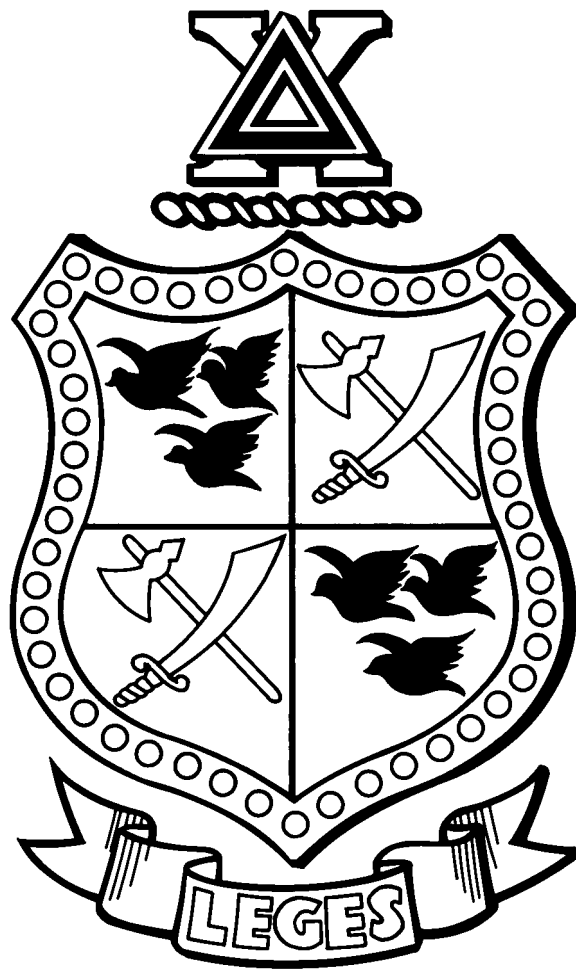


# The Delta Chi Fraternity, Inc.



## Founders' Day Manual

## **The Delta Chi Fraternity, Inc. Founders' Day Manual**

“Realizing a desire for fellowship and intellectual association, they sought to enrich their college experience by creating among themselves a common bond; a bond that would materially assist each in the acquisition of a sound education; a bond that would provide each enduring value.”

-The *Cornerstone* of The Delta Chi Fraternity, Inc.

They were the Founders of The Delta Chi Fraternity. On October 13, 1890 they granted a charter to the Cornell Chapter, and our beloved fraternity was born.

The Bond of Delta Chi is something we all hold dear to our hearts. It was created by the Founders and is still cherished over one hundred years later. The Fraternity has become an integral part of a great many lives. It is for that reason that, on or around October 13 every year, we celebrate Founders' Day.

Founders' Day is a time for us to think back on what Delta Chi has been, so we can understand better what it is today and so it can mean more to each one of us now and tomorrow. It is a time to reflect on the ideals of our Founders: promote friendship, develop character, advance justice and assist in the acquisition of a sound education. These are the reasons we are Delta Chis.

The benefits of having a Founders' Day celebration make it worthwhile for your chapter to put forth the effort. The celebration will provide fellowship, because it is a fun gathering for undergraduate and alumni brothers. It will provide a shot in the arm for your alumni relations program. Founders' Day provides a chance to reflect on the past of Delta Chi on the international and local levels. It allows you to take stock of what your chapter has done this past year and what it needs to do in the future. And lastly, it is a great opportunity to combine social, cultural, educational and fraternal considerations.

This manual is to serve as an informational guide for your use in planning your Founders' Day program. You should put together a top-notch committee to plan and organize the celebration, and get the plans under way as soon as possible.

## **SECTION I: ORGANIZING THE EVENT**

The coming together of alumni and undergraduate brothers for Founders' Day can often be a major undertaking. In order to have a successful event, it is necessary to prepare accordingly. That can often mean months in advance. From the time you decide on a date for the event until the event actually takes place, there is a lot to be done, starting with making the preliminary arrangements.

The chapter should appoint a banquet committee to coordinate the events of the day. The social committee can handle the job, or an ad hoc committee can be appointed. The first thing the banquet committee should do is reserve the facility. It is a good idea to reserve the facility as far in advance as you can. That way you will be able to secure the location you most want. Generally, the chapter will have to sign a contract that will have to be confirmed within a week or two of the event, guaranteeing a certain number of attendees. It is best to be slightly conservative, as you will have to pay for the number of dinners you order. The establishment will usually give you five to 10 percent upward flexibility. Choose a nice location: a local hotel, the union, a country club, etc. There should be no cost for the banquet room if you are buying dinners. Once a location has been chosen, decisions can be made regarding the menu, price, dress, time and date. After you have all that information, you will be able to prepare the invitations.

### **GENERAL PREPARATIONS**

Invitations will have to be sent well in advance (eight to 10 weeks). A large gathering is preferable to a small one for this special event. Be sure to include **all** area alumni, not just alumni from your chapter, the parents of members and university officials when sending out invitations. Be sure to include the following on the invitation.

1. Date
2. Time
3. Place
4. Cost, if any
5. Appropriate dress
6. Request for an R.S.V.P.

Obviously, you will need to have made most of the arrangements in advance for all of this information to be included on the invitation.

Dress for the event can be whatever the chapter decides it should be. While black tie is the ideal, it is not always feasible. Suits look fine, but this decision should be made early and should not be changed.

Schedule a reception for the hour before the banquet begins. Try to hold this in a room close to where dinner is going to be served. If alcohol is going to be served, it would be best to have a cash bar with the caterer or hotel responsible for its operation. The event must be in compliance with the risk management policies of the Fraternity Insurance Purchasing Group.

You may want to invite representatives of other Greek organizations on campus to a general reception at the house (or at the banquet location) the afternoon of the banquet. This will serve you better than buying 30 extra dinners. (It isn't proper to invite those people and then ask them to pay.) All of the other guests should also be invited to this reception. Serve light food and a non-alcoholic punch. This does not have to be an elaborate affair.

Arrange for a head table to be set up in the banquet room. Seated at the head table should be the "A", "BB", ABT president, any special guests and all speakers. If there are many special guests or the gathering is going to be fairly small, you can seat some of the special guests at the table closest to the head table, using name cards to reserve their spaces. In any event, you don't want the head table to be out of proportion to the total number of guests attending.

Here are some things to keep in mind when setting up a head table:

1. Use place cards for the head table.
2. Banquet programs should be at each place setting.
3. A podium with a microphone should be at the center of the head table.
4. Be careful to use proper protocol for head table seating:
  - a. Main speaker to the right of the podium.
  - b. Master of Ceremonies to the left of the podium.
  - c. More important guests to the middle of the table.
  - d. Either everyone is told he can have a female guest at the head table, or no one can. (In the latter case a table for the women is set up in front of the head table. This also works if you have other men you want to honor but who do not belong at the head table.)

After you decide on a speaker, it is important to provide him with enough general information about the Fraternity for him to be adequately prepared. For Founders' Day, it is a good idea to get a Delta Chi as your speaker. The following is a list of general information you may want to provide your speaker:

\*Delta Chi was founded on October 13, 1890 at Cornell University in Ithaca, New York. It was originally founded as a Law Fraternity.

\*The Founders of the Fraternity are Albert Sullard Barnes, Myron McKee Crandall, John Milton Gorham, Peter Schermerhorn Johnson, Edward Richard O'Malley, Owen Lincoln Potter, Alphonse Derwin Stillman, Thomas A.J. Sullivan, Monroe Marsh Sweetland, Thomas David Watkins and Frederick Moore Whitney. The last surviving founder, Johnson, passed away in 1947 at the age of 78.

\*Delta Chi now has over 115 groups across the country and in Canada.

\*The official flower of the Fraternity is the white carnation, and the colors of the Fraternity are red and buff.

\*The official magazine of the Fraternity is *The Delta Chi Quarterly* with a subscription list of over 45,000. It has been published continuously since 1904.

\*Delta Chi was the first fraternity to abolish "Hell Week" in 1929.

\*The preamble to the constitution of the Fraternity reads as follows:

"We, the members of The Delta Chi Fraternity, believing that great advantages are to be derived from a brotherhood of college and university men, appreciating that close association may promote friendship, develop character, advance justice and assist in the acquisition of a sound education, do ordain and establish this constitution."

The Master of Ceremonies should also be well prepared. The program is in his hands, and if he is unprepared, it will show when the guests get restless. Here is a list of responsibilities for the Master of Ceremonies:

1. Carefully work out and know every detail of the program for which you are responsible,
2. Don't let your program drag. Keep it moving. Be completely familiarized with the program and schedule of events. You need not be the best storyteller or comedian in the world to be a good MC. There are many Masters of Ceremonies who do outstanding jobs without ever telling a joke. Practice introductions and those "fillers" needed to keep a program moving along.
3. Let your speaker make the main address. Your audience should never be in doubt as to whether the speaker or the MC made the main address.
4. Give your speaker the full time he has been allotted. He should be told ahead of time how long you wish him to speak (20 to 25 minutes is a good guide).

5. Make your introduction of your speaker brief. Any one program should have only one main speaker.
6. Express real appreciation to your main speaker when he is finished with his address. A small token of your appreciation may be presented to him at this time. This token can be related to a tradition of the chapter.
7. During a long program, give the audience time to stretch. (Do not make it right before the main address.)
8. Check heat, ventilation and lighting before and during the program. Make certain your audience is comfortable at all times. Have water available for your main speaker. Check to see that the P.A. system is in working order about 20 minutes prior to the event. The same thing goes for any recording equipment you may be using.
9. If for some reason the speaker is forced to cancel at the last minute, there should be an alternative speaker and plan of action.
10. Know the names of university officials, prominent alumni and parents in attendance and recognize them for coming.
- 11. ABOVE ALL, BE PREPARED.**

The order of events for a banquet can vary, but it will generally go like this:

- a. The master of ceremonies should welcome everyone and introduce the head table.
- b. Invocation, if applicable.
- c. Dinner
- d. Awards and any minor speakers.
- e. The main address
- f. Closing remarks by master of ceremonies
- g. Sing the "Bond Song" or "Fovens Mater"

A banquet can cost a great deal of money. The best way to approach the financial end of the event is to approximate how much it will cost, and make sure the per person fee to attend will, based on your approximate number of guests, allow the chapter to break even. When deciding on a fee, take into account the cost of the food, entertainment, chapter expenses (non-paying guests, etc.), receptions and any miscellaneous expenses for special guests.

Decorations for the event can be simple or elaborate, depending on the chapter. They should be taken into account when figuring the costs of the event. White carnations are always appropriate on the tables and in the lapels of members.

After dinner entertainment can consist of a dance band that plays many different styles of music or a good sound system with a disc jockey. Always take into consideration your guests. Older alumni will not want to listen to the latest dance tunes, and undergraduates will not want to fox trot all night. A mixture of both, as well as some music that will appeal to all ages, is a must.

### **TIMETABLE**

A timetable may help you make sure all the necessary preparations are being completed. The following timetable provides you with the latest possible dates for completing certain tasks. If you follow this one closely, you may find yourself pressed for time. Plans may change ... people may back out ... all sorts of crises may occur, but if you have planned ahead and everyone knows his responsibilities, any changes or problems that you encounter will be easier to handle. It is recommended that you start earlier than this timetable suggests.

## August

- Invitations should be sent out in early August. Most of your arrangements will have to be made by this time in order for the appropriate information (date, time, place, cost, appropriate dress, etc.) to be included on the invitation.
- Have a speaker confirmed no later than the end of the month.
- Arrangements should be made for the entertainment.
- Provide the speaker with pertinent information about Delta Chi in order for him to prepare his address, if he is not a Delta Chi..
- Send the Founders' Day Event Letter, which is included at the end of **Section I**, to the International Headquarters.

## September

- Plans should be completed for the decorations.
- Set the deadline for the R.S.V.P.s sometime in the last week of September.
- Call to personally invite prominent alumni and special guests by the second week.
- Make arrangements for the head table seating.
- Make arrangements for an alternative speaker to be in attendance, i.e. a prominent alumnus, university official, etc.
- Confirm R.S.V.P.s as they come in.
- Finalize plans for other receptions.
- Send programs to the printer.
- Arrange shuttle service from airport and designated drivers at the event. A taxi service might provide this service for the chapter.
- Send out the first press release at the end of the last week (two weeks prior to the event.)

## October

- Send out second press release at the end of the first week.
- Make personal follow-up calls to prominent alumni, all alumni if possible.
- Have all arrangements completed two days prior to the event.
- Arrange for help setting up and cleaning up.

## One week prior to the event

- Make sure everyone knows his responsibilities and duties.
- Insure that the house and grounds are in top shape to reflect well on the chapter.
- Make name tags for all guests.
- Call those invited guests who have not yet responded.
- Go over the checklist to insure everything has been completed.
- Tie up any loose ends.

## PLANNING CHECKLIST

Before you begin planning a Founders' Day Celebration, take a few minutes to make some notes on everything that will be needed. Many of the planning aspects will be similar to other social events. Below is a general checklist for planning your event. It may seem directed to formal, expensive affairs, but many of the items can be efficiently applied to planning even the most casual get-together. When an event is well planned, everyone has more fun. Use this list as a basic guide, modifying it to fit your particular Founders' Day Celebration.

1. Develop a proposal in committee. Suggest alternate dates, budget, location, etc. Informally seek input from various chapter members.
2. Receive chapter approval. Vote on the day, the event, the location and the cost.
3. Publicity - If newspaper or radio advertising will be used, or even a flyer distributed, it is best to begin working on them early. Post notices and "teasers" around the house.
4. Invitations - Again, it cannot be said enough, send them out well ahead of time. The more formal and/or bigger the event, the more advance time is necessary. When inviting alumni, give them no less than six to eight weeks notice. The kind of event will determine how formal the invitations will be. Be sure to include appropriate information on the invitation, as discussed earlier.

5. Special guests/speakers - If you are having a speaker at your Founders' Day event, assume he will need eight to ten weeks notice. Once someone has agreed to speak, be sure to inform him of the subject you would like him to address, how much time has been allotted for his speech, the composition of the audience, whether it is a formal affair or not, the theme of the event, etc. About four weeks prior to the event confirm his attendance and any special needs. Have alternatives planned in case a speaker cancels.
6. R.S.V.P. - A formal event, banquet or reception invitation should always include a request for an R.S.V.P. (réponses s'il vous plait), which is French for "Please reply." It is easier to plan if an approximate number of guests is known ahead of time.
7. Advance Payment- Whenever possible, request payment with the R.S.V.P. It is much more likely that the "yes" responses will indeed show up if they have already paid to attend, and if they don't, they have paid for the uneaten meals.
8. Reserve Space - Anything taking place outside of the chapter house will require the reservation (and confirmation) of space. Depending on the function this may be a hotel, the union, conference center, private home, public park, etc. No matter where you are headed, and regardless of whether it is going to cost money, develop with the owner or contact person a detailed understanding of the function, and have them be just as specific on conditions for use, restrictions, etc. Either the "D" or the chairman of the committee should sign the contract after first clearing the expense with the executive board and/or the ABT.
9. Order food and drink - Full, sit-down dinners are easy enough to order as long as you have an accurate count of the number of attendees. But, what about hors d'oeuvres? Beverages? The following rules of thumb should help:
  - a. Cold hors d'oeuvres (Cheese, vegetable, meat platters) - Two to three ounces per person.
  - b. Hot hors d'oeuvres (Swedish meatballs, chicken wings, etc.) - Three to four ounces per person.
  - c. Punch and other beverages - Two to three eight-ounce cups per person (16 cups to a gallon).

It is only slightly more expensive to leave these details to professionals. Shop carefully and check references of caterers, and the results should be good.

10. Arrange for the bar - Follow all applicable laws of the state and the risk management policies of FIPG. It is best to have a cash bar for which the caterer is responsible.
11. Entertainment - There is a wide variety from which to choose. Let the crowd dictate what you get for entertainment. A dinner/dance with alumni requires a band or DJ that can cover a wide spectrum of music.
12. Guest Book - Provide a guest book in order to keep track of all who attend. It should include a space for name and address, which will make thank you notes and follow-up easier.
13. Supplies - The "AA" provides a Founders' Day message every year. It might be a good idea to read that message at the event. You should also order thank you notes from The Delta Chi Headquarters Office. Other supplies include maps, posters favors, etc.
14. Decorations - A formal occasion calls for tablecloths, candles, fraternity flags, white carnations, etc. Always review the decorating plans with safety in mind.
15. Assistance - Once some events get rolling, there may not be much to do except participate. With other events, you may have to check on food, watch the door, etc. If this is the case, arrange to have help.
16. Security - For anything more than a small gathering, security is a must. Attendance should be limited to invited guests, IDs need to be checked at the bar and disturbances must be avoided. A private security company is best, unless the facility provides security.

17. Photographer - Always take pictures. Hire a professional photographer, or have someone from the chapter take pictures. They are valuable archives for the chapter.
18. Favors - This can consist of almost anything, but the favors should be relatively inexpensive. The best ones relate to the event itself. Include the cost in the admission price. They should be appropriate for the guests in attendance.
19. Awards - If awards are part of the program, make sure they are on order several weeks ahead of time. More often than you would think, there are mistakes that take time to correct. Try to ensure that the recipients will be at the function.
20. Dress - As said before, make it clear what the dress will be and stick to it. Don't announce to special guests that it is black tie and then downgrade it the day before.
21. Last minute confirmation - Be sure to confirm everything in the last few days. The earlier you find out if there are problems, the more alternatives you will have to cope with the situation.
22. After the event - Thank you notes to speakers, special guests, and all alumni in attendance should go out as soon after the event as possible. A follow-up should appear in the next alumni publication noting the highlights of the weekend and acknowledging the alumni and guests who attended. Send a report of the events to The Delta Chi Headquarters Office for possible publication in the *Quarterly*.

#### **RESPONSIBILITIES OF THE FOUNDERS' DAY COMMITTEE**

The general responsibility of the entire Founders' Day committee is to see that all details of the function are assigned and followed through to completion. In order for the event to be successful, responsibilities must be divided among members, who work as a team in completing their tasks. Some of the more specific responsibilities of each member of the committee are listed below:

1. General Chairman
  - a. Make assignments to each member of the committee and regularly check on progress.
  - b. Call needed meetings of the committee.
  - c. Secure the speaker well in advance. Make sure it is a top-notch speaker. A chapter alumnus as the speaker might help to bring other chapter alumni back for the event. If possible, offer to take care of his expenses and accommodations.
  - d. Arrange for the place to hold the event and secure the menu. If a date has been set, make sure there is minimal conflict with other campus events such as sporting events or plays.
  - e. Secure the Master of Ceremonies if it is someone other than you.
  - f. Assign membership to the head table.
  - g. Arrange a reception at the house prior to the event.
2. Reception Chairman
  - a. Have a greeting committee present at least one-half hour prior to the event to welcome guests and dignitaries.
  - b. See that arrangements are made to take care of coats and hats, etc.
  - c. Escort guests assigned to the head table to their seats and introduce them to other guests.
  - d. Present flowers to the wives of special guests.
3. Decorations Chairman
  - a. See that the hall is appropriately decorated. Make use of Delta Chi display material featuring history and events.
  - b. Secure table decorations and all other decorations. Always have safety in mind when decorating.
4. Ceremonies Chairman
  - a. Secure someone to give the invocation and/or benediction. This may be an alumnus or a member of the local clergy.
  - b. Secure the entertainment.

5. Publicity Chairman
  - a. See that all news releases are made within the time specified in the Public Relations section of this manual.
  - b. See that the event is promoted in all chapter and alumni publications.
  - c. Send any newspaper clippings or reports of special interest concerning your Founders' Day celebration to the Headquarters for possible use in the *Quarterly*.
  - d. Various chapters honor specific graduation years and/or specific associate member classes on Founders' Day weekend to encourage interest and attendance. The publicity chairman might want to consider this option.

## **OTHER FORMATS**

Although this manual has been concentrating on more traditional Founders' Day activities, i.e. banquet, dinner, dance, etc., Delta Chi chapters are by no means bound to these types of activities for their annual observance of the event. Many of our chapters utilize a great diversity of formats in their Founders' Day programming to ease the financial burden that the expense of a traditional weekend can bring.

1. A picnic format has proven to be very successful in attracting alumni attendance. Shelters are usually available if the chapter wishes to sponsor entertainment later in the evening. A program could also be planned, and special recognition, awards and trophies could be presented if the chapter desires.
2. An open house and/or reception could be held with a little less inconvenience and expense to the chapter than a traditional banquet. This could be held on a Sunday afternoon if the chapter is in close proximity to a large number of alumni. If the chapter house is not centrally located or large enough, these functions could be held at facilities and/or alumni homes in the areas of alumni concentration. A short program would be appropriate at the receptions, and entertainment could also be provided if financially feasible. Many chapters have prepared scrapbooks and slide presentations that have added an extra highlight to the event. Several chapters have also expanded these functions to include school administrators, community leaders and parents to further the public relations aspect of the event.
3. Since some Founders' Day activities are scheduled at various times in the fall, many chapters combine the function with other fall social events to cut costs. Fall formals are often combined with Founders' Day to assist the chapter financially. Many of these fall events are held in cities where many of the chapter's alumni are located, making it an opportune occasion to sponsor an alumni event. Most large cities offer excellent facilities for innovative ideas such as dinner theatre buffets and even party boat cruises.
4. Some chapters may want to consider a co-sponsored or even regional Founders' Day celebration with neighboring chapters. The combined resources of chapters can lead to greater diversity and interest in the function itself. In addition to the furthering of fraternal relations, the combining of resources can ease the financial burden on an individual chapter considerably, as well as increase attendance and enjoyment for alumni and undergraduate participants. This type of event has the potential to draw large numbers of alumni and to strengthen alumni support in the area.

Some other ideas your chapter might want to use include, but are not limited to, the following:

1. Brunch - Alumni can be invited to a brunch that is less formal than a banquet. You can have a short program, and it will cost considerably less than a banquet.
2. Golf outing - Invite alumni back for a golf outing and a cookout. Other sporting events can also fit this format. This is a popular alumni event across the country, but it might be better suited for a time other than Founders' Day. If an alumnus does not like to golf, he will probably miss Founders' Day, and that would be a shame. If you use this format, have other options in which the alumni can participate.
3. Tradition night - Set up tables of chapter memorabilia, pictures, scrapbooks, trophies, etc. Invite alumni and their families over, and serve food.

**FOUNDERS' DAY EVENT FORM**

Please complete this Founders' Day event form and mail it to the Headquarters. That way, the Headquarters staff will be able to field inquiries from alumni in your area regarding planned Founders' Day events. Complete and mail to:

The Delta Chi Fraternity, Inc.  
International Headquarters  
P.O. Box 1817  
Iowa City, IA 52244-1817

Chapter : \_\_\_\_\_

What type of Founders' Day event will you be having?

Who will be attending the function (alumni, brothers, dates)?

When will your chapter celebrate Founders' Day? \_\_\_\_\_

Where will your chapter celebrate Founders' Day?

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone number of event site: \_\_\_\_\_

Name of event chairman: \_\_\_\_\_

Phone number of chairman: \_\_\_\_\_

Any other pertinent information (time, cost, appropriate dress, R.S.V.P., date)

## **SECTION II: RESPONSIBLE HOSTING**

Founders' Day is a time to rejoice and to celebrate the founding of our beloved fraternity. When hosting this event, the chapter must take responsibility for its guests. If done, everyone will have a better time, and potential problems may be avoided.

If the event is being held at a hotel or at the union, it is best to have a caterer take responsibility for serving any alcohol. A cash bar throughout the event will accomplish this. But, just because the chapter is not serving alcohol does not end its responsibility to its guests.

The banquet committee should make sure the bartender checks identifications and that he/she does not accept questionable identification. The chapter also may want to provide a shuttle service for members and guests. Provisions for food and non-alcoholic beverages also should be made. While the consumption of food does not ensure sobriety, having it available may take some of the attention away from the bar. The chapter should ask that the bar be closed at a reasonable hour (at least one hour before the event is scheduled to end). You should also take care to see that no guests who are intoxicated are served. The event should not turn into a huge bash. Alumni and parents are not interested in how much a member can drink, and the Founders would not have been either.

**A Founders' Day event, as with any event sponsored by a Delta Chi Chapter, must be in full compliance with the risk management policies set forth by (F.I.P.G.).**

### **SECTION III: PUBLIC RELATIONS AND PUBLICITY**

In order for your Founders' Day celebration, or any other event for that matter, to be successful, people must know about the event. That may seem obvious, but it is often overlooked. Founders' Day is an opportunity to gain some positive publicity for your chapter. This part of the Founders' Day Manual will attempt to help you develop a plan that will allow your chapter to take advantage of the opportunity.

The first step in developing a public relations plan is to identify your audiences (who you want the message to reach).

1. The Delta Chi public - Includes current members, chapter alumni, alumni of other chapters living in the area, parents of chapter members, international officers, Leadership Consultants and other Fraternity representatives.
2. The campus public - Includes faculty, administrators, trustees, staff, and other students (Greek and non-Greek).
3. The general public - Includes the media, local businesses and neighborhood groups.
4. Guests - Every member of your chapter should make a conscious effort to make guests feel welcome. The chapter should have a definite plan for welcoming guests. Good relations with the guests will reflect well on the chapter.

Now that you have identified the audiences you wish to inform of the event, you have to develop a plan to reach them. The best way to accomplish that is to invite them directly. As mentioned earlier, invitations should contain all pertinent information about the event and should be sent out about eight weeks prior to the event. Phone those you especially want to attend and restate the invitation orally. The format for an invitation follows:

The Men of The  
North/South Chapter  
of The Delta Chi Fraternity  
cordially request your presence  
at our  
Founders' Day Celebration  
on October Thirteenth  
two thousand and three  
at seven thirty in the evening.  
Collegetown Hotel  
Anytown, USA

R.S.V.P.      Black Tie Optional

The following is a sample R.S.V.P card that should be included with the invitation. Include an envelope.

<p><u>      </u> <b>YES! will</b> be attending the North/South Founders' Day Celebration. Please reserve places for me. Enclosed is my check for \$<u>      </u>.</p> <p><u>      </u> No, unfortunately I cannot attend the Founders' Day Celebration.</p> <p>Please return by Sept. 20, 20-- to: John Doe Founders' Day Chairman 123 E. Greek Row Anytown, US 12345</p>
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Another way to reach your publics is through the media, both free and paid.

The use of free media is often harder to receive, but it is very effective. Several press releases should be used to get the word out about the event. The first should go out two weeks prior to the event, the second one week prior and the third should go out after the event has occurred. A sample press release follows:

<p>FOR IMMEDIATE RELEASE Month 1, 20--</p> <p style="text-align: right;">CONTACT: Joe Doe Public Relations Chairman 555-1234 North/South Chapter 1 Greek Row College Town, US 12345</p> <p style="text-align: center;">Delta Chi to Celebrate Founders' Day</p> <p>Anytown, USA-The North/South Chapter of The Delta Chi Fraternity will commemorate the Fraternity's th anniversary with Founders' Day ceremonies Oct. 13.</p> <p>(Speaker's Name) will be the keynote speaker for the event. (Information related to the keynote speaker and other guests here.) The banquet will be held at (place) with (number) local undergraduates and alumni expected to be in attendance.</p> <p>Delta Chi, founded at Cornell University in Ithaca, N.Y. on Oct. 13, 1890, is one of the fastest growing college fraternities in the United States and in Canada. The Fraternity boasts over 115 chapters and colonies and over 86,000 initiates.</p> <p>(Add information about your chapter here.)</p> <p>Thousands of alumni have distinguished themselves in some way. Among these are one president, several congressmen, an FBI director, professional athletes, actors, business leaders and a space shuttle commander.</p> <p style="text-align: center;">-30-</p>
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Releases should be sent to campus and local newspapers and television and radio stations. If possible, send a photograph of the speaker with a caption explaining the photo attached to the back. Hand deliver releases if possible.

Paid advertising can be used if your budget permits. The best place to buy advertising is the campus newspaper, simply to let the campus community know about your Founders' Day. Campus newspapers are usually less expensive than other papers and serve to publicize the event well. The ads should be strictly informative. Do not expect to get any response from them. They should be used simply to "show off."

The next step in effective public relations will take care of itself by the way the members conduct themselves at the actual event. If guests are treated courteously, made to feel welcome and have a good time, the word will spread that Delta Chi has class. The opposite is also true.

After the event, evaluate the public relations effort of the chapter and the effect of that effort. By doing this, you will be able to improve on the efforts the next time around.

## **SECTION IV: PREPARING THE HOUSE**

No matter what you decide to do as a chapter for Founders' Day, you will want to involve as many alumni as possible in the event. Whenever you plan an event of this magnitude or reasonably expect visitors to drop by the house, the chapter should go to great lengths to see that the house and the grounds are in excellent condition. When a chapter gathers to work on the house, it can be a rewarding experience. A chapter will feel a sense of accomplishment as it prepares its house for the big event. An alumnus does not want to bring his family to a run-down shack. No matter how big or small your house is, it is still your house and it is something of which you can be proud.

Realize that your chapter should concentrate on cleaning and fixing small things. No major renovations should be attempted at this time as you run the risk of falling short of completion. There are a number of items that should not be overlooked. You should clean the yard, mow the grass, vacuum the carpet, dust the furniture, wash the walls, replace burned out light bulbs, etc. Whatever it takes to get the house in order should be done. First impressions set the tone. Founders' Day will see alumni returning to the house they once knew and remember. It is a part of their lives, and it should look good. Founders' Day is a time for your chapter to shine. Take full advantage of the situation.

## **SECTION V: ACCOMMODATIONS**

In order for a Founders' Day celebration to be successful, you want as many alumni to attend as possible. It is up to the chapter to make alumni attendance as easy as possible. Always keep in mind that alumni have jobs and families, and their time is limited. Any effort you can put forth for the alumni is one more thing they do not have to worry about. Here are some suggestions.

Guests coming to your Founders' Day celebration from out of town will probably need overnight accommodations. As R.S.V.P.s come in, the chapter should check with the guests to provide them with hotel listings in the area and the prices of each. It may be beneficial to arrange for a block of rooms at a local hotel. The guests should make their own reservations.

The chapter should draw up maps to the chapter house and to the banquet location. You do not want guests to get lost and spend time driving all over the place looking for you. Offer to pick up guests who are flying in at the airport. A ride will save the alumnus money, plus he will feel welcome and will be more comfortable than if he were to take a cab.

One of the more important things a chapter can do is make the wife of an alumnus feel welcome. A flower, good manners and a little appreciation towards a man's wife can go a long way in securing his support in the future. It is also a common courtesy.

Another idea is to provide a babysitting service for the guests at little or no cost. A sorority might be willing to help with this idea.

Finally, remember that alumni are not made of money. Keep the costs down for them as well as for the undergraduates. If the chapter does some of the little things that will make it easy for alumni to attend, you may be pleasantly surprised by the alumni turnout.

## **SECTION VI: THE FINER POINTS: ADDING STYLE TO YOUR FUN**

### **HOW TO TREAT DATES/LADIES**

Always stand when a lady enters the room. Sit only after she has or if she gives you permission. Hold doors for her (including car doors.) When introduced to a woman, a simple “nice to meet you” is sufficient. Shake her hand only if she extends hers first.

### **TABLE MANNERS**

Use common sense. As soon as you sit down, place the napkin in your lap, not tucked into your collar and not wadded in your hand. Use the napkin to wipe your mouth in between chewing your food and drinking anything; this prevents a display of your meal courses from forming around the rim of your glass.

Always request that something you cannot easily reach be passed to you. Likewise, if there is a person in between you and your objective, ask him/her to get it for you.

“Please” and “Thank you” are essential to good manners. Precede every request with the former, and receive with the latter.

When faced with the inevitable banquet array of silver, plates and glasses, simply work from the outside in. The spoon or fork at the top of the dinner plate is for dessert. The small plate at 10 o’clock is for bread and may come with its own knife. Use this knife to butter your bread after you’ve used the butter knife (which travels with the butter) to transfer a portion to your side plate.

At more casual affairs, the amount of silver will probably be less, and you may need to save things from course to course. Put the fork with the tips facing down and rest the tip of your knife on the arc it forms so as not to dirty the tablecloth.

When you are finished eating, line the knife and fork up together in the middle of the plate. Take your napkin and place it, either folded or crumpled, where the plate used to be or right next to it. Food is served from the left and removed from the right. Beverages are served and removed from the right.

Salt and pepper are passed together. Don’t talk with your mouth full. Pick your teeth in private, **NEVER** at the table.

Forearms can be rested on the table between courses or while waiting for things to begin, but never during the meal.

### **PROTOCOL**

At many social events, there will be people you do not know. When it is a chapter affair, everyone in the chapter is the host, and members should take the initiative in introducing themselves. All the normal rules apply: firm handshake, smile, state your name and concentrate on the other person’s. Offer to introduce the guest to others, and make conversation. Guests should never be abandoned but should have a chance to circulate among the crowd.

If an event is at the chapter house, each guest should be introduced to the housemother, even if she has met them before.

### **FORMAL WEAR**

When the invitation says black tie optional or formal, that is the cue for a tuxedo. Stay away from flash and stick with the conservative black tuxedo

## **SECTION VII: AFTER THE EVENT**

### **EVALUATE AND FOLLOW THROUGH**

As soon as possible after the conclusion of the event, the chapter should evaluate the program. It is an important task, as it will have a huge bearing on similar events in the future. There will also be a lot of thank you notes that will need to be sent. The banquet committee should take care of these. A sample thank you note follows:

October 14, 2003

John Doe  
21 Real World Dr.  
Anytown, USA 12345

Dear Brother Doe:

On behalf of the North/South chapter of The Delta Chi Fraternity, I wish to extend a sincere thank you for participating in our Founders' Day celebration.

Quite often, we appear to take for granted many of the contributions of our alumni. However we want you to know that your thoughtfulness is always appreciated.

You know that the Fraternity house is yours as well as ours, and we hope you will stop in and visit with us soon. Thanks again.

In the Bond,

President  
North/South Chapter

These letters should be typed using chapter stationery or neatly handwritten on thank you cards (available through The Delta Chi Headquarters Office). A handwritten letter on chapter stationery not only looks bad, it violates the rules of etiquette.

After the event, the public relations effort of the chapter can be completed. A final release should be sent to the media regarding the event. A sample is included below:

FOR IMMEDIATE RELEASE  
Month 1, 20--

CONTACT: John Doe  
Public Relations Chairman  
1 Greek Row  
Anytown, US 12345  
(123) 555-6789

Delta Chi Marks 100th Anniversary

Anytown, USA-The North/South Chapter of The Delta Chi Fraternity celebrated The Fraternity's 100th year Saturday with a banquet at the Anytown Inn.

(Speaker's name) addressed those in attendance and reflected on the past and the future of the Fraternity. (Add some quotes from the speech here.)

Delta Chi, founded at Cornell University in Ithaca, New York on Oct. 13, 1890, is one of the fastest growing college fraternities in the country and in Canada. The Fraternity boasts over 115 chapters and colonies and has over 86,000 initiates.

(Add information about the local chapter here.)

Thousands of alumni of the Fraternity have distinguished themselves in some way. Benjamin Harrison, former president of the United States; Robert Todd Lincoln, son of Abraham Lincoln; William Sessions, director of the FBI; Kevin Costner, screen actor; Henry Hartsfield, space shuttle commander; and Henry "Scoop" Jackson, former U.S. Senator; are among the list of alumni of Delta Chi.

## **AFTER ACTIVITY ANALYSIS**

This form is designed to help you to provide succeeding officers with the benefit of your experience. By including an analysis of your Founders' Day celebration, mistakes that were made once need not be repeated, and successes may be repeated.

**EVENT:**

**DATE:**

**EVENT PREPARATION ~ List steps taken:**

- |    |     |
|----|-----|
| 1. | 6.  |
| 2. | 7.  |
| 3. | 8.  |
| 4. | 9.  |
| 5. | 10. |

**WHAT WENT WELL AND WHY?**

**WHAT COULD HAVE GONE BETTER AND WHY?**

**HOW WOULD YOU PREVENT THIS FROM HAPPENING AGAIN?**

**HOW COULD THE EVENT HAVE BEEN BETTER?**

\_\_\_\_\_  
Chairman/Officer

### **ADDENDUM**

The following "Tips for a Successful Founders' Day Banquet" was written by Max Goecker, Ball State '88:

## Tips for a Successful Founders' Day Banquet

- Should be organized by alumni - for alumni
- Organize a big event every five years. This is something you want everyone to attend. Make it worth flying/driving for. You will not get the alumni from out of town to attend every year, so make it worth their time.
- Solicit the attendance of the charter members by phone. They are worth the extra effort. It is because of them you are having such an event. As you obtain each commitment to attend, name-drop (use their name(s) as you make each successive call). Ask them who they would like to see in attendance. Call those brothers next and let them know who is counting on seeing them there.
- Announce the event no less than one year in advance. Build awareness at all alumni functions (golf outings, Homecoming, newsletters, etc.)
- Obtain the alumni list and mailing labels from the Delta Chi Headquarters office. Both a chronological and alphabetical listing are recommended for the primary organizer.
- Hold a Ritual Exemplification immediately prior to or after the banquet. For many alumni, this will be the first time they have witnessed the Ritual since they were in college (could be 40, 50 or 60+ years!) For some, you may need to go to great lengths to determine if they are Delta Chis...plan ahead for gaining admittance.
- Make personal phone calls to key individuals from each era. Get them to recruit other brothers from their era. You will get better attendance when brothers know that other brothers will be there from their class.
- Set aside time on the agenda for alumni introductions/career/family updates. This is a way of acknowledging them for their attendance. It is also a great icebreaker. Don't worry, they will make this fun.
- Newsletters and mailings are not enough. Personal contact is required for a well-attended function.
- Be thoughtful of the group dynamics when planning the agenda and accommodations. A DJ may be appropriate for a five-year anniversary, while a lighter atmosphere more conducive to visitation may be more appropriate for a 50-year anniversary. Remember, many of those in attendance may not have seen one another in a long time. Let them talk and reminisce. In either case, this is not an undergraduate party.
- Recruit one or two prominent brothers to deliver a keynote address.
- Recruit a non-offensive and capable Master of Ceremonies.
- Acknowledge your outstanding key individuals for all of their volunteer work to the chapter..."BB", Faculty Advisor, ABT, House Corporation, etc.
- Invite your Regent and Vice-Regent (where applicable), and current and former international officers who live in your area.
- Invite the Greek Advisor and others from the college/university who are involved in Greek affairs.
- Require R.S.V.P.s. You need to know who is going to be there and how many.
- Give caterer/banquet facility a 90-95% number of R.S.V.P.'d attendees. Not everyone will show...regardless of whether they already sent in their money. Besides, a good caterer/facility will prepare the meal and place settings for a few extra anyway. They will not let anyone go hungry or without a seat. It is better to pay extra for last-minute attendees than to pay for no-shows.
- Nametags are a must. These can easily be printed in advance from the R.S.V.P. list. Have a few blank ones on hand. Identify the charter members by using a different color or design.
- Carnations are an excellent touch for the female guests and charter members. Thank or recognize the spouses/guests for attending the event. They may be sacrificing family time to be there.
- Programs with the agenda should be placed with each table setting. Print the "Bond Song," "Preamble" and anything else they may want to reference on the back.

- Have all alumni in attendance fill in the guest register. Acquire current addresses, graduation year, phone numbers and email addresses.
- Do not underestimate the power of the Internet. Use it to obtain phone numbers for your alumni. Develop and broadcast an email distribution list. Publish this list in your newsletters. This is a great way to keep your alumni informed and in touch with one another.
- Email a “thank you” note and a group photo to all with email addresses.
- Snail mail a “thank you” and, where possible, a photo or color copied photo, to all in attendance. The attendance list with the addresses and phone numbers may also be distributed.
- Recruit ABT and House Corporation members. You will find others who are willing to organize golf outings and other events. Seize the moment.