

# WEEK OF SERVICE 2024 EVENT HOW-TO GUIDE

## Contents

- 6th Annual Week of Service Updates
- Week of Service Overview
- Ronald McDonald House Charities®
- Event Registration
- 6th Annual Week of Service Signature Event
- Event Ideas
- Fundraising Event Planning
- CrowdChange
- Event Tips
- Contact Information
- Things to Remember

## 6th Annual Week of Service Updates

We are excited to celebrate our 6th Annual Week of Service this year! It has been a joy to watch our sisters continuously give back to their local communities during this dedicated time each year. Look at our impact over the last four years:

Since 2019, we have had:

- 500 events hosted
- 66 Alumnae Associations and 13 Collegiate Chapters host events
- More than 1,600 participants
- 2,500+ hours served
- 32 states and provinces with registered events, plus 52 international/virtual events

In celebration of this milestone and the 45th anniversary of our partnership with Ronald McDonald House Charities, we created a signature service project that can support your local Ronald McDonald House®. We encourage every Alumnae Association and Chapter to use this signature event- add it as an extra event or add it onto an event you are already hosting. Check out the Signature Event section below to find more information!

There is a registration page on our public website for participants to register for your event. This should be easier for our members, help you receive more accurate headcounts, and allow non-members to register if they are participating.

## Week of Service Overview

In the spirit of service, our Alumnae Relations Director team announced Alpha Delta Pi's inaugural Week of Service in 2019. In celebration of our 40th anniversary of partnership with the Ronald McDonald House Charities, we

launched this program to invite ADPi sisters to gather to give back during this timeframe.

Imagine the incredible spirit of seeing sisters across the country and around the world gathering to serve their communities. Whether it is service at RMHC®, a local food bank, or countless other opportunities, sisters working together create a wave of positive momentum. Alumnae Associations and Chapters are invited to organize an activity in their area and promote it globally using #ADPiWeekofService.

This year we are asking each Alumnae Association to host an event – every single Association! We know many of you have already started planning, and we are thrilled with how you have embraced Week of Service as part of your annual activities. We can't wait to hear your plans and to see what you accomplish this year!

We are again offering Alumnae Associations and Chapters the first opportunity to sign up to host an event. This is a wonderful opportunity to include your association members, non-member alumnae (be sure to reach out to all ADPis in your area), ADPi parents, and your families, too. Please [click here](#) to sign up and learn more.

## Ronald McDonald House Charities

### HISTORY OF OUR PARTNERSHIP

It all began in 1977, two years before Ronald McDonald House, later Ronald McDonald House Charities (RMHC), was officially selected as the philanthropic partner for Alpha Delta Pi. Grand President Ginny Rosenberg Stafford, Alpha Beta—Iowa, asked Joanne Henthorne Kirlin, Delta Delta—Arkansas, to serve as the National Service Project Chairman. Her mission was to select one charitable organization to benefit from the philanthropic efforts of our Chapters and Alumnae Associations.

Joanne did extensive research at her local library into different philanthropies but did not come across RMHC. She later learned they were known as Children's Oncology Services at the time. Joanne found another charity that she believed would be a good partner with ADPi and spoke with the organization several times over the next biennium. The organization planned to send representatives to the 1979 Grand Convention in Minneapolis where the partnership would be announced. They even sent more than 1,000 pink erasers stamped with their logo to Joanne, to be taken to the Convention.

About a week before the Convention, the unthinkable happened. Joanne learned that the organization she had selected had already partnered with another sorority and that they had announced their partnership at the other sorority's Convention. Absent an understanding to partner exclusively with each other, the partnership plans were canceled.

Joanne arrived at the Convention without a plan and without a charity to announce as our philanthropic partner. ADPi Executive Director Maryann Friend Gillespie, Alpha Kappa—Tennessee, Knoxville, had mentioned Ronald McDonald House and discovered that one of the hotel staff members was active with the Minneapolis house. The staff member referred Joanne to Bud Jones and Dr. Ed Baum at RMHC's headquarters in Chicago.

Bud, as it turned out, was a member of Sigma Nu from the University of Arkansas – the same campus where Joanne joined Alpha Delta Pi. They became fast friends, and so began the partnership between Alpha Delta Pi and Ronald McDonald House Charities.

### MILESTONES

On October 30th, we are celebrating the 45th anniversary of our partnership with RMHC. Let's take a look back at some of the incredible milestones we have reached during these 45 years!

#### 100th Ronald McDonald House

In 1986, Ronald McDonald House opened its 100th facility. Grand President Jane Fiedler Madio, Gamma Omicron—Susquehanna University, and National Service Project Chairman Emily Lusby Mackeebee, Alpha Kappa—Tennessee, Knoxville, gave a special presentation during the celebration near the Schneider Children's Hospital at

Long Island Jewish Medical Center in Long Island, New York.

### **First \$1,000,000**

By the 1987 Grand Convention, Alpha Delta Pi chapters and alumnae associations had raised more than \$1,000,000 for Ronald McDonald House Charities. McDonald's Corporation hosted a "Thanks a Million" luncheon during the Convention that year in Scottsdale, Arizona, to celebrate the milestone.

### **Chicago Marathon Team**

For the last ten years, Team ADPi has run as part of the Ronald McDonald House Charities team during the Chicago Marathon. Our runners have raised more than \$250,000 for RMHC global since 2013.

### **Annual Support**

During the 2022-2023 school year, our members volunteered more than 24,000 hours for RMHC and raised more than \$1,600,000 for local Ronald McDonald House Charities chapters throughout the U.S. and Canada.

### **Celebrating 45 Years and More Than \$20,000,000**

Looking back over our 45-year partnership with Ronald McDonald House Charities, Alpha Delta Pi has raised more than \$20,000,000 for local RMHC Chapters. Alpha Delta Pi is recognized as an Organizational Partner for our combined support of RMHC with our time, talent, and treasure. And in 2016, Sheila Musolino, past CEO of Ronald McDonald House Charities, joined Alpha Delta Pi as an Alumna Initiate.

## **RONALD MCDONALD HOUSE CHARITIES ENDOWMENT**

As part of the *We Believe* Campaign, Jan Foltz Larson, Alpha Eta—Kansas State, established the Ronald McDonald House Charities Endowment at the Alpha Delta Pi Foundation in 2014. This endowment creates a permanent bond between Alpha Delta Pi and RMHC, providing an opportunity for ADPi to support Ronald McDonald House worldwide, even in locations where there is not a local chapter or alumnae association to support it. This fund allows any Ronald McDonald House to apply directly for grants from the Alpha Delta Pi Foundation, allowing us to support for:

- Houses that do not have an ADPi chapter or alumnae association nearby supporting them •  
New houses being built
- Existing houses being renovated
- Family rooms that are being expanded and renovated

We are thrilled to share that we have reached \$1,000,000 in that endowment fund. Thanks to the efforts of our sisters in hosting additional philanthropy events and earmarking a portion of increased fundraising for existing philanthropy events for the endowment fund, we have surpassed our goal – but we continue to encourage gifts to the RMHC Endowment so that our support may continue to grow. Read about the most recent RMHC Endowment grant recipients [on the blog](#).

## **Event Registration**

Event registration is available to Alumnae Associations, Chapters, and all members of Alpha Delta Pi. It is key to register your event. We want all ADPi members to have the opportunity to participate, including sisters who may be visiting your area or can join virtually from across the globe. This will help from overlapping events and increase the number of sisters who can participate.

The individual who registers the event is considered the host. This should be the designated point-person responsible for event details, answering questions, organizing a committee for the event, etc. After Week of Service concludes, the registered host will receive a survey to collect information about the event.

**Action Item:** Register your event on the [Week of Service page](#) on Pride Online.

When registering you will need to provide: Name of Event, Event Description, Date, Time, and maximum number of participants (if applicable). If you are hosting a virtual event that has an event link, be prepared to provide the link so sisters can have easy access when they register for your event on the public-facing [Week of Service page](#)!

When registration opens to the general membership, encourage members to register for your event on the Week of Service page. As host, this will help you track participants and have access to their contact information. This year registration has been revamped and made easier for our members. When they access the [Week of Service page](#), they no longer need to sign into Pride Online. Any non-member can also use this page to register if they participate in your event.

## 6th Annual Week of Service Signature Event

In celebration of the 6th annual Week of Service and the 45th anniversary of our partnership with Ronald McDonald House Charities, we have created a signature service project that can support your local Ronald McDonald House. We partnered with RMHC global to see how we can support the local chapters and have the greatest impact. Kits was the immediate response! We would like to see every alumnae association include kits in one of their events or as a stand-alone event during the Week of Service. As a reminder, each local RMHC Chapter is unique in terms of size and needs, so please connect with them to inquire about any restrictions, kit quantities, etc.

Not sure where to start when building kits? The following page includes the most-in-demand items from RMHC Chapters year-round. You could get together for lunch or dinner and each member brings an item from the list. You could also have members drop off the items at a sister's house and then gather to put the bags together. There are a lot of options to mix sisterhood with this service event.

If you do not have a local house, we encourage you to support a RMHC Amazon Wishlist - you can choose a house near your home chapter or one of the chapters that have benefited from our RMHC Endowment Fund. You could also select a different non-profit to support with snack kits- such as a women's shelter, children's support center, etc. Alternative kit types are also included on the pages that follow.

## 6th Annual Week of Service

# *Signature* **EVENT**

**THE GOAL:** For every alumnae association to include kits as part of one of their events or as a stand-alone event during Week of Service 2024

**WHAT IS A KIT?** Also considered an on-the-go kit, these tend to be the highest priority items for local RMHC Chapters since they are beneficial for both Ronald McDonald House® program guests and RMHC Chapters that support families with outpatient procedures.

**BEFORE YOU PLAN, CONNECT:** Talk to the local RMHC® Chapter for whom you plan to make kits to determine their most-needed kit. Options include: Breakfast Kits, Sibling Kits, and the

most popular, Snack Kits.

### SNACK KIT EXAMPLE:

RMHC recommends including an **entrée, 1-2 sides, dessert, drink, and any necessary utensils**. Avoid major food allergens, like peanuts and tree nuts. Please connect with your local RMHC Chapter to inquire about any restrictions, quantities, etc. **Sturdy paper bags with handles** are preferred over paper bags without handles. Napkins or moist towelettes are helpful, and bring some **markers to write the contents and earliest item expiration date** on the outside of the bag.

PICK 1 ENTRÉE	PICK 1-2 SIDES	PICK 1 DESSERT	PICK 1 DRINK
<ul style="list-style-type: none"> <li>• Chef Boyardee Microwavable Cups</li> <li>• Easy Mac in Microwavable Bowl</li> <li>• Soups in Microwavable Container</li> <li>• Ramen Noodles in Microwavable Cups</li> <li>• Healthy Choice Fresh Mixers</li> <li>• Starkist Lunch To-Go Kits</li> </ul> 	<ul style="list-style-type: none"> <li>• Apple Sauce</li> <li>• Chips</li> <li>• Pretzels</li> <li>• Cheese &amp; Crackers (no peanut butter)</li> <li>• Granola Bars (no nuts or peanut butter)</li> <li>• Dried Fruit</li> <li>• Microwavable Popcorn • Instant Oatmeal Cups</li> </ul> 	<ul style="list-style-type: none"> <li>• Gummy Bears</li> <li>• Fruit Snacks</li> <li>• Individual Pudding Snacks</li> <li>• Granola Bars (no nuts or peanut butter)</li> <li>• Dried Fruit</li> </ul> 	<ul style="list-style-type: none"> <li>• Bottled Water</li> <li>• Juice Box</li> <li>• Individual Powdered Drink Mixes</li> <li>• Tea Bags</li> <li>• Hot Chocolate</li> </ul> 

### MIXING SISTERHOOD AND SERVICE: ASSEMBLING YOUR KITS

There are many options to mix sisterhood with this service event. Gather for lunch or dinner and have each member bring an item from the list. Or have members drop off items at one member's house and then get together to put the bags together. Be sure to include the quantity of each item you need when sharing the shopping list so you can provide as many complete kits as possible. Invite local collegiate chapters to join your event OR join theirs!

### ADDING A PERSONAL TOUCH

A personal touch is also encouraged - a handwritten card or positive message that is happy and hopeful. Because many families have different beliefs, please avoid religious messages.

**VIRTUAL OPTION:** Select an RMHC and coordinate an Amazon Wish List to be delivered.

## Kit Activations – Supporting RMHC Local Chapters

Kit Options	Recommended Items	Notes
<p><b>On-The-Go Kits</b></p>	<p>Chef Boyardee in Microwavable Bowl                      Individual Pudding Snacks                      Easy Mac in Microwavable Bowl                      Apple Sauce                      Chips                      Campbell’s Soups in Microwavable Container                      Cheese &amp; Crackers (No Peanut Butter)                      Healthy Choice Fresh Mixers                      Granola Bars (No Nuts or Peanut Butter)                      Ramen Noodles in Microwavable Cup                      Dried Fruit                      Microwavable Pop Corn                      Oatmeal                      Bottled Water                      Juice Boxes                      Dessert Item/Candy Bar (No Nuts or Peanut Butter)                      Individual Powdered Drink Mixes                      Tea Bags                      Napkins                      Hot Chocolate                      Wet Naps                      Plastic Utensils</p>	<p>Most in Need</p> <p>Beneficial for both the House program and for chapters that support outpatients as well</p> <p>Can vary, but think of a full, shelf-stable meal that can easily be eaten on the go in the hospital.</p> <p>Recommend including an entrée, drink, 1-2 sides, dessert, and drink.</p>
<p><b>Welcome Kits</b></p>	<p>Phone chargers compatible with multiple types of phones                      Insulated Coffee Tumbler                      Soft tissues (travel size)                      Hand lotion/hand sanitizer                      Lip balm                      Salty and sweet snacks                      Journals/Notepad with pen                      Cozy socks/slippers                      Tea/Cocoa</p>	

	Books with games/ activities Playing Cards Blankets Gum/Mints Stress Toys Ear Plugs Eye Masks	
<b>Toiletry Kits</b>	Shampoo/conditioner Body wash (bar soap is not popular) Lotion Deodorant Makeup Remover Hair Ties/Hairbrushes/Combs Shaving supplies Toothbrush, toothpaste, toothbrush cover A reusable bag to pack this in	<b>**Lowest Priority to Chapters</b>  important to keep it small in size; used at RMH, RMFR, and on Hospitality Carts
<b>Take-Home Meal Bag @ Check-out</b>	Grocery Gift Card- \$20-50 or send easy prep meals (Hello fresh, Publix, Blue Apron) Box of spaghetti Jar of sauce Canned veggies No-bake dessert	Non-perishable meals for when they first get home

## Event Ideas

Here is a short list of events that have been used in previous Weeks of Service. We always enjoy seeing what you come up with! You can also check out the [Alumnae Philanthropy Resources](#) on Pride Online for more ideas and tips.

- Making Coloring Packs or Grab-and-Go bags
- Making "Period Packs" for women's shelters
- Amazon Wish List (Fill the Pantry)
- Writing Letters to a local charity (nursing home facility, Operation Gratitude are examples) • Tie Blankets (can be virtual or in-person)
- Pumpkin Carving Contest
- Toy Drive
- 5K Race to Ronald McDonald House (can be virtual or in-person)
  - Tips on how to host can be found [here](#)
- Park Clean Up
- Blanket & Coat Drive
- Food Drive for your local Food Bank
- Virtual Bingo Night (be sure to check legality) and Silent Auction

- o Tips on how to host can be found [here](#)
- Profit Shares (Chipotle, IHOP, Honey Baked Ham, local restaurants)

# Fundraising Event Planning

1. If hosting a fundraising event, complete the [Philanthropy Event Checklist](#) once you begin planning your event.
  - a. Send to [philanthropy.alumnae@gmail.com](mailto:philanthropy.alumnae@gmail.com).
2. Make sure to review the [proper use of logos](#) for the Alpha Delta Pi Sorority and RMHC. Send your philanthropy director any graphics or logos you plan to use for marketing materials.
3. Consider using [CrowdChange](#). This platform provides a supplemental method of collecting proceeds for your event. It allows options for ticket sales, individual fundraising, team fundraising, and general contributions – all online! All monies raised through CrowdChange go directly to the Foundation for disbursement to your designated charity or charities.
  - a. Complete the CrowdChange Agreement and send it to the Alumnae Philanthropy Director (Alumnae Associations) or your District Philanthropy Director (Collegiate Chapters). Note: Chapters and Alumnae Associations have slightly different forms, which can be found in [Pride Online in Foundation & Philanthropy \(Chapters\)](#) and [Alumnae > Alumnae Philanthropy Resources \(Alumnae Associations\)](#)
  - b. Additional information on CrowdChange can be found later in this guide.
4. Other Alumnae Association Resources:
  - a. Join the [Alumnae Association Officer Facebook Group](#). Here, other Alumnae Associations share events ideas, what worked and didn't work, and other useful information.
  - b. Attend the Alumnae Association Officer Meetings throughout the year. You can register on the [Pride Online Calendar](#).
  - c. Our Alumnae Philanthropy Director is here to help and discuss any virtual events as well: [philanthropy.alumnae@gmail.com](mailto:philanthropy.alumnae@gmail.com).

## WHY SEND OUR FUNDRAISING PROCEEDS THROUGH THE FOUNDATION?

By making your philanthropic contributions (whether during Week of Service or anytime during the year) through the Alpha Delta Pi Foundation, you are helping make our sisterhood strong and increasing the level of awareness for all that Alpha Delta Pi does to support others in their local communities and beyond.

Ronald McDonald House Charities is structured much like Alpha Delta Pi. There is a global organization with local RMHC chapters. When our collegiate chapters and alumnae associations raise money and send it through our Foundation, it allows us to accurately report the impact of Alpha Delta Pi's cumulative philanthropic reach. Without this, we would not be able to verify the total contributions raised by Alpha Delta Pi for RMHC and other nonprofit organizations. With this centralized reporting, we ensure that Alpha Delta Pi is a leader in helping those in need in our communities.

## WHAT IS THE 7% PHILANTHROPY PROGRAM FEE USED FOR?

The 7% Philanthropy Program Fee was established by the Foundation in 1994. By directing funds raised from philanthropic events through the Alpha Delta Pi Foundation, it ensures strong financial management and oversight. It allows chapters and alumnae associations the ability to confidently assure the donors supporting their efforts that the proceeds generated through their events are ultimately provided to the designated beneficiaries.

This fee is used to improve our philanthropic resources, scholarship outreach, educational opportunities, and leadership programs. We use these funds to raise awareness of Alpha Delta Pi's focus on serving others. For example, when the first RMHC Care Mobile, which brings dental and health care resources to underserved communities worldwide, was unveiled in 2007, Alpha Delta Pi was able to invest as a partner in that effort.

Today, funds are used to develop and expand philanthropy resources, including a partnership with CrowdChange that allowed our chapters to quickly pivot to virtual events during Spring 2020, an educational RMHC video that is produced every four years for all Alpha Delta Pi chapters and alumnae associations to use, and to help administer our newly created RMHC Endowment Grant that expands our reach to RMHCs that do not currently benefit from local ADPi support. We also use funds received through this fee to provide resources for wherever the need is



greatest within our organization. In the coming year, we anticipate that we will be providing additional funding to the Sorority to continue the fight against hazing, as well as provide mental health resources, leadership development programs, and support for other programs the Sorority develops, such as diversity, equity, and inclusion priorities, as we continue serving our Chapters and Alumnae Associations.

## CrowdChange

Alpha Delta Pi has established a partnership with CrowdChange through the Alpha Delta Pi Foundation. The CrowdChange platform provides a supplemental method of collecting proceeds for your philanthropy event. It allows options for ticket sales, individual fundraising, team fundraising, and general contributions – all online!

### HOW TO USE CROWDCHANGE

1. Complete the CrowdChange Agreement and send it to the Alumnae Philanthropy Director (Alumnae Associations) or your District Philanthropy Director (Collegiate Chapters). Note: Chapters and Alumnae Associations have slightly different forms, which can be found in Pride Online in Foundation & Philanthropy (Chapters) and Alumnae > Alumnae Philanthropy Resources (Alumnae Associations).
2. Refer to the CrowdChange How To Guide (same location as CrowdChange Agreement in Pride Online) to help set up your event.
3. Once the event is completed, CrowdChange will automatically send your proceeds to the Alpha Delta Pi Foundation for distribution to the Ronald McDonald House or other 501(c)(3) charity (or charities) you've indicated on your CrowdChange Agreement.

### IMPORTANT CROWDCHANGE REMINDERS

1. All funds collected through CrowdChange are distributed directly to the charitable organizations you've selected. Funds will not be returned to the Alumnae Association or Chapter for budget or reimbursement purposes.
2. CrowdChange is a supplemental resource to help increase and improve your fundraising efforts. You should still continue to collect money via cash, check, or other approved methods.
3. CrowdChange may only be used for philanthropy purposes. It may not be used for pass-through items such as t-shirts. CrowdChange may be used for philanthropy event t-shirts or ticket sales, but no funds will be returned to the chapter for event expenses, so these items and expenses must be covered by the philanthropy budget or through other collection methods.
4. CrowdChange may not be used for raffles. There are no exceptions to this rule.
5. CrowdChange charges a small administrative fee and credit card fees to use the platform. These fees will come out of your total profit at the end. The Alpha Delta Pi Foundation can provide you with a breakdown of funds raised and fees upon request.
6. If you would like to watch the CrowdChange for Alumnae Associations training video, please email the Alumnae Philanthropy Director at [philanthropy.alumnae@gmail.com](mailto:philanthropy.alumnae@gmail.com) for the link.

## Event Tips

### BRANDING & MARKETING

Make sure to review the proper use of logos for the Alpha Delta Pi Sorority and RMHC. When supporting a local RMHC Chapter, the approved logo lockup with the local RMHC Chapter's logo and an official ADPi logo should be used. Review the Co-Brand Guidelines in the [Brand section of Pride Online](#) for additional information. Send all marketing images and graphics to your philanthropy director [philanthropy.alumnae@gmail.com](mailto:philanthropy.alumnae@gmail.com) (Alumnae Associations) or your District Philanthropy Director (Chapters).

Ronald McDonald House Charities entrusts us with the proper use of their brand, so we must take care to protect their brand and follow their guidelines. When your event or project supports a local RMHC, using the local RMHC Chapter logo (i.e. the version with the specific local RMHC house, facility, or chapter name as part of the graphic) helps distinguish that your efforts are for the local organization and not benefitting the global RMHC (which

fundraises separately from each individual RMHC chapter). Note that no part of their logo or wording may be changed, altered, re-colored, or removed.

## SOCIAL MEDIA MARKETING

We cannot stress enough the importance of you marketing your event on social media and providing a link for potential participants to register. Participants are looking to participate in multiple events during the Week of Service- and a combination of in-person and virtual events. Encourage members and friends & family to register for your event on the [Week of Service page](#). Don't forget to also post on your alumnae association's or chapter's social media.

Don't forget you have two options to market your event to every Alpha Delta Pi member. You can put your event on the Calendar on Pride Online using the "Submit an Event" under the Calendar tab. You may submit a [Communications Request](#) for your event to be in The Chronicle too. If enough events are submitted, we will have a special section with all of the Week of Service Events highlighted. To submit an event for the Chronicle, find the Executive Office tab on Pride Online and submit a "Communications Request". The Volunteer Chronicle posts every Friday and reaches all volunteers for Alpha Delta Pi. The Chronicle is sent to every member of Alpha Delta Pi and is sent every second Tuesday of the month (August 8, September 12, and October 10). Deadlines for submission to each communication are listed on the Calendar on Pride Online.

## BEFORE THE EVENT

- Send out an exciting, welcome email immediately to an alumna registering for your Week of Service event.
- Post event on your Alumnae Association's or Chapter's social media sharing Week of Service event and encouraging alumnae to register for the event. Provide link to register in your post. Use hashtag #ADPiWeekofService.
- Make sure to review the proper use of logos for the Alpha Delta Pi Sorority and RMHC. • Send out an email to registrants with specific information closer to time of the event - what to expect, times, maps, where to park, what to wear (ADPi letters), lunch/dinner options, etc. • Create or order swag - ADPi water bottle labels, lanyards, buttons, etc. - from licensed vendors, preferably from The 1851 Shop.
- Create an Alumnae Association flyer to have as a handout at the event with upcoming programs and events and contact information. Include social media handles and website!
- Ask officers to call attendees (split up the list) within three days of the event.
  - Encourage participants to sign up for the event on Pride Online. You may offer an alternative method of registering such as a Google Form or SignUpGenius. Be prepared to enter the participants into the Week of Service registration so your event is accurately reported.

## IN - PERSON EVENT TIPS

- Consider assigning certain tasks to members of your association or chapter. Have a point person for volunteers, a photographer, etc.
- Make sure you know the terms of your contract for a location, food, etc., should you need to cancel or postpone the event.
- Check the local and state regulations on closures and required limits on number of attendees. University limits might be different from those imposed by local and state governments. • Consider a virtual component for your event as some members may not feel comfortable attending in a group setting.
- Most importantly, be flexible and as accommodating as possible with changing circumstances. • If deemed necessary, purchase water bottles and snacks for your participants. Prepare a hydration station at the event.
- Create nametags for the attendees.

## VIRTUAL EVENT TIPS

- Consider the platform most suitable, Zoom, WebEx, etc. and be sure you are familiar with all the tools available to make your celebration inviting for everyone.
- Make sure to send the event link at least 48 hours in advance with specific instructions on how to

log in to the respective video platform. Remember that people with various levels of technology experience will hopefully be participating in your Week of Service event.

- Keep the event to an hour in length, and no more than an hour and a half.
- Plan time for alumnae and collegians to socialize using breakout rooms like the chapter did during virtual recruitment. It will be a great way to meet new sisters in a more intimate setting.

## AFTER THE EVENT

- Send an email to each attendee immediately after the event thanking her for involvement and share upcoming association events and personally invite.
- Post pictures on your association's social media. Use hashtags #ADPiWeekofService. Submit high quality photos to [photos@alphadeltapi.com](mailto:photos@alphadeltapi.com).
- Place a photo and recognize attendees in your next Alumnae Association or Chapter Newsletter. • If you provided a back-up registration option, enter your participants information into the Week of Service registration on Pride Online.
- Complete the [Philanthropy Contribution Form](#) for any funds raised through methods other than CrowdChange.
  - Complete within 30 days after the event. Write one check from the Alumnae Association or Chapter for proceeds raised, include a copy of the completed form, and mail to the Alpha Delta Pi Foundation. These instructions are also on the form.
- Keep an eye on your email the first week of November. There will be a survey and we want to hear about all the wonderful things that happened during the Week of Service. Hosts and participants will receive surveys. Submit how many participants your event had, hours you volunteered, and feedback.
- Don't forget to ask members to log their hours on Pride Online to help keep track of volunteer hours for your Alumnae Association's Philanthropy Report.
- Send an email to each attendee a couple of weeks following the event touching base and encouraging attendance at upcoming association events.

## Contact Information

- **Philanthropy or Event-Related Questions:** Contact your Alumnae Philanthropy Director at [philanthropy.alumnae@gmail.com](mailto:philanthropy.alumnae@gmail.com) (Alumnae Associations) or your District Philanthropy Director (Chapters).
- **Foundation-Related Questions:** Contact the Alpha Delta Pi Foundation at [foundation@alphadeltapi.com](mailto:foundation@alphadeltapi.com) or (404) 378-3164.

## Things to Remember

- Plan and register an event on the ADPi website.
- The individual who registers the event is considered the host. This should be the designated point person responsible for event details, questions, etc.
- Invite all local Alpha Delta Pi members! A data request can be submitted through Pride Online for contact information.
- Invite local collegiate chapter(s).
- Invite non-Alpha Delta Pi family and friends – partners, children, parents, etc.
- Verify if your event needs to be registered with the community.
- Wear ADPi letters!
- Take lots of photos and share them on social media using the hashtags #ADPiWeekofService #ADPilovesRMHC.