, be conducted without the express approval of the deceased brother's family.
 - Brothers will remain in the lobby or a waiting room prior to the beginning of the service. At the appointed time, brothers will process into the ceremony in double file. The President and Chaplin (or officiating Alpha clergy), followed by National, Regional, Chapter officer and then brothers.

- Brothers will stand in a semi-circle facing the family in front or in on the stage behind the casket or memorial photo.
- Brothers will stand throughout the ceremony. However, in case of a long sermonette, the liturgist may ask brothers to sit
- Location
 - The ceremony will be held at a location designated by the family.
- Lecturers Needed
 - The Chapter Chaplain shall be responsible for arranging the ceremony. He may serve as the liturgist or recruit an Alpha member of the clergy to assist and/or conduct the entire service.
 - A brother to read the invocation.
 - A brother to read the scripture.
 - A brother to read the Litany for the Dead.
 - Brothers to present the words of tribute. This may include brothers giving a two (2) minute tribute to the departed brother and a sermonette by an Alpha clergy.
 - A brother to read the benediction and blessing.
- Pre-Planning
 - The Chaplain shall arrange for the lecturers as outlined above.
 - The Chapter shall make copies of the Exhibit A - Omega Service Handout for Brothers. The exhibit should be placed in a black folder for each brother.
 - As the ceremony is no longer a part of the ritual, it is not necessary that it be collected at the end of the service. However, Chapters may wish to do so, in order to reuse.
 - Request an Official Omega Chapter Proclamations from the National Office
 - The National Office will provide an Omega service resolution for members who have entered Omega Chapter that have served on the national level (Committee Chair, Board of Directors) or have made nationally recognizable, civic, social or professional contributions. Request should be sent via FAX 410.554.0054
 - All other resolution request can be made to the regional leadership.
- Post-Planning
 - Follow-up with the family
 - The local Chapter or Chapter Advisor shall be responsible for retrieving paraphernalia after a Brother enters Omega Chapter
 - Thirty days (30) after a Brother enters Omega Chapter, the local Chapter or Chapter advisor should send a letter to the family inquiring about the disposition of paraphernalia. It is hoped that the Chapter President, Chapter Advisor and/or the Chapter Chaplin would have had some prior conversations with the family immediately prior to and after the Omega Service. A sample letter is included in Exhibit B.
 - If there is no response from the family in thirty days (30), the local Chapter president/Chapter advisor should contact the family, verbally.
 - **NOTE:** The family should not be harassed in any way. If the family is not responsive or hostile, simply drop the issue.
 - Disposition of Paraphernalia

- Once used paraphernalia is received, it should be added to the Chapter's archives, sent to the Corporate Headquarters or disposed of by burning.
 - The exception to this rule is the Official Badge, Life Member Pin, Twenty-Five Year Pin, and Fifty-Year Pin. These items must be returned to Corporate Headquarters or given to a member of Alpha Phi Alpha Fraternity, Inc.
- Notice of Initiated Into Omega Chapter
 - Sixty days after the brother is initiated in the Omega Chapter, the Chapter President must send the Notice of Initiation Into the Omega Chapter should be sent to the National Office (See Exhibit C).
 - The disposition of these official insignias should be included on the Notice of Initiation into the Omega Chapter.
- Tone of Meeting
 - Brothers should set a solemn and firm tone for the Ceremony as ceremonies are a critical part of what we are as Alpha Phi Alpha Fraternity, Inc.
 - It is through such that we are made into Alpha and transitioned into the Omega Chapter. It is imperative that such ceremonies are conducted with the greatest degree of professionalism, decorum and adherence to the standard policies and procedures of Alpha Phi Alpha Fraternity, Inc.
- Dress for Meeting
 - Brothers should wear Alpha Attire.
 - A brother not properly attired should not participate in a function calling for Alpha Attire. This includes functions such as Omega Services, appearance on public programs, official pictures, etc.

CEREMONY OUTLINE

NOTE: PRIOR TO CONDUCTING THIS CEREMONY, THE LECTURERS SHOULD BE TOTALLY FAMILIAR WITH THE PREVIOUS SECTIONS OF THIS LECTURE

Alpha Phi Alpha Fraternity, Inc.

Omega Chapter Ceremony

The Liturgist:

I am the resurrection and the life – saith the Lord. He that believeth in Me, though he were dead, yet shall he live.

Invocation:

O Master Eternal, give to each of us The deep consciousness of Thy presence that the spirit of fraternity may so direct our thoughts, guide and control our hearts and lives, that we may become through Thee, servants of all mankind.

The First Verse of the Alpha Hymn with Chorus

Scripture Lesson

And God said, let there be light, and there was light. And God saw the light – that it was good. In the beginning was the Word, and the Word was with God and the Word was God. In Him was the life and light of men. Then spoke Jesus again unto them saying: I am the light of the world. He that followeth Me shall not walk in darkness. But shall have the light to life. For God, who commanded the light to shine out of darkness hath shone in our hearts to give the light of the knowledge of the glory of God, in the face of Jesus Christ. Ye are the light of the world. Let your light so shine before men, that they may see your good works and glorify your Father who is in heaven. I am ALPHA and OMEGA, the beginning and the end saith the Lord, which is, and which was, and which is to come, the Almighty.

AMEND

Litany for the Dead

L. O Father of life, and giver of light look with favor upon Thy creature's here assembled:

R. AND GRANT US THY BLESSING.

L. O, Thou, who hast led man through the ages of His existence upon the earth of Thy Spirit

R. GRANT US THY CONTINUED GUIDANCE.

L. Thou who dost generate love and goodness in hearts and the desire for fellowship one with the other in life's living.

R. INCREASE THY SPIRIT IN US

L. Thou who has called our Brothers from their tasks to the reward of noble thoughts and deeds:

R. DEEPEN OUR MEMORY OF THEM

L. Thou who art the light of the new Heaven, the new Earth, the new Jerusalem, the Alpha and Omega, the beginning and the end of all creation.

R. GRANT A FINAL RESTING PLACE WITH THEE AND TO ALL WHOM THOU HAST CALLED, AND FINALLY OURSELVES.

AMEND

Words of Tribute

The Omega Chapter Hymn

Alpha Brothers, gather 'round
And make our praise resound
Of the Brothers
Whose labors now are crowned.
Their good deeds, heaven blest,
Commend them through each test
To OMEGA our Chapter of Sweet Rest.

Chorus:

Farewell, dear Brothers
Transcendent art thou
Thy Spirit shall dwell with us now
We cherish thy mem'ry
Thy good names, we'll revere,
To thy glory, thy honor,
Brothers, dear.

Benediction and blessing

The grace of our Lord-Jesus Christ, be with your spirit, Brothers. And now, may the Peace of God, which passeth all understanding, keep your hearts and minds in the knowledge and love of God, and of his Son, Jesus Christ, our Lord; and may the blessing of God Almighty, the Father, the Son, and the Holy Ghost, be amongst you, and remain with you always.

AMEND

Appendix P - Exhibit A

Omega Service

Handout for Brothers

The Liturgist:

I am the resurrection and the life – saith the Lord. He that believeth in Me, though he were dead, yet shall he live.

Invocation:

O Master Eternal, give to each of us The deep consciousness of Thy presence that the spirit of fraternity may so direct our thoughts, guide and control our hearts and lives, that we may become through Thee, servants of all mankind.

The First Verse of the Alpha Hymn with Chorus

Scripture Lesson

And God said, let there be light, and there was light. And God saw the light – that it was good. In the beginning was the Word, and the Word was with God and the Word was God. In Him was the life and light of men. Then spoke Jesus again unto them saying: I am the light of the world. He that followeth Me shall not walk in darkness. But shall have the light to life. For God, who commanded the light to shine out of darkness hath shone in our hearts to give the light of the knowledge of the glory of God, in the face of Jesus Christ. Ye are the light of the world. Let your light so shine before men, that they may see your good works and glorify your Father who is in heaven. I am ALPHA and OMEGA, the beginning and the end saith the Lord, which is, and which was, and which is to come, the Almighty.

AMEND

Litany for the Dead

L. O Father of life, and giver of light look with favor upon Thy creatures here assembled:

R. AND GRANT US THY BLESSING.

L. Oh, Thou, who hast led man through the ages of His existence upon the earth of Thy Spirit

R. GRANT US THY CONTINUED GUIDANCE.

L. Thou who dost generate love and goodness in hearts and the desire for fellowship one with the other in life's living.

R. INCREASE THY SPIRIT IN US

L. Thou who has called our Brothers from their tasks to the reward of noble thoughts and deeds:

R. DEEPEN OUR MEMORY OF THEM

L. Thou who art the light of the new Heaven, the new Earth, the new Jerusalem, the Alpha and Omega, the beginning and the end of all creation.

R. GRANT A FINAL RESTING PLACE WITH THEE AND TO ALL WHOM THOU HAST CALLED, AND FINALLY OURSELVES.

AMEND

Words of Tribute

The Omega Chapter Hymn

Alpha Brothers, gather 'round
And make our praise resound
Of the Brothers
Whose labors now are crowned.
Their good deeds, heaven blest,
Commend them through each test
To OMEGA our Chapter of Sweet Rest.

Chorus:

Farewell, dear Brothers
Transcendent art thou
Thy Spirit shall dwell with us now
We cherish thy mem'ry
Thy good names, we'll revere,
To thy glory, thy honor,
Brothers, dear.

Benediction and blessing

The grace of our Lord-Jesus Christ, be with your spirit, Brothers. And now, may the Peace of God, which passeth all understanding, keep your hearts and minds in the knowledge and love of God, and of his Son, Jesus Christ, our Lord; and may the blessing

of God Almighty, the Father, the Son, and the Holy
Ghost, be amongst you, and remain with you always.
AMEND

Appendix P - Exhibit B – Omega Service

Sample Letter to Family on Disposition of Paraphernalia

January 1, 2006

Mrs. Mary L. Doe
234 Any Street
Anytown, Georgia 00000

Dear Mrs. Doe:

The Brothers of the Lambda Lambda Chapter would like to again express our condolences on the transition of our dear brother, James M. Doe, to the Omega Chapter of Alpha Phi Alpha Fraternity, Inc. on December 1, 2005. Please know that his memory will dwell with us forever. Please do not hesitate to call me or any brother of the Lambda Lambda Chapter should you need assistance in any way.

I am sure that Brother Doe shared with you the manner in which his Alpha Phi Alpha Fraternity, Inc. paraphernalia should be disposed. The National Office of Alpha Phi Alpha retains the rights to all fraternal symbols to include fraternity pins and Alpha logo ware. However, financial brothers are automatically granted permission to utilize registered trademarks of the organization. Therefore, we ask that you provide this paraphernalia to an Alpha family member or friend, if you have not done so already. Otherwise, you may send the material to me as President of the local Chapter.

Please complete the attached Paraphernalia Disposition Form and return it in the enclosed self-addressed stamped envelope. This form will be included with the Notice of Initiation into the Omega Chapter that must be forwarded to the National Office. A notice of Brother Doe's transition will appear in the next issue of the Sphinx[®] Magazine.

If you there are questions, please call.

Fraternally,

Brother William S. Sphinx
Chapter President

Attachment: Alpha Phi Alpha Fraternity, Inc. Notice of Initiation Into the Omega Chapter Form

Appendix P - Exhibit C – Omega Service Notice of Initiation Into Omega Chapter



Alpha Phi Alpha Fraternity, Inc Notice of Initiation into the Omega Chapter

Name of Brother _____ Chapter of Initiation into Alpha _____
First Name MI Last Name

Date of Initiation into Alpha _____ Date Initiated Into Omega Chapter _____

Please attach a brief bio for publication in the Sphinx Magazine®

Please certify the disposition of the paraphernalia*:

Official Paraphernalia was Disposed of in the following manner: (Please check all that applies)

	Given to another Alpha Brother	Presented to Local Chapter	Mailed to National Office	Burned	NA
1. Fraternity Pin	Y__ N__	Y__ N__	Y__ N__		
2. Life Member Pin	Y__ N__	Y__ N__	Y__ N__		
3. Other Alpha Pins	Y__ N__	Y__ N__			
4. Other Alpha Logo Ware (Shirts, Hats, Cups, etc)	Y__ N__	Y__ N__	Y__ N__	Y__ N__	

Signature ~ Family Member

Signature ~ Chapter President

Date

Date

*All fraternal symbols, including the Name Alpha Phi Alpha, the letters AΦA, “06”, and “The Sphinx” are registered and trademarked symbols of the national organization. Anyone wishing to use these symbols for any purpose must receive express written permission from the Corporate Headquarters. Authorized Chapters and financial brothers of Alpha Phi Alpha Fraternity, Inc. are automatically granted permission to utilize these symbols.

Chapter President, please forward this form to:

ALPHA PHI ALPHA FRATERNITY, INC.®

Corporate Headquarters

2313 Saint Paul Street

Baltimore, Maryland 21218-5211

www.alphaphialpha.net

Phone: 410.554.0040 • Fax: 410.554.0054

APPENDIX Q – Checklist for Starting a New Non-profit

Activity		Comment
1.	Draft initial mission statement	Draft a brief mission statement that describes the purpose of the new organization; your Board should approve it in their first official Board meeting.
2.	Recruit initial Board members	If you plan to incorporate, recruit at least enough Board members to meet state/province/federal requirements for a corporate Board; if you do not plan to incorporate, consider an informal Advisory Board to help guide you.
3.	Get a lawyer	Lawyer can help file Articles (if you plan to incorporate) or you can do them yourself. Apply for tax-exemption (if you plan to seek exemption from certain taxes in USA). You can probably do the Articles yourself, but it is helpful to get a lawyer to file for tax status.
4.	Get banker and bank account	Get a bank account; seek a bank that understands the needs of new, small non-profits. Get a reference from a similar non-profit.
5.	Get accountant	Get an accountant or other finance expert to help you set up a basic bookkeeping system for the non-profit corporation. When you get a Board Treasurer, he/she can be very helpful in this regard.
6.	Get insurance agent	You may need liability insurance, property insurance, and other insurance when you hire staff, including Worker's Compensation, health and life insurance benefits, etc. Get a reference from a similar non-profit.
7.	Draft Articles and get Board approval	You will need to draft these only if you plan to file for incorporation with your state/province/federal level; the Board should approve the Articles before submission; the boilerplate / framework for the Articles is usually provided by the government agency where you file.
8.	Draft Bylaws and get Board approval	Some states/provinces/federal levels require these; the Board should approve the By Laws. Get samples from a similar non-profit.
9.	File incorporation with state	Submit your final, approved Articles; you may need to submit By Laws, too, depending on your state/provincial/federal requirements.
10.	Get government identification number	For example, in the USA, get a federal employer identification number. Do this once you start to hire employees in order to withhold income and FICA. Go to http://www.irs.ustreas.gov/ and search for "Form SS-4".
11.	Conduct basic strategic planning	Sketch out your mission statement, 5-8 goals that need to be achieved over the next year, 4-5 objectives to achieve each goal, resources needed for each method, and resulting budget of monies needed to achieve and support those resources.
12.	File for tax-exemption	After you get your corporate status, apply for tax-exempt status depending on state/province/federal requirements.
13.	Get local tax exemption	After you get your corporate status, apply for tax-exempt status depending on local agency requirements.
14.	Get solicitation license	If you plan to solicit funds, you might need a solicitation license.
15.	Get mail permit	If available, this permit gives you a discount on bulk mailings

References

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How to Start a Nonprofit Organization. (2008). Authenticity Consulting, LLC. Retrieved from <https://managementhelp.org/misc/How-to-Start-Nonprofit.pdf>

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