

THINGS TO DO

Community Service

Currently Do It	Will Do It	Done...	
Multiple Sclerosis Society & Habitat for Humanity Projects:			
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter conducts at least one fundraising project (major or minor for MS or work project for HFH) each year.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter annually conducts at least one major fundraiser (Miracle Mile, Great Pumpkin Insurance, etc.) for MS and/or participates in a work project for HFH.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter conducts at least one major MS fundraiser or HFH work project, <u>and</u> contributes time and/or funds to other campus or community service project or agency.
Local Area Projects:			
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter devotes time to at least one campus or community service program or agency each academic term.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter provides manpower and other assistance (in addition to or in lieu of monetary donations) to various community agencies.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Individual members are encouraged to participate in at least one campus or community service program or agency outside of the chapter.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter invites local community leaders to dinner prior to or following a service event for their organization or agency.

Focus on the Details

Besides providing the substance of our Fraternity motto, "Junti Juvant", community service is an area with unlimited potential! Every action, no matter how small, speaks volume about your organization, and outweighs a myriad of negative stereotypes. The best way to ensure that the chapter maximizes a positive image with the community at large is to engage in well-organized and continuous service and philanthropy.

Since 1974, when Theta Xi adopted MS as its national service, Theta Xi chapters have raised more than \$500,000 to fight the number one neurological disease of young adults in the United States. Certain chapters have found a great deal of success conducting specific projects, such as:

MIRACLE MILE: The goal is to collect one mile of quarters (usually on double-sided tape in a prominent location, such as a shopping mall or the campus student union).

TRIATHALON: Running, cycling, and swimming events.

GREAT PUMPKIN INSURANCE: Sell "insurance policies" on pumpkins, guaranteeing labor to clean up Halloween pranks.

MISCELLANEOUS EVENTS: Aluminum can collection, "road-block" (members hold collection cans on corners of a busy intersection), car wash, bed race, dance-a-thon, etc.

Some of the above events require a great deal of pre-planning and preparation, while others are relatively easy to organize. Every chapter should conduct at least one major fundraiser for MS. If a major event is not feasible, the chapter should conduct some event, no matter how small. Ideally, the chapter should contribute at least 150 man-hours and \$1,000 to MS each year.

The objective of Habitat for Humanity International, an alternative National Service Project adopted at the 127th Anniversary Convention in Tarpon Springs, Florida in 1991, is to eliminate poverty housing and homelessness. Houses are built or renovated using as much volunteer labor and donated materials as possible. Your chapter may become involved in the actual construction effort, donating its most valuable commodity – manpower. Ideally, the chapter should provide 150 man-hours of service to Habitat for Humanity. For more information, contact Fraternity Headquarters.

Also, as stated in following sections, the chapter should conduct at least one campus or community service project aside from MS or Habitat for Humanity, as well as participate in service projects hosted by other student and Greek-letter organizations.

THINGS TO DO

Currently Do It	Will Do It	Done...	Campus Relations
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter officers meet with campus administrators at least once each term.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Whenever the chapter plans an activity, it contacts the campus administration to see that proper university procedures and guidelines are followed.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter involves members of the campus administration in its philanthropy and service projects and/or other special chapter events, such as house dedications or alumni receptions.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter involves members of the administration as guest speakers in its membership education program.
Chapter completes some of the following projects:			
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Invite the college/university president to a formal dinner
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sponsor an award for administrators displaying outstanding service
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Involve administrators as guest speakers at chapter-sponsored campus events
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Send a card or letter of congratulations/appreciation to new administrators hired by the university, or old administrators who are retire or moving on to a new job
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Have faculty members or administrators to dinner
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Have members serve on campus committees with faculty and administration
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Have members serve as tour guides for the campus

Focus on the Details

The best way to ensure positive relations with the campus administration is to maintain open ties of communication. Chapter officers should meet with campus administrators at least once at the beginning of each term to provide phone numbers for chapter contacts, share its goals for the semester, and give administrators an opportunity to meet the chapter leadership. Whenever the chapter plans to sponsor or host an activity, it should inform the administration and see that proper university procedures and guidelines are followed. Involve members of the administration in philanthropy and community service projects. Invite administrators to other special chapter events, such as house dedications and alumni receptions. Whenever possible, administrators should be included as guest speakers in the chapter's membership education program. Should an incident occur which requires the intervention of the campus administration, cooperate fully and respond promptly and professionally. The administration is likely to be more cooperative with a group with which it has a positive, working relationship.

THINGS TO DO

Currently Do It	Will Do It	Done...	Campus Involvement
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter encourages members to participate in at least one extracurricular activity.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	At least 5 percent of the chapter membership holds leadership positions in campus organizations.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter has members in academic and Greek (Order of Omega) honorary societies and maintains a high level of academic standards.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter members are well dressed and well groomed and display exemplary conduct in public.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	The chapter sponsors activities (such as those listed at right in <i>Focus on the Details</i>) aimed at promoting a positive campus relation at least each semester.

Focus on the Details

A well-rounded public relations program covers all the "publics" with which the chapter comes into contact. The public, which most directly effects and interacts with the chapter, is the campus community. It is especially important that this public have the best possible opinion of the Fraternity. Following are activities, which can foster positive campus relations:

- Sponsor a university blood drive.
- Send congratulatory letters to faculty and administrators who have been recognized for outstanding work.
- Donate books to the campus library.
- Develop a Greek tutor program.
- Become actively involved in the campus-recycling program.

Again, the potential is unlimited; but there are other ways in which the chapter can promote positive campus relations:

At least 5 percent of the chapter holds office in campus organizations.
 Members serve in the student government.
 Chapter actively participates in Homecoming and other campus events.
 Chapter GPA exceeds the All-Fraternity and All-Male averages.
 Chapter members belong to academic honor societies.
 Chapter members are well-dressed and well-groomed.

If the chapter lacks the qualities above, relations with the university can deteriorate. And, even if the chapter has an active public relations program, negative chapter activities such as drug use, hazing or excessive rowdiness can nullify every positive step taken.

THINGS TO DO

Currently Do It	Will Do It	Done...	Intramurals
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter participates in all events in which an IFC or Greek division has been established.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter fields a team for at least a majority of all intramural events offered by the university/college.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	At least 80 percent of the chapter membership participates in at least one intramural sport each academic term.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Members not participating in an event attend to cheer on the Fraternity team, and the chapter has developed special team jerseys or T-shirts.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter placed first of fraternities in at least one major intramural event (volleyball, football, softball, etc.)

Focus on the Details

As stated in the Purpose of Theta Xi, the Fraternity strives to assist each member develop "habits that lead to better mental and physical health." To this end, the chapter should encourage its membership to participate in as many intramural sports as possible. Not only does participation in intramurals assist in developing members' physical health, but in promoting the Fraternity and improving the chapter image on campus. At the very least, the chapter should be represented in every intramural activity in which an IFC or Greek division has been established. Ideally, the chapter would display 100 percent participation in campus events, with at least 80 percent of its chapter membership participating in at least one sport during each academic term. Members not participating in a certain event should attend activities to cheer on the Fraternity team. The chapter should develop special Fraternity team jerseys or T-shirts to promote team spirit and advertise Theta Xi on campus.

THINGS TO DO

Currently Do It	Will Do It	Done...	Promoting Your Fraternity
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter sponsors events for the campus community, such as service events, and appreciation days in order to be a visible force on campus.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter maintains regular communications with the campus Greek advisor, faculty, and administration.

Focus on the Details

There are many ways to promote Theta Xi Fraternity on your campus. The most visible and important way is through your personal actions. The eyes of the university, the students and the media are constantly upon us. Exemplary behavior, particularly in public, is essential. Your actions not only reflect upon your chapter, but the Fraternity and the Greek system as a whole.

It is not only important for you, individually, to display exemplary conduct; you also must confront those acting against the interest of the Fraternity. In particular, you should confront members who haze, are sexually or racially abusive, have drug or alcohol problems, and do your best to change or control their behavior. If an incident should occur which could threaten the reputation or survival of the chapter, act quickly, decisively and professionally. Above all else, don't lie! The repercussions from lying about an incident can be much more devastating than the incident itself.

Be on good terms with the campus faculty, administration and Greek advisor, as well as the local community. Avoid participating in activities that might strain relations, while actively participating in activities, such as philanthropies and community service projects, which promote positive public relations.

THINGS TO DO

Faculty

Currently Do It	Will Do It	Done...
<input type="radio"/>	<input type="radio"/>	<input type="radio"/> Chapter invites faculty members to dinner at least monthly.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/> Chapter involves faculty members as guest speakers for its membership education program.
Chapter completes some of the following projects:		
<input type="radio"/>	<input type="radio"/>	<input type="radio"/> Hold monthly faculty dinner nights.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/> Talk with professors about their views on your chapter.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/> Ask professors to aid in judging Fraternity-sponsored events.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/> Volunteer to collect data for a university or department project.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/> Sponsor a faculty appreciation day.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/> Sponsor an event for faculty children (Easter egg hunt, etc.).
<input type="radio"/>	<input type="radio"/>	<input type="radio"/> Sponsor an all-university, outstanding professor contest.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/> Sponsor an award for faculty members contributing outstanding service to student organizations.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/> Obtain a faculty advisor who is a non-member and if a male, initiate him if he is not a member of another general fraternity.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/> Serenade and/or send flowers to a female faculty member who has been helpful to the chapter.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/> Invite faculty members to chapter events (Homecoming, alumni receptions, etc.).
<input type="radio"/>	<input type="radio"/>	<input type="radio"/> Invite faculty members to participate in chapter philanthropic/service projects.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/> Start a faculty library; ask for autographed copies of published books written by faculty members.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/> Encourage the IFC to have prominent faculty members attend IFC meetings and share the feelings and sentiments of faculty regarding fraternities.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/> Develop a faculty big brother program.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/> Acknowledge faculty birthdays with a card or other tribute.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/> Have a "point/counterpoint" article in your chapter newsletter; have two professors give differing viewpoints on a campus or national issue.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/> Organize a "Faculty Breakfast Club" where faculty and Brothers get together informally over breakfast.

Focus on the Details

Next to students, faculty members are the people with whom chapter members will come into the most frequent personal contact. Therefore, it is important that when a professor sees Theta Xi letters in the classroom, the image, which comes to mind, is one of a student with an appreciation for good scholarship and above-average grades. There are many ways, in addition to attending class and obtaining above-average grades, in which the chapter may improve, its relationship with the faculty (see ideas at left).

In addition to any number of activities such as those listed to the left, the chapter should involve faculty members as guest-speakers in its membership education program. Also, male faculty members who have been particularly involved with the chapter can be offered Honorary Alumni Initiate status (assuming, of course, they are not members of another general fraternity).

THINGS TO DO

Currently Do It	Will Do It	Done...	Other Greeks
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter actively participates in other Greek organizations' philanthropy/service events, as well as any seminars/workshops hosted by other Greeks.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter participates in every major inter-Greek activity, from Greek Week to intramural sports.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter hosts a joint sorority and/or fraternity social event (in accordance with risk management policy provisions) at least once each academic term.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter hosts a joint philanthropy/service event with other Greeks at least once a year.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	At sorority/fraternity mixers, chapter members do not drink excessively if alcohol is permitted, and always show proper respect for women and men attending the event.

Focus on the Details

A healthy rivalry between fraternities on the basketball court or football field is one thing; fights and willful acts of vandalism resulting in property damage or personal injury are quite another. In-fighting damages the system's overall reputation and produces the kind of negative images Greek-letter organizations have been attempting to eliminate. When the reputation of the system suffers, each member of the system suffers as it becomes increasingly difficult to win over the skeptical prospect. Thus, when Greek system leaders speak of "Greek Unity," it is in the best interest of each member to lend an attentive ear.

One of the best ways to increase the success of your chapter's endeavors is to help other Greeks achieve success in theirs. Actively participate in other Greek organizations' service and philanthropy projects/fundraisers. Participate in workshops, presentations or other events sponsored by other Greek organizations. Wear your letters to show that Theta Xi supports their efforts. Further, send them a letter of support.

The chapter should participate in every major inter-fraternity activity, such as Greek Week, Greek Sing, Homecoming and intramural sports.

Another way to promote positive relations between members of the Greek system is to jointly host social (in accordance with risk management policy provisions) or philanthropy/service projects or events. Conducting a joint philanthropy event with two fraternities and two sororities for example, not only gets the involved organizations working together, but increases overall productivity through greater manpower and resources.

When attending mixers with sororities and other fraternities, it is essential that each member be on his best behavior. If alcohol is permitted at the event, members should not drink excessively. If a member acts inappropriately, another member must make a point to address it with him discreetly. Proper respect for women and hospitable relations with other Fraternity men attending the event are a must. Each member must be his brother's keeper; one incident involving one member can ruin the reputation of the whole chapter.

THINGS TO DO

Currently Do It	Will Do It	Done...	Interfraternity Council
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter attends all IFC meetings, represented by its chapter president, vice president, or another member as stipulated by the IFC constitution.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter has at least one member service the IFC as an executive board member, chairman, or committee member.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter is prompt in providing necessary information to the IFC, such as membership records and academic standings.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter follows all IFC policies and regulations.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter pays IFC dues on time and in full.

Focus on the Details

It is important that every Theta Xi chapter not only strive to be a positive contributor to the Greek system, but a leader in Greek affairs. Every chapter should have at least one member serving on the Interfraternity Council, either on the executive committee or as a chairman or committee member. Being a leader requires that the chapter not just react to change, but initiate it. At the very least, an official delegate must represent the chapter at IFC meetings, which should be the chapter president or vice president, unless the IFC constitution stipulates otherwise. The chapter should be quick to initiate and participate in Interfraternity endeavors, such as an IFC-sponsored service project or social event. Additionally, the chapter should work to keep the IFC an education and service-oriented, rather than regulative and judicially-oriented, body.

The chapter should be prompt in providing necessary information to the IFC, such as members' academic standings and membership reports. IFC dues, just as any other financial obligation, should be paid promptly and completely. The chapter must comply with all IFC and campus policies. Chapter officers should maintain regular lines of communication with the Greek Affairs advisor or IFC director, as well.

THINGS TO DO

Other Students

Currently Do It	Will Do It	Done...	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter members treat all non-Greek students with respect, even those with a hostile attitude towards Greeks.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter helps non-Greek student organizations by offering resources such as manpower or meeting space.
Chapter completes some of the following projects:			
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Provide students with a calendar or desk blotter with Greek information on it.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Encourage student groups to meet in your chapter house.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Assist with residence hall move-in during the first week of school.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Set up a campus orientation booth.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Provide care packages to students during finals (request forms are sent to parents).
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Invite residence hall leaders to dinner at the chapter house.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sponsor a scholarship for a needy student.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Donate/plant a tree on campus.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Print flyers and create a banner displaying Theta Xi's support for the sports team.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Host a reception for students on Dean's List.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Print an insert promoting the Greek system in the newspaper.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sponsor international students.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sponsor an activity promoting positive Greek/independent relations.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sponsor/host a "press party" for campus editors and reporters.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Invite the student body president and/or other campus student officers to dinner and share their views on current campus issues.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sponsor an all-university scholarship for a foreign student.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sponsor an all-university athletic competition or tournament.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sponsor a weekly chapter "letter day," when all members wear their Greek letters.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sponsor an annual "Outstanding Student Athlete" award.

Focus on the Details

We must work to avoid developing an adversarial relationship between members of the Greek system and independent students. You should remember, however, that every non-member is a potential member and should be regarded as such. Even those with a hostile attitude toward Greeks should be treated with respect; members should not engage in shouting wars or petty arguments with such individuals.

There are many ways in which the chapter can help make the Greek/independent relationship a harmonious one. Just as the chapter should help other Greeks by participating in their service projects and such, the chapter should lend its assistance to other student organizations, as well.

Possible public relations projects are listed to the left.

Of course, the best way to foster positive Greek/independent relations is to treat all non-Greek students with respect and to display exemplary conduct at all times.

THINGS TO DO

Neighbors

Currently Do It	Will Do It	Done...	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter officers visit neighbors at least once each term and offer phone numbers for chapter contacts.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter offers assistance to neighbors – particularly elderly neighbors – and/or is involved in a neighborhood watch program.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter sponsors a “Neighborhood Week” at least once a year and sends holiday cards to neighbors.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Neighbors are given plenty of advance notice of chapter social events. If complaints do occur, the chapter responds respectfully and promptly.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter grounds are neatly maintained; litter is removed daily, including any, which drifts onto neighboring property.

Focus on the Details

Too many chapters, it seems, underestimate the importance of good neighbor relations. It is particularly important for chapters with off-campus housing to maintain positive relations with neighbors, whether neighbors are other Greek houses, college students or community residents. Every action you take now to strain neighbor relations can come back to haunt you later (if, for example, the city decides to enact prohibitive zoning regulations for fraternities). On the other hand, benefits from positive neighbor relations can come back to help you later, too (if, for example, your chapter seeks new housing and neighborhood residents are willing to speak in your favor).

The first step towards positive neighbor relations is simply getting to know your neighbors. Chapter officers should visit neighborhood residents at least once each term, offering phone numbers for chapter contacts. If some residents are elderly, the chapter might offer to clear snow in the winter, maintain lawns in the summer and/or deliver groceries. The chapter might organize a “Neighborhood Week” when fraternities provide services to neighbors, such as raking leaves or washing cars. Invite neighbors to chapter events, such as fundraisers or service projects. Get involved in neighborhood organizations such as Crime Watch or Operation Identification. Send chapter holiday cards to neighbors. When neighbors do have a complaint, respond promptly and show them proper respect. When you know your neighbors on a personal level (by name), they are more likely to contact you first, rather than authorities, if problems occur.

When you host social events, be sure to contact your neighbors ahead of time and let them know the date and time of the event. Also, while the event is in progress, carefully monitor noise levels to prevent complaints before they occur. Parties should be shut down at a reasonable hour.

Chapter Grounds should be neatly maintained. Litter from the chapter should be collected daily -- especially litter which ends up on non-chapter property. Excess materials from chapter events (wood, wire from a Homecoming display, etc.) should be stowed away in a non-conspicuous place after the event is over.

THINGS TO DO

Parents

Currently Do It	Will Do It	Done...	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter sends letters or brochures to prospective rushees' parents outlining the benefits of joining a fraternity.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	"Big Brothers" send letters to their "Little Brother's" parents immediately after the Associate Member Ceremony.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Parents are invited to the Associate Member Ceremony, as well as other special events, such as Parent's Weekend, Homecoming, etc.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter has established a Mothers', Fathers', or Parents' Club.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter conducts at least one, and preferably two, parents events each school year.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Parents receive copies of the chapter newsletter, and/or are called upon as guest speakers.

Focus on the Details

Parents' perception of fraternities can be paramount in a prospective member's decision to join. Often, parents will object to their son joining a fraternity because of a pre-conceived notion they have as a result of newspaper stories they have read or the (hopefully) mythical images they have seen in films such as "Animal House." The chapter must do its best to address parents' concerns from the very start. For example, if your chapter sends rush letters or brochures to incoming freshmen, you might also send a special letter to rushees' parents, which outlines the benefits to parents should their son decide to join a fraternity, and Theta Xi in particular. Also, immediately upon the formal association of new members, each "Big Brother" should send a letter to his "Little Brother's" parents, introducing him to them and congratulating them on their son's decision to become a Theta Xi. Again, outline the benefits of fraternities important to parents: academic assistance, housing, "networking" through alumni, friendship, cost-effectiveness, etc. Once their son becomes a member, parents should be sent copies of the chapter newsletter so that they can see the chapter's progress and accomplishments and be reassured that they made the correct decision.

Parents of members and prospective associates should be invited to the Associate Member Ceremony. This provides an excellent opportunity for members to meet new members' families, and members' parents to meet new members' parents. It is especially important that each "Big Brother" meet his "Little Brother's" parents; he should be not only the liaison between the chapter and the new member, but between the chapter and the new member's parents.

The Chapter should invite parents to other special events as well, such as a specially-planned Parent's Weekend/Picnic, Mother's Day or Father's Day, Homecoming, pre-game parties, etc.

Parents' organizations such as a Mother's Club, Dad's Club or Parent's Club can strengthen parental ties, as well. Even when only loosely organized, parent's groups can provide much support to the chapter, such as sponsoring house improvement projects or special dinners. Parents also can be a resource for the Membership Education Committee as guest speakers. Most importantly, parents' organizations and events involve parents in the actual success and development of the chapter.

In special cases the chapter may wish to initiate a member's father as an honorary alumnus initiate (assuming, of course, he is not a member of another fraternity). For example, a new chapter, in need of alumni association members, may wish to initiate an involved father.

THINGS TO DO

Promoting Chapter Activities

Currently Do It	Will Do It	Done...	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter has appointed a public relations chairman or makes this apart of the secretary's duties.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	All chapter promotional efforts are performed and/or approved by the public relations chairman.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	The public relations chairman solicits information for advertisements and announcements from other committee chairmen and the chapter executive committee.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	PR Chairman utilizes press releases to promote upcoming events.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	PR Chairman promotes events in the "events" column of the paper.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter has written policies and procedures to follow in dealing with the press when an event occurs, especially for tragedies or other serious incidents.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter appoints a committee to assist the chairman in fulfilling the tasks and responsibilities listed above.

Focus on the Details

On a broad level, each Theta Xi member is a public relations chairman, since each must strive through word and deed to create a positive impression of the Fraternity. But a specific individual also should be appointed to coordinate the chapter's promotional efforts. The public relations (PR) chairman's duties include:

- Chair the PR committee, creating and implementing programming which promotes a favorable reputation for the chapter and the Fraternity.
- Take the lead in promoting chapter standards.
- Heighten awareness that each member's actions affect the chapter's image.
- Improve Fraternity relations on the chapter, regional and national level.
- Maintain a positive image with the campus, Fraternity, other Greeks, community, guests, and the general public.

He and his committee should be responsible for, but not limited to:

- Keeping a "pulse" on public opinion on the chapter.
- Work with the judicial board in creating written chapter behavioral standards.
- Maintain PR records (information on and evaluations of past events; reference materials; special contacts – phone numbers of media, local and national MS representatives, etc.; copies of news releases, articles and ads.
- Assist all committees in their PR efforts (e.g. preparing advertising for recruitment and social events, preparing news releases and securing media coverage for philanthropies, etc.).

Your chapter can also utilize various types of media for promotion, including, word-of-mouth, newspaper, radio and television, traditional promotion (posters, flyers, hand bills, etc.), unconventional publicity ideas (buttons, skirts, bumper stickers, balloons, etc.).

Most newspapers have an "events" column in which you can advertise events for free. Also, your chapter can utilize press releases for special events. Four key guidelines must be followed when issuing press releases:

1. **Identification:** The chapter letterhead, complete with address and phone number should be included in the upper left-hand corner of the page.
2. **Timing:** The editor must know when to publish the release. The time, day, date and year should appear in capital letters below the last line of the letterhead. If you want it published immediately upon receipt, write "FOR IMMEDIATE RELEASE."
3. **Headline:** A brief, one-line summary of the release should appear just above the body of the copy.
4. **Copy/Body:** should be straight news style with a short, informational lead sentence in the first paragraph, which includes: "Who, what, when, where and why." Information should be presented in order from the most important to the least important. Copy should be double-spaced and, at the end of each page that precedes another page, the word "more" in dashes (-more-) should be centered below the last line of copy. At the end of the press release, three pound symbols (# # #) should be centered below the last line of copy to indicate the end.

Public Service Announcements (PSA's) on the radio can be used to publicize community service events. A PSA cannot be used to sell anything or promote any profit-making enterprise, however. Copy for PSA's must be able to be read within 10, 20, 30 or 60 seconds. It should be sent to the radio station at least two days in advance of the date on which you want the announcement made. Stations decide when and if a PSA will be aired.

The chapter should establish written policies and procedures for dealing with the press if a tragedy or serious incident occurs. Guidelines are available from Fraternity Headquarters.

THINGS TO DO

Telephone Etiquette

Currently Do It	Will Do It	Done...
<input type="radio"/>	<input type="radio"/>	<input type="radio"/> Chapter includes phone etiquette in its membership education program, and has a standard greeting such as, "Theta Xi Fraternity, so-and-so speaking. How may I help you?"
<input type="radio"/>	<input type="radio"/>	<input type="radio"/> Associate members and initiated members are given equal phone duties and no special, extended phone greetings are required to be memorized/recited.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/> Chapter has a phone-duty policy whereby the phone is answered within the first three rings.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/> Chapter has installed an in/out/message board and accurate messages are taken when members are out or unavailable.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/> Members' names are not yelled throughout the house when they receive a phone call.

Focus on the Details

Many chapters underestimate the importance of proper telephone etiquette. How your members answer the phone can effect others' perception of your chapter as powerfully as personal actions. Members should keep in mind that anyone -- a parent, university administrator, alumnus, sorority officer, etc. -- could be on the other end of the line. Like any good business, a Fraternity should answer incoming calls professionally and courteously. Merely answering the chapter phone with: "Hello," "Yeah," or "Yo!" is inappropriate. You are answering the phone on behalf of the chapter and should thus identify the organization. Appropriate responses include, "Theta Xi Fraternity, (your name) speaking. How may I help you?" or "Good afternoon, Theta Xi Fraternity." **Chapters must not require associate members to answer all phone calls and/or memorize/recite long, silly telephone greetings. First, it is annoying to the caller, but more importantly, it is hazing.**

It is suggested that the chapter have a phone-duty system so that the phone is answered promptly (within the first 3 rings). Every member should be assigned a certain day or shift during which it is his responsibility to answer the chapter telephone. Generally speaking, if no one is specifically assigned to answer the phone, it will ring continuously until the first person to get fed up answers it. Chapters in larger houses should install an intercom system or have a central switchboard to transfer calls to individual rooms. When searching for a member, do not yell his name throughout the chapter house. If he isn't in the immediate vicinity, quietly check his room and the commons areas or take a message. To help those on phone duty, the chapter should install an in/out/message board. Accurate messages should always be taken when members are out or unavailable.