

Sigma Kappa

Handbook for the
**Vice President of
Philanthropic
Service**
2019

FOREWORD

“The purpose of Sigma Kappa Sorority is to provide women lifelong opportunities and support for social, intellectual, and spiritual development by bringing women together to positively impact our communities.”

Article II, Section 1

Sigma Kappa Sorority *Bylaws*

This purpose builds on the values of our organization: friendship, loyalty, service and personal growth, all bound by a promise. National council affirms that Sigma Kappa collectively can only grow through the prosperity of each individual chapter. Such prosperity must begin with sound and lasting leadership.

Each chapter officer is provided a handbook designed to give her the information needed to perform the duties of her office and assist the chapter in achieving the Sigma Kappa Standards of Excellence. Serving as a collegiate chapter officer exemplifies Sigma Kappa’s purpose and values.

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VICE PRESIDENT OF PHILANTHROPIC SERVICE

The vice president of philanthropic service (VPPS) is elected by the collegiate chapter and is responsible for communicating, coordinating and executing Sigma Kappa Foundation programs and all fundraising for the Foundation. The VPPS is also responsible for any other philanthropic and service activities the chapter provides to the campus and community. The VPPS strives to develop a balanced calendar of philanthropic activities for the chapter.

In light of these responsibilities, the VPPS must do the following:

Prepare for the role:

- Read, comprehend and follow the *Handbook for the Vice President of Philanthropic Service*.
- Access and watch all training modules associated with the VPPS role located in SKILLab: Sigma Kappa's Interactive Learning Lab.
- Be knowledgeable about all policies and procedures regarding service and fundraising on a chapter, local, state and national level.

Educate chapter and community members:

- Educate members about Sigma Kappa's philanthropies.
- Develop chapter philanthropy resources to include videos, information about volunteer opportunities, community resources and programs of the Sigma Kappa Foundation. Share this knowledge with the chapter.
- Facilitate chapter contributions to the Sigma Kappa Foundation, including contributions to the PULSE (annual) fund.
- Encourage and facilitate individual contributions to the Sigma Kappa Foundation through awareness of the 1874 Giving Circle and other forms of giving.

- Encourage individual chapter members to apply for academic scholarships through the Sigma Kappa Foundation. Be familiar if your chapter has designated scholarships for your chapter.

Coordinate and plan chapter philanthropic initiatives:

- Plan and execute the Week of Giving.
- Coordinate at least one annual Ultra Violet event, as well as additional chapter involvement in Sigma Kappa philanthropies.
- Organize service projects for chapter and community members.
- Coordinate and manage Sigma Kappa's participation in campus and local philanthropies according to the interest and ability of the chapter.

Maintain accurate records:

- Prepare and submit the Annual Report of the Vice President of Philanthropic Service by the designated due date.
- Maintain records of chapter and individual member philanthropic service efforts.
- Keep files of all chapter service projects for future reference.
- Provide an effective and thorough transition of the office to the successor.
- Work with the VPF to submit donation checks and the Foundation Alumnae/Collegiate Chapter Contribution Form within 30 days of event. This form is essential to ensure proper processing of gifts to the Foundation – this includes proper credit to the chapter.

Collaborate with others:

- Work closely with the advisor to the VPPS and the philanthropic service committee to execute chapter service projects.
- Work closely with the vice president of programming (VPP) to maintain a chapter calendar that includes an Ultra Violet event and other philanthropic events and chapter service projects.
- Serve as a liaison between the chapter and the Sigma Kappa Foundation.
- Manage your committee.
- Work with the vice president of alumnae relations (VPAR) to include alumnae in chapter philanthropy and service projects.

- Work closely with the chapter public relations (PR) chairman, webmaster and *Sigma Kappa Triangle* Correspondent to make sure that all projects are adequately promoted.
- Work with vice president of membership (VPM) to ensure members are fully versed in the previous year's philanthropic and service efforts as well as any projects incorporated into recruitment.
- Work closely with the vice president of new member education (VPNME) and her advisor to educate and include new members in the philanthropy and service program.
- Work with the vice president of academic excellence (VPAE) to assist members in applying for Sigma Kappa Foundation scholarships by presenting, each fall, the information received from the Sigma Kappa Foundation.

Resources for the Vice President of Philanthropic Service

In addition to this handbook, you must have certain resources and materials to properly perform your job. Many of these can be found on the members only side of the Sigma Kappa website. In your files, you should have the following:

1. *Ultra Violet Campaign Manual*
2. Current chapter calendar to include service events and programs, scholarship deadlines, and the annual report deadline
 - a. Current office goals
 - b. Detailed plans for upcoming philanthropy projects
3. Policies
 - a. *Sigma Kappa Sorority Bylaws*
 - b. *National Policy Handbook*
 - c. College/university policy related to fundraising
 - d. Panhellenic fundraising policy (if applicable)
 - e. 20% fundraising cap information from NHQ
4. Records
 - a. Detailed information on past chapter service projects and programs
 - b. Participation records for each member of the chapter
5. Reports and Forms
 - a. Current Annual Report of the Vice President of Philanthropic Service
 - b. Copies of past annual reports

- c. Foundation Alumnae/Collegiate Chapter Contribution Form
- d. 1874 Giving Circle Membership Form
6. Campus and Community Resources
 - a. Names and telephone numbers of campus philanthropy resources
 - b. Names and telephone numbers of community philanthropy resources (i.e., volunteer center, United Way)
 - c. Names and telephone numbers of contact persons for your chapter's local philanthropy projects
7. Sigma Kappa Foundation mailings sent from national headquarters (NHQ)
8. Philanthropy Committee
 - a. List of committee members, including telephone numbers and email addresses
 - b. Budget for the committee
 - c. Minutes of committee meetings
9. Resources and Ideas
 - a. Ideas for new philanthropy projects
 - b. Educational programs to present to the chapter
 - c. Handouts from conventions/seminars
 - d. Newsletters from service organizations
10. Walk to End Alzheimer's Materials
 - a. "How to set up walk page"
 - b. Fundraising Ideas
 - c. How to get involved on walk day

Advisor to the Vice President of Philanthropic Service

The advisor to the VPPS provides continuity in a chapter's philanthropy program from one year to the next. She is a member of the advisory board and can advise and guide you in developing and implementing a philanthropy program appropriate for the chapter.

To learn more about developing a relationship with your advisor, watch the module in SKILLab: Sigma Kappa's Interactive Learning Lab that highlights best practices for building this relationship.

What the Advisor Needs:

- *Handbook for the Vice President of Philanthropic Service*
- *Ultra Violet Campaign Manual*
- Chapter Code of Conduct
- *National Policy Handbook*
- *Sigma Kappa Sorority Bylaws*
- Chapter calendar
- Copy of chapter philanthropic service program
- Copy of the past two Annual Reports of the Vice President of Philanthropic Service
- Copy of committee goals

What if You Don't Have an Advisor?

If you do not have an advisor, there are several other resources available:

- Advisory board supervisor (ABS)
- Sigma Kappa Foundation staff
- Collegiate philanthropy supervisor
- Foundation district director
- Director of service
- Campus fraternity / sorority advisor

Philanthropic Service Committee

Effective chapter organization includes committees working closely with respective officers and chairmen. Chapter sizes and needs determine the size and responsibilities of the committee. Committee members are selected or appointed by the VPP or executive council.

The purpose of the philanthropic service committee is to work with the VPPS in:

1. Executing the duties of the VPPS (keeping records, executing programs, organizing and staffing philanthropic projects).
2. Evaluating the chapter service program each academic term.
3. Setting philanthropic goals for the chapter each term.
4. Planning and implementing the philanthropic service programs and projects each academic term.

5. Assisting members and new members in their philanthropic pursuits.
6. Motivating members and new members in philanthropic pursuits through education and mentoring.

Committee Meetings

Committee meetings are chaired by the VPPS and are open to any member of the chapter. At minimum, the committee should meet every other week. As the time gets close for particular projects, the committee may find it necessary to meet more often. Minutes should be kept for each committee meeting. A copy of the minutes should be kept on file, as well as given to the advisor.

At each meeting, the following should be covered:

- Evaluation of previous month's activities.
- Plans for the coming month.
- Progress check on delegated responsibilities.
- Activities to be scheduled on the chapter calendar.
- Ideas for future programs/ activities.
- Review of budget and estimated expenses to date.

Be sure that these gatherings of the committee members are effective and efficient. The time of each of our members is valuable. If committee members feel the meetings are a waste of time, they will lose enthusiasm and decrease support for the philanthropic service program.

Delegation of Responsibilities

There are several different ways to delegate responsibilities among the committee members. Each member, or pair of members, could take responsibility for a different aspect of the philanthropic service program. In this case, each member, or pair, would be responsible for all aspects of that particular project. For example, the following areas might be delegated to committee members:

- Week of Giving
- Ultra Violet Program
- Individual member giving to the Sigma Kappa Foundation, including the 1874 Giving Circle

- Maine Seacoast Mission donations
- Educational programs on Sigma Kappa philanthropies (Alzheimer's disease research, Inherit the Earth, gerontology, Maine Seacoast Mission)
- Walk to End Alzheimer's
- Fraternity or sorority philanthropies on campus
- Foundation scholarship program awareness

Another option would be to delegate components of each project to different members, so the entire committee is involved in every project. One member might handle publicity, one would coordinate the time commitment of all chapter members, another would handle contacting groups or agencies with which you may be working, etc.

Delegate some of the recordkeeping tasks among the committee members. For example, one member can take the minutes at committee meetings, another can be responsible for filling out the participation records for all chapter members, and another can track service projects undertaken by the entire chapter.

Philanthropic Service Committee Timeline

As the committee develops and implements a successful philanthropic service program, it will be helpful to follow this timeline. It includes all national programs that have been previously mentioned. Revise this based on your chapter's specific calendar. If your chapter has additional philanthropy commitments, be sure to include them in this timeline to allow adequate time to plan for them effectively.

JANUARY

- Get organized! Read the handbook, complete your online SKILLab training course and familiarize yourself with VPPS files.
- First meeting of the committee: focus on team building and delegation of responsibilities.
- Work with the VPP to secure dates for philanthropy events on the chapter calendar.
- Distribute spring philanthropy program to the chapter.
- Set goals for spring term.

FEBRUARY

- Work closely with the VPNME to educate and include new members in the philanthropy program.
- Discuss upcoming campus and community philanthropy events.
- Plan for the chapter's participation in the Day of Service.

MARCH

- Begin planning Week of Giving.
- Brainstorm events for the fall term (Walk to End Alzheimer's, Ultra Violet).
- Brainstorm ideas for incorporating service with your chapter's recruitment efforts (continuous open bidding, informal recruitment, and formal recruitment) and discuss with the COB chairman and/or VPM.
- Finalize plans for a spring Inherit the Earth project.
- Work with the VPAR to invite the area alumnae chapter and/or local alumnae to participate in the Inherit the Earth project.

APRIL/MAY

- Participate in Day of Service
- Set dates and details for fall events.
- Execute an Inherit the Earth project.
- Evaluate spring projects and make suggestions for improvement.
- Share proposed fall program with the VPPS advisor and advisory board for approval.
- Submit philanthropic service budget recommendations to the VPF.
- Submit the approved fall program to the VPP for placement on the chapter calendar.
- Coordinate with webmaster and public relations (PR) chairman to include events on chapter website and create a social media plan.
- Contact the Sigma Kappa Foundation if you plan to use an online giving platform as they can be a resource in planning these efforts.
- Involve alumnae chapters in philanthropy and service plans.
- Continue discussing any campus philanthropy events which might be scheduled.

JUNE/JULY/AUGUST

- Research area Walk to End Alzheimer's. Begin to plan chapter involvement in the Walk and put the date on chapter calendar. Set a chapter team fundraising goal.

SEPTEMBER

- First meeting of the committee – focus on team building and delegation of responsibilities.
- Distribute fall philanthropy program to the chapter.
- Set goals for fall term.
- Conduct educational program on the importance of community service and the Sigma Kappa Foundation philanthropies.
- Work closely with the VPNME to include new members in the philanthropic service program.
- Participate in area Walk to End Alzheimer's (month may vary by location).

OCTOBER

- Brainstorm philanthropic service events for the spring term (Inherit the Earth, Ultra Violet).
- Brainstorm ideas for incorporating service with your chapter's recruitment efforts (continuous open bidding, informal recruitment, and formal recruitment) and discuss with the CMC and/or VPM.
- Finalize plans for the Week of Giving.
- Present information on the 1874 Giving Circle.

NOVEMBER

- Conduct the Week of Giving program.
- Collect and send gifts to the Maine Seacoast Mission.
- Choose a date in April for Inherit the Earth projects and begin planning.
- Evaluate fall service projects and make suggestions for improvement.
- Set dates and details for spring events (such as Ultra Violet).
- Share proposed spring program with the VPPS advisor and advisory board for approval.

- Promote the Sigma Kappa Foundation scholarships during chapter meetings. Scholarship applications open in December.
- Submit the approved spring program to the VPP for placement on the chapter calendar.
- Complete the Annual Report of the Vice President of Philanthropic Service.

Be sure to include the local gerontology project in the planning timeline.

The Budget

The VPPS should have a budgeted amount of money to spend on projects. This amount is in addition to the amounts that are budgeted for the Ultra Violet Campaign, PULSE (Annual) Fund contribution, Maine Seacoast Mission, and other campus and community philanthropies. This money is used to cover expenses incurred by the committee, such as copies, postage, paper, decorations, etc. Meet with the chapter VPF to find out how much money has been allotted for the committee. Keep an accurate record of how much is spent throughout the term, and check periodically with the VPF to make sure the records match. The VPF may ask the VPPS to keep an expense record, and the chapter may have procedures that must be followed for expenditures. Be aware of and follow these policies.

Philanthropy, by nature, should not involve much expense. A minimal amount of money should be used for supplies and for publicity of activities. Often, all of a chapter's publicity costs are budgeted for the PR chairman. Check with the VPF to determine the budget from which these expenses are charged. Please use the Foundation team in your district as well as Foundation staff to help with cost cutting ideas.

A chapter should annually budget money for expenses for the Ultra Violet Campaign, donations to the Maine Seacoast Mission and the Sigma Kappa Foundation PULSE (Annual) Fund. Please note – monies donated through the use of a giving platform (CrowdChange, etc.) are sent directly to the Sigma Kappa Foundation and expenses will not be reimbursed to the chapter. Budgeting is essential. Monetary donations should be remitted with the Sigma Kappa Foundation Contribution Form. This form is located in the VPPS and VPF's annual supplies. Money raised from the Ultra Violet Campaign is

to be sent to the Sigma Kappa Foundation. Gifts and gift cards for the Maine Seacoast Mission should be sent directly to the Mission, but other financial gifts should be sent to the Foundation first.

SIGMA KAPPA FOUNDATION HISTORY AND PROGRAMS

For more than 50 years, the Sigma Kappa Foundation has supported Sigma Kappa Sorority. With a unity of purpose, our Foundation has played and continues to play a crucial role in the growth and success of Sigma Kappa, providing the lifeblood of financial resources to keep our Sorority vital and healthy.

Our Mission

The mission of the Sigma Kappa Foundation is to create and fund leadership, scholarship and philanthropic initiatives that reflect the values and spirit of Sigma Kappa Sorority.

Our Vision

Sigma Kappa Foundation has a powerful vision for our dynamic organization to remain strong...one that assures Sigma Kappa continues to grow, innovate and thrive.

PULSE

The Sigma Kappa Foundation Board of Trustees has identified five critical funding priorities for supporting Sigma Kappa's members and programs. The acronym PULSE outlines these funding priorities in a simple, yet memorable way:

Philanthropic Initiatives; Unrestricted Gifts; Leadership Development; Sisters in Need; Education

PULSE is not just a way of presenting our priorities; *it's our commitment to Sigma Kappa.* Simply stated, we *must* make the heart of our Sorority strong enough to beat for generations to come. And that will take a commitment of giving and a strong PULSE.

Philanthropic Initiatives

Support Alzheimer's & gerontology research and the Maine Seacoast Mission

- Sigma Kappa is playing a major role in the quest to find real breakthroughs for a cure for Alzheimer’s disease. Women are disproportionately affected by Alzheimer’s.
 - Two-thirds of the more than five million Americans living with Alzheimer’s are women
 - 60% of the unpaid Alzheimer’s caregivers are women
 - A woman in her sixties is twice as likely to develop Alzheimer’s during the rest of her life as she is to develop breast cancer

These are just a few of the reasons Sigma Kappa pledged and fulfilled the lead gift of \$1 million to the Alzheimer’s Association’s Women’s Alzheimer’s Research Initiative. The gift will fund innovative research focused on women, including studies to understand why more women are living with the disease and studies led by female researchers working to advance Alzheimer’s and dementia science. Our commitment places Sigma Kappa among the largest private donors to Alzheimer’s research, the Zenith Society.

- Sigma Kappa’s 1918 convention chose the Maine Seacoast Mission as our first national philanthropy in honor of Sigma Kappa’s founding in Maine. Our relationship with the Mission shines as the longest continuous philanthropic partnership between a fraternal organization and a charity and represents an enduring local legacy for Sigma Kappa. Annually, the Sigma Kappa Foundation provides the Mission with a grant to meet an emerging need such as housing rebuilds or support of the *Sunbeam V*, a ship that provides medical services to people on the outer islands of Maine.

Unrestricted Gifts

Meet the emerging and changing needs of our organization and membership.

- Sigma Kappa Foundation provides support to sisters by responding to the emerging needs of college and alumnae women, but we also have ongoing and unexpected needs that cannot be anticipated. That is why unrestricted gifts are so important – they go to work immediately.

Leadership Development

The best way to develop leaders is to invest in them. They in turn become our volunteers, who learn skills they can share with our collegians as well as our alumnae. The training they receive helps them throughout their lives in terms of careers, families, communities and society. From conflict resolution to risk management to presentation and negotiation skills, Sigma Kappa leadership initiatives prepare our young women for the workforce and the world. It is one of our most important investments in terms of time and resources.

Sisters in Need

Support sisters through the Alumnae Heart Fund and Sister to Sister Disaster Recovery Fund.

- In response to the back-to-back hurricanes that ravaged the Gulf Coast in late summer 2005, the Sigma Kappa Foundation established the Sister to Sister Disaster Recovery Fund. Today, the Sister to Sister Disaster Recovery Fund assists alumnae and collegiate members of Sigma Kappa who find themselves in financial distress due to the occurrence of a U.S. presidentially-declared major disaster or emergency.
- The Alumnae Heart Fund is designed to provide assistance to aid alumnae who find themselves facing financial distress, emergency or crisis through aging, medical, natural disaster, or other severe personal or family problems.

Education

Awarding academic scholarships and opportunities for values-based programming.

- Approximately 70 scholarships are provided by the Foundation to encourage and support the scholastic development of our collegiate and alumnae sisters. Since 1989, the Foundation has awarded more than \$1 million in scholarships.
- The Sigma Kappa Foundation offers scholarships for Sigma Kappa members to attend the Undergraduate Interfraternity Institute (UIFI) and LeaderShape (sponsored by AFLV) using donations from new 1874 Giving Circle memberships.

Sigma Kappa Foundation Giving

Chapters use the Sigma Kappa Foundation Chapter Contribution Form which is included in the VPF and VPPS annual chapter supplies to make donations to the Sigma Kappa Foundation.

1874 Giving Circle

The 1874 Giving Circle is unlike any other fraternity or sorority undergraduate giving club.

Members make a gift of \$18.74 to the Sigma Kappa Foundation to join and have a say in how their dollars are invested in Sigma Kappa by deciding which chapter projects should be funded from a group of qualified grant applicants.

Their gift also helps to benefit all undergraduate members of Sigma Kappa through:

- Scholarships to attend the Undergraduate Interfraternity Institute (UIFI) and LeaderShape
- 1874 Giving Circle grants for chapters' educational and charitable projects. Each grant is awarded up to \$2,500 (budget depending). More information can be found on www.sigmakappa.org/foundation. Examples of previous grants include:
 - Support of local soup kitchen to provide meals for the homeless
 - Maine Seacoast Mission hands-on summer service visit by chapter members
 - Provide educational tools and toys for memory care patients
 - Health Fair to provide free health and safety education for underprivileged schools
- Funding for the Sorority's member development programs, such as the Regional Leadership Conferences and the Leadership Consultant Program

Sigma Kappa Chapters that reach 40% membership in the 1874 Giving Circle during the calendar year are eligible to apply for grants to implement educational or charitable projects that will benefit their chapter, campus and/or community. Chapters also

receive Standards of Excellence (SOE) points based on the percentage of chapter members who participate in a giving club, such as the 1874 Giving Circle.

The 1874 Giving Circle is a great way for collegians to promote a culture of philanthropy. Gifts can be made on the Sigma Kappa website or via the 1874 giving circle membership form (individual/chapter), which can be found in VPPS supplies.

For questions regarding the 1874 Giving Circle, please contact the Foundation.

Sigma Kappa Foundation Scholarship Information

The Sigma Kappa Foundation strives to support its members through educational scholarships for both undergraduate and graduate level study.

The VPPS should:

1. Be knowledgeable of the Foundation's scholarships.
2. Assist the VPAAE in reviewing the scholarship information in chapter meetings, reminding members of criteria and deadlines.
3. Guide and assist worthy members in filing applications. Scholarship applications and policies are posted on the Sigma Kappa Foundation website.

THE CHAPTER'S PHILANTHROPY PROGRAM

Fundraising Philosophy and Procedure

Fundraising is not the same as service. Generally, fundraising is the process of garnering financial support for a philanthropic cause. An event designed to raise money in support of a particular philanthropy is called a “fundraiser” or “fundraising event.” The event also presents an opportunity to educate the public and raise awareness for the cause, so it may still have philanthropic aims even if its primary purpose is to raise money. Fundraising events should be fun and reflect the personality of the chapter while promoting the philanthropic interests of the organization.

A general introduction to the philanthropies the chapter supports is the beginning of a solid philanthropic service program. When planning a philanthropic program, there are several things to keep in mind:

- Plan a balanced program to support the Ultra Violet Campaign, Maine Seacoast Mission, gerontology, Inherit the Earth and Alzheimer's disease research.
- The major focus of the philanthropy program should be to fund and support Sigma Kappa's philanthropies. It is commendable to help and support other organizations to enhance their philanthropy programs, but consider the resources of the chapter members. Each Sigma Kappa member has a demanding schedule and, therefore, a limited number of service hours to contribute. Promote Sigma Kappa philanthropies first, and participate in outside projects as the members' time and energy will allow.
- Send all contributions for Sigma Kappa philanthropies to the Sigma Kappa Foundation at NHQ so that the chapter will receive credit for the contribution. All contributions should be sent within 30 days of the event in order to receive SOE credit.
- Keep accurate records so that the Annual Report of the Vice President of Philanthropic Service is a true reflection of the chapter's philanthropic program.
- Sigma Kappa national policy states that a chapter may not sponsor or co-sponsor a function or event with an alcohol distributor or at a bar / tavern where alcohol

is given away, sold, or provided; nor may a chapter accept a prize or raffle from fundraising projects involving alcoholic beverages.

- Sigma Kappa national policy states that all fundraising events/activities of collegiate chapters must be in compliance with national policies and shall be approved at least three weeks in advance of the event by the ABS and risk management coordinator. Fundraisers are to be used for philanthropic endeavors only and cannot be used to supplement or cover chapter operating expenses of any kind.
- Cash, service and product contributions to collegiate and alumnae chapters of Sigma Kappa are not tax-deductible for the donor. Issue receipts and/or thank you letters for significant contributions stating the amount or nature of the gift. These communications must state, in a separate paragraph, that the gift is not tax-deductible.
- Gifts made directly to the Sigma Kappa Foundation are tax-deductible. The Foundation will issue a receipt to the donor for their tax records. If the sponsor indicates which collegiate chapter or alumnae chapter solicited the gift, the Foundation will credit that chapter with raising the donated funds.

Annual Philanthropic Programming

In support of Sigma Kappa's designated national philanthropies, the following events have been adopted as national projects in which all Sigma Kappa chapters are expected to take part. These programs will provide the base for the annual philanthropy program. Additional projects can be added to the program as the chapter's time and resources will allow.

Ultra Violet Campaign

The official Sigma Kappa fundraiser is the annual Ultra Violet Campaign. The planning and execution of the Ultra Violet Campaign is the responsibility of the VPPS with full support from the philanthropic service committee.

The Ultra Violet Campaign is a fundraising event concept that provides Sigma Kappa's collegiate and alumnae chapters with effective and engaging opportunities to raise funds and awareness for Sigma Kappa's philanthropic priorities.

Ultra Violet events raise dollars to support the PULSE (Annual) Fund, which addresses the Foundation's funding priorities: Philanthropic Initiatives of Alzheimer's/Gerontology and the Maine Seacoast Mission; Unrestricted Gifts; Leadership Development; Sisters in Need; and Education. In order to earn for SOE credit, event dollars raised must be unrestricted dollars to PULSE (Annual) Fund and turned in within 30 days of the event.

Chapters may choose from a variety of Ultra Violet fundraising events or develop one of their own, and structure or advertise their event to raise awareness for the Foundation's mission and any of its causes. Visit the officer resources section on the members only side of the Sigma Kappa website to access event planning guides and other Ultra Violet Campaign resources. The Foundation can assist you in your advertising/marketing messages to ensure your efforts reflect the intended allocation of donations, aka "donor intent."

Walk to End Alzheimer's

Sigma Kappa has been a national team partner for the Walk to End Alzheimer's since 2008, and is committed to raising at least \$500,000 annually. The national team has raised more than \$3.6 million for Alzheimer's research in its eight-year history, with more than 20,000 members participating in walks in the last two years alone. In 2018, the Sigma Kappa national team raised more than \$1 million, securing Sigma Kappa as a platinum level team again for 2019.

Sigma Kappa's partnership with the Alzheimer's Association is more important than ever, and every member can play a role in supporting the search for a cure to this disease.

Collegiate chapters must participate in the Walk to End Alzheimer's to earn points for Standards of Excellence. Points are awarded for participation or dollars raised. Visit www.walktoendalz.org/sigmakappa to register for the national team. It is essential to register your team through our national team page, with "Chapter Name – Sigma Kappa" as your team name to ensure proper tracking with no confusion.

Support for the Maine Seacoast Mission

Sigma Kappa chapters are asked to support the Maine Seacoast Mission annually. Financial support should be sent to the Sigma Kappa Foundation and must be clearly designated for the Maine Seacoast Mission on the Chapter Contribution Form.

Each year the Maine Seacoast Mission distributes about 10,000 holiday gifts to more than 3,200 children, families, nursing home residents and prisoners. You can help by donating gift cards, new toiletries, clothing and personal care items; see the Maine Seacoast Mission's holiday wish list on their website, which is also published in the Sigma Kappa *SKoop* each year.

Gift cards and gifts can be sent directly to the Maine Seacoast Mission for holiday distribution to the people served by the Mission. These gifts must be sent in early November in order to reach the Mission in time. For this reason, many chapters incorporate this project into their Week of Giving. Please package toiletries carefully as they can leak, and be sure to include a note that identifies your chapter and your mailing address so the Mission is able to acknowledge your gifts.

Week of Giving

Sigma Kappa's nationwide Week of Giving occurs each year during the week of November 9, our Founders' Day. It is a time to celebrate our history of sisterhood and service to others. The VPPS plans five days of activities for the chapter and ends the week with the Founders' Day celebration. Because this week involves several projects, usually with varying themes and activities, it is a great opportunity to fully utilize the philanthropic service committee. Here are some sample themes and activities to get started.

Campus Day

- Set up an information table in the student center with information pertaining to Sigma Kappa and our philanthropies. This also would be a good place to collect items, gift cards, or monetary donations for the Maine Seacoast Mission.
- Invite faculty and staff to a coffee and doughnut break or open house. This can be done either at the house, suite, lodge or a room in the student center.
- Put an ad in the school newspaper thanking the faculty and staff.

- Send the president of the university and his/her spouse an appreciation violet plant.
- Send the fraternity/sorority advisor a gift of appreciation.
- Donate something to the university or college: a park bench, a tree, etc. Check with the fraternity/sorority advisor before making purchases.
- Sponsor an educational or motivational lecture on campus.

Fraternity/Sorority Day

- Bake cookies, "Sigma Kappa Sweets," for sororities and fraternities.
- Send thank you notes to sororities and fraternities thanking them for their support during the year.
- Host a Panhellenic luncheon for the Panhellenic council's executive board and the fraternity/sorority advisor.
- Send members of your advisory/corporation board small tokens of appreciation.

Community Day

- Visit a local nursing home, women's shelter, crisis center or children's home and volunteer for an arts and crafts hour.
- Clean up a local park or playground.
- Go as a group to donate blood at the local hospital or blood bank.
- Donate flowers or shrubs to the local city park district.
- Donate new trashcans for the local park or playground.
- Bake cookies for local fire and police departments.
- Host an activity for local children.
- Sponsor a campus blood drive.

Gerontology Day

- Visit a local nursing home/retirement center and interact with the residents.
- Host a luncheon after Sunday services for the senior citizens of a local church.
- Sponsor a gerontology awareness program to be held at the house, lodge, suite or student center.

Inherit the Earth

Adopted in 1992, Inherit the Earth is Sigma Kappa's national gerontology service project. The program is designed to combine our interest in gerontology with a project to benefit the environment. Inherit the Earth gives Sigma Kappa members and senior citizens the opportunity to work cooperatively in the community. The project should also create an awareness of environmental issues and solutions, as well as demonstrate Sigma Kappa's commitment to service. Most chapters plan their Inherit the Earth project in the spring, usually occurring in late April to coincide with Earth Day.

In planning this project, work with an alumnae chapter and an active senior citizen organization in the college community. Together, these three groups can participate in a mutually agreed upon environmental project. Depending on the amount of time that each group is able to contribute, plan either an ongoing program or an annual event. It is important is to select a project that the whole group is enthusiastic about, that is worthwhile, and that is appropriate for the community and the resources available. Remember, this is to be a service project, not a fundraiser. Here are some ideas to get started:

- Recycling: If it is not well established on your campus or in your community, address the problems and help get it established. Sponsor a "Celebrate Recycling Day" in April.
- Set up a tree planting program by contacting local nurseries for donations, assessing where trees are needed and working with local officials for permission to plant.
- Contact the National Wildlife Federation about establishing a wildlife habitat on the campus, near the senior center, or in a local park.
- Adopt a stretch of highway, pledging to keep it clean and beautiful. Do this for a park, river bank or hiking/bicycle trail. Check with local officials. This project could have many facets including recycling trash or planting trees and flowers.
- Organize a "Toxic Waste Day" in the community so that batteries, paints, pesticides, etc., will be disposed of safely.

The possibilities are endless! The Inherit the Earth committee can brainstorm these and other ideas to come up with a program that everyone likes and that works for the community.

Gerontology

In further support of Sigma Kappa's dedication to gerontology, each chapter is expected to have a local gerontology project in which it participates. Be creative in finding a project that will be exciting for your members. The only requirement is that the project must benefit senior citizens. Here are some ideas to get started:

- Work with a retirement center or nursing home in the community. Chapter members can lead a game of bingo and provide the prizes, sponsor a movie night for residents, etc. Contact the activities director at the center to find out what is needed. Let him or her know what type of commitment (time and volunteers) the chapter can make and he or she will assist in defining the chapter's role in the center.
- Get involved with the local chapter of the Alzheimer's Association. Opportunities for service include helping with registration at educational forums for caregivers, speaking to community organizations about Alzheimer's disease, and serving as hostesses for support group meetings. To locate the Alzheimer's Association chapter nearest you, visit www.alz.org.
- "Adopt" a grandparent (or two or three!) and visit with him/her. Help them with their grocery shopping, run errands together or do whatever else the chapter can do to be of assistance.
- Volunteer to help senior citizens fill out their income tax returns. The Internal Revenue Service (IRS) provides training. This project is a great experience for members who are interested in financial careers. For information, contact the IRS or the American Association of Retired Persons (AARP).

Additional Components in your Philanthropy Program

Philanthropy and Recruitment

Recruitment is an excellent time to speak with potential new members about the importance of philanthropy and the role it plays in Sigma Kappa membership. Make sure that during the chapter's pre-recruitment activities, time is reserved to refresh members' memories about the philanthropic projects that the chapter participated in during the last year. During recruitment, proudly display the products of the chapter's work: community service awards, letters of recognition, publicity received, photos, etc.

During tours, have a bulletin board, table or wall dedicated to philanthropy and service. Ask the VPM to have philanthropy as one of the focus topics for conversation during a round of recruitment. Incorporate information about the chapter's philanthropic and service projects into recruitment slide shows, videos, etc.

If your campus has adopted philanthropy projects as a part of formal recruitment, work closely with the VPM to assist in planning the activity and preparing members for conversation.

If the chapter participates in an ongoing recruitment effort, either through continuous open bidding or structured informal recruitment, work with the COB chairman and/or VPM to involve philanthropy and service. Include potential new members in an upcoming service project or plan a special philanthropy project as the basis for an informal recruitment party.

Publicity and Public Relations

Sigma Kappa's image on each campus, and nationally, is created through our deeds and actions. Publicity for our philanthropic work using our graphic standards can improve our reputation, both on campus and in the community. The promotion of projects can be a big job, so work with the chapter PR chairman to accomplish this task. It is important to incorporate the graphic standards into your publicity. Designate a member of the committee as the liaison to the PR chairman and/or her committee, or have joint committee meetings before major projects.

Keep in mind that many types of publicity need quite a bit of lead-time to get organized. Work with the PR chairman as early as possible so that publicity is timely and high-quality. The methods utilized may include the following:

- Advertisements
- Press releases
- T-shirts (must be approved by ABS) and programs
- Posters and banners
- Fliers
- Radio and/or television public service announcements
- Announcements to other organizations on campus and in the community

- Word of mouth
- Internet promotion (social media, chapter website, etc.)
- Service Shout Outs: inform the director of service about your projects and she can publicize them as well

Chapter Educational Programming

Educating chapter members about our philanthropy efforts is an important aspect of the VPPS's responsibilities. At least once each year, make arrangements with the VPP to present a special program regarding our national philanthropies, the Sigma Kappa Foundation and local organizations your chapter supports. Utilize a guest speaker, a video or some other type of special presentation. Workshops on philanthropy and service can be found on Workshop Warehouse, located on the members only side of the Sigma Kappa website.

Community Volunteerism

In every community, there are virtually endless opportunities for volunteer work. Concerned citizens donate their time to hospitals, nursing homes, senior citizen centers, mental health services, crisis centers, children's homes, churches, boys/girls clubs, big brothers/sisters, foundations for the arts and other organizations. Encourage each chapter member to get involved in the community by volunteering individually with an organization close to her heart. Recognize those members who do volunteer work, and ask them to tell the chapter about the work they do. Be sure to include this work on the member's participation record.

One way to ensure your chapter gets involved in serving your local community is by participating in Sigma Kappa's annual Day of Service. This event takes place in the spring term and there are no limits to how your chapter can plan to participate. Also consider partnering with your paired alumnae chapter to give your members an opportunity to work side by side with alumnae members of Sigma Kappa. Information is shared from NHQ at the beginning of the year with details of the event.

Help your members in this effort by putting together a volunteer resource file that includes information about organizations in the community that utilize volunteers. To help get started, ideas for volunteering are listed below:

- Women's clubs or shelters
- Federal government volunteer programs (i.e. Peace Corps, IRS - volunteer to help older Americans complete income tax returns)
- Places of worship
- Public or private schools
- Theater groups
- Fire departments
- Police departments
- Courts
- Political or voter registration offices
- Social service departments at the city, county, regional, or state levels.
- Legal aid bureaus
- Consumer affairs offices
- Community nutrition centers
- Home-delivered meals programs
- Hospitals
- Hospices
- Mental health clinics
- Community centers
- Senior centers
- Nursing homes
- "Hotline" telephone centers
- Family service and public welfare organizations
- Youth groups
- Public libraries
- Museums
- Art council
- Animal shelters
- Parks or recreation departments

Source: American Association of Retired Persons: "To Serve, Not To Be Served"

Keeping Accurate Records

Project Summary and Evaluation

After the chapter completes each project, the committee should meet to evaluate the success of the program. Discuss the participation level of the chapter members, what seemed to work well, and what could be improved. The amount of money spent on the project should also be recorded. A sample *Project Summary & Evaluation* form is located on the members only side of the Sigma Kappa website. Use this form or record evaluations in an electronic file. These records will make it easier to complete the annual report as well as provide a resource for future chairmen.

Individual Service Records

Records should be kept of the time and money that each chapter member donates during her time in the chapter. Records should be updated regularly and documented per academic term. These records will help determine the total amount of service hours donated by the chapter for the year. Be sure to include hours that a member may contribute to organizations other than Sigma Kappa philanthropies. When a member graduates, the participation record may be given to her for her own reference.

THE ANNUAL REPORT OF THE VPPS

The VPPS is responsible for completing and filing the Annual Report of the Vice President of Philanthropic Service by the deadline each year. This report is needed to compile the Sigma Kappa Foundation's Annual Report covering the calendar year January 1 – December 31. Additionally, the Annual Report of the Vice President of Philanthropic Service is evaluated for the chapter's Standards of Excellence annual rating and for award recognition purposes. The annual report form is found on the members only side of the Sigma Kappa website.

Care should be taken to keep adequate records of philanthropic activities through the year. Keep records of event income and expenses, as well as the number of chapter volunteers and volunteer hours. The chapter VPF should keep a record of philanthropic giving, both locally and nationally.

National Awards

Lillian P. Budd Award

The Lillian P. Budd Award is presented annually to the chapter with the most outstanding gerontology programs.

Edna B. Dreyfus Award

The Edna B. Dreyfus Award is awarded annually to the collegiate chapter which contributes the greatest amount of money per member during the award period to the following Sigma Kappa Foundation projects: Maine Seacoast Mission and Alzheimer's disease.

Ultra Violet Campaign Award

The Best Ultra Violet Campaign Award is awarded annually and recognizes one collegiate chapter and up to six honorable mentions (one from each district) for excellence in participation in the Ultra Violet Campaign. The award is based on creativity of campaign (presentation via photos and description), fundraising technique (quality, creativity and effectiveness of techniques actually used to raise money) and

public relations (quality, creativity and use of Ultra Violet name, logo and color in newspaper advertisements, articles, signs, posters, banners, invitations, etc.).

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