

**ELIMINATION OF PREJUDICE
PHILANTHROPY FUNDRAISING & EDUCATIONAL
EVENTS HANDBOOK**



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Edition II

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Cover Page

About EOP

The Elimination of Prejudice creates long lasting community change by addressing the underlying differences between people that prevent progress. By setting the conditions for sensitive societal conversations to take place, the Elimination of Prejudice promotes a better understanding between people.

From video and essay contests to youth-based educational programs and retreats, the different ways to encourage society to talk about tough topics are endless. The Elimination of Prejudice raises money to fund the aforementioned programs and others. The Elimination of Prejudice is a call to action currently on 40 college campuses and universities, including nearly 1,000 active undergraduate members in the U.S. and Canada.

About this guide

Within this handbook, you will find some of the best philanthropic events chapters of Pi Lambda Phi are doing across the country. Several new events and events being done by non-Pilam chapters have also been added to give you the largest selection to choose from. If any of these events catch your eye, take the challenge and see what your chapter can do the event. If you have any questions, reach out to headquarters. They can help make your event a success.

Setting goals

When setting goals for the event, always keep in mind the purpose of the event. Other goals could include educating students and community members on the purpose of The Elimination of Prejudice as it ties into the issues being discussed. Also, the event could help boost local businesses and create bonds between those businesses and the chapter. Whatever your goals for the event are, keep in mind that they should be S.M.A.R.R.T. goals.

- **Specific** - Is it clear as to what you are trying to achieve?
- **Measurable** - Can you measure or quantify what success would be?
- **Agreeable** - Can your chapter get behind this goal and be supportive?
- **Realistic** - Is it realistic that your chapter could achieve this goal?
- **Relevant** - Is this goal relevant to our cause and our values?
- **Timely** - Is a definitive time established for when this should be achieved?

If you have never been exposed to S.M.A.R.R.T. goals, please contact someone from headquarters. We would more than happy to help you set them for the event.

Pre-Event

Donation Letter Example

It is important to be professional when approaching businesses/restaurants. You are much more likely to receive donations if you instill confidence that their donation is going to a group which is mature and capable of putting on a successful philanthropy event. There are three key steps you can take to look professional:

1. Dressing professional with polished dress shoes, slacks, shirt and tie.
2. Knowing the key details about your event and the philanthropy.
3. Having a well-written donation letter. We have provided you with a sample donation letter to be used in these conversations.

TEMPLATE LETTER

Dear (Potential Donor):

We, the brothers of the (Chapter Designation) chapter of Pi Lambda Phi Fraternity, are seeking assistance and sponsorship from local businesses and community leaders such as yourself. Your support would aid our effort to support the philanthropy, The Elimination of Prejudice.

About The Elimination of Prejudice (EOP)

Every day, people are faced with the challenges and obstacles associated with prejudice. Prejudice is a topic many shy away from or become uncomfortable with when confronted. The EOP realizes there are many types of prejudice. Their goal is to set the conditions for conversations about the existence of prejudice in our society. Through education and dialogue, the EOP hopes to increase awareness about different types of prejudice and discrimination, and to create an environment where people are more open and inclusive.

There are many programs the EOP does to set the conditions for sensitive societal conversations. One such program the EOP does is an international video contest. The EOP picks a topic based on one type of prejudice each year and awards scholarships to the college students with the most thought provoking and inspirational videos. Through this contest, the EOP brings awareness of specific topics of prejudice to college students around the United States and Canada. It is their belief that bringing these issues to the college campus will create the conditions for long lasting community change. By setting the conditions for sensitive societal conversations to take place, the Elimination of Prejudice promotes a better understanding between people.

Partnership with You

Through a united front with your support, we can help take a stronger step forward in eliminating prejudice and creating a more inclusive and tolerant world. Our goal is to raise \$(Insert your chapter goal here) for The Elimination of Prejudice through a philanthropic event at (Name of campus). The event is (name of event and short description). In order for us to make this event a success and raise money for this philanthropy, we need the help of (Their business/restaurant). It would go a long way in helping us reach our goal if you would consider donating (a couple options for them to donate; do not be too specific – even restaurants can donate either food for the event, money or gift cards).

Thank you for your consideration in helping us bring awareness to the topics of prejudice and equality to college students and fellow community members. Through your efforts, we are working together to create a better future.

Please feel free to contact us if you have any additional questions.

Thank you,

Chapter Officer

Email address

Phone number

Advertising

Advertising is a vital aspect of making a successful event. Regardless of how fun, unique, or well-planned your event is, without successfully attracting a high number of participants, the final outcome will not be as successful as it could have otherwise been.

It is very important to start your advertising **months** in advance. The more information, expensive, or attendance reliant your event is, the earlier in advance you will need to start advertising.

There are some very important pieces of information that must be provided in nearly every form of advertisement. These include:

- the date of the event (When)
- time of the event (When)
- location (Where)
- rain location, when appropriate (Where)
- philanthropic cause (What/Why)
- and how each person can help donate (How)

It is also important to make reference of any sponsors or local businesses/restaurants that have donated to the event. Making reference to them shows your event has more credibility and you can send that publicity to the business so that they see you are promoting them too. Making sure that this partnership is mutually beneficial will make future opportunities easier to establish. Below are some ideas for ways to advertise your event. Some will work better than others, but it is important to use more than one method to get the word out.

1.) Student Organization Meetings – Speak with student organizations about getting involved. The people most likely to take part in any student event are those already involved in student organizations. If possible, request to speak briefly at student organization weekly/monthly meetings to make an announcement.

2.) Facebook Group or Event page – Brothers should add everyone they know to the group or event page. Even if you are confident the person will not be able to attend, they might have a friend on Facebook who sees the event and decides to attend. Have fun but stay appropriate; people are less likely to donate to an event if the advertising is immature.

3.) Hand-Written Invitations – If the event needs specific people to participate (i.e. sororities putting together a dance team) send them a hand-written invitation. These could also be sent to faculty and staff. It is harder to say no to a handwritten request than it is to ignore an email.

4.) Gift Baskets – If the event has a theme and needs groups to get involved, consider putting together a gift basket with items from the Dollar Store based upon the theme of the event. These Gift Baskets would then be given to the groups that will be participating,

5.) Word of Mouth – Talk up the event as much as possible. All Brothers should know enough about the event to answer commonly asked questions in case a student or faculty/staff member

shows interest in learning more.

6.) Campus Newspaper – Work to get a brief article about the event and the Philanthropy into your newspaper. This can be done both before and after the event.

7.) Campus Radio – Like the newspaper, see if you can get a brief description about the event and the Philanthropy on the air. This can be done both before and after the event.

8.) Tabling in common areas on campus. – A table should be set up about 2-3 weeks prior to the event (maybe even earlier based on the event). The tables should be used to advertise, to provide an opportunity for people to sign up, and to sell event tickets, t-shirts, and raffle tickets. Make sure all important information is available at the table.

9.) Fliers – Be creative, colorful and funny. **Do not forget to add the important information.** No one will be excited or motivated to donate/participate if the flier doesn't catch their interest.

10.) Chalking – Similar to posting fliers around campus, but writing messages on sidewalks that see heavy traffic may be a creative way to catch a student's eye.

11.) Large Bed Sheet Banners – These can be hung up outside your chapter house, in the student union, or wherever on your campus a large group of students would pass by and see the banner.

12.) T-shirts – Not only is selling T-shirts another great way to add to the bottom line of dollars raised, but it also gets the word out about the event. If people see Brothers or sorority women wearing the shirt, they are likely to want to know more about the event. In addition, if you are able to get someone to buy a shirt, that person is very likely to come to the event. Just make sure you've calculated the true costs of shirts v. what you plan to make on them so that you don't lose money producing these shirts.

13.) Social Media – In addition to creating a Facebook "event", you can utilize your chapters Instagram and Twitter pages to advertise fliers and get information out to those who follow you quickly and for free! Create a template post that all brothers can re-post throughout the day from their personal pages and that can be posted within your respective group pages.

Specific Events

Push-OUT Prejudice

Event Description

Who says you have to go to the gym to get a workout? With this event, your chapter will be challenging students to do as many push-ups as possible, both continuously and over the duration of the event. This event will last between 3 and 4 days and take place at a table in the student union. There will be 5 different competitions

1. most push-ups completed by a male in continuous motion
2. the most push-ups completed by a female in continuous motion
3. the most push-ups completed by a male throughout the duration of the event
4. the most push-ups competed by a female throughout the duration of the event
5. the most push-ups completed by an organization throughout the duration of the event

Push-Out Prejudice Checklist

(Please note that the checklist is not 100% comprehensive. If you come across anything else that should be added to the checklist, please inform headquarters so that it can be added to future versions of this document.)

Pre-Event

- 1.) Appoint or ask four Brothers to volunteer for the following positions: Chairman, PR Coordinator, Donations Team (3 to 4 Brothers), Table Workers (a minimum of 3 to 4 Brothers at all times) and a photographer.
- 2.) Reserve a table in your Student Union every day for a three to four day period
- 3.) Be sure to acquire all necessary materials
- 4.) Create leader boards for informing everyone of who the top three leaders are within each category
- 5.) Advertise your event – look at the Advertising Page to come up with ideas to get the word out about your event.
- 6.) Have a sign-up sheet for Brothers to sign up to work the tables
- 7.) Collect donations from local restaurants/businesses for the prizes.
- 8.) Reserve or borrow mats from a local gym or campus recreation center for participants to do push-ups on.
- 9.) Obtain all necessary materials to run the event smoothly.

During the Event

- 1.) At least 4 Brothers and no more than 5 should be at the table at any time.
- 2.) Each Brother should have a different responsibility – push-up counter, participant registration, keep track of organization totals, encourage people walking past to participate
- 3.) Change fund – have some money on hand so you can break some larger bills and not turn away participants
- 4.) Continually update the totals on the leader board throughout the event – it is important to be current with the leaders in all categories and to be organized throughout the event.

After the Event

- 1.) Recognize the winners with posters that you can hang in the student union and deliver their

prizes in person.

2.) Make sure you clean up after the event and leave it as you originally found it, if not better. Since your chapter will want to host this event in the future, it is important to keep a good relationship with the venue. Do not make things harder for future years by failing to maintain that relationship.

3.) Send Thank-You cards to all businesses/restaurants that donated towards the event and be sure to include how much money was raised to help the philanthropy. Especially during the event's first year, businesses may be choose to donate less until they are comfortable with the effectiveness of the event. The best way to elevate this concern and keep a strong relationship for next year is to let them know of the events success and the amount of students the event reached. If the business thinks there is a large number of students that will recognize their sponsorship, they may be more inclined to play and even larger role.

4.) Write and submit an article to the campus newspaper. There is nothing better than free positive press. We want the students on our campus to be aware of the great things we do. This publicity can also help your chapter in the area of recruitment.

5.) Send electronic pictures (CD or via email) to headquarters to be used in newsletters, on the website, or via social media. This is great PR for your chapter and for Pilam as a whole.

6.) Have a recap meeting with all Brothers who were involved with or participated in the event. Look for areas to improve upon for next year, recognize everyone for putting on a great event and for their hard work, and keep in mind what we did well so that can be redone next year.

Make sure all recommendations are written down and kept somewhere that it will be passed from year to year (best practice is to store it on a Google Word Document shared by the chapter members). IHQ would also greatly appreciate if you could send these notes to us so that we may share your successes and lessons learned with other chapters trying to do the same thing. Learning from your experiences is the best way for us to help other chapters reach higher levels of success.

Materials

1.) Student Union Tables: Reserve a table in the Student Union for a stretch of 3 to 4 days. This will be the location of your event.

2.) Push-up Leader board – This can be created from Cardboard, Paper, Markers and anything else that could make it look both professional and large enough to be easily read. These leader boards should be used to inform everyone of who the top three leaders are within each category (most push-ups completed by a male/female in continuous motion, most push-ups completed by a male/female throughout the duration of the event and the most push-ups completed by an organization throughout the duration of the event).

3.) Awards – These are given to the top individuals and organization in the five different categories. Great individual awards could include gift cards (donated from local restaurants and businesses) or potentially t-shirts that identify them as the winner of (or even a participant in) the challenge.

- A great idea for the award given to the organization that wins is to make a \$100 donation on their behalf to the philanthropy of their choosing (March of Dimes, American Heart Association, Pediatric Aids, etc.). All other proceeds would then be given to The Elimination of Prejudice. Another option is to give a percentage of the total profits to the winning organization's philanthropy. Your decisions should be based upon how much money your chapter expects to make from this event.

4.) Computer with Excel Software – Use a computer with Microsoft Excel to keep track of how many push-ups each person has done and how many push-ups have been completed by representatives from different student organizations. As individuals or organizations move up in the leader board change the physical leader board to represent this change. If you have access to Google Documents, you could use that too as it enables for real time updates and enables multiple people to view it.

- Consider posting at the end of each day on your Facebook fan page or website, updates on the day’s results and who is leading at the close of each day.

5.) Hand-held Tally Counter: To prevent any counting issues and create a higher level of fairness with the event.

6.) Mats or Pads - These could probably be obtained from a local gym or the campus Rec Center. These should be used so participants do not have to do push-ups on the hard ground or outside in the dirt. It might also be a great idea to try to get this event sponsored by a local gym to get additional funding/donations/give-a-ways/etc.

Volunteers

1.) Chairman – Oversees the whole event and ensures the table has been reserved and all materials have been collected prior to the start of the event.

2.) PR Coordinator – Oversees the execution of all Advertising efforts, either personally or has a small committee, which divides the duties

3.) Donations Team (3 to 4 Brothers) – Brothers who go around asking local businesses/restaurants for donations. These donations will be given to the competition winners (Hint: Look professional and have a [Donations Letter](#) explaining the event, the philanthropy and how their donation will help raise money for that philanthropy and that they will be recognized for their donation during the event, on fliers and in a campus newspaper article after the event.)

4.) Registration Tables (all Brothers rotate in shifts of 4 Brothers) – Sit at the tables in the Student Union and have a spot where the push-ups will be done. One Brother should speak with people passing by to encourage them to take part, a second Brother should be collecting money and answering any questions, a third should be in charge of counting the push-ups and the fourth keeping track of all push-ups in the Excel Document and updating the leader boards when needed.

5.) Photographer - A Brother should be assigned to taking as many pictures as possible. These pictures will be great publicity for the chapter, the EOP, and next year’s event.

Costs

The only costs associated with this event include any prizes that are unable to be donated and materials needed to make the advertising and leader boards.

Profits

\$2 per attempt at doing push-ups. The competitions for “Most during the duration of the entire event” will allow you to have a high level of repeat business and will greatly increase the amount of money made during this event.

- For the “most during the duration of the event” you may want to discount the costs to enter to \$1 for any additional attempts after the first \$2 attempt.

The Organizational competition has the potential to bring in the most money. Spend time talking to students in other organizations and motivate them to win for their organization.

If every member of the other Fraternities on your campus took part just once you will have a significant amount of money to donate, this is not including repeat business or including organizations such as Student Government, Sports Teams, Residence Life, etc.

Chapters that have done this event successfully:

MI Alpha Omega (Siena Heights University)

Line Dance

Event Description

Wild at Heart Line Dance is a dance competition between every sorority on campus. Every team of 8-12 girls creates their own routine, theme, music, and introduction to read at the actual event. Tickets, t-shirts, raffle tickets, and sponsorship income are collected and raised for donation.

Line Dance Checklist

(Please note that the checklist is not 100% comprehensive. If you come across anything else that should be added to the checklist, please inform headquarters so that it can be added to future versions of this document.)

Pre-Event

- 1.) Appoint or seek Brothers to hold the following positions; Line-Dance Chairman, Assistant Chairman, PR Coordinator, General Committee (4-5 members), Sorority Coaches (one per sorority), Donations Team (4-5 Brothers), Photographer and Event Day Staff.
- 2.) Ensure venue is selected several months prior to the event and that the venue meets the requirements to host this event.
- 3.) Order trophies for the 1st, 2nd, 3rd place and Spirit Awards
- 4.) Ensure the chapter has access to all other needed materials
- 5.) Put together Sorority Gift Baskets and Personal Invitation and present at their chapter meeting
- 6.) Develop a shirt designs before contacting sororities about getting involved. This is something you should show the sororities in order to get them excited about the event
- 7.) Establish rules for the event and type up a Rule Sheet that can be given to each sorority. Once this rule sheet has been created it can be reused from year to year.
- 8.) Assign Chapter Representatives to each sorority. The chapter representative is a link between Pi Lambda Phi and the individual sororities; they provide moral, support, confidence and additional information to the sororities throughout the event.
- 9.) Schedule Line Dance meetings throughout the spring semester for the girls to come and receive a competition rules sheet, medical forms, ticket order forms, t-shirt design proofs to show to the other sisters and shirt order forms, and write down their names, emails, and numbers so any new or changed information can be easily passed along. These meetings will also have the girls personally pick the dance order, t-shirt colors, and voice any concerns they have.
- 10.) Create competition between the Sororities leading up to the event - Have a Line Dance Spirit Award given to the sorority that showed the most support for us and the charity throughout the year. The most ticket and t-shirt orders are given points toward the award and this produces the sororities with better seating at the event.
- 11.) Another idea for ways sororities can score points is "Pink and Red Days" - Set up at a table in the main union all day and declare Pink Day or Red Day where the girls must dress in the proper color and sign up under their sorority name to get points for the Spirit Award.
- 12.) Prior to the event sell t-shirts to those sororities getting involved. Find out the needed T-shirt sizes and collect the money with the registration fee. T-shirts can be picked up either once they have arrived or at a table on the day of the event. (Selling shirts prior to the event will save costs and prevent ordering extra shirts which end up not bought)

- 13.) Decide on a date - Whatever date you choose, make sure it is at least six months or more in advance to allow for proper advertising and successful planning.
- 14.) Advertise your event - take a look at the Advertising Page to come up with ideas to get the word out about your event.
- 15.) Have a sign-up sheet for Brothers to sign up to work the event and the different jobs
- 16.) Collect donations from local restaurants/businesses for the prizes
- 17.) Select the Master of Ceremony and create a script to be used for the event
- 18.) Find judges for the event and go over expectations and general guidelines for the judges
- 19.) Create event programs to be handed out - include information about The Elimination of Prejudice, participating sororities, the event and your chapter

Day of the Event

- 1.) Pre-event dress rehearsal times in the booked venue allow every sorority dance team to have a 15 minute practice on stage with music and lights. During this time, assign brothers time slots to come and help the girls bring in props for their routine, get them ready for practice, and escort them off stage for the next group to come on. Dress rehearsal times went for 4 hours with the sound and lighting stage crew there to help out.
- 2.) The assigned Sorority Coaches will make signs with their sorority name on it and rope off the seating section for their girls with paper ribbon or something cheap and easy.
- 3.) Tables will be set up outside for ticket collection and the raffle ticket table if anyone wishes to purchase any last minute tickets.
- 4.) Open doors one hour before show time. Be sure to have Brothers already stationed: in the front to open the doors, at the raffle table to collect money for tickets, at the venue doors to collect event tickets and hand out programs, lead the film crews to their designated areas, stationed throughout the auditorium to help guide girls to their assigned seating areas, lead the judges to their seating area and give them score cards, backstage to help the girls to the dressing rooms, and off stage to make sure the girls are in the proper lineup and help set up or carry any props for their dance routine.
- 5.) The show begins with the hosts announcing The Elimination of Prejudice, who they are, and thanking the judges, sponsors, brothers, and all the girls for helping us throughout these months leading up to Line Dance. They read off the introductions given to them by the dance teams and run the show in order.
- 6.) During intermission the MC will announce the winners of the raffle ticket door prizes and award them onstage.
- 7.) After all the sororities perform, the MC will again thank all who performed and showed up for support and awarded the Line Dance Spirit Award to the sorority that accumulated the most points. Do this first to allow time for the judges to add up the scores for every team and declare the top three winners. Announce the winners from third, second, and finally the first place team.
- 8.) Group picture with the winning team and then a picture of just the winning sorority.
- 9.) Thank everyone again and the ushers will lead everyone out of the auditorium while you clean-up programs, flowers, paper, or whatever else is left on the floor. Throw out any props left behind and make the venue is as clean as it was prior to the event.

Post-Event

- 1.) Recognize the winners with posters that you can hang in the student union

- 2.) Make sure you clean up after the event and leave it as you originally found it, if not better. Since your chapter will want to host this event in the future it is important to keep a good relationship with the venue. Don't make things harder for future years by failing to maintain that relationship
- 3.) Send Thank-You Cards to all businesses/restaurants that donated towards the event and be sure to include how much money was raised to help the philanthropy. Especially during the event's first year, companies may be willing to donate less until they are comfortable with the effectiveness of the event. The best way to elevate this concern and keep a strong relationships for next year is to let them know of the events success
- 4.) Write and submit an article to the campus newspaper. There is nothing better than free positive press, especially with all the negative press out there about Greek Life. We want the students on our campus to be aware of the great things we do, this will go a long way to help your chapter in recruitment and having a positive reputation on campus.
- 5.) Send a CD of your pictures to your Leadership Consultant to be used in later newsletters and on the website. This is great PR for your chapter and for Pilam as a whole.
- 6.) Have a recap meeting with all Brothers who were involved and even Brothers who may have participated in the event itself but not the planning. Look for areas to improve upon for next year, recognize everyone for putting on a great event and for their hard work and keep in mind what did well so that can be redone next year. Make sure all recommendations are written down and kept somewhere that it will be passed from year to year. IHQ would also greatly appreciate if you could send these notes to your Leadership Consultant. Learning from your experiences is the best way for us to help other chapters reach higher levels of success.

Materials

- 1.) Venue – Large enough to hold the expected attendance for the event – should be secured several months prior to the beginning of the event and before any advertising starts
- 2.) T-shirts – Go through a local print shop for the best deals and order several weeks beforehand so Brothers can wear them around campus to create buzz for the event. Sell the shirts prior to the event. This will cut out the costs of unsold shirts.
- 3.) Raffle Tickets
- 4.) Raffle Prizes
- 5.) Trophies for 1st, 2nd and 3rd place and Spirit Award. One place to order trophies (www.crowntrophy.com)
- 6.) Chapter Invitations/Gift Baskets - Given to the sororities to encourage their involvement
- 7.) Paper/markers/ink to create advertising – All should be provided in your Office of Student Activities, if not can be purchased for low dollar amount.
- 8.) Event Programs - Include information about the Sororities (Chapter History, Flower, Philanthropy, etc.), recognize sponsors/donations, information about the Elimination of Prejudice, event schedule, etc.

Volunteers

- 1.) Line-Dance Chairman – In charge of planning and setting up the event, secures a venue
- 2.) Assistant Chairman – Helps the Chairman with all event planning and is elected by the Brotherhood to run the event the following year. Researches t-shirt companies for the best deal and agrees on a contract, try to get a discount since the event is for philanthropy. The Assistant also finds three judges for the actual event,

- 3.) PR Coordinator – Develop several shirt designs to be voted on at a chapter meeting
- 4.) General Committee (Group of 4 -5 Brothers) – Assigned duties from the Event Chairman, Assistant Chairman and PR Coordinator, some of these duties can include; hanging fliers, getting a location, picking up t-shirts, etc.
- 5.) Sorority Coaches - Each sorority is assigned a Line Dance representative selected by the Head Line Dance chair from the brotherhood who will deliver the invitations in person to every sorority house. They will become the connection between the sorority teams and the Line Dance Chairman. Any questions or concerns the teams have can be communicated through the reps to their coach
- 6.) Three Judges - the judges should be people who own their dance studios, dance on professional stages, or who work in the School of Dance on campus, if people like this try for people well-known on campus. The topics range from music choice and dance difficulty to prop usage and accuracy.
- 7.) Master of Ceremony - Having someone Host or MC the event is also a great way to keep the audience entertained and create smoother transitions between Sorority performances. Select a Brother who is well known on campus and a Sorority member (maybe the Pan-Hellenic President) as the event MCs. The MCs should have a written script between each performance and introduce each chapter prior to their performance. The chairman needs to review the script for the MC to follow throughout the night.
- 8.) Donations Team (4-5 Brothers) - Brothers who go around asking local businesses/restaurants for donations. (Hint: Look professional and have a Donations Letter explaining the event, the Philanthropy and how their donation will help raise money for that philanthropy and that they will be recognized for their donation during the event, on fliers and in a Campus Newspaper Article after the event.)
- 9.) Event Day Staff – Assigned to the duties described in the “Actual Event” section of this “How To” and all other "Day Of" jobs needed to be done.
- 10.) Photographer - A Brother should be assigned to taking as many pictures as possible. These pictures will be great PR for the chapter, the EOP and next year’s event.

Costs

- 1.) Venue – Depending on your campus you may be able to reserve the location for free or at a discounted price
Printing Costs - Rules sheets, order forms, programs for the day of the event, the actual tickets, medical forms can add up.
- 2.) Trophies - top three winners of the competition and also a spirit award trophy
- 3.) Raffle Tickets and Raffle Prizes – Most Raffle Prizes will be donated but your chapter may consider purchasing one larger scale donation item to increase number of Raffle Tickets bought
- 4.) Stage Crew - for the sound, lights, and ushers to help with the seating are paid on a hourly wage to help before and during Line Dance. (See if the Brothers would be able to do these jobs instead of hired people)
- 5.) DVDs of Event (optional) – Hire a student from the Film School or a Film Major to record the event and then edit it into a DVD that is given to every sorority.

Profits

- 1.) Raffle Tickets - \$1 per ticket
- 2.) Selling advertising space on the programs and event t-shirts - Offer different packages for the

company to advertise through our philanthropy by purchasing space in our programs and on the t-shirts. A deal for the logo both in the program and on the shirt can be made.

3.) Tickets to attend - \$3 to \$5 tickets to attend the show – depends on what would work on your campus

4.) Sorority Registration Fee - \$25 from each Sorority to participate in the event

5.) T-shirts - \$10 each

Chapters that have done this event successfully:

FL Epsilon Lambda (Florida State University)

Winter Splash to End Prejudice

Event Description

Special thanks to the Special Olympics for helping us with this event write-up. The idea for this event came from the Special Olympics fundraiser "Polar Splash" - we thank you for sharing with us how to host a successful event.

Please be aware that this event has a level of danger and can be unsafe for some participants. This is not a Pi Lambda Phi Headquarters endorsed event - we are simply sharing with you what has worked for other organizations. It is your duty as a chapter to ensure all possible dangers have been addressed and all risks have been managed to avoid serious health or safety concerns.

Winter Splash is all about convincing people to jump into a lake, ocean, river, stream, pond or outdoor swimming pool in the middle of winter. The participants raise a minimum donation - usually between \$25.00 and \$50.00 (depending on what students at your school would consider a fair price) - for the privilege to "splash". The key to this event is to get groups of people involved, including high schools, churches, civic groups, fraternities/sororities, or companies. You can present awards for the most outlandish or best costume, largest number of "splashers" from one group, most money raised by one group or individual and many categories you think will be fun. The location can be anywhere that they can safely jump into about three to five feet of water.

Advertising

Of all the events within this handbook, advertising is most crucial for this event. Unlike most other events participants are unable to sign up the day of for this event due to safety issues. Therefore getting the word out about this event as early as possible is very important. It is strongly encouraged to partner with local newspapers and radio stations to broadcast this event.

Registration

The date for the "Splash" should be from late January to early March.

- 1.) Place the waiver on back of the registration form.
- 2.) Make the registration forms and waivers available in advance. ALL "Splashers" MUST FILL OUT A REGISTRATION FORM AND SIGN A WAIVER.
- 3.) Participants under the age of eighteen must have a parent or guardian sign the waiver.
- 4.) On the registration form ask if the person is interested in purchasing a T-shirt. Find out the needed T-shirt size and collect the money with the registration fee. T-shirts can be picked up either once they have arrived or at a table on the day of the event. (Selling shirts prior to the event will save costs and prevent ordering extra shirts which end up not bought)
- 5.) The day of the event, set up a registration table to accept the forms and handout pre-bought event shirts. Each participant should receive a personalized laminated participate number sign (similar to those worn during marathons) showing the registration form and waiver have been completed and turned in. You can collect the money raised at registration. It is also acceptable to receive and deposit funds prior to the event.
- 5.) During registration make a list of the "Splasher's: names and their group affiliation (if any) so the Emcee can announce them and for the awarding of prizes.
- 6.) Contact your local office supply stores, Wal-Mart and Target stores and ask for gift cards to

give to the teacher or school class that raises the most money. The card can be used to buy supplies and equipment for the school.

Setting up

- 1.) Set the plunge time for early afternoon.
- 2.) Have a PA system or other type of mass communication device for announcements and music.
- 3.) If the area does not have a bathroom or building, arrange for some type of shelter for the wet plungers to change into dry clothing.
- 4.) Tents from the National Guard, borrowed RV's, mobile command posts, or anything that will offer some privacy are acceptable.
- 5.) Have refreshments and warm drinks – coffee or hot chocolate – available for the participants after they plunge.
- 6.) Work with a local restaurant to bring out food and cookers if you want to serve lunch to the plungers and/or sell food to the spectators.
- 7.) Ensure that the plungers can get out of the water easily. Ladders or steps are required if the plungers are jumping off a dock.
- 8.) If they are running into a lake or river, make sure the banks can be easily negotiated. **NO PLUNGING INTO SWIFT MOVING WATER.**
- 9.) If you are going to use a concrete boat ramp, make sure the ramp is not slippery.
- 10.) If it's the ocean, a lake, river or any large body of water, have some departmental divers or local sport divers on hand to act as safety monitors.
- 11.) The local rescue squad can help here. Have divers check the bottom for debris that could injure a plunger.
- 12.) Have at least two certified lifeguards or divers on hand. The local YMCA or Parks and Recreation Department can get you a list of these people.
- 13.) For safety, have an EMS unit on the scene or invite the local fire department to come out - many local rescue units will be happy to come out and set up their equipment as a display.
- 14.) Create a festive atmosphere on site - have music, law enforcement displays, food vendors, and sponsor displays.

During the Splash

- 1.) Ask a local DJ or television personality to be the Master of Ceremonies for the event (if unable to get a local DJ or TV personality use a very energetic Brother who will be able to get the crowd pumped up for the event).
- 2.) Call the "Splashers" down in small groups to jump, except for an ocean Splash.
- 3.) Give the honor of Splash first to the top fundraising person and group.
- 4.) Recognize special occasions like birthdays, anniversaries, sets of twins or anything unusual by letting them splash separately from other plungers.
- 5.) It's OK to let everyone run into the water from a beach.
- 6.) Participants must wear shoes if plunging into anything other than a swimming pool. Beach sand gets very cold, so shoes are required.
- 7.) Participants must jump or run in, **NO DIVING AT ANY TIME.**
- 8.) Have someone shoot a video and take pictures.
- 9.) Let friends and family shoot group pictures before the plunging begins.
- 10.) Mark off a good location for spectators to watch and take photos.

- 11.) Recognize your sponsors and recognize award winners before the plungers go in the water.
- 12.) Award trophies for various categories, including top fundraiser, oldest "Splasher", youngest "Splasher", most "Splashers" in a group, and most outrageous costume.
- 13.) Always thank the Participants for coming out and getting wet for The Elimination of Prejudice.
- 14.) Always acknowledge and thank all sponsors.

After the Splash

- 1.) Recognize the winners with posters that you can hang in the student union
- 2.) Make sure you clean up after the event and leave it as you originally found it, if not better. Since your chapter will want to host this event in the future it is important to keep a good relationship with the venue. Don't make things harder for future years by failing to maintain that relationship
- 3.) Send Thank-You Cards to all businesses/restaurants that donated towards the event and be sure to include how much money was raised to help the philanthropy. Especially during the event's first year, companies may be willing to donate less until they are comfortable with the effectiveness of the event. The best way to elevate this concern and keep a strong relationships for next year is to let them know of the events success
- 4.) Write and submit an article to the campus newspaper. There is nothing better than free positive press, especially with all the negative press out there about Greek Life. We want the students on our campus to be aware of the great things we do, this will go a long way to help your chapter in recruitment and having a positive reputation on campus.
- 5.) Send a CD of your pictures to your Leadership Consultant to be used in later newsletters and on the website. This is great PR for your chapter and for Pilam as a whole.
- 6.) Have a recap meeting with all Brothers who were involved and even Brothers who may have participated in the event itself but not the planning. Look for areas to improve upon for next year, recognize everyone for putting on a great event and for their hard work and keep in mind what did well so that can be redone next year. Make sure all recommendations are written down and kept somewhere that it will be passed from year to year. IHQ would also greatly appreciate if you could send these notes to your Leadership Consultant. Learning from your experiences is the best way for us to help other chapters reach higher levels of success.

Materials

- 1.) Location – The location should be accessible and easy to find. Make sure the location is safe for the plungers. The bottom should be free of dangerous material. If the location is a beach or has a beach, running into the water up to three to four deep is fine. Getting wet (waist deep) makes it an official splash. Ensure there is ample parking available for participants and volunteers. If there is a contract involved to use the location, it must be signed by the Chapter president.
- 2.) Awards – Most outlandish/best costumes, largest number of “Splashers” from one group, most money raised by one group/individual and any other categories you want to come up with. Small trophies work best for Awards, since the winners are likely to be organizations it would be tough for them to split a gift card, but a trophy is something they can be proud and show off.
- 3.) Port-a-potties – Or someplace for the “Splashers” to use the restroom when necessary
- 4.) T-shirts – Try to secure a sponsor for the shirts. Since this is an outdoors event during the

Winter it is suggested to sell long sleeve shirts. T-shirts – Go through a local print shop for the best deals and order several weeks beforehand so Brothers can wear them around campus to create buzz for the event. Sell the shirts prior to the event. This will cut out the costs of unsold shirts. Sell space on your shirt to sponsors.

- 5.) PA System – To play music during the event and for any public announcements
- 6.) Tents – Or someplace where participants can change into dry clothing after the “Splash”
- 7.) Warm Drinks – Coffee or Hot Cider would be very appreciated by the participants after they get out of the cold water. Your local police/sheriff Explorer Post or a local civic group like the Knights of Columbus might be willing to donate and serve hot chocolate and coffee to the " Splashers".
- 8.) Food – To either be feed to the participants or sold for profit
- 9.) Participant Number Sign - similar to those worn during marathons. These will show that the registration form and waiver have been completed and turned in. It is also another great opportunity to add advertising space for sponsors.
- 10.) Donations - Stress the uniqueness of the event. Ask for money to cover your expenses for shirts, port-a-potties, food, etc. Offer to place their company logo on banners to be displayed. Offer to put their company logo on all material you distribute, including the event registration form. Encourage the splash as an employee activity. If they are not inclined to give money ask for donations like food, soft drinks, or tents where plungers can change into dry clothes after their swim. Always make them feel as if they are a part of the event.

Volunteers

- 1.) Event Chair – Oversees the entire process and ensures all materials and volunteers are secured for the event
- 2.) Lifeguards – Certified Lifeguards in case any safety issues arise when someone is in the water
- 3.) Divers – Certified Divers who will check the surface under the water for any debris that could injure participants
- 4.) Emergency squad – Either Fire Department or Ambulance, most emergency squads are willing to come out to the event and put up a display table
- 5.) Local Police or Knights of Columbus – To serve hot drinks to participants and help with Crowd Management or Parking Control. This can also be done by the Brothers if the Chapter is unable to get the help of the Local Police or Knights of Columbus
- 6.) MC – Someone to get the group excited, recognized groups and individuals, share the total money raised and inform all participants of any public announcement
- 7.) Crowd Management Team – Ensures participants know where they should be going and when, prevents anyone from going into the water before or after they are supposed to, directs observers to the proper location and prevents any security issues during the event
- 8.) Parking Control Team – Ensure that cars are safely parking and leaving the lot and help prevent any possible accidents
- 9.) Group Sponsorship Team – Group of Brothers who visit schools, local companies and student organizations to encourage groups to put together teams for the event
- 10.) Donations Team - Contacts local restaurants/businesses/social clubs for donations both materials and money to help put the event together
- 11.) Award Staff – Chooses the different award categories, selects the winners and purchases the trophies to be given to the winner of each category

- 12.) Food Stand Workers – If you want to sell food at the event you will need a group of Brothers working the Food Booth during the event.
- 13.) Student Union Tables - Sell T-shirts and encourage people to sign-up prior to the event. Brothers working at these tables need to have a good understanding of the event and able to answer any questions.
- 14.) Sign-In Table Works - Collect entry fees, puts Wrist Bands on "Splashers" and ensures all "Splashers" sign the entry form and liability wavers
- 15.) T-Shirt Sellers - Sell T-shirts during the event
- 16.) Photographer - A Brother should be assigned to taking as many pictures as possible. These pictures will be great PR for the chapter, the EOP and next year's event.

Costs

The goal should be to get as much of this donated to lower costs – but if unable to get these items donated the chapter may need to purchase or rent these items.

- 1.) T-shirts – Try to go through a local graphic printing company instead of a promoter in order to get the cheapest prices
- 2.) Food – To sell to participants and observers
- 3.) Port-a-potties – If there is no restroom available for participants to use you will need to rent port-a-potties for the event
- 4.) Lifeguards and Certified Divers– If the chapter does not have any Brothers who are certified or the chapter is unable to get someone to donate their time they will need to pay lifeguards and certified divers by the hour
- 5.) Trophies – To be given out to the winners of each category
- 6.) PA System – Used to play music and for the MC to share any public announcements
- 7.) Location – The event location may cost money to rent and use
- 8.) Swimming Pool – If the event is being done in a Parking Lot with a Swimming Pool the chapter will have to pay for the use of the swimming pool unless they are able to get the pool donated for the event.

Profits

Between \$25 and \$50 per “Splasher”

\$10 per shirt sold Sell space on the shirt to sponsors (\$20 for Company Logo at predetermined size)

Selling of Food to Participants and Observers

Pilam Rocks

Event Description

This event is a dance competition between Sororities, which contains a central theme which each sorority base their routines off. Sororities pay a registration fee and the audience pays for admission.

Pilam Rocks Checklist

(Please note that the checklist is not 100% comprehensive. If you come across anything else that should be added to the checklist, please inform headquarters so that it can be added to future versions of this document.)

Pre-Event

- 1.) Appoint or ask for Brothers to volunteer for the following positions: Chairman, PR Coordinator, Donations Team (3 to 4 Brothers), General Committee (3 to 6 Brothers), event staff and a photographer.
- 2.) Assign Chapter Representatives to each sorority. The chapter representative is a link between Pi Lambda Phi and the individual sororities; they provide moral, support, confidence and additional information to the sororities throughout the event.
- 3.) Select a date for the event – the event should be held in the evening and days when fewer events happen on campus.
- 4.) Ensure venue is selected several months prior to the event and that the venue meets the requirements to host this event.
- 5.) Schedule Pilam Rocks meetings throughout the spring semester for the girls to come and receive a competition rules sheet, medical forms, ticket order forms, t-shirt design proofs to show to the other sisters and shirt order forms, and write down their names, emails, and numbers so any new or changed information can be easily passed along. These meetings will also have the girls personally pick the dance order, t-shirt colors, and voice any concerns they have.
- 6.) Find judges for the event and go over expectations and general guidelines for the judges
- 7.) Select the Master of Ceremony and create a script to be used for the event
- 8.) When creating a start time be mindful that it will take some time for the audience to find their seats and for the MC to announce the event – therefore plan the start time of the event at least 30 minutes prior when you want the first sorority to be onstage.
- 9.) Develop rules for the dances these could include length of time, amount of props, if they can use men in their dances, theme and content of lyrics. When setting the time per dance it is important to keep in mind how long you wish the event to last. Dances should be somewhere between 2 and 4 minutes in length.
- 10.) Develop a schedule for the event – when the MC speaks, when the different sororities dance, raffle prizes, EOP presentation, etc.
- 11.) A sign-up sheet to work the event with all positions needed should be passed around during a chapter meeting to ensure all the needed Brotherhood support is available.
- 12.) Collect the music from each sorority at least 24 hours prior to the event in order to ensure the music is given to the DJ in time. Be sure to inform the sorority the format in which the music needs to be given.
- 13.) Prior to the event sell t-shirts to those sororities getting involved. Find out the needed T-shirt sizes and collect the money with the registration fee. T-shirts can be picked up either once they

have arrived or at a table on the day of the event. (Selling shirts prior to the event will save costs and prevent ordering extra shirts that end up not bought)

14.) Be sure to acquire all necessary materials.

15.) Advertise your event - take a look at the Advertising Page to come up with ideas to get the word out about your event.

16.) Collect donations from local restaurants and businesses for the raffle prizes.

17.) Order trophies for the 1st, 2nd, 3rd place.

18.) Create event programs to be handed out - include information about The Elimination of Prejudice, participating sororities, the event and your chapter

Day of the Event

1.) Pre-event dress rehearsal times in the booked venue allow every sorority dance team to have a 15 minute practice on stage with music and lights. During this time, assign brothers time slots to come and help the girls bring in props for their routine, get them ready for practice, and escort them off stage for the next group to come on. Dress rehearsal times went for 4 hours with the sound and lighting stage crew there to help out.

2.) The assigned Sorority Coaches will make signs with their sorority name on it and rope off the seating section for their girls with paper ribbon or something cheap and easy.

3.) Tables will be set up outside for ticket collection and the raffle ticket table if anyone wishes to purchase any last minute tickets.

4.) Open doors one hour before show time. Be sure to have Brothers already stationed: in the front to open the doors, at the raffle table to collect money for tickets, at the venue doors to collect event tickets and hand out programs, lead the film crews to their designated areas, stationed throughout the auditorium to help guide girls to their assigned seating areas, lead the judges to their seating area and give them score cards, backstage to help the girls to the dressing rooms, and off stage to make sure the girls are in the proper lineup and help set up or carry any props for their dance routine.

5.) The show begins with the hosts announcing The Elimination of Prejudice, who they are, and thanking the judges, sponsors, brothers, and all the girls for helping us throughout these months leading up to Pilam Rocks. They read off the introductions given to them by the dance teams and run the show in order.

6.) During intermission the MC will announce the winners of the raffle ticket door prizes and award them onstage.

7.) After all the sororities perform, the MC will again thank all who performed and showed up for support. Do this first to allow time for the judges to add up the scores for every team and declare the top three winners. Announce the winners from third, second, and finally the first place team.

8.) Take a group picture with the winning team and then a picture of just the winning sorority.

9.) Thank everyone again and the ushers will lead everyone out of the auditorium while you cleanup programs, flowers, paper, or whatever else is left on the floor. Throw out any props left behind and make the venue is as clean as it was prior to the event.

Post-Event

1.) Recognize the winners with posters that you can hang in the student union

2.) Make sure you clean up after the event and leave it as you originally found it, if not better. Since your chapter will want to host this event in the future it is important to keep a good

relationship with the venue. Don't make things harder for future years by failing to maintain that relationship

- 3.) Send Thank-You Cards to all businesses/restaurants that donated towards the event and be sure to include how much money was raised to help the philanthropy. Especially during the event's first year, companies may be willing to donate less until they are comfortable with the effectiveness of the event. The best way to elevate this concern and keep a strong relationships for next year is to let them know of the events success
- 4.) Write and submit an article to the campus newspaper. There is nothing better than free positive press, especially with all the negative press out there about Greek Life. We want the students on our campus to be aware of the great things we do, this will go a long way to help your chapter in recruitment and having a positive reputation on campus.
- 5.) Send a CD of your pictures to your Leadership Consultant to be used in later newsletters and on the website. This is great PR for your chapter and for Pilam as a whole.
- 6.) Have a recap meeting with all Brothers who were involved and even Brothers who may have participated in the event itself but not the planning. Look for areas to improve upon for next year, recognize everyone for putting on a great event and for their hard work and keep in mind what did well so that can be redone next year. Make sure all recommendations are written down and kept somewhere that it will be passed from year to year. IHQ would also greatly appreciate if you could send these notes to your Leadership Consultant. Learning from your experiences is the best way for us to help other chapters reach higher levels of success.

Materials

- 1.) Venue – Most important and most difficult to obtain, it is recommended that the venue is booked the semester prior to Pilam Rocks since without a location to host the event you cannot have the event. A big factor to consider is the size of the venue – the most tickets sold the more money that goes to the Philanthropy. If you have to pay for a venue, try to push that this event is for charity and try to work out some type of discount. Most universities should be able to rent out venues on campus for an event like this. (could potentially be a campus gymnasium)
- 2.) Raised Stage – The venue must have a raised stage in order for the Sororities to have an area to perform their routines.
- 3.) Music – The sororities will be required to turn in a CD with the music for their routines at least 48 hours prior to the actual event.
- 4.) Sound System – Since the Sorority will be giving you music to play, you must have a way to play it and be loud enough for the entire audience to hear. Look for a venue with a good sound system built in. Make sure you test it before the event.
- 5.) T-shirts – Go through a local print shop for the best deals and order several weeks beforehand so Brothers can wear them around campus to create buzz for the event. Sell the shirts prior to the event. This will cut out the costs of unsold shirts.
- 6.) Personalized Gift Baskets for each Sorority - Every sorority gets a gift basket filled with various fun/funny dollar store stuff in it related to the Pilam Rocks theme. Included in the bucket are the registration forms and T-shirt sign up forms, as well as a hand-written letter from that sorority's coach expressing their excitement to help them out. Decorate the bucket as corny as possible (Pilam <3's Delta Gamma Sorority) because girls really love it.
- 7.) Trophies – First, Second and Third Place Trophies to the winning chapters. One place to order trophies (www.crowntrophy.com)
- 8.) Food – If you are able to get free food donated towards the event it would bring in a larger

number of people and would be a great way to get people to come year after year (Hint: Chipotle and Chick-fil-a often donate food to charity organizations or events – also try local restaurants Brothers might have connections with).

Volunteers

All positions should have a To-Do list with certain date markers to ensure no one gets behind.

- 1.) Chairman - This brother is the head of Pilam Rocks. He is in charge of the overall running of Pilam Rocks, and his duties include booking the venue, assigning coaches, and overseeing the committee. This is a year round position.
- 2.) PR Coordinator - This brother is in charge of all the print materials, such as t-shirt designs, fliers, Facebook event page, etc. He is also usually in charge of not only designing everything, but ordering it as well. This brother could also potentially be in charge of creative control over the theme and look of Pilam Rocks. This is also the Brother who writes a short article for the Campus Newspaper both to advertise the event prior and share the events success afterwards.
- 3.) General Committee (3-6 Brothers) - Group of Brothers assigned to all the legwork. Normally this is reserved for younger Brothers who are interested in running Pilam Rocks in the future. Legwork includes assembling gift buckets, printing forms, buying trophies, creating the Facebook event, and just being the general assistants to the Chairman.
- 4.) Coaches - Every sorority needs a delegate to Pilam, and personal coaches are the easiest way for them to communicate so the Chairman is not bombarded with questions while doing his other duties. Every sorority should have at least two brothers coaching. Coach duties include creating practice times for sororities to practice their dances, acquiring any props or music necessary for the sororities, building excitement for Pilam Rocks with the sorority, and being the general liaison between Pilam and the sorority.
- 5.) Event Staff – Group of Brothers responsible for the following duties – selling tickets at the front door, working the sound system and playing the music for the sorority performances, selling t-shirts throughout the event, serving the food if free food was donated, serving as a runner for the judges and making sure each group is ready to perform on time.
- 6.) Master of Ceremony - Having someone Host or MC the event is also a great way to keep the audience entertained and create smoother transitions between Sorority performances. Select a Brother who is well known on campus and a Sorority member (maybe the Pan-Hellenic President) as the event MCs. The MCs should have a written script between each performance and introduce each chapter prior to their performance. The chairman needs to review the script for the MC to follow throughout the night. (Hint - if the MC is another popular campus personality who is not Pilam, that can also help drive attendance)
- 7.) Judges (4 or 5 non-Pilams) - Judges for the dances should be assigned to non-brothers. This is better suited to local celebrities, such as football players, big promoters, well known professors, etc.
- 8.) Photographer - A Brother should be assigned to taking as many pictures as possible. These pictures will be great PR for the chapter, the EOP and next year's event. Look for the most professional camera you can find. If the money exists, consider paying for a professional photographer. It's only a few hours of work so the costs should be low and it's one less thing you have to worry about.

Costs

T-Shirts \$4 per shirt
Sorority Buckets - \$10.00 per bucket
Trophies (1st, 2nd, 3rd, overall) \$120.00
Miscellaneous coaching costs \$50.00

Profits

- 1.) \$7 per ticket
- 2.) T-shirts can be sold for \$10 each, at a cost of \$4 a shirt (\$6 net profit)
- 3.) \$25 registration fee per sororities

Chapters that have done this event successfully:

FL Delta (University of Florida)

Pi Lambda Phi Turkey Fry

Event Description

Everyone loves to eat and more especially, everyone loves to eat good food. The entire idea around this event is based off that truth. Although this “How To” will be based off the Turkey Fry it is important to keep in mind that this template can be used for any type of meal, pasta dinners, pancake breakfasts, Fish Fry, etc. IT IS VERY IMPORTANT TO NOTE THAT FRYING A TURKEY CAN BE VERY DANGEROUS. IF YOU DO NOT TRUST US, CHECK OUR VIDEOS ON YOUTUBE. YOU MUST KNOW WHAT YOU ARE DOING BEFORE ATTEMPTING THIS.

Checklist for Turkey Fry

(Please note that the checklist is not 100% comprehensive. If you come across anything else that should be added to the checklist, please inform headquarters so that it can be added to future versions of this document.)

Pre-Event

- 1.) Appoint or seek Brothers to hold the following positions; Turkey Fry Chairman, Music Coordinator, PR Coordinator, photographer, Registration Table workers, Turkey Cookers, Door Staff, Drink Servers, Food Servers and Set-up/Clean-up crews (5-7 Brothers for each).
- 2.) Ensure venue is selected several months prior to the event and that the venue meets the requirements to host this event.
- 3.) Ensure the chapter has access to all other needed materials
- 4.) Develop a shirt design prior to the event so Brothers can wear shirts to advertise the event.
- 5.) Prior to the event sell t-shirts to those sororities getting involved. Find out the needed T-shirt sizes and collect the money with the registration fee. T-shirts can be picked up either once they have arrived or at a table on the day of the event. (Selling shirts prior to the event will save costs and prevent ordering extra shirts that end up not bought)
- 6.) Decide on a date - Whatever date you choose, make sure it is at least six months or more in advance to allow for proper advertising and successful planning. Avoid having your event conflicting with another large event (i.e. a college football game on a Saturday).
- 7.) Advertise your event - take a look at the Advertising Page to come up with ideas to get the word out about your event.
- 8.) Have a sign-up sheet for Brothers to sign up to work the event and the different jobs.
- 9.) Secure a live band to play during the event to provide entertainment throughout the event. Find out what the band needs in order to perform a show and what you can do to keep them comfortable throughout the event.
- 10.) Develop a relationships with a local butcher in order to either get Turkey's donated to the event or sold at a discounted price.

Day of the Event

- 1.) Divide brothers up to work shifts one group serving drinks, one group serving food, one group working the door (collecting money and selling t-shirts), and one group frying the turkeys.
- 2.) Start cooking, setting up, pouring drinks, etc. a couple hours prior to the event. The goal is to have the food ready for when the guests arrive, you don't want them to be waiting to be feed.

- 3.) Ensure everyone has a great time by providing elite customer service and ensuring everyone gets all they want to eat.
- 4.) While everyone is eating be sure to have a quick presentation on the EOP and where the money from this event will be going. It might be a great idea to have someone come speak about prejudice, each campus should have a Diversity Office, the Director of Diversity Affairs is a great person to ask to speak at this event.
- 5.) If you have decided to have live music at your event, be sure the band has everything they need and is fed. It is important to keep the band happy throughout the event in order to keep things running smoothly.

Post-Event

- 1.) Make sure you clean up after the event and leave it as you originally found it, if not better. Since your chapter will want to host this event in the future it is important to keep a good relationship with the venue. Don't make things harder for future years by failing to maintain that relationship.
- 2.) Send Thank-You Cards to all businesses/restaurants that donated towards the event and be sure to include how much money was raised to help the philanthropy. Especially during the event's first year, companies may be willing to donate less until they are comfortable with the effectiveness of the event. The best way to elevate this concern and keep a strong relationships for next year is to let them know of the events success.
- 3.) Write and submit an article to the campus newspaper. There is nothing better than free positive press, especially with all the negative press out there about Greek Life. We want the students on our campus to be aware of the great things we do, this will go a long way to help your chapter in recruitment and having a positive reputation on campus.
- 4.) Send a CD of your pictures to your Leadership Consultant to be used in later newsletters and on the website. This is great PR for your chapter and for Pilam as a whole.
- 5.) Have a recap meeting with all Brothers who were involved and even Brothers who may have participated in the event itself but not the planning. Look for areas to improve upon for next year, recognize everyone for putting on a great event and for their hard work and keep in mind what did well so that can be redone next year. Make sure all recommendations are written down and kept somewhere that it will be passed from year to year. IHQ would also greatly appreciate if you could send these notes to your Leadership Consultant. Learning from your experiences is the best way for us to help other chapters reach higher levels of success.

Materials for event

- 1.) Event Venue – This can either be a large open field with tables and chairs reserved from the campus, local church or banquet hall or your chapter house. Although the chapter house may be the cheapest of the options it is also important to keep in mind that the event may bring in over 100 guests so your house may or may not have the space (Reserve the venue at least 5-6 months in advance to avoid missing out on the day you want due to another organizations prior reservation)
- 2.) Turkey and other food/drinks (soda/water/or juice) – Very important to build a relationship with either a local butcher or grocery store. Unless you are able to get the Turkeys at a very discounted price or at cost, making this event profitable will be very difficult. Make sure you explain that the donation of Turkey's or selling them at cost can be a tax write off for the grocery store/butcher and that you will provide advertising for them on the shirts/fliers and during the

event (Start building the relationship with the butcher as early as possible, there is no “too early” for something like this – it could take many months of relationship building to work out a good deal)

- 3.) Deep Fryer/Cooking Utensils – Whatever location you choose to have this event at make sure you have everything needed to cook the Turkey. This equipment has to be handled carefully.
- 4.) Live Music - Every party needs music, and if your guests are paying, they deserve live music. This doesn't need to be the largest expense of the event by any means, but it is especially effective at bringing in foot traffic. (Start looking for a band at least 6 months prior to the event – scheduling a band last minute can be very difficult)
- 5.) Tables and Chairs – If the event is being held on a campus lawn then you may be able to rent chairs and tables from the University. Also, if the event is held at a local church then you may be able to borrow tables and chairs from that church
- 6.) T-shirts – Go through a local print shop for the best deals and order several weeks beforehand so Brothers can wear them around campus to create buzz for the event. Sell the shirts prior to the event. This will cut out the costs of unsold shirts.
- 7.) Tickets – The tickets you sell should be unique enough that it would be difficult for someone to make their own and come to the event for free – do not use simple raffle tickets or you will have a ton of students coming for free turkey
- 8.) Cups and Plates – These could also be donated from a local grocery store or bought cheaply
- 9.) Paper/bed sheet/markers/ink to create advertising – All should be provided in your Office of Student Activities, if not can be purchased for low dollar amounts.

Volunteers

- 1.) Chairman – Oversees the whole event and ensures all tasks are being followed up on and the primary go-to person for the entire event – also responsible for staying in touch with the local butcher/grocery store and ensuring enough turkeys are bought for the event
- 2.) Music Coordinator – Responsible for finding a live band for the event and negotiating a price which is reasonable for all parties involved.
- 3.) PR Coordinator – Oversees the execution of all Advertising efforts, either personally or has a small committee which divides the duties.
- 4.) Registration Tables (All Brothers should volunteer) – Set at the tables in the Student Union and sell t-shirts and tickets for the event, they should be able to answer any question regarding the event and the philanthropy
- 5.) Turkey Cookers - Warning, frying turkeys is potentially very dangerous, so please make sure the Brothers doing this know what they are doing – see if any Brothers have Dads with experience frying Turkey
- 6.) Door Staff – Selling T-shirts and Tickets and collecting already sold tickets
- 7.) Drink Servers – Make sure the guests enjoy their experience and everyone has plenty soda, water or juice to drink
- 8.) Food Servers – This is what everyone spent their money for. Make sure food is being brought out to everyone so they have their monies worth
- 9.) Set-up and Clean-up Crews (5 to 7 Brothers) - Set up and take down the tables and chairs for the event. These Brothers they also be picking up the plates and cups from the event.
- 10.) Photographer - A Brother should be assigned to taking as many pictures as possible. These pictures will be great PR for the chapter, the EOP and next year's event. Look for the most professional camera you can find. If the money exists, consider paying for a professional

photographer. It is only a few hours of work so the costs should be low and it is one less thing you have to worry about.

Costs

All Costs are variable and will depend on the deals you are able to work out with the campus/butcher/band/t-shirt company
Food, Drinks, Cups, Tables/Chairs, Supplies for serving the food, Live Music and T-shirts

Profits

- 1.) T-shirts - Consider requiring all brothers to sell a minimum of 5 t-shirts a piece. T-shirts were priced at \$10 (a good price for anyone), and every brother was responsible for selling \$50 worth of t-shirts. If he fell short, that brother was personally responsible for the financial difference. The advantage here is twofold. First, you can count on making \$50 x #of brothers. Second, it forces, by squeezing their wallets, all brothers to be involved.
- 2.) Tickets to the Turkey Fry - \$5 to enter for all you can eat
- 3.) Offer a deal - \$12 for both a t-shirt and a ticket

Turkey Fry Safety Notes

As mentioned in the Turkey Fry Outline, it is very important to know what you are doing when frying a Turkey as there is serious safety issues involved. Below are some safety notes provided by the U.S. Consumer Product Safety Commission and The National Fire Protection Association.

UVA has also provided us a video for visual reference for how to safely fry a turkey -
<http://www.youtube.com/user/lewiswilk#p/u/7/56qhlCdlByU>

The following can be found on the NFPA website:

<http://www.nfpa.org/itemDetail.asp?categoryID=1700&itemID=41092&URL=S...>

NFPA discourages the use of outdoor gas-fueled turkey fryers that immerse the turkey in hot oil. These turkey fryers use a substantial quantity of cooking oil at high temperatures, and units currently available for home use pose a significant danger that hot oil will be released at some point during the cooking process. The use of turkey fryers by consumers can lead to devastating burns, other injuries and the destruction of property. NFPA urges those who prefer fried turkey to seek out professional establishments, such as grocery stores, specialty food retailers, and restaurants for the preparation of the dish, or consider a new type of "oil-less" turkey fryer."

Hot oil may splash or spill at any point during the cooking process, when the fryer is jarred or tipped over, the turkey is placed in the fryer or removed, or the turkey is moved from the fryer to the table. Any contact between hot oil and skin could result in serious injury. Any contact between hot oil and nonmetallic materials could lead to serious damage.

A major spill of hot oil can occur with fryers designed for outdoor use and using a stand as these units are particularly vulnerable to upset or collapse, followed by a major spill of hot oil. Newer countertop units using a solid base appear to reduce this particular risk. NFPA does not believe that consumer education alone can make the risks of either type of turkey fryer acceptably low because of the large quantities of hot oil involved and the speed and severity of burn likely to

occur with contact.

In deep frying, oil is heated to temperatures of 350 degrees Fahrenheit or more. Cooking oil is combustible, and if it is heated beyond its cooking temperature, its vapors can ignite. This is a fire danger separate from the burn danger inherent in the hot oil. Overheating can occur if temperature controls, which are designed to shut off the fryer if the oil overheats, are defective, or if the appliance has no temperature controls.

Propane-fired turkey fryers are designed for outdoor use, particularly for Thanksgiving, by which time both rain and snow are common in many parts of the country. If rain or snow strikes exposed hot cooking oil, the result can be a splattering of the hot oil or a conversion of the rain or snow to steam, either of which can lead to burns. Use of propane-fired turkey fryers indoors to avoid bad weather is contrary to their design and dangerous in its own right. Also, moving an operating turkey fryer indoors to escape bad weather is extremely risky. Fires have occurred when turkey fryers were used in a garage or barn or under eaves to keep the appliance out of the rain.

The approximately 5 gallons of oil in these devices introduce an additional level of hazard to deep fryer cooking, as does the size and weight of the turkey, which must be safely lowered into and raised out of the large quantity of hot oil. Many turkeys are purchased frozen, and they may not be fully thawed when cooking begins. As with a rainy day, a defrosting turkey creates the risk of contact between hot cooking oil.

There is a new outdoor turkey cooking appliance that does not use oil. NFPA believes these should be considered as an alternative. NFPA understands that this appliance will be listed by a recognized testing laboratory.

NFPA continues to believe that turkey fryers that use oil, as currently designed, are not suitable for acceptably safe use by even a well-informed and careful consumer. Consumers may find packaging of turkey fryers displaying independent product safety testing labels. NFPA is familiar with the details of these test standards and does not believe that they are sufficiently comprehensive regarding the different ways in which serious harm can occur, and, in some cases, regarding the different parts of the turkey fryer that need to be tested.

The following can be found on the CPSC website:

<http://www.cpsc.gov/cpscpub/prerel/prhtml04/04041.html>

CPSC Issues Safety Tips for Turkey Fryers

WASHINGTON, D.C. - The U.S. Consumer Product Safety Commission is issuing safety tips for preventing fires and burns when using turkey fryers. Since 1998, CPSC has reports of 75 incidents that involved fires, flames, or burns associated with turkey fryers. Twenty-eight of these incidents were reported for the year 2002. Here are some of the hazard scenarios:

House fires associated with turkey fryers leading to injuries and property damage.

Ignition of oil used with turkey fryers. This was often related to oil reaching excess temperatures or oil contacting the open flame of the fryer.

Splashing of hot oil causing burns.

The majority of reported incidents occurred while the oil was being heated, prior to adding the turkey. For this reason, it is very important consumers monitor the temperature of the oil closely. If any smoke at all is noticed coming from a heating pot of oil, the burner should be turned off immediately because the oil is overheated.

There is a risk of injury resulting from splashing due to the cooking of partially frozen meats. Thoroughly thaw and dry ALL meats before cooking in hot oil. One reported burn incident occurred when partially frozen chicken wings were added to hot oil in a turkey fryer.

CPSC staff recommends consumers who choose to fry turkeys follow the following safety guidelines:

- 1.) Keep fryer in FULL VIEW while burner is on.
- 2.) Place fryer in an open area AWAY from all walls, fences, or other structures.
- 3.) Never use IN, ON, or UNDER a garage, breezeway, carport, porch, or any structure that can catch fire.
- 4.) Raise and lower food SLOWLY to reduce splatter and avoid burns.
- 5.) COVER bare skin when adding or removing food.
- 6.) Check the oil temperature frequently.
- 7.) If oil begins to smoke, immediately turn gas supply OFF.
- 8.) If a fire occurs, immediately call 911. DO NOT attempt to extinguish fire with water.

For safest operation, CPSC staff recommends that consumers follow these guidelines as they prepare to use a turkey fryer:

- 1.) Make sure there is at least 2 feet of space between the liquid propane tank and fryer burner.
- 2.) Place the liquid propane gas tank and fryer so that any wind blows the heat of the fryer away from the gas tank.
- 3.) Center the pot over the burner on the cooker.
- 4.) Completely thaw (USDA says 24 hours for every 4 to 5 pounds) and dry turkey before cooking. Partially frozen and/or wet turkeys can produce excessive hot oil splatter when added to the oil.
- 5.) Follow the manufacturer's instructions to determine the proper amount of oil to add. If those are not available:
 - a.) Place turkey in pot
 - b.) Fill with water until the turkey is covered by about 1/2 inch of water
 - c.) Remove and dry turkey
 - d.) Mark water level. Dump water, dry the pot, and fill with oil to the marked level.

Chapters that have done this event successfully

VA Omega Alpha (University of Virginia)

Tattoos for Tolerance

Event Description

Tattoos 4 Tolerance is a philanthropy event that utilizes the simple idea of offering someone a service and then using part of the income as a donation to a charity. As you may have already guessed, the service offered at Tattoos 4 Tolerance is tattoos. Many college students want to get a tattoo. Tattoos 4 Tolerance simply takes advantage of that knowledge and gives students a simple and discounted opportunity to get their ink.

Tattoos for Tolerance Checklist

(Please note that the checklist is not 100% comprehensive. If you come across anything else that should be added to the checklist, please inform headquarters so that it can be added to future versions of this document.)

Prior to Event

- 1.) Appoint or seek Brothers to hold the following positions; Event Chairman, PR Coordinator, photographer, Donations Team (3 to 4 Brothers), Registration Table workers, Event Day Organizers (9-12 Brothers each working 4 hour shifts in groups of three).
- 2.) Select a date for the event – it is suggested to host the event towards the beginning of the semester since this is when most students have an available money to spend. It is also recommended to host the event over a weekend since students will have the free time to get a tattoo. Whatever date you choose, make sure it is at least month or more in advance to allow for proper advertising and successful planning.
- 3.) Find a Tattoo Artist - Find people around your campus with tattoos and ask them where they got them. After talking to a number of tattoo enthusiasts, you will hopefully have a list of local artists. Please note that many people are very opinionated on who is the best artist, but if you talk to enough people you should have a list of two or three artists. Once you have that list, go talk to each of the artists. Tell them about your idea for the event and what your goals are. If they seem interested, ask them if they would consider offering their services and time to help achieve your goals. Always remember though that the artist is the expert and they are working for you, so let them have strong input. Building strong relations with the artist will help ensure that they will want to participate in the event numerous times.
- 4.) Agree on a price per tattoo and the split of profit with the Tattoo artist prior to advertising – it is important that the event is profitable for both parties.
- 5.) Ensure the chapter has access to all other needed materials.
- 6.) Advertise your event - take a look at the Advertising Page to come up with ideas to get the word out about your event.
- 7.) Have a sign-up sheet for Brothers to sign up to work the event help the tattoo artist ensure the event goes smoothly.

Day(s) of the Event

- 1.) The role of you and your members is to assist the artist in any way possible that they ask. They may ask you to call all of the appointments to confirm them, have people sign their waivers, or possibly get them food. Do whatever they need.
- 2.) The main goal of the day(s) of the event is to make sure everyone involved has fun, so they will want to take part in it again.

3.) Ensure Brothers who are working the event are able to ask questions in case anyone who shows up to the event has questions.

Post-Event

- 1.) Make sure you clean up after the event and leave it as you originally found it, if not better. Since your chapter will want to host this event in the future it is important to keep a good relationship with the venue. Don't make things harder for future years by failing to maintain that relationship.
- 2.) Send Thank-You Cards to all businesses/restaurants that donated towards the event and be sure to include how much money was raised to help the philanthropy. Especially during the event's first year, companies may be willing to donate less until they are comfortable with the effectiveness of the event. The best way to elevate this concern and keep a strong relationships for next year is to let them know of the events success.
- 3.) Write and submit an article to the campus newspaper. There is nothing better than free positive press, especially with all the negative press out there about Greek Life. We want the students on our campus to be aware of the great things we do, this will go a long way to help your chapter in recruitment and having a positive reputation on campus.
- 4.) Send a CD of your pictures to your Leadership Consultant to be used in later newsletters and on the website. This is great PR for your chapter and for Pilam as a whole.
- 5.) Have a recap meeting with all Brothers who were involved and even Brothers who may have participated in the event itself but not the planning. Look for areas to improve upon for next year, recognize everyone for putting on a great event and for their hard work and keep in mind what did well so that can be redone next year. Make sure all recommendations are written down and kept somewhere that it will be passed from year to year. IHQ would also greatly appreciate if you could send these notes to your Leadership Consultant. Learning from your experiences is the best way for us to help other chapters reach higher levels of success.

Materials

- 1.) Tattoo Artist - Because Tattoos 4 Tolerance is based on offering quality tattoos at a discount price, it is extremely important that the right artist is used during the event.
- 2.) Paper/markers/ink to create advertising – All should be provided in your Office of Student Activities, if not can be purchased for low dollar amounts
- 3.) Location - Where your event is held and the date(s) it is held on could drastically alter how successful Tattoos 4 Tolerance will be. When choosing the location you must take into consideration two things: 1) where is the artist willing to perform his/her work and 2) how accessible is the location to students. If the artist only wants to give tattoos at his/her shop then it is fairly simple where the location of your event will be. However, if their shop is miles away from campus and most students would not want to travel there then you might have to look for another artist because without tattoos being given there is no money being raised. Consult with your university to determine if you would be able to host the event on campus or in your chapter house.
- 4.) Liability Waiver - Everyone getting a tattoo must sign a Liability Waver - it will ensure the chapter is not liable for any possible problems with the tattoos.

Volunteers

- 1.) Chairman – Oversees the whole event and ensures all tasks are being followed up on and he

is the primary go-to person for the entire event. He is also responsible for meeting and selecting the Tattoo Artist and coming to an agreement on the event details

2.) PR Coordinator - Oversees the execution of all Advertising efforts, either personally or has a small committee which divides the duties

2.) Donations Team (3 to 4 Brothers) – Brothers who go around asking local businesses/restaurants for donations. Ask businesses for services they offer for free or at a discount price. (Hint: Look professional and have a Donations Letter explaining the event, the Philanthropy and how their donation will help raise money for that philanthropy and that they will be recognized for their donation during the event, on fliers and in a Campus Newspaper Article after the event.)

3.) Registration Tables (All Brothers should volunteer) – Sit at the tables in the Student Union and have sign-up sheets available with all open time slots. Be sure that all Brothers are able to answer any question about the event details.

4.) Event Day Organizers (9-12 Brothers each working 4 hour shifts in groups of three) – Serve as Runners for the Tattoo artist, ensure waiver forms are signed, run the Raffle prizes and ensure the event runs smoothly and everyone has fun.

5.) Photographer - A Brother should be assigned to taking as many pictures as possible. These pictures will be great PR for the chapter, the EOP and next year's event. Look for the most professional camera you can find. If the money exists, consider paying for a professional photographer. It's only a few hours of work so the costs should be low and it's one less thing you have to worry about.

Costs

Very Low costs associated with this event – primary costs would include any costs associated with advertising the event.

Profits

1.) Splitting the Profits from the Tattoos - Once you have chosen an artist you must negotiate on the prices and how much each party will receive. It is recommended that you convince the artist to reduce their prices by \$10 to \$20. Then come up with a simple percentage split. 80% for the artist and 20% for the charity is a profitable split for both parties. You are able to convince the artist that event is still cost effective because you limit the size of the tattoos to increase the volume. 4"x4" tattoos can traditionally be done in an hour, so allowing only up to that size is recommended

2.) Raffle - Have gift certificates and other items donated and then selling raffle tickets for \$1.00 or more each.

3.) Discount Piercings - Another great addition to this event is getting the Tattoo Parlor to agree to give Piercings at a discounted price with some of the money going to The EOP. Most tattoo shops offer piercing, so it is a natural fit. At Eastern Washington, the chapter works out an agreement where they receive \$5 from every piercing. This is something you would have to work out with the Tattoo Parlor and not something you should push too hard if they don't seem interested. Although this could bring in additional money, it could also hurt the relationships if you push too hard and get the event canceled or unlikely to ever happen again.

4.) Sponsors and accepting donations can bring in revenue - Some people will not want to get a tattoo, but they believe in the cause so they will simply donate money.

Chapters that have done this event successfully

WA Epsilon Alpha (Eastern Washington University)

Knockout Prejudice

Event Description

This is the beloved school yard basketball game, which a group of people form a line starting at the foul shot line (or half-court line) and start with the first person shooting a ball from that location followed by the second person. The first shot on each turn must always be from that initial location but following shots can be from anywhere on the court until a basket is made or the second person makes a basket before the first. If the first person makes the basket before the second person, the ball is passed to the next person in line and the first shooter goes to the end of the line. The second shooter continues to shoot until he/she makes a shot or the next person makes one before them. Once that new person gets a ball they shoot from that initial line and attempt to make a basket. If the second shooter makes a basket prior to the first shooter, the first shooter is out of the game and both balls go to the people in line.

Knockout Checklist

(Please note that the checklist is not 100% comprehensive. If you come across anything else that should be added to the checklist, please inform headquarters so that it can be added to future versions of this document.)

Pre-Event

- 1.) Appoint or seek Brothers to hold the following positions; Knockout Chairman, PR Coordinator, photographer, Registration Table workers, Referees, Event Staff (5 to 7 Brothers) and Donations Team (3 to 4 Brothers).
- 2.) Ensure venue is selected several months prior to the event and that the venue meets the requirements to host this event – the event needs to be either a gymnasium or outdoor basketball court. The venue can be secured through either your campus events department or recreational department.
- 3.) Ensure the chapter has access to all other needed materials.
- 4.) Decide on a date - Whatever date you choose, make sure it is at least six months or more in advance to allow for proper advertising and successful planning. Avoid having your event conflicting with another large event (i.e. a college football game on a Saturday).
- 5.) Advertise your event - take a look at the Advertising Page to come up with ideas to get the word out about your event.
- 6.) Have a sign-up sheet for Brothers to sign up to work the event and the different jobs.
- 7.) Visit organizations on campus to share the event and encourage different organizations to get involved.
- 8.) Establish a list of rules for the event which are given to the referees to memorize and posted at the event for participants to view.
- 9.) Collect donations from local restaurants/businesses for both raffle prizes and prizes for winning the different games.

Day of the Event

- 1.) Throughout the event there can be several different games; not all of these “games” must take place, feel free to add or take away those you don’t feel would work on your campus.
 - a.) Grand Champion Event – For an extra \$5 anyone who participated in any of the small “Games” can take part in this “game” for the ultimate prize.
 - b.) Men – For all men on campus regardless of them being Greek, Non-Greek, Student, Staff or Faculty.
 - c.) Women - For all women on campus regardless of them being Greek, Non-Greek, Student, Staff or Faculty.
 - d.) Faculty/Administration – An opportunity to watch your favorite faculty and campus administration make a fool of themselves (Hint: Be sure to personally invite.
 - e.) Faculty and Staff, they are very unlikely to take part unless personally asked.)
 - f.) Greek Life – For the pride of all Greek Chapters, which chapter will have the Best Knockout Player on Campus?
 - g.) Other Organizations – Organizations such as Student Senate, Campus Activities Board, etc. can sign up and pay an additional fee to have a game just for their individual organization.
- 2.) Have a sign-in table at the event – those who have signed up to play in different games will go to the table and receive a unique token or ticket which will be given to the referee prior to the start of each game to ensure they have paid to play
- 3.) Between games Raffle Prize Winners will be announced.
- 4.) At the half-way mark between all events have a short presentation about the EOP. Some ideas are to show a video from last year’s competition or have someone from campus or off campus speak about the effects of prejudice in their lives.

Post-Event

- 1.) Recognize the winners with posters that you can hang in the student union
- 2.) Make sure you clean up after the event and leave it as you originally found it, if not better. Since your chapter will want to host this event in the future it is important to keep a good relationship with the venue. Don't make things harder for future years by failing to maintain that relationship.
- 3.) Send Thank-You Cards to all businesses/restaurants that donated towards the event and be sure to include how much money was raised to help the philanthropy. Especially during the event's first year, companies may be willing to donate less until they are comfortable with the effectiveness of the event. The best way to elevate this concern and keep a strong relationships for next year is to let them know of the events success.
- 4.) Write and submit an article to the campus newspaper. There is nothing better than free positive press, especially with all the negative press out there about Greek Life. We want the students on our campus to be aware of the great things we do, this will go a long way to help your chapter in recruitment and having a positive reputation on campus.
- 5.) Send a CD of your pictures to your Leadership Consultant to be used in later newsletters and on the website. This is great PR for your chapter and for Pilam as a whole.
- 6.) Have a recap meeting with all Brothers who were involved and even Brothers who may have participated in the event itself but not the planning. Look for areas to improve upon for next year, recognize everyone for putting on a great event and for their hard work and keep in mind what did well so that can be redone next year. Make sure all recommendations are written down and kept somewhere that it will be passed from year to year. IHQ would also greatly appreciate if

you could send these notes to your Leadership Consultant. Learning from your experiences is the best way for us to help other chapters reach higher levels of success.

Materials for event

- 1.) 2 Basketballs per game (more basketballs if more games will be going on at once)
- 2.) Whistle – to be used by referees to call someone out
- 3.) Basketball Court – highly suggest contacting the Recreation Center to reserve the school Basketball Court
- 4.) Paper/markers/ink to create advertising – All should be provided in your Office of Student Activities, if not can be purchased for low dollar amounts
- 5.) Raffle Tickets
- 6.) Raffle Prizes - Donations from local businesses/restaurants
- 7.) Winner Prizes – Larger scale prizes than the Raffle Prizes and given to the winners of each “game”

Volunteers

- 1.) Chairman – Oversees the whole event and ensures all tasks are being followed up on and the primary go-to person for the entire event.
- 2.) PR Coordinator – Oversees the execution of all Advertising efforts, either personally or has a small committee which divides the duties
- 3.) Donations Team (3 to 4 Brothers) – Brothers who go around asking local businesses/restaurants for donations. (Hint: Look professional and have a Donations Letter explaining the event, the Philanthropy and how their donation will help raise money for that philanthropy)
- 4.) Registration Tables (All Brothers should volunteer) – Set at the tables in the Student Union and signs people up for the event, they should be able to answer any question regarding the event and the philanthropy
- 5.) Event Staff (5 to 7 Brothers- Depends on how many games will be going on at once)
Referees – Blows whistle when someone is knocked out of the competition
Raffle Table- Day of Entry Table – Sells the tickets and announces winners at the appropriate time.
- 6.) Photographer - A Brother should be assigned to taking as many pictures as possible. These pictures will be great PR for the chapter, the EOP and next year’s event.

Costs

This is a very low cost/hopefully high profit event. If your chapter plans well enough in advance very little of the materials to run this event successfully will cause cost to the chapter.

- 1.) The basketballs and court can be obtained through partnership with the campus Recreational Center. Meet with the Recreational Center Supervisor to explain the event and find out how to reserve the Basketball Court and the necessary number of basketballs for the event. This should be done prior to advertising or asking local companies/businesses for donations because if you are unable to host the event nothing else matters.
- 2.) Advertising should also be very cheap to completely free. Facebook, attending organizational meetings, word of mouth, campus newspaper, campus radio, and tables in the Student Union are great ways to get the news out about the event for free.

3.) Invitations/Challenges to Fraternities and Sororities may have a minimal cost to them, depending on how you go about obtaining the necessary paper/markers/ink. (Hint: Many Student Life Offices offer all the material you will need to make fliers, etc.)

Raffle prizes should be donated from local business/restaurants and should not cost your chapter anything. It is very important that you give yourself plenty of time to visit local businesses/restaurants. Not every place will donate so in order to get enough donations you may need to go out several days. In addition some business/companies have to get permission from their HQ to give donations – go out at least 2 months before the event or otherwise you may miss out on some great donations. The only cost your chapter should take on in regards to the Raffle is the purchase of Raffle tickets, this is a low cost item and should last you more than one year.

4.) Prizes for winners, this is the area where you chapter may be most likely to spend a decent amount of money. The number of winner prizes will be dependent upon the number of “games” you plan on having. The prize for winning the smaller side “games” those for just women, men, faculty/staff and Greek Life can be smaller in scope and could be the best donations or collection of donations you received from local businesses/restaurants. (Hint: It is suggested that the value of these awards be between \$25 and \$50.)

5.) The Grand Champion Event should have the largest prize and may be the largest and possibly only cost to the chapter. Since this is the key event it is suggested to have a large enough prize that will attract people to participate. Some examples may include an iPod mini, camera, \$100 Visa Gift Card or something with a value close to or around a minimum of \$100-\$200. It may be possible to get this item donated, best strategies to get this item donated would be to approach the campus bookstore, speak to the Brotherhood about possible connections they might have with local businesses/restaurants or ask alumni to donate either the prize or money to purchase the prize.

Profits

There will be two main avenues to raise profits for the philanthropy through this event. The actual event will raise profits through charging to take part in each “game” of Knockout. Charge \$5 per person to take part in each of the smaller side “games” such as the ones specifically for women, men, faculty and Greek Life. Charge an additional \$5 to take part in the Grand Champion Event, this means that in order to take part in the final large event participants must have paid \$5 to do one of the smaller side events and an additional \$5 for the Grand Champion Event, participants are unable to only sign up for the Grand Champion Event.

In addition to the actual Knockout Games the Raffle will also provide profit for donation. Raffle tickets can be sold both at the Student Union Tables and a separate Raffle Table during the event. Raffles can be announced between games to provide entertainment during transitions or all at the end of the event to provide longest amount of time to sell raffle tickets (this is where personal preference can be used.) Tickets should be sold one for a dollar or an arm’s length for \$5. When raffle tickets are sold make sure to get contact information along with raffle ticket number in case the person is not present at time the raffle is being drawn.

Chapters that have done this event successfully:

WI Chi Upsilon (Carroll University)

PLP PLoP

Event Description

Another name for this event is Cow/Horse/any farm animal Patty Bingo. The basic idea behind this event is setting up a grid based upon a fenced-in area and having people purchase squares upon that grid based where they believe the farm animal will “do its business”. The person who purchased the correct square wins the grand prize.

PLoP Checklist

(Please note that the checklist is not 100% comprehensive. If you come across anything else that should be added to the checklist, please inform headquarters so that it can be added to future versions of this document.)

Prior to Event

- 1.) Appoint or seek Brothers to hold the following positions; Event Chairman, PR Coordinator, Donations Team (4-5 Brothers), Photographer, Set-up and Cleanup Crews (5 to 7 Brothers), and Registration Tables (All Brothers should volunteer).
- 2.) Ensure venue is selected several months prior to the event and that the venue meets the requirements to host this event.
- 3.) Ensure the chapter has access to all other needed materials
- 4.) Decide on a date - Whatever date you choose, make sure it is at least six months or more in advance to allow for proper advertising and successful planning.
- 5.) Advertise your event - take a look at the Advertising Page to come up with ideas to get the word out about your event.
- 6.) Have a sign-up sheet for Brothers to sign up to work the event and the different jobs
- 7.) Collect donations from local restaurants/businesses for the prizes
- 8.) Secure a farm animal for the event – speak with family members, friends, sorority girls, local farmers, stables, etc.
- 9.) Reserve fencing from the Campus Buildings and Grounds

Day of the Event

- 1.) Normally planned to last 2 hours (2:00pm-4:00pm on a Saturday) Length of the event ultimately depends on how long the animal takes to do its business.
- 2.) Fence is set up night before – see if the Building and Grounds will allow to the chapter to set up the fencing in order to save money on labor
- 3.) Brothers help run the actual event and get people to come to the event - Try to add things like a corn hole tournament or music to get people to attend
- 4.) Raffle Table - call out winners of the prizes throughout the event and encourage people to purchase Raffle Tickets

Post-Event

- 1.) Recognize the winners with posters that you can hang in the student union
- 2.) Make sure you clean up after the event and leave it as you originally found it, if not better. Since your chapter will want to host this event in the future it is important to keep a good relationship with the venue. Don't make things harder for future years by failing to maintain that relationship.

- 3.) Send Thank-You Cards to all businesses/restaurants that donated towards the event and be sure to include how much money was raised to help the philanthropy. Especially during the event's first year, companies may be willing to donate less until they are comfortable with the effectiveness of the event. The best way to elevate this concern and keep a strong relationships for next year is to let them know of the events success.
- 4.) Write and submit an article to the campus newspaper. There is nothing better than free positive press, especially with all the negative press out there about Greek Life. We want the students on our campus to be aware of the great things we do, this will go a long way to help your chapter in recruitment and having a positive reputation on campus.
- 5.) Send a CD of your pictures to your Leadership Consultant to be used in later newsletters and on the website. This is great PR for your chapter and for Pilam as a whole.
- 6.) Have a recap meeting with all Brothers who were involved and even Brothers who may have participated in the event itself but not the planning. Look for areas to improve upon for next year, recognize everyone for putting on a great event and for their hard work and keep in mind what did well so that can be redone next year. Make sure all recommendations are written down and kept somewhere that it will be passed from year to year. IHQ would also greatly appreciate if you could send these notes to your Leadership Consultant. Learning from your experiences is the best way for us to help other chapters reach higher levels of success.

Materials for event

- 1.) Large Open Field – You should be able to reserve a field on campus for this event. The larger the field the more squares you can sell and the more money you can make. Also keep in mind the field should be reserved no later than the semester prior to hosting the event.
- 2.) Fencing - Your campus's Buildings and Grounds Department is likely to have fencing you can rent and either put up yourself or have them set up. (Hint: You are likely to be charged less if the chapter is willing to set up the fencing)
- 3.) Shovel – Used to drive the fencing spokes into the ground and cleaning up the farm animal's "business"
- 4.) Farm Animal – This is the most important and most difficult thing to secure – ask your Brothers if anyone owns any Farm Animals or ask members of Sororities if they live on a farm. If you are planning to use a Horse look into local stables and see if they are willing to help out. Try to secure your animal several months before the event – without the animal you don't have any chance of having a successful event.
- 5.) Large Laminated Grid – Provides visual of the fenced in area when people are purchasing squares. Also, if the Grid is put into a "Battleship" type of system purchasing specific squares will be simplified (ex. A12, L4 or E34).
- 6.) Paper Squares – People who purchase squares will put their name, phone number, e-mail address and square number on these paper squares. These paper squares are then put onto the large Grid to show which squares have been purchased and which are still available
- 7.) Paper/markers/ink to create advertising – All should be provided in your Office of Student Activities, if not can be purchased for low dollar amounts
- 8.) Raffle Tickets
- 9.) Raffle Prizes - Donations from local businesses/restaurants
- 10.) Winner Prize – Larger scale prize than the Raffle Prizes and given to the person who choose the correct square that the farm animal "selected"

Volunteers

- 1.) Chair – Oversees the whole event and ensures all tasks are being followed up on and the primary go-to person for the entire event – also responsible for ensuring the animal is secured for the event.
- 2.) PR Coordinator – Oversees the execution of all Advertising efforts, either personally or has a small committee which divides the duties
- 3.) Donations Team (3 to 4 Brothers) – Brothers who go around asking local businesses/restaurants for donations. (Hint: Look professional and have a Donations Letter explaining the event, the Philanthropy and how their donation will help raise money for that philanthropy and that they will be recognized for their donation during the event, on fliers and in a Campus Newspaper Article after the event.)
- 4.) Registration Tables (All Brothers should volunteer) – Set at the tables in the Student Union and sells squares for the event, they should be able to answer any question regarding the event and the philanthropy
- 5.) Set-up and Cleanup Crews (5 to 7 Brothers)
Puts the fencing up prior to the event and takes the fencing down after the event, also responsible for cleaning up the mess made by the animal.
- 6.) Photographer - A Brother should be assigned to taking as many pictures as possible. These pictures will be great PR for the chapter, the EOP and next year's event.

Costs

- 1.) Horse \$75 – or whatever price you and the horse owner can agree upon
- 2.) Advertisements can be made by brothers
Be creative – no one will be excited or motivated to donate because of a piece of white paper with some black ink on it
- 3.) Possible costs associated with fencing - Contact your Buildings & Ground Department
- 4.) Try to get food donated - Chick-fil-a and Chipotle love to donate food for Philanthropic Events
- 5.) Prize for the Winner - This could be a combination of several donations from Local Restaurants and Businesses or something purchased by the chapter (prize value should be roughly \$100).

Profits

- 1.) Depends on size of your area and how many squares
The more squares the higher the profit - Sell squares for \$1 each or 5 squares for \$3
- 2.) Adding more mini-events - Corn hole tournament or Water Balloon toss with a buy-in could raise profits.

Chapters that have done this event successfully:

OH Beta Tau (Baldwin Wallace University)

Wall of Prejudice

Event Description:

The chapter constructs a wall on campus made of various materials. In most cases, this should be done on a Monday or early in the week. For the rest of the week (5-6 days) students walking by are invited to write hateful, discriminatory words on the wall. Fellow students are encouraged to write these words as a way to highlight the various types of prejudice that exist. After the wall has stood for a few days, the student body is invited to help tear the wall down. Participants pay a small fee to take a swing at the wall with some type of hammer. The wall is struck by hammers and other tools until the wall has been demolished. There is then a follow up discussion/panel to talk about the types of prejudices that were written about on the wall and how the campus and society can begin to move past them. The aim of this event is to get diverse groups of people in the same room to begin learning about one another and celebrating the differences that exist between us all. It is recommended that this event be on a three to four year rotation so that it does not get stale on your campus and that additional programs and events be held in the years in between.

Wall of Prejudice Checklist

(Please note that the checklist is not 100% comprehensive. If you come across anything else that should be added to the checklist please inform someone from headquarters so that it can be added to future versions of this document.)

Prior to Event:

VERY FIRST STEP – talk with someone from IHQ about your desire to do this event. We can help you make this happen.

- 1.) Talk with your Greek Life Director (GLD) and other administrators to get approval and buy in from them. It is crucial you keep them involved in this process as they will be the ones providing you support when you're experiencing challenges. They may also advise you on safety precautions to implement for demolition day.
- 2.) Decide on a date – preferably at least two months away so that proper planning and advertising can take place.
- 3.) Book a space on campus that is a high-traffic area. It will be preferable to choose a location that is on concrete. This will make for easier clean up and you (and the grounds crew) don't have to worry about the wall sinking into the ground or killing grass. It would probably be best to have a space blocked out all week, 24 hours a day (from construction to demolition). You will only have to man the wall from 9am-8pm or so.
- 5.) Advertise your event - take a look at the Advertising Page to come up with ideas to get the word out about your event.
- 6.) Have a sign-up sheet for Brothers to work the event. It is suggested that at least four (4) Brothers are present at any one time.
- 7.) Coach the chapter on what the purpose of the Wall of Prejudice is, what the history of the EOP is, and how to deal with students who may not agree/understand the event's purpose.
- 8.) Work with campus grounds keeping crew to determine best method of cleaning up after the event.
- 9.) Coordinate a panel discussion with representatives of various diversity-based student organizations, faculty and administrators who work with diversity, social justice, and

equality/equity. This panel discussion would take place in an on campus meeting room. Make sure this is booked in advance. Plan to have this panel within 48 hours of the demolition time. This will ease your day of planning so that you are not worrying about both the demolition and the panel. Plus, having 24-48 hours off in between not only enables participants some time to internalize their feelings and emotions about the Wall experience, it also enables participants who couldn't attend the wall an opportunity to participate in a the follow-up (or vice versa). At the panel discussion, the agenda would include a reflection on the idea of the EOP, execution of Wall, participants sharing experiences related to the word they listed (as some attendees may not be familiar with certain words listed on the wall), and follow up conversations towards others' sensitivity.

Day of the Event (Build day – Writing days):

- 1.) Talk with administration on who you should work with about building the wall. Some institutions may require you to have their professionals build it, other schools may have clubs or organizations like the Masonry Club to help you out.
- 2.) It may be helpful for Brothers to write a few starter words on the wall. It is usually much more difficult for a student to participate in something if they know they are the first one; seeing a couple of words that students (they don't need to know the chapter did it) have already wrote down will make them more likely to participate.
- 3.) If you are at a space on campus where you will not disturb classes going on, use a megaphone to catch people's attention.
- 4.) As students and campus professionals are walking by, try to hook them with statements like "Stop the hate" "Let's end prejudice!" This will be an uncomfortable experience for some people so it is crucial your Chapter members display energy and excitement about promoting the Elimination of Prejudice.
- 5.) Ask participants to write a term or phrase on the wall that exemplifies a type of prejudicial experience they have seen, experienced, or heard about.
*NOTE – let participants know it is ok to add a word already on the wall. If the word has meaning to them, they should add it. We want as many people as possible to participate. Enabling them to add to the wall will help.
- 6.) Explain that in a few days there will be an event where people can donate to help break down this wall.
- 7.) Have brothers talking to the crowd about the purpose of the event while one or two deal with the participants who are writing on the wall.
- 8.) Hand out slips of paper serving as reminders of the demolition date, time, and prices per swing. An example of prices could be: "\$1 for a regular hammer swing, \$5 for a baseball bat, \$10 for a sledge hammer" OR you could do it where they can get "one swing for \$1, or 3 swings for \$2", or some variation to incentivize donating more.

Day of Event (Demolition):

- 1.) At the scheduled time (it hurts credibility to be behind schedule), make an announcement that thanks everyone in the audience for their support of eliminating prejudice on your campus. Go over the prices again and repeat multiple times that there is a follow up discussion to follow. Provide the details of that event.
- 2.) Have someone collecting money in a cashbox or bag.
- 3.) Take pictures and film the event and share via social media.

- 4.) Ensure that participants wear goggles/gloves and the audience is far enough away that pieces of the wall cannot injure anyone.
- 5.) Continue taking donations until the wall is adequately destroyed.
- 6.) Report your successful event to the IHQ staff.

Post-Event:

- 1.) Make sure you clean up after the event and leave it as you originally found it, if not better. Since your chapter will want to host this event in the future, it is important to keep a good relationship with the venue. Don't make things harder for future years by failing to maintain that relationship.
- 2.) Send Thank-You Cards to any offices or organizations that provided support and assistance along the way.
- 3.) Write and submit an article to the campus newspaper. There is nothing better than free positive press, especially with all the negative press out there about Greek Life. We want the students on our campus to be aware of the great things we do. This will go a long way to help your chapter in recruitment and having a positive reputation on campus.
- 4.) Send a CD of your pictures to the IHQ staff to be used in later newsletters and on the website. This is great recognition for your chapter and for Pilam as a whole.
- 5.) Have a recap meeting with all Brothers who were involved and even Brothers who may have participated in the event itself but not the planning within 48 hours. Look for areas to improve upon for next year, recognize everyone for putting on a great event and for their hard work and keep in mind what did well so that can be redone next year. Make sure all recommendations are written down and kept somewhere that it will be passed from year to year.

Materials for event:

- 1.) On campus space – Work with your institution's scheduling office and advisor(s) to identify an optimal location for your event.
- 2.) Wall Material – Contact your campus's Buildings and Grounds Department to see if they have wood that your chapter can make into a frame to hold the wall steady. Imagine this frame similar to the "board" of the game Connect Four. You can drop the wood/cinderblocks into place. It may also be worth trying to find organizations that deal with wood or construction on campus to see if they would be interested in helping out as well. We also suggest that you put the frame on some type of wheels or wheeled base in case you have to move the wall each night OR if you want different parts of campus to see the wall easily.
- 3.) Writing Utensils – Depending on the material you chose to create the wall from, you may need a light primer coat of paint. You may also need to use paint brushes, thick permanent markers, or even paint markers depending on the wall material. Test it out in advance or ask others for guidance.
- 4.) Handouts – Give the audience and participants something to take away from the event that gives details on demolition day as well as the follow up panel discussion. Dates, times, and locations are critical details.
- 5.) Demolition Tools – These can range from a typical hammer, to baseball bat, to sledge hammer. Gloves and Safety goggles should be required materials as well.

Costs:

Wall and Frame Materials

Paint/Writing Utensils

Possible cost of clean-up (if school has contract with grounds crew)

Printing advertising

Hammers and other destructive tools

Profits:

- 1.) Depends on how many swings you can sell. The more swings with the bigger tools will mean more of a profit.
- 2.) Selling Eliminate Prejudice bracelets (contact IHQ to acquire these)
- 3.) Selling cups of hot chocolate (if in winter) or bottled water (if in warmer weather).

Chapters that have done this event successfully:

WI Chi Upsilon (Carroll University) [Pre-Demolition Post-Demolition](#)

MI Alpha Omega (Siena Heights University)

Pilam Fair

Event Description:

This event is a fundraiser that mimics a fair or carnival. A small admission price should be charged for all attendees. They should receive some amount of tickets or coupons to play the games offered. Maybe you do \$2 for 3 tickets, \$5 for 10, or \$10 for an “all-you-can-play pass”. This of course will be dependent on how many games and activities your event has. Brothers can host the events/activities or you can reach out to other organizations (Greek and non-Greek) to bring their own game too. Allow them to represent their organization by personalizing their station/table. All organizations want more publicity!

The objective is to get as many organizations as possible to participate. Their participation may bring additional members of their organization to attend the fair when they otherwise would not. You may want to get small prizes for the winners of the games to entice people to keep playing or even purchase more tickets.

Pre-Event Checklist:

- 1.) Depending on your campus’s location and when you’d like to do this event, you may want to reserve an outdoor space as well as a rain location. Make sure to reserve enough tables too.
- 2.) Speak with your student activities office to find out the best way to communicate to all of the student organization presidents on campus. Email would probably be easiest.
- 3.) Invite faculty and staff around campus to bring their families to participate.
- 4.) Have organizations RSVP/register with their event to ensure duplicates are avoided.
- 5.) Advertise and give shout outs to the organizations participating. Ask them to advertise this event as well.
- 6.) Depending on your budget, research renting large items/activities with your student activities office (dunk tanks, popcorn machines, inflatables).
- 7.) Start a cashbox or money bag so that brothers at the door can give change to attendees.

8.) Invite campus radio station to provide music, activities, and/or prizes.

During Event:

- 1.) Have brothers monitoring the door and taking admission money, distributing tickets, prizes, etc.
- 2.) Make sure all games are in attendance, have brothers prepared with back up ideas in case there are any no shows.

Post-Event:

- 1.) Brothers clean up space.
- 2.) Send thank you letters to all organizations that participated or contributed.
- 3.) Submit check of proceeds to IHQ.

Costs:

- 1.) Advertising (fliers, student newspaper, chalking).
- 2.) Raffle tickets to use for games (or print and cut them as a chapter)
- 3.) Anything rented (dunk tank, rides, etc.).
- 4.) Any food purchased (water bottles, hot dogs, popcorn, etc.).
- 5.) Any prizes to be given out.

Profits:

- 1.) Money collected from admissions.
- 2.) Any donations collected.
- 3.) Money from food sold.

Educational Programs (Events not trying to fundraise)

Sometimes your chapter may want to host educational programming that is not intended to be a fundraiser. The following are ideas to get you and your chapter started:

Panel Discussion

This type of event is very dynamic. It can revolve around a current event or historical topic. The purpose and intention is to get interested and invested parties in the same room together to learn from one another, by a panel sharing their insights in front of an audience. It is also a time where discussions and sharing thoughts, opinions, and experiences can take place. We advise that you invite topical experts and knowledgeable individuals to be the panelists and open the event to your campus. Feel free to invite faculty and staff dealing with this topic, leaders of relevant student organizations, or even representatives from off-campus groups (like local community leaders or police). It will be helpful to invite a wide array of individuals to participate in the panel to maximize the perspectives brought to the discussion. Feel free to have an experienced and well prepared brother act as the facilitator for the event.

Role of the facilitator. He can create and send out prompts to the panelists beforehand so they can adequately prepare. He should begin the event by thanking the audience for their attendance, introduce the speakers and their respective positions (why are they up there), and how the flow of the event will go. You may also wish to include an opportunity for the audience to ask questions to the panel. Audience questions can be submitted on notecards that they turn in, by taking turns asking via a microphone, or asking through the facilitator. Having participants submit questions via notecard helps filter potential abrasive questions/comments.

Things to remember:

- Reach out to the panel well-before the event.

- Ensure the brother acting as the facilitator has the ability to diffuse arguments. The purpose of this event is to host a civil discussion about the matter-at-hand, not yell at one another.

- Send follow-up “thank you” cards to the panelists for volunteering their time and knowledge.

Facilitated Film Discussion

This type of event can also be held to reflect a current event or historically relevant topic. You may choose to watch a single film in its entirety, or a compilation of clips that reference the same type of issue. After the audience watches the film or clips, your chapter should facilitate discussions on the topic (race, religion, sexism, sexual orientation/identity, mental health, etc.) in small groups. It is strongly advised that the facilitators watch the materials prior so they are better prepared. There should already be pre-made discussion prompts for the facilitators to follow along.

Here is a list of some generic facilitator questions, feel free to add more direct questions based on the movie/theme of the event:

- What was the plot of the movie?
- What were some major themes of the movie?
- How does prejudice and/or discrimination play a role in this film?
- Is this type of prejudice or discrimination still relevant today?
- How can we, as college students, try to end this type of prejudice?
- How can we end it in our community?
- How is this relevant to the purpose of Pi Lambda Phi?
- (Prompt – have the participants complete the statement) As a result of watching this movie, I will try to eliminate prejudice by...

Below is a list of films the Pi Lambda Phi International Headquarters Staff have identified by theme. Feel free to use any other films when appropriate and contact Devin Basile (devin.basile@pilambdaphi.org) to add it to this list!

Social Status/Socio Economic Status

The Blindside

The story of Michael Oher, a homeless and traumatized boy who became an All American football player and first round NFL draft pick with the help of a caring woman and her family.

Freedom Writers

A young teacher inspires her class of at-risk students to learn tolerance, apply themselves, and pursue education beyond high school.

Hardball

An aimless young man who is scalping tickets, gambling and drinking, agrees to coach a Little League team from the Cabrini Green housing project in Chicago as a condition of getting a loan from a friend.

Revenge of the Nerds

At a big campus, a group of bullied outcasts and misfits resolve to fight back for their peace and self-respect.

Titanic

A seventeen-year-old aristocrat, expecting to be married to a rich claimant by her mother, falls in love with a kind but poor artist aboard the luxurious, ill-fated R.M.S. Titanic.

Race/Genocide

12 Years a Slave

In the antebellum United States, Solomon Northup, a free black man from upstate New York, is abducted and sold into slavery.

[42](#)

The story of Jackie Robinson from his signing with the Brooklyn Dodgers organization in 1945 to his historic 1947 rookie season when he broke the color barrier in Major League Baseball.

[American History X](#)

A former neo-Nazi skinhead tries to prevent his younger brother from going down the same wrong path that he did.

[Crash](#)

Los Angeles citizens with vastly separate lives collide in interweaving stories of race, loss and redemption.

[Django Unchained](#)

With the help of a German bounty hunter, a freed slave sets out to rescue his wife from a brutal Mississippi plantation owner.

[Driving Miss Daisy](#)

An old Jewish woman and her African-American chauffeur in the American South have a relationship that grows and improves over the years.

[The Express](#)

A drama based on the life of college football hero Ernie Davis, the first African-American to win the Heisman Trophy. Schwartzwalder recruits Davis with the help of All-American running back, Jim Brown. The civil rights movement is gaining steam; Davis experiences prejudice on campus, in town, and on the field, sometimes from teammates.

[Guess Who](#)

A sarcastic father (Mac) has plenty to say about his daughter wanting to marry a white boy (Kutcher).

[Guess Who's Coming to Dinner](#)

Matt and Christina Drayton are a couple whose attitudes are challenged when their daughter brings home a fiancé who is black.

[Hotel Rwanda](#)

The true story of Paul Rusesabagina, a hotel manager who housed over a thousand Tutsi refugees during their struggle against the Hutu militia in Rwanda.

[Mississippi Burning](#)

Two FBI agents with wildly different styles arrive in Mississippi to investigate the disappearance of some civil rights activists.

[Monster's Ball](#)

After a family tragedy, a racist prison guard reexamines his attitudes while falling in love

with the African American wife of the last prisoner he executed.

[Remember the Titans](#)

The true story of a newly appointed African-American coach and his high school team on their first season as a racially integrated unit.

[The Long Walk Home](#)

Two women, black and white, in 1955 Montgomery Alabama, must decide what they are going to do in response to the famous bus boycott lead by Martin Luther King.

[To Kill a Mockingbird](#)

Atticus Finch, a lawyer in the Depression-era South, defends a black man against an undeserved rape charge, and his kids against prejudice.

Religious Intolerance

[The Diary of Anne Frank](#)

Based on the diary of a teenage girl in hiding in Nazi-occupied Amsterdam.

[Saved!](#)

When a girl attending a Christian high school becomes pregnant, she finds herself ostracized and demonized, as all of her former friends turn on her.

[Schindler's List](#)

In Poland during World War II, Oskar Schindler gradually becomes concerned for his Jewish workforce after witnessing their persecution by the Nazis.

Gender Roles

[A League of Their Own](#)

Two sisters join the first female professional baseball league and struggle to help it succeed amidst their own growing rivalry.

[G.I. Jane](#)

A female Senator succeeds in enrolling a woman into Combined Reconnaissance Team training where everyone expects her to fail.

[Mr. Mom](#)

After he's laid off, a husband and wife switch roles with her returning to the work force and he becoming a stay at home dad, a role to which he doesn't have a clue.

Sexuality/Sexual Orientation/Sexual Identity

[The Birdcage](#)

A gay cabaret owner and his drag queen companion agree to put up a false straight front so that their son can introduce them to his fiancée's right-wing moralistic parents.

[I Now Pronounce You Chuck and Larry](#) (Pilam Alum – Kevin James!)

Two straight, single Brooklyn firefighters pretend to be a gay couple in order to receive domestic partner benefits.

[Milk](#)

The story of Harvey Milk, and his struggles as an American gay activist who fought for gay rights and became California's first openly gay elected official.

[Rent](#)

This is the film version of the Pulitzer and Tony Award winning musical about Bohemians in the East Village of New York City struggling with life, love and AIDS, and the impacts they have on America.

[Rocky Horror Picture Show](#)

A newly engaged couple have a breakdown in an isolated area and must pay a call to the bizarre residence of Dr. Frank-N-Furter.

[Mental Disability/Mental Illness](#)

[Girl, Interrupted](#)

Based on writer Susanna Kaysen's account of her 18-month stay at a mental hospital in the 1960s.

[I am Sam](#)

A mentally retarded man fights for custody of his 7-year-old daughter, and in the process teaches his cold-hearted lawyer the value of love and family.

[The Perks of Being a Wallflower](#)

An introvert freshman is taken under the wings of two seniors who welcome him to the real world.

[Radio](#)

The story of a high school coach and the developmentally challenged man whom he took under his wing.

[Silver Linings Playbook](#)

After a stint in a mental institution, former teacher Pat Solitano moves back in with his parents and tries to reconcile with his ex-wife. Things get more challenging when Pat meets Tiffany, a mysterious girl with problems of her own.

These suggestions and more can be found [here](#).

Things to remember:

- Watch the content prior to the event to ensure it is the right source to have a discussion.
- Check with your institution's campus activities office and see what types of permissions/permits you may need to show a film on campus. Let them know it will be an educational program.

- Try to fundraise through selling snacks and drinks, maybe even raffle off a “VIP” recliner you put in the first row during the event.
- Advertise appropriately and be clear about audiences staying for the entirety of the event (including the reflection and discussion)
- Start the event by giving a brief summary of what the audience can expect to see, what key themes or scenes they should look out for and that there will be a facilitated small-group discussion afterwards

Host/Co-Sponsor a “Culture Night”

This is an event that your chapter can host individually or by working with your campus’ Diversity and/or Study Abroad Offices. The idea of a “culture night” is to help students demonstrate pride in and share elements of their respective cultures. There are a number of ways they can do this such as by cooking a traditional dish of that culture, playing music or an instrument from that culture, dancing, singing, or displaying another form of art. The purpose of the event will be encouraging attendees to experience a wide range of cultures that are represented in the student body, but may not be very pronounced otherwise. It is an opportunity to learn about the backgrounds of your peers and demonstrate Pi Lambda Phi’s commitment to bringing people together to discuss, learn about, and celebrate their differences. This event could also be open to the surrounding community as a way to engage families and children so they can learn about the diversity on campus as well.

Things to remember:

- Some institutions have agreements and contracts with their campus dining services so check and see if participants preparing their own food is a possibility for this event.
- Ask any participants bringing food to have a list of ingredients so attendees with food allergies will know if the food is safe for them to eat.
- If participants will be playing music or dancing, try to have a stage and speakers available for their performances.
- Invite faculty, staff, and administrators to the event so they can experience different cultures as well. While they all may not attend, the invitation will be remembered in the future.
- Have participants register prior to the event so you have an anticipated agenda of how you expect the night to go and you know how to adequately prepare the room.
- Expect a fluid-type of attendance, some people may stop in for a few minutes, others may stay to whole time to watch all of the performances.

Co-sponsor an event with a cultural organization

Co-sponsoring events is an easy way for you to collaborate with other organizations on campus. Your chapter can offer to supplement the cost(s) of an event and/or help staff the event. This will not only help create a positive relationship with other students and organizations on campus, but your brothers may benefit and learn from the cultural event or by socializing with the organization’s members.

Things to remember:

- Follow commitments. When working with another entity there is an assumed level of trust. Adhere to deadlines, do your fair share of the prep-work, and leave a positive impression on the other organization so they may be more willing to work with you again. The impression you leave may impact future PNM's decisions to check out your chapter.

Off-Campus Speakers

Pay for, or co-sponsor, an off-campus diversity speaker. Similar to the panel discussion, this type of event utilizes the expertise of typically one person via a lecture followed by a question and answer session. Depending on the topic he or she is speaking about, try to contact an appropriate academic department on campus. They may be willing to help pay for part of the costs (travel, food, lodging) to bring the speaker to campus since it is pertinent to their field. They may also be inclined to offer extra credit to their students for attending your program (guaranteed attendance is great). The speaker may be willing to also visit and guest lecture at some classes during the day which would need to be approved by the department and faculty.

Attend a Worship Service of a Religion You Do Not Identify With

This is intended to be an experiential program. Sometimes for us, or our audience, to learn best, we must be fully immersed in an environment or experience. Attending a worship service of a religion you are unfamiliar with can broaden your perspective on the religion, those who follow it, and about different cultures. Discussions after attendance are valuable. It is not necessarily appropriate to ask participants to “compare and contrast to a service you typically attend”, but rather:

- “What are some common values or themes present in each religion?” or “How were they demonstrated?”

Things to remember:

- It is important to be respectful at all times in places of worship.
- Take the rituals and traditions seriously during the service, they are founded on a great deal of history.
- Do research beforehand. Some services are conducted solely in their native language. Also, you want to have a general understanding of what may be happening. As a visitor, you may not be expected or allowed to participate in certain rituals.
- Contact the leader of the respective place of worship, and let him/her know your interest in learning more and to seek their approval of you attending. Ideally, work through a brother or fellow friend who is a member of that religious place of worship.
- The anticipated learning outcomes may not occur if you and the attendees do not understand what is being said.

Service Learning

Find organizations in your community (or a nearby large city) that run service programs for those in need. Many people learn best by doing or experiencing instead of just discussing a topic. Volunteering is also an easy way to give back to your community, demonstrate the values of Fraternity, and it can be a truly humbling experience. This will take some coordination if there are sites further than walking distance from campus so you may want to try to coordinate with an office that deals with community outreach or support.

Places/people you can volunteer with:

- Retirement Communities
- Shelters for women and children
- Shelters for the homeless
- At-risk youth
- Culture Centers
- Alternative Spring Break Trips
- Rehabilitation Centers
- Clean up/recycle your community's streets

March Out Prejudice

This event is intended to be similar to a "Take Back the Night" walk. Although their aim is to help survivors of, and bring awareness to, domestic violence in all forms, we would aim our efforts in bringing awareness to the prejudicial experiences the participants have experienced or observed. Planning this event would include: advertising an appropriate way so people know this will be taken seriously, reaching out to other student organizations, especially those with a diversity focus, reserving a space on campus for a follow up discussion. Students can be invited to share their own stories or experiences in relation to prejudice and/or you can bring a guest speaker to provide a keynote address. The purpose of this enough is to bring together students who have experienced prejudice in addition to those who are advocates for change. This type of event can spur very powerful discussions and can start campus-wide change.

Things to remember:

- Be flexible with scheduling in case rain occurs
- Encourage participants to bring signs or banners with messages of hope
- Invite faculty and staff to participate
- This event can work for any student population. There are many inaccurate stereotypes so make sure to reach out to as many populations and student groups as possible
- Make sure to end the march at a student union or academic building where the discussion can take place. Reflection is one of the most important pieces of experiential learning for students.

EOPSpeaks

This event is similar to the popular “TedTalks” or TedxTalks” series. Participants are given a predetermined period of time to convey a message on stage (no longer than 15 minutes per person). These messages should be advocating for the elimination of prejudice on campus and society. Students may share experiences, observations, or even insights. How they use their time is up to them. Typically, there are not question and answers at the end of the talks or speeches. Planning for this event would include reserving a room on campus with AV capabilities (some participants may wish to accompany their talk with a slideshow presentation), and advertising. Once again, the aim of this event is to get students together who are advocates for social change on campus and society based on the issues of prejudice.