

1867

ΠΒΦ

lifelong
COMMITMENT

Sincere
friendship

Pi
Beta
Phi

servant
LEADERSHIP

philanthropic
service
to others

Vice President Community Relations

JANUARY 24-26, 2025



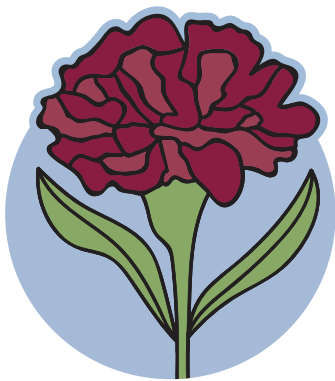
COLLEGE
WEEKEND



WELCOME TO COLLEGE WEEKEND!

This weekend is all about **you**, and we're so excited to help you kick off the year ahead!

On behalf of the entire Fraternity, our volunteer officers and staff, thank you for making the decision to join us in St. Louis for College Weekend! This weekend's programs are designed to prepare you for leadership in Pi Beta Phi and lay the groundwork for success in your new role. Throughout the weekend, you'll have opportunities to meet sisters from chapters across North America. Take advantage of this time to learn, grow and connect with Pi Phi leaders who share your dedication and passion for our sisterhood. We hope you'll be inspired by your fellow leaders to set the stage for the year ahead. The tools, knowledge and skills you gain this weekend will serve as the building blocks of your leadership journey within Pi Beta Phi.



Send Pi Phi Love

Send a wine carnation to share Pi Phi Love with the special sisters in your life! Honor a friend, chapter leader, Advisor or mentor with a \$5 gift to our Foundation. Wine carnation honorees attending College Weekend will receive wine carnation enamel pins onsite, and all honorees will receive a personal email filled with Pi Phi Love.

Stop by the Wine Carnation Garden in the Grand Foyer or scan the QR code to help our garden bloom.

College Weekend possible. Learn more at pibetaphi.org/foundation.



PI BETA PHI COLLEGE WEEKEND AGENDA

FRIDAY, JANUARY 24, 2025

11 a.m.–9 p.m.	Registration	GRAND FOYER, 4 TH FLOOR
11 a.m.–6 p.m.	BetaBase Learning Lab	GRAND FOYER, 4 TH FLOOR
	Digital Pix	GRAND FOYER, 4 TH FLOOR
	Pi Beta Phi Foundation Wine Carnation Garden	GRAND FOYER, 4 TH FLOOR
	Shop Pi Phi	GRAND C, 4 TH FLOOR
1–3 p.m.	Headquarters Tour (<i>pre-registration required</i>)	LOBBY, 4 TH STREET ENTRANCE
3–5 p.m.	Headquarters Tour (<i>pre-registration required</i>)	LOBBY, 4 TH STREET ENTRANCE
3–6 p.m.	Leadership and Nominating Committee (LNC) Meetings with Alumnae Advisory Committee (AAC) Members <i>Sign up required; visit the app for available times.</i>	STERLING STUDIO 2, 2 ND FLOOR
6–7:45 p.m.	Opening Dinner and Keynote Tina Rae VanSteenbergen will kick off College Weekend with her keynote, <i>Creating Confidence</i> , where she'll share how confidence has long been an expectation of women. Tina will explore confidence as a journey, a long and at times treacherous hike—one with hills, valleys, twists, turns and no map.	GRAND DEFGH, 4 TH FLOOR
8–9 p.m.	Educational Colleges	
	Alumnae Advisory Committee College	REGENCY AB, 2 ND FLOOR
	Chapter President College	REGENCY C, 2 ND FLOOR
	Community Relations College	REGENCY F, 2 ND FLOOR
	Finance/Housing College	REGENCY E, 2 ND FLOOR
	Inclusion College	GATEWAY WEST, 18 TH FLOOR
	Member Experience College	REGENCY D, 2 ND FLOOR
	Operations College	GRAND AB, 4 TH FLOOR
	Recruitment College	GATEWAY EAST, 18 TH FLOOR
Risk Management College	PARK VIEW, 4 TH FLOOR	
9–10 p.m.	LNC Meetings with AAC Members <i>Sign up required; visit the app for available times.</i>	STERLING STUDIO 2, 2 ND FLOOR



SATURDAY, JANUARY 25, 2025

7:30-8:30 a.m.	LNC Meetings with AAC Members <i>Sign up required; visit the app for available times.</i>	STERLING STUDIO 2, 2 ND FLOOR
8 a.m.-7 p.m.	Registration	GRAND FOYER, 4 TH FLOOR
	BetaBase Learning Lab	GRAND FOYER, 4 TH FLOOR
	Digital Pix	GRAND FOYER, 4 TH FLOOR
	Pi Beta Phi Foundation Wine Carnation Garden	GRAND FOYER, 4 TH FLOOR
8 a.m.-10 p.m.	Shop Pi Phi	GRAND C, 4 TH FLOOR
8-8:45 a.m.	Breakfast A breakfast buffet is available for all registrants.	GRAND DEFGH, 4 TH FLOOR
	LGBTQIA+ Affinity Group Meet-up LGBTQIA+ Affinity Group members are invited to grab breakfast from the buffet and join fellow sisters for casual conversations. Feel free to come and go as you please and explore other meet-ups happening at the same time. To learn more or to join, visit pibetaphi.org/lgbtqia .	STERLING STUDIO 5, 2 ND FLOOR
	Members of Color Affinity Group Meet-up Members of Color Affinity Group members are invited to grab breakfast from the buffet and join fellow sisters for casual conversations. Feel free to come and go as you please and explore other meet-ups happening at the same time. To learn more or to join, visit pibetaphi.org/membersofcolor .	STERLING STUDIO 4, 2 ND FLOOR
	Pi Phi Pages Group Meet-up Pi Phi Pages participants are invited to grab breakfast from the buffet and join fellow sisters for casual conversations. Feel free to come and go as you please and explore other meet-ups happening at the same time. To learn more or to join the Facebook group, visit pibetaphi.org/piphipages .	STERLING STUDIO 9, 2 ND FLOOR
9-11:45 a.m.	Educational Colleges	
11:45 a.m.-12:45 p.m.	LNC Meetings with AAC Members <i>Sign up required; visit the app for available times.</i>	STERLING STUDIO 2, 2 ND FLOOR
12-1 p.m.	Lunch Enjoy a lunch buffet as you share what you've learned with your sisters, connect with Pi Phis from other chapters and exchange ideas. No programming is scheduled during lunch.	GRAND DEFGH, 4 TH FLOOR
1:15-3 p.m.	Educational Colleges	
3-4 p.m.	Mental Health Break Grab your sisters, get outside or decompress during our mental health break. A snack will be provided in the Grand Foyer.	GRAND FOYER, 4 TH FLOOR
	LNC Meetings with AAC Members <i>Sign up required; visit the app for available times.</i>	STERLING STUDIO 2, 2 ND FLOOR



4:15–6:15 p.m.	Educational Colleges	
7–10 p.m.	Pink Party Dinner Change into your Pink Party T-shirt and join your sisters for a buffet dinner alongside a silent disco and a Pi Beta Phi Cookie Shine.	GRAND DEFGH, 4 TH FLOOR
8:30–10 p.m.	Alumnae Reception Network with Pi Phi alumnae and swap sisterhood stories over desserts.	RED PRIVATE DINING ROOM, 1 ST FLOOR
	LNC Meetings with AAC Members <i>Sign up required; visit the app for available times.</i>	STERLING STUDIO 2, 2 ND FLOOR

SUNDAY, JANUARY 26, 2025

7:30–8: a.m.	LNC Meetings with AAC Members <i>Sign up required; visit the app for available times.</i>	STERLING STUDIO 2, 2 ND FLOOR
8 a.m.–12 p.m.	Registration	GRAND FOYER, 4 TH FLOOR
	Pi Beta Phi Foundation Wine Carnation Garden	GRAND FOYER, 4 TH FLOOR
8–8:45 a.m.	Breakfast A breakfast buffet is available for all registrants. No programming is scheduled during breakfast.	GRAND DEFGH, 4 TH FLOOR
9–9:45 a.m. and 10–10:45 a.m.	Workshop Sessions 1 & 2	
	Balancing Act	Regency D
	Building Bridges	Regency B
	Career Confidence	Regency E
	Conquering Conflict	Regency C
	Crafting Your Chapter Brand	Regency F
	Delegation Decoded	Gateway West
	Facilitation Foundations	Regency A
	Home Sweet Home	Grand AB
	Keys to Success*	Sterling Studio 6
	Retention by Design	Gateway East
	Safe Sisterhood	Sterling Studio 9
	The Power of YOU	Parkview
11–11:30 a.m.	Closing General Session We’ll end our time together by reflecting on the biggest highlights and key takeaways from the weekend. You’ll leave energized and ready to drive positive change within your chapters and beyond.	GRAND DEFGH, 4 TH FLOOR

*Keys to Success is only being offered during Session 1





KEYNOTE SPEAKER

TINA RAE VANSTEENBERGEN

Tina Rae VanSteenbergen is on a mission to change the narrative for women. Her work is rooted in a powerful belief: women need women—to succeed in the workplace, to feel understood, to believe in themselves and to feel less alone. Through her authentic, heartfelt speaking style, Tina empowers women to tear down the walls between them, foster genuine connections and build strong communities filled with empathy, kindness and empowerment.

With a blend of storytelling, humor and honesty, Tina has inspired hundreds of thousands of women across North America to take up space in their personal and professional lives. She helps women embrace their confidence—not as a simple expectation, but as a shared journey of growth, resilience and self-discovery.

Tina’s keynote promises to leave you inspired, connected and ready to embrace your authentic confidence as you navigate the twists and turns of life.



COLLEGE WEEKEND ANNOUNCEMENTS

MISSING SOMETHING? WE CAN HELP!

Stop by the registration desk in the 4th Floor Grand Foyer to pick up your lost items or drop off something you've found. The lost and found will be open Friday 11 a.m.-9 p.m., Saturday 8 a.m.-7 p.m. and Sunday 8 a.m.-12 p.m.

DOWNLOAD THE PI PHI EVENTS APP AND STAY UP TO DATE

When you download the Pi Beta Phi events app, you’ll have instant access to all things College Weekend. From the agenda and hotel map to important announcements and an attendee directory, the Pi Phi app will keep you in the know. Follow the steps below to download.

1. Search for the Pi Beta Phi Events app in the App Store on iOS devices and the Play store on Android.
2. Download and install the app.
3. Open the app and select Pi Beta Phi College Weekend 2025.
4. Follow the instructions listed and log in using the email you used during registration.
5. Enter the four-digit verification code from your email into your device when prompted.



LET’S GET SOCIAL

College Weekend is an experience like none other. Share your favorite moments on social media using #PiPhiLeaders and #PiPhiCollegeWeekend and you may see your photos on the big screen!



LEVEL UP AT THE BETABASE LEARNING LAB

Want to take your BetaBase skills to the next level? The BetaBase Learning Lab offers a hands-on opportunity to explore our new member portal. Work alongside fellow officers and Advisors as you explore tools for managing your chapter, practice running reports and work through real-world scenarios with staff and volunteers!

SHARE YOUR STORY

Our sisterhood is made up of thousands of members with unique identities, backgrounds and experiences. While we have common values and a shared love for Pi Phi, every member brings something special to our sisterhood; every member has a story to share—from how Pi Phi empowered you to lead and your favorite memories living in the chapter house to how you celebrate holidays throughout the year and the incredible work you’re doing in your community.

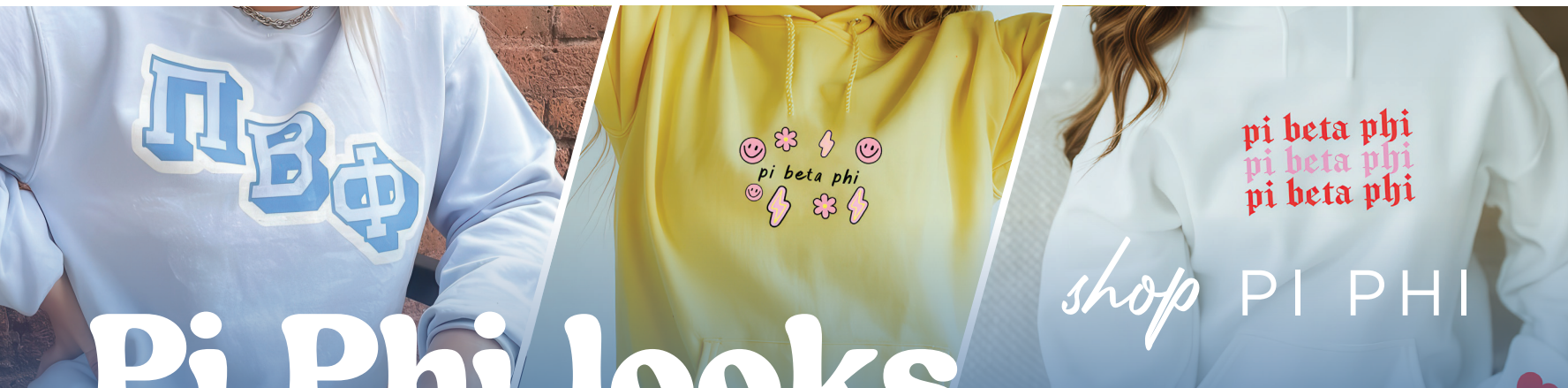
Scan the QR code and complete the form to share your story!



SHOP PI PHI

Ready to add to your Pi Phi collection? Stop by Grand C on the 4th Floor to shop our most popular styles and find a few new favorites. From sweatshirts to stickers—there’s something for everyone!

When you Shop Pi Phi, you support Pi Phi! A portion of every purchase comes back to the Fraternity.



Pi Phi looks good on you!

Shop the largest collection of Pi Phi merchandise all year long at shoppiphi.com.

When you Shop Pi Phi, you support Pi Phi! A portion of every purchase comes back to the Fraternity.





“IT WAS NOT JUST THE FINANCIAL SUPPORT THAT MEANT SO MUCH TO ME, BUT THE RECOGNITION FROM AN ORGANIZATION THAT I HAVE BEEN A PART OF FOR YEARS.”

— WHITNEY STANTON, COLORADO ALPHA

Whitney is one of 106 Pi Phis who received a Foundation scholarship or fellowship during the 2024-2025 academic year.

Our Foundation provided \$317,846 in scholarship awards for the 2024-2025 academic year to Pi Phi collegians and alumnae pursuing their academic goals—and many scholarships give preference to members from specific chapters.

Scan the QR code to learn more and complete your application by February 15!



LODGING AND MEALS

LODGING

Lodging for Friday and Saturday night is included in the registration package for registered attendees. All participants should be checked out of their rooms no later than noon on Sunday. Programming will conclude by 11:30 a.m. to allow participants time to take care of any remaining business. Each attendee will be responsible for incidental expenses (telephone calls, additional meals, snacks, etc.) they incur.

MEALS

Friday dinner, Saturday breakfast, lunch and dinner, and Sunday breakfast are included in the registration fee. College Weekend events are alcohol-free. Please do not bring alcoholic beverages into any College Weekend functions, including meals.

SPECIAL ACCOMMODATIONS

When registering for College Weekend, you were prompted to note any special accommodations. If your needs have changed, please stop by registration to let us know so we can best support you throughout the event.

DIETARY RESTRICTIONS

When registering for College Weekend, you were prompted to note any dietary restrictions. All allergens will be clearly marked on buffets. A dietary restriction card for Friday night's plated meal has been included inside your registration packet. Once seated, please place your dietary restriction card at your place setting to denote your dietary restriction to the banquet server. The banquet staff will then bring you the appropriate meal. In order for all attendees to enjoy the meal, it's important you take the correct meal if you have special dietary restrictions. If you have any additional concerns regarding dietary restrictions at buffet meals, please ask someone from the hotel banquet staff.

EMERGENCY PROCEDURES

In the event of an emergency while at College Weekend, please follow the hotel procedure first and then Pi Phi procedures as outlined below.

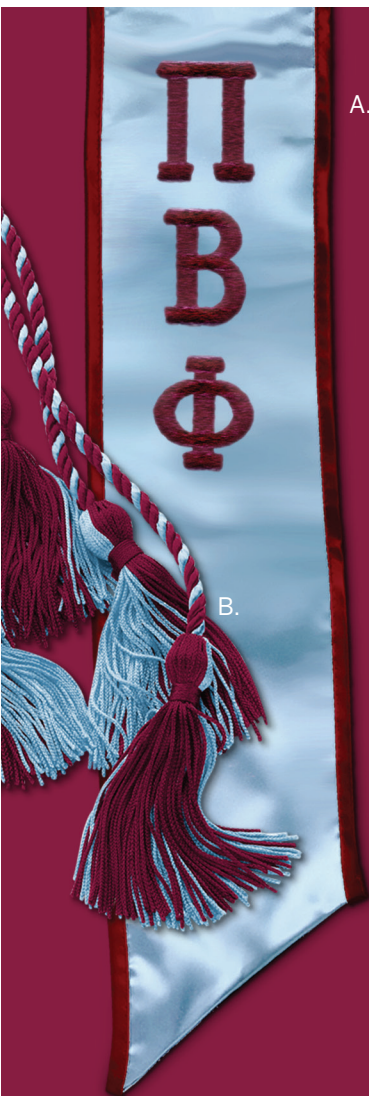
HOTEL PROCEDURE

In case of emergency, the hotel emergency number is 55.

PI BETA PHI PROCEDURE

After following the hotel's emergency procedure, contact the Pi Beta Phi Emergency Hotline. The hotline will be staffed 24/7, and the individual answering will know the proper procedures to be followed based on the situation. **The Pi Beta Phi Emergency Hotline number is (636) 236-9463.**

No one goes to the doctor or hospital alone. Always use a "travel buddy" if a visit to a doctor or hospital is necessary. A member of the Alumnae Advisory Committee or a Fraternity Officer should accompany a collegian. Report status after medical treatment to the Pi Beta Phi Emergency Hotline.



A.

Step into your future

with Pi Beta Phi close to heart

B.



C.

D.



E.



F.



G.



H.



I.



J.



K.



L.



M.

- A. Graduation Stole, #STOLE
- B. Graduation Cord, #CORD
- C. Crown Pearl Badge with Diamond Point, #0203
- D. Crest Guard, #0910
- E. VP Recruitment, #0027
- F. VP Inclusion, #0184
- G. VP Community Relations, #045B
- H. VP Operations, #0003
- I. VP Finance/Housing, #0004
- J. Chapter President, #001A
- K. VP Risk Management, #0067
- L. AAC, #0021
- M. VP Member Experience, #0006

Use code
PIPHIWEEKEND25
to get FREE*
shipping!
*(Valid January 23-
February 9, 2025.)*

We Are Pi Phi

Pi Phi is made stronger by the diversity of our members, each contributing their own story to our shared history. #WeArePiPhi celebrates the unique identities and experiences of every Pi Phi sister, and your story is an important part of our collective legacy.

Ready to share your story? Scan the QR code and complete the form to let us know!



NEARBY HOSPITAL AND PHARMACY

Barnes-Jewish Hospital

1 Barnes Jewish Hospital Plaza, St. Louis, MO 63110

(314) 747-3000 | barnesjewish.org

Distance from hotel: 4.8 miles

Approximate travel time: 15-minute drive

CVS Pharmacy (inside Culinaria, A Schnucks Market)

315 North 9th Street, St. Louis, MO 63101

(314) 436-7491 | nourish.schnucks.com

Distance from hotel: 0.5 miles

Approximate travel time: 10-minute walk

FIRE AND EVACUATION PROCEDURES

In the event of a fire, the fire alarm will sound on the floor of the emergency, as well as the floors immediately above and below followed by an audible message. Listen to the public address system for directions and proceed to the lobby to await further directions from hotel staff or the Fire Department.

ACTIVE SHOOTER PROCEDURES

In the case of an active shooter, take these actions:

1. **Run:** If there is an escape path, attempt to evacuate. Take your phone with you but leave all other belongings behind. Help others escape if possible. Prevent others from entering the area. Call 911 when you are safe.
2. **Hide:** When evacuation is not possible, find a place to hide. Lock and/or blockade the door. Silence your phone. Remain quiet.
3. **Fight:** As a last resort, and only if your life is in danger should you attempt to incapacitate the shooter.

REPORTING SAFETY IN CASE OF EMERGENCY

Collegians and AAC members should report they are safe to the Chapter President of the chapter they are representing. The Chapter President will report to the Collegiate Regional Director. International volunteers should report they are safe to their volunteer supervisor. Headquarters staff should report they are safe to their supervisor.



ΠΒΦ'S 75TH BIENNIAL CONVENTION
A CELEBRATION
of **SISTERHOOD**

JUNE 19-21, 2025

**THE GALT HOUSE HOTEL
LOUISVILLE, KENTUCKY**

Pi Beta Phi's 75th Biennial Convention: A Celebration of Sisterhood honors our 158-year history and the values at the heart of Pi Beta Phi. Join your Pi Phi sisters in commemorating our shared heritage, celebrating our collective achievements, reaffirming our commitment to our values and envisioning a promising future together.

Registration will open soon at pibetaphi.org/convention.





HOTEL MAP – 2ND FLOOR

**Alumnae Advisory
Committee College**
Regency Ballroom A-B

**Pi Phi Pages
Meet-up**

**Building Bridges
Workshop**
Regency Ballroom B

**Balancing
Act Workshop**

**Community
Relations College**

**LGBTQIA+
Affinity Group
Meet-up**

**Safe
Sisterhood
Workshop**

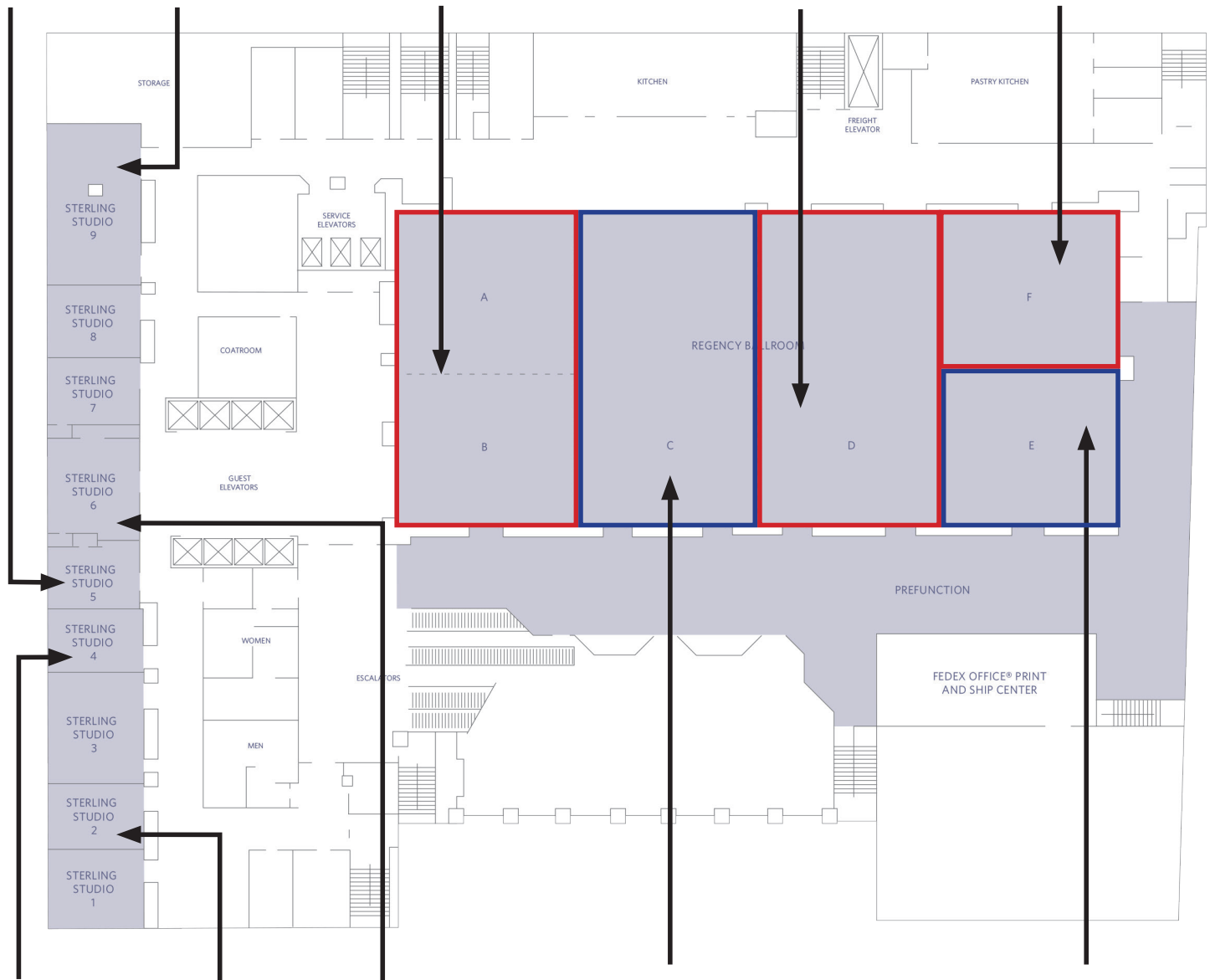
**Facilitation Foundations
Workshop**
Regency Ballroom A

**Member
Experience College**
Regency Ballroom D

**Crafting Your Chapter
Brand Workshop**
Regency Ballroom F

Sterling
Studio 5

Sterling
Studio 9



**Members
of Color
Affinity Group
Meet-up**

Sterling
Studio 4

**LNC
Meetings**

Sterling
Studio 2

**Keys to Success
Workshop**

Sterling
Studio 6

Chapter President College

**Conquering
Conflict Workshop**

Regency Ballroom C

Finance/Housing College

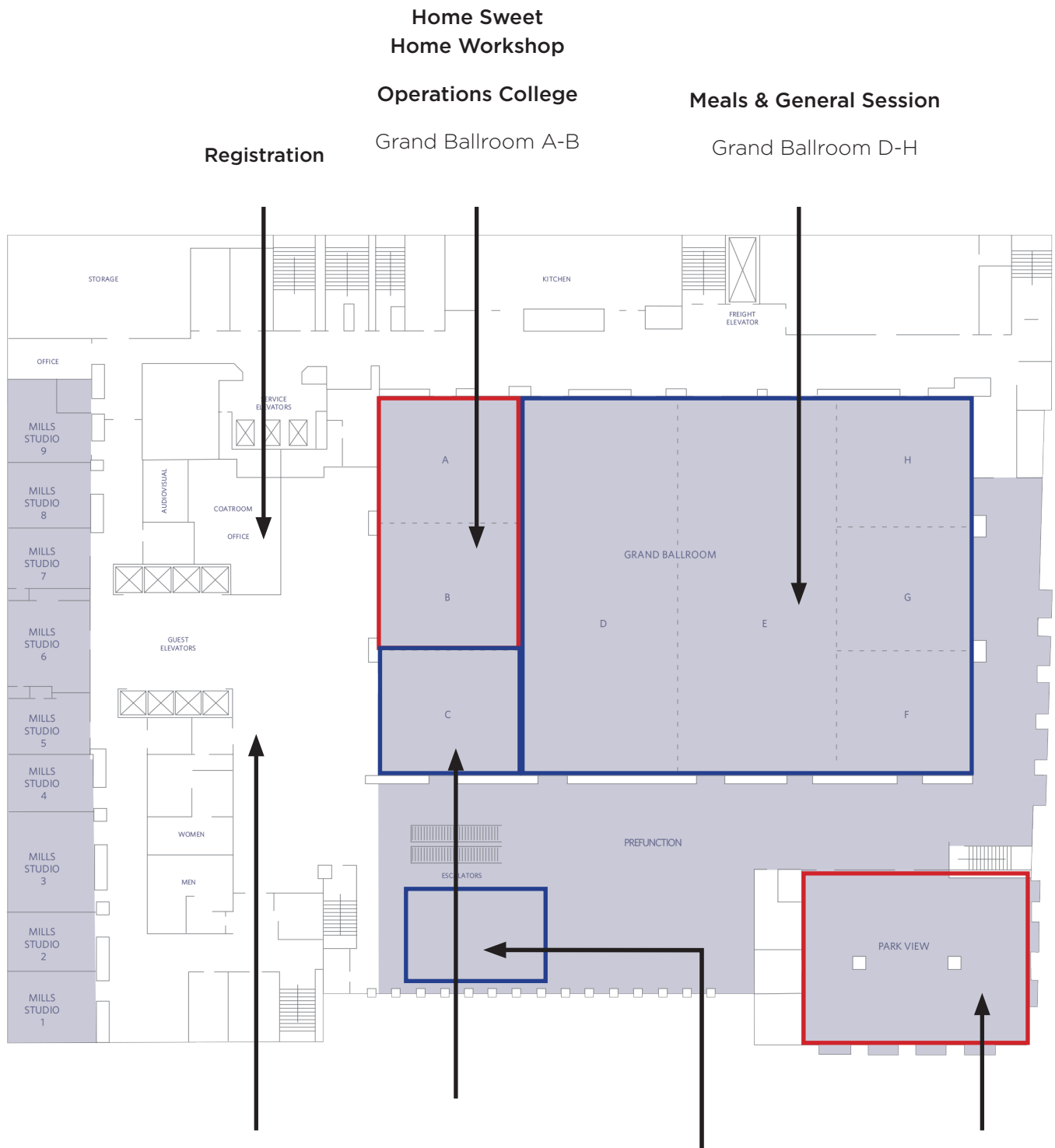
**Career
Confidence Workshop**

Regency Ballroom E





HOTEL MAP – 4TH FLOOR



Registration

Home Sweet Home Workshop
Operations College
Grand Ballroom A-B

Meals & General Session
Grand Ballroom D-H

BetaBase Learning Lab
Digital Pix Booth

Shop Pi Phi
Grand Ballroom C

Pi Beta Phi Foundation Wine Carnation Garden

The Power of YOU Workshop
Risk Management College

Park View





HOTEL MAP — 18TH FLOOR

**Delegation
Decoded Workshop**

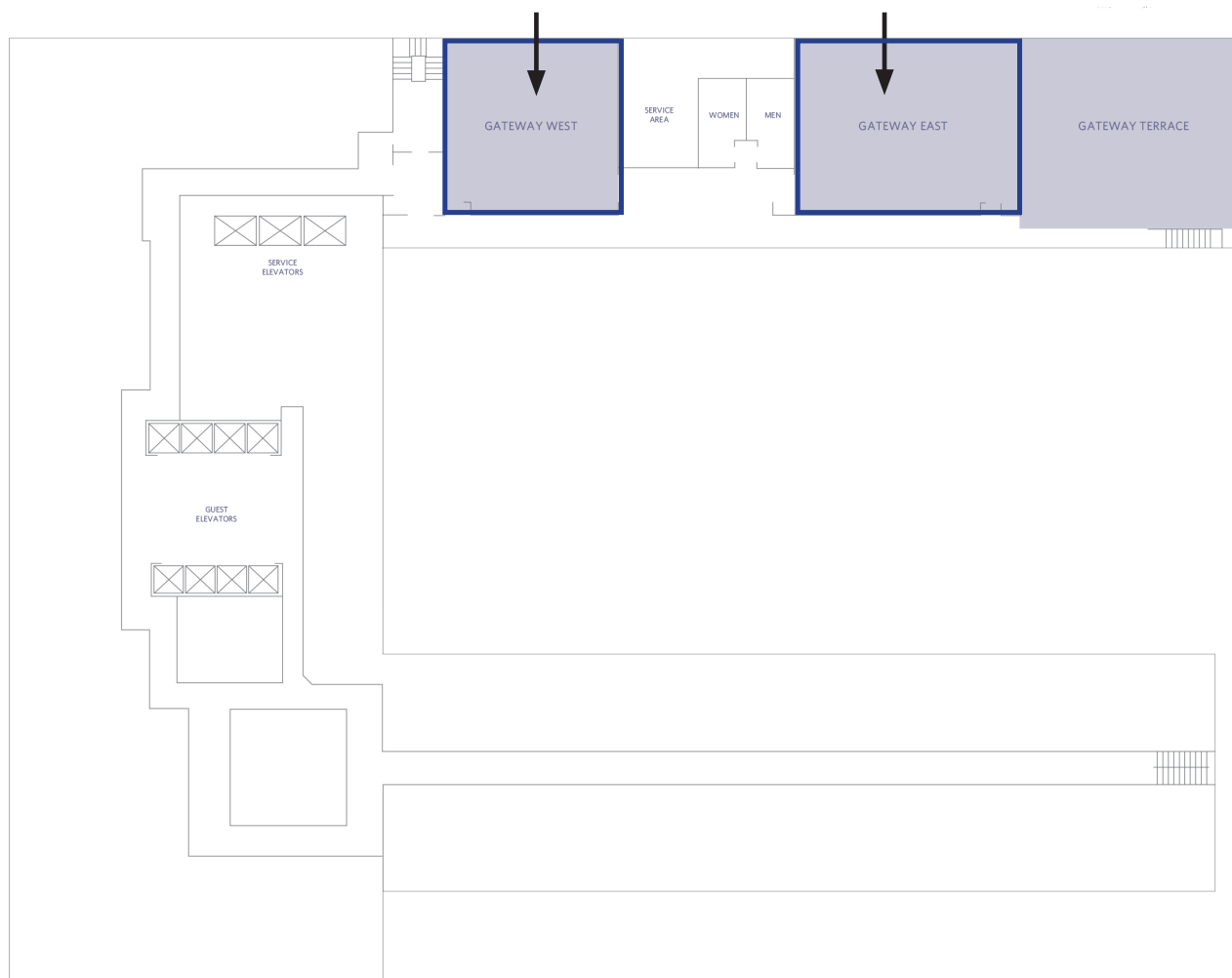
Recruitment College

Inclusion College

Retention by Design

Gateway West

Gateway East

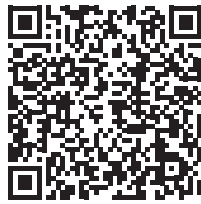


*Pi Phi
giving
day*

3.14.25

Join our Pi Phi Giving Day ambassador team!

Do you have a passion for Pi Phi and want to make a difference? As an ambassador, you can win exclusive Pi Phi prizes while helping to promote this special day of giving.

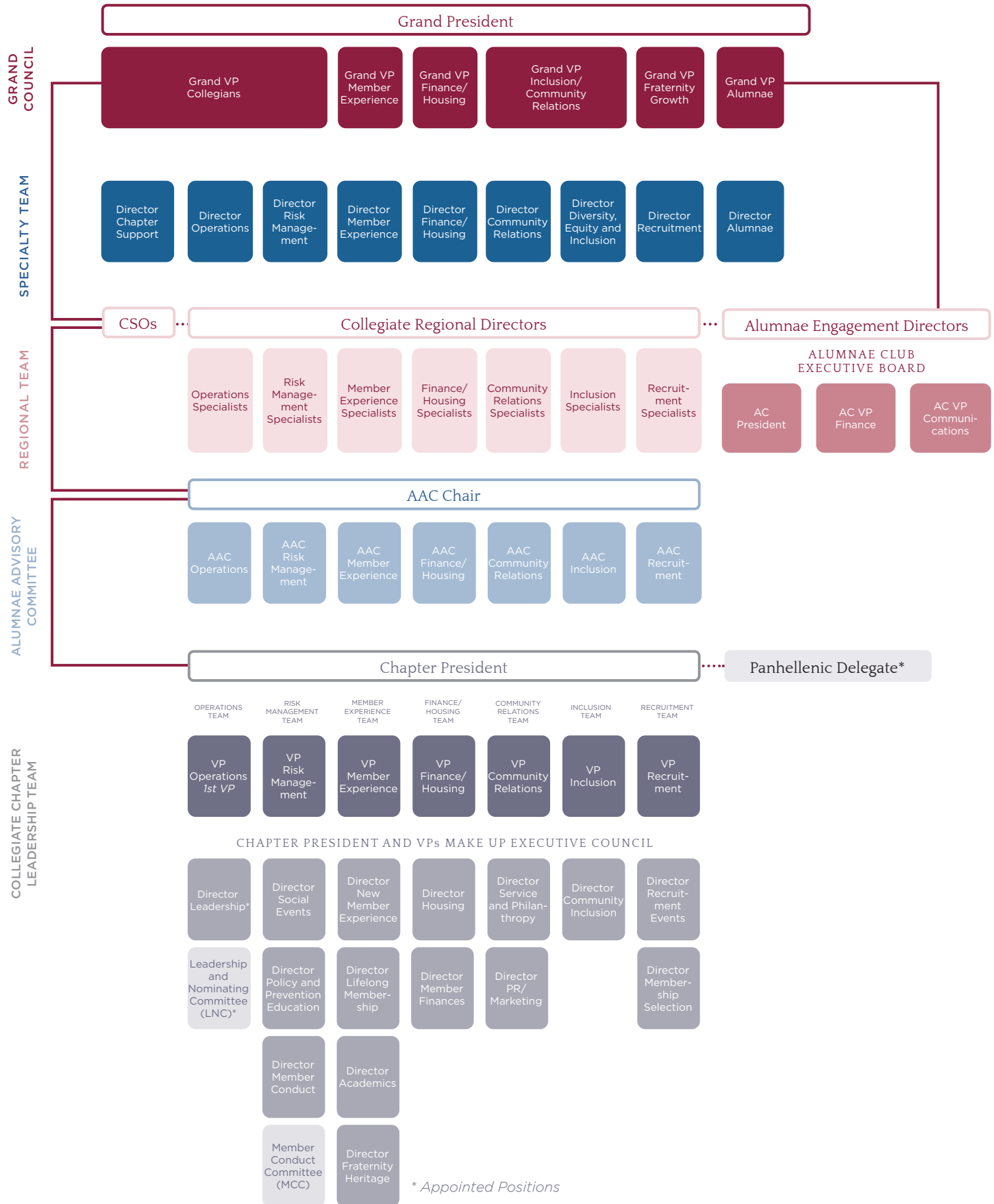


Scan the QR code to sign up, then stop by the Wine Carnation Garden in the 4th Floor Grand Foyer to pick up your Pi Phi Giving Day ambassador button!



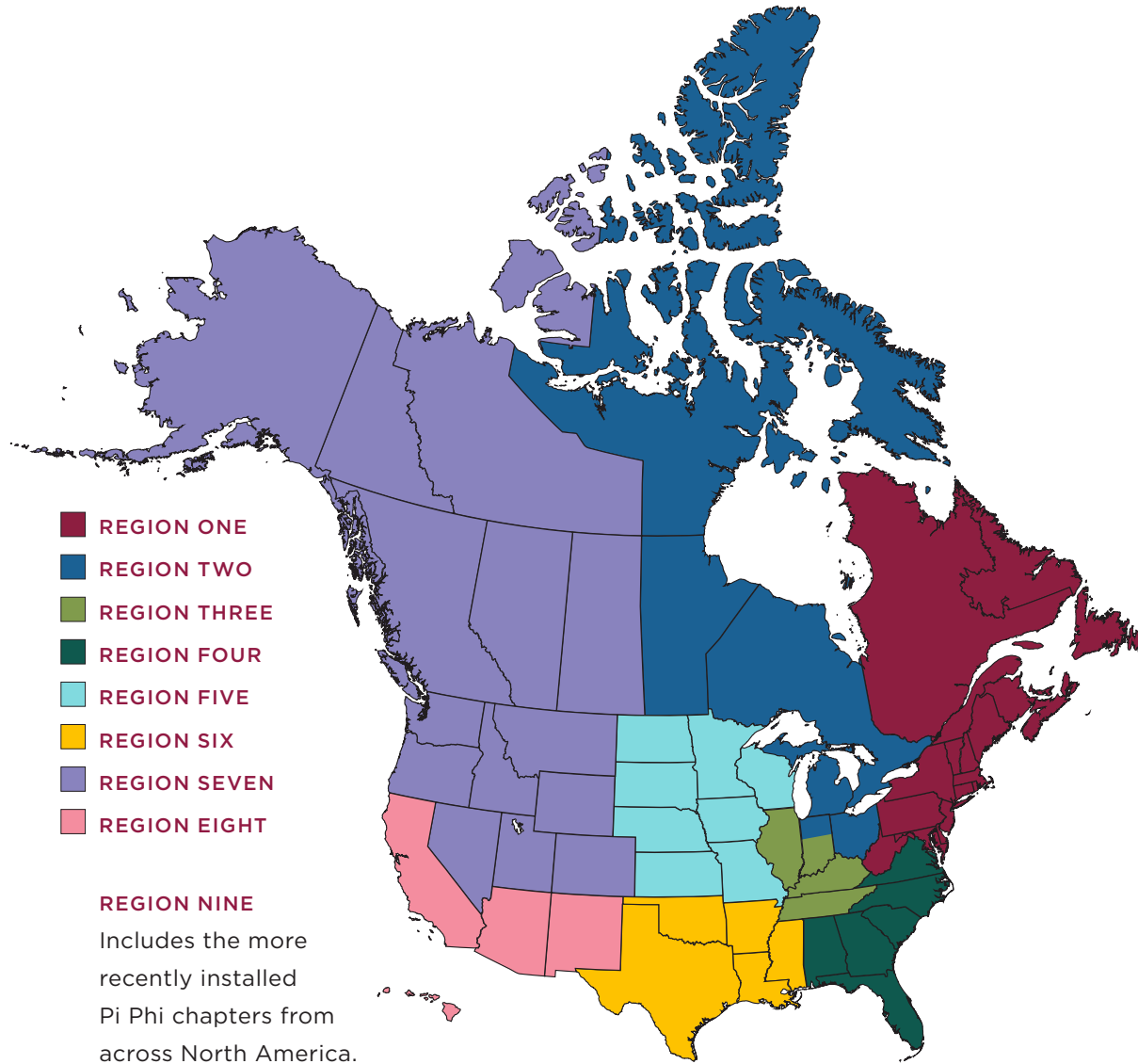


PI BETA PHI ORGANIZATIONAL STRUCTURE





PI BETA PHI REGIONAL MAP



Smile Big

Capture your favorite 2025 College Weekend moments with Digital Pix, our official event photographer!

Stop by their booth in the 4th Floor Grand Foyer for a chance to win a FREE chapter composite!



VOLUNTEERS AND STAFF

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WELCOME TO THE COMMUNITY RELATIONS COLLEGE!

As the saying goes, it's not what you do, but how you do it. The Community Relations College will empower officers to develop a strategy for engaging their chapter members and local communities in meaningful ways. Participants will be challenged to evaluate their chapter's philanthropic impact and strategic communication efforts to identify opportunities for growth. The track will focus on building meaningful community relationships and partnerships and serve as a springboard for putting plans into action.

By participating in the Community Relations College, officers will be able to:

- Identify how to develop relationships with organizations and community partners aligned with chapter values.
- Articulate the difference between fundraising, service and philanthropy as key components of community relations.
- Assess their chapter's communication and philanthropic efforts and identify opportunities for growth and development.
- Employ community relations practices that actively and effectively contribute to an inclusive and engaging member experience.

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TRACK AGENDA

PART I - WELCOME | FRIDAY 8 - 9 P.M.

Welcome, Introductions and Program Overview

Identifying and Relating to Our Communities

PART II - PARTNERSHIP AND PHILANTHROPY | SATURDAY 9 - 11:45 A.M.

Positive Community Partnership

Philanthropy, and Service and Fundraising...Oh, My!

Read > Lead > Achieve® Overview

Pi Beta Phi Foundation Overview

Philanthropy and Fundraising Events

PART III - STRATEGIC COMMUNICATIONS AND BRAND MANAGEMENT | SATURDAY 1:15 - 3 P.M.

Strategic Communication 101

Brand Management and Chapter Brands

The Role of Social Media

PART IV - STRATEGIC PLANNING AND GOAL SETTING | SATURDAY 4:15 - 6:15 P.M.

Strategic Communications Plans

Community Partnerships Revisited

Action Planning



VICE PRESIDENT COMMUNITY RELATIONS POSITION DESCRIPTION

OVERVIEW

The Vice President Community Relations (VPCR) plays a critical role shaping the chapter’s brand and promoting its presence on campus and in the local community. They do this by guiding efforts to integrate philanthropic initiatives and connect Pi Beta Phi members with the surrounding communities, while monitoring the external image of the chapter.

RESPONSIBILITIES

- Shapes the chapter’s overall brand with the campus and local communities.
- Promotes positive relationships with the host institution and encourages campus involvement.
- Develops and promotes alumnae and parent relations.
- Keeps stakeholders such as alumnae, parents, the campus, the Fraternity, surrounding community and local media up to date on the chapter’s positive efforts, with support from the Director PR/Marketing.
- Prepares the chapter’s submissions to *The Arrow* and other Fraternity promotional opportunities.
- Collaborates bi-weekly with the Inclusion Team to ensure Community Relations efforts are done through a lens of diversity, equity and inclusion.

KEY DATES AND DEADLINES

FEBRUARY	Complete chapter submission for <i>The Arrow</i> by Feb. 1 Support Fraternity Day of Service efforts (March 2)
MARCH	Support Pi Phi Giving Day efforts (March 14)
JUNE	Complete chapter submission for <i>The Arrow</i> by June 1
AUGUST	Support Read > Lead > Achieve® Month planning
OCTOBER	Complete chapter submission for <i>The Arrow</i> by Oct. 1
ONGOING	Coordinate with the Director PR/Marketing to update the chapter website once per academic term Ensure positive chapter promotions, as campus mediums allow Meet weekly with all Directors on the Community Relations Team Complete the Monthly Chapter Evaluation on behalf of the Community Relations Team each month

MANUALS, GUIDES AND RESOURCES

- Brand Guidelines
- Brand Sponsorship Guidelines
- Chapter Officer Report Calendar
- Website Guide
- Constitution and Statutes
- Event Planning and Management Guide
- Executive Council Officer Manual
- Monthly Chapter Evaluation
- Philanthropy and Service Planning Tool
- Social Media Guide
- *The Arrow* Guide
- Read > Lead > Achieve® Guide





DIRECTOR SERVICE AND PHILANTHROPY POSITION DESCRIPTION

OVERVIEW

The Director Service and Philanthropy (DSP) coordinates the chapter’s Fraternity and community fundraising and service projects to align efforts with the Fraternity’s core value of Philanthropic Service to Others.

RESPONSIBILITIES

- Ensures the chapter’s service and philanthropy requirements are met.
- Coordinates fundraisers benefiting Pi Beta Phi’s philanthropic effort Read > Lead > Achieve®
- Coordinates literacy service projects and encourages members to pursue individual community service activities
- Promotes participation in Fraternity-led efforts such as Read > Lead > Achieve Month, Fraternity Day of Service and other advocacy projects
- Collaborates with the Risk Management Team while planning philanthropy events in accordance with Pi Beta Phi’s event planning policies and guidelines, requesting approval of the Regional Team for events considered high-risk
- Collaborates with the Vice President Finance and Housing to ensure the chapter’s required and optional contributions to Pi Beta Phi philanthropies have been made
- Collaborates with the Vice President Recruitment and Director Recruitment Events to coordinate philanthropy-related recruitment events
- Collaborates with the Director Fraternity Heritage to educate the chapter on Pi Beta Phi philanthropies

KEY DATES AND DEADLINES

FEBRUARY	Promote participation in Fraternity Day of Service
APRIL	Promote member participation in Pi Beta Phi Foundation Giving Day
MAY	Winter/spring Community Service Report completed in BetaBase by May 31
SEPTEMBER	Promote Read > Lead > Achieve® Month Nominate a local nonprofit or community partner for a Pi Beta Phi Literacy Grant
DECEMBER	Summer/fall Community Service Report completed in BetaBase by Dec. 31
ONGOING	Submit a Philanthropy and Service Planning Tool to the AAC Community Relations and Community Relations Specialist for approval in advance of all fundraising, philanthropy and service events Coordinate with VPFH to report net fundraising results to chapter and make motions for chapter votes on all donations Submit fundraised dollars to Pi Beta Phi Foundation within 10 days of a fundraising event Collect information on members’ community service hours Meet weekly with Vice President Community Relations

MANUALS, GUIDES AND RESOURCES

- Chapter Fundraising Guide
- Event Planning and Management Guide
- Foundation Chapter Gift FT1 Form
- Fundraising Tracking Sheet
- Philanthropy and Service Planning Tool
- Photo and Video Release Waiver Form (English/Spanish)
- Policy and Position Statements
- Read > Lead > Achieve Recruitment PowerPoint Template
- Required Advisory and Release Poster and Handout (English/Spanish)



DIRECTOR PR/MARKETING POSITION DESCRIPTION

OVERVIEW

The Director PR/Marketing is responsible for maintaining the chapter's brand and image through external public relations and marketing efforts. They manage the chapter's online platforms, including the chapter website and social media accounts.

RESPONSIBILITIES

- Manages and updates the chapter website as needed, at least once per academic term.
- Manages the chapter's social media accounts and pages in accordance with Pi Beta Phi social media guidelines and brand standards.
- Seeks positive public relations opportunities to highlight chapter successes.
- Partners with the Director Recruitment Events and Recruitment Team to plan and create any videos related to recruitment, including pre-recruitment promotional videos, pre-recruitment social media content and videos to be used during any recruitment round.
- Sets and communicates member expectations for personal social media pages and educates on the importance of individual member conduct on social media.
- Collaborates with officers on apparel and merchandise orders to ensure compliance with Pi Beta Phi guidelines and trademark/copyright laws.
- Collaborates with the Vice President Recruitment to ensure the chapter's brand supports year-round recruitment efforts.

KEY DATES AND DEADLINES

MAY	Update "upcoming events" section of website for next term
DECEMBER	Update "upcoming events" section of website for next term
ONGOING	Update the chapter website as needed, at least once per academic term Meet weekly with Vice President Community Relations

MANUALS, GUIDES AND RESOURCES

- Brand Guidelines
- Constitution and Statutes
- Monthly Chapter Evaluation
- Social Media Guide
- *The Arrow* Guide
- Website Guide



AAC COMMUNITY RELATIONS POSITION DESCRIPTION

OVERVIEW

The Alumnae Advisory Committee Community Relations (AACCR) serves as a member of the chapter's AAC by overseeing the Vice President Community Relations and her team. She provides guidance that helps shape the chapter's public relations strategy, communication efforts and philanthropic programming. She supports the collegiate officers by coaching them on how to accomplish their responsibilities and by holding them accountable on position-specific tasks.

RESPONSIBILITIES

- Acts as a resource for the Vice President Community Relations (VPCR) and her team.
- Mentors the Community Relations team to develop their leadership skills.
- Ensures the Pi Beta Phi brand is effectively represented on campus.
- Coaches officers and members on strategic use of social media and public relations initiatives to boost chapter image.
- Directs, monitors and educates chapter on planning and implementing comprehensive Read > Lead > Achieve® endeavors including, but not limited to, Champions Are Readers®(CAR) and Fraternity Day of Service initiatives.
- Provides leadership in setting goals and creating action plans for successful philanthropic initiatives.
- Guides efforts to develop and promote relationships with all constituents, including parents, alumnae, campus professionals and community entities.

KEY DATES AND DEADLINES

ONGOING	<p>Ensure chapter submits news to <i>The Arrow</i> and Pi Phi's social media channels</p> <p>Monitor social media channels and chapter e-communications to ensure appropriateness and brand consistency</p> <p>Ensure positive chapter promotions, as campus mediums allow</p> <p>Review all alumnae communications before distribution</p> <p>Communicate weekly with the Vice President Community Relations</p>
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MANUALS, GUIDES AND RESOURCES

- Alumnae Advisory Committee Manual
- Brand Guidelines
- Chapter Officer Report Calendar
- Constitution and Statutes
- Executive Council Officer Manual
- Monthly Chapter Evaluation
- Social Media Guide
- *The Arrow* Guide
- Website Guide



MONTHLY CHAPTER EVALUATION FOR VICE PRESIDENT COMMUNITY RELATIONS AND COMMUNITY RELATIONS TEAM

MEETING EXPECTATIONS STANDARDS

- Makes donation to Pi Beta Phi Foundation's Literacy Fund of at least 10 fundraised dollars per chapter member
- Supports the Fraternity's vision of leading the way to a more literate society by participating in or advocating for at least one Read > Lead > Achieve® initiative or other literacy programming or advocacy effort
- Participates in a philanthropy or service project of the chapter's choosing to benefit the campus or local community
- Partners with the Recruitment Team to produce recruitment videos and other marketing materials to authentically represent the chapter in a way that aligns with the Fraternity's core values
- Advances the Pi Phi brand by maintaining an active social media presence and updating its chapter website at least once per academic term
- Plans and executes an annual alumnae event or communication campaign

EXCEEDING EXPECTATIONS STANDARDS

- Makes donation to Pi Beta Phi Foundation's Friendship Fund of at least 10 fundraised dollars per chapter member
- Exceeds donation to Pi Beta Phi Foundation's Literacy Fund of at least 10 fundraised dollars per chapter member
- Nominates an organization to receive a Local Impact Grant
- Plans and executes a campus-wide literacy advocacy event
- Promotes a positive image of the chapter through campus engagement, including chapter presence at major campus or community events and member engagement in other registered student organizations
- Records five service hours per member
- Submits content to *The Arrow*

IDENTIFY COMMUNITY

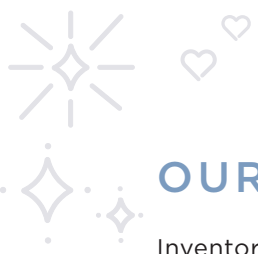


COMMUNITY:

People are the foundation of any community. There are a variety of ways to organize people to create a community.

GEOGRAPHY LENS	IDENTITY LENS	AFFINITY LENS





OUR CURRENT COMMUNITIES

Inventory your chapter's current community relations. Think about those groups, communities and audiences your chapter is most connected to and which ones exist, but your chapter is not as connected to.

MOST CONNECTED

LESS CONNECTED

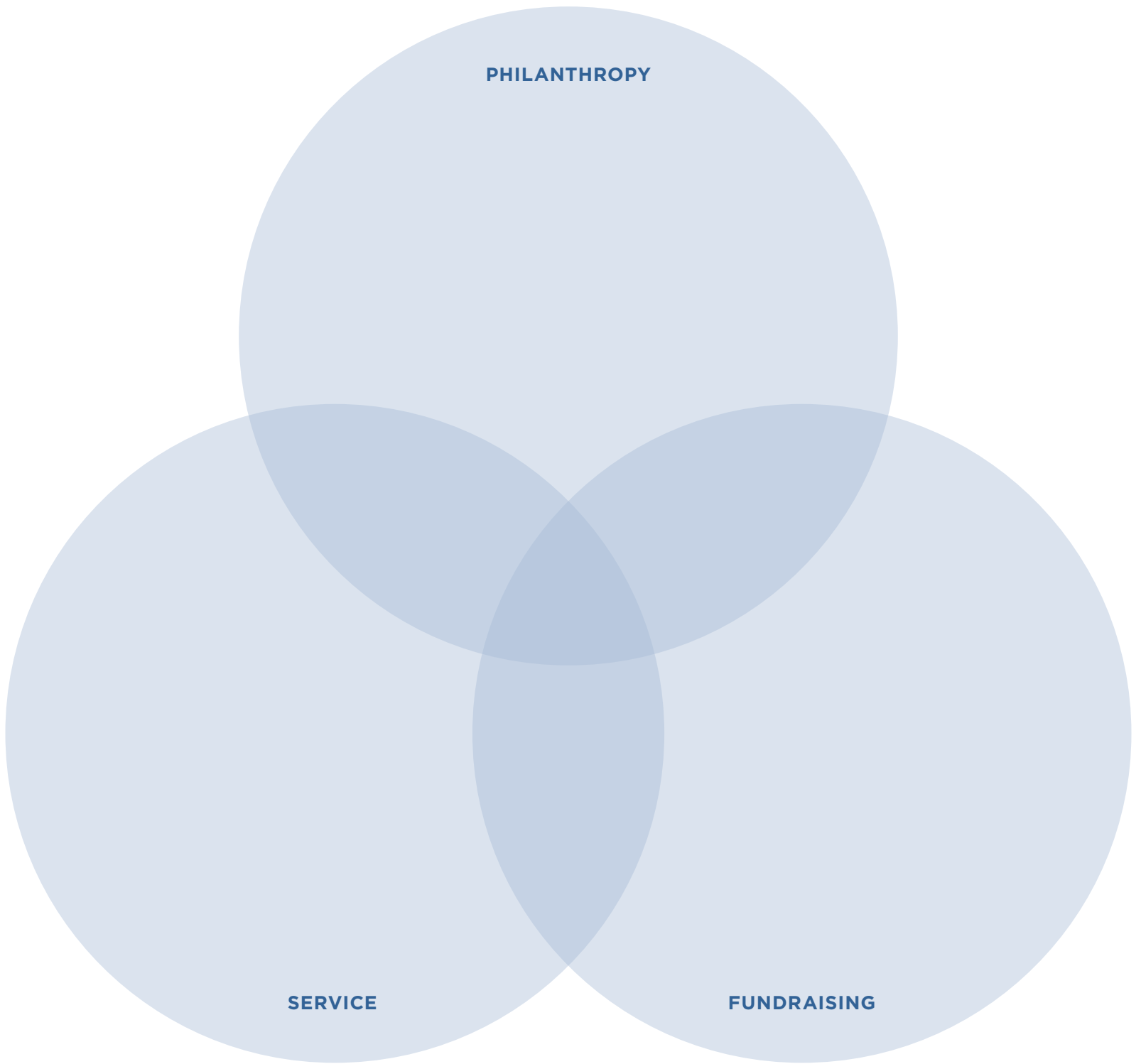
LEAST CONNECTED

COMMUNITIES NOT CAPTURED:





PHILANTHROPY, SERVICE, FUNDRAISING





PHILANTHROPY, SERVICE, FUNDRAISING

PHILANTHROPY

The desire to promote the welfare of others, expressed especially by generous donations to good causes

SERVICE

Sharing your time and talents to address a need in your community; usually hands-on in nature and connects your skills and abilities with a real-world issue

FUNDRAISING

Raising funds to be donated to a worthy cause

NOTES



READ > LEAD > ACHIEVE®

Read > Lead > Achieve® is Pi Beta Phi's philanthropic effort, which inspires a lifelong love of reading that can unlock true potential, creating a more literate and productive society. We believe in the power of reading. We believe reading always has been—and always will be—a powerful step toward a life of enduring impact.

PARTICIPATE	DONATE	ADVOCATE



READ > LEAD > ACHIEVE® INITIATIVES

FRATERNITY DAY OF SERVICE

Every year in early March, Pi Phi clubs, chapters and members around the world host book fairs, read with children and promote reading in their communities. Each celebration is different, and all are linked by the common thread of literacy-related service.

FRATERNITY DAY OF SERVICE SIGNATURE EVENTS

Fraternity Day of Service Signature Events are held in cities across North America every year. At each event, Pi Phi volunteers distribute thousands of new, age-appropriate books to children in need and promote the importance of reading and literacy.

PI BETA PHI LITERACY GRANT PROGRAM

Pi Phi awards grants to First Book® recipient groups nominated by chapters and alumnae clubs each year. The grants can be used to purchase new books and school supplies from First Book, which are then distributed to children in need. Applications open in September during Read > Lead > Achieve® Month.

READ > LEAD > ACHIEVE® MONTH

Throughout September, Pi Phi celebrates Read > Lead > Achieve® Month. Pi Phi members across North America dedicate themselves to promoting literacy and raising awareness for Read > Lead > Achieve® initiatives. Below are a few ways your chapter can celebrate:

- Nominate a community partner for a Pi Beta Phi Literacy Grant
- Host a fundraising event
- Share literacy statistics on social media
- Host a book drive for a local school or shelter
- Read to children at a local school
- Join Pi Phi Pages
- Share what you're currently reading on social media
- Learn about literacy programs offered in your community

PI PHI PAGES

Pi Phi Pages is an interactive, online book club. Participants have the opportunity to read a selected book each month, engage in discussion questions and meet other Pi Phis through an active Facebook group filled with members who love to read. Books are selected each year by members of the Fraternity.

CHAMPIONS ARE READERS® (CAR)

CAR is Pi Beta Phi's unique reading enrichment program for students in pre-kindergarten through third grade. Designed to create an interactive reading and mentoring relationship between Pi Phis and children from their local communities, CAR engages students in a positive reading experience and accommodates varying academic needs.



PI BETA PHI FOUNDATION & PI BETA PHI FRATERNITY



UNDERSTANDING THE RELATIONSHIP BETWEEN THE FRATERNITY, PI BETA PHI FOUNDATION AND READ > LEAD > ACHIEVE®

PI BETA PHI FOUNDATION

A 501(c)(3) charitable and educational tax-exempt organization for members and friends to direct support to various programmatic priorities including scholarships, leadership development opportunities, emergency assistance grants and literacy initiatives.

FUNDRAISED DOLLARS FOR LITERACY INITIATIVES

Funds raised through Pi Beta Phi Foundation are directed toward Read > Lead > Achieve initiatives and other worthy causes, including leadership programming, DEI efforts, needs-based grants and more!

PI BETA PHI FRATERNITY

Pi Phi's mission is to promote friendship, develop women of intellect and integrity, cultivate leadership potential and enrich lives through community service. Literacy has been our philanthropic focus for more than a century. Read > Lead > Achieve® is our philanthropic effort, which inspires a lifelong love of reading that can unlock true potential, creating a more literate and productive society.

READ > LEAD > ACHIEVE®

NOTES



PI BETA PHI FOUNDATION



THE LITERACY FUND

The Literacy Fund at Pi Beta Phi Foundation plays a critical role in the success of Read > Lead > Achieve®. Gifts to The Literacy Fund support reading initiatives like Champions are Readers, Fraternity Day of Service Signature Events and Pi Beta Phi Literacy Grants, as well as advocacy programming and literacy partnerships. Thanks to the generosity of donors, Pi Phi can continue to make an impact through these premier literacy programs.



LOCAL IMPACT GRANTS

The Local Impact Grants program gives chapters and clubs the opportunity to direct 25% of their Literacy Fund gifts to a local nonprofit organization with a mission or special program focused on literacy. In addition to this 25% designation, Pi Beta Phi Foundation matches the amount dollar-for-dollar to supplement the chapter or club's contribution toward this nonprofit. To nominate a qualifying organization for a Local Impact Grant, chapters and alumnae clubs must use the appropriate chapter or alumnae giving form, located in the Resource Library.



ARROW IN THE ARCTIC

Pi Beta Phi's Canadian philanthropy, Arrow in the Arctic, supports reading in Canada's northern library systems: the Yukon, Northwest Territories and Nunavut.



THE FRIENDSHIP FUND

The Friendship Fund at Pi Beta Phi Foundation helps Pi Phi prepare members to lead, award scholarships, fund our literacy work, care for our sisters, manage investments, share our gratitude—and so much more. These unrestricted gifts directly support our member programs and related services each year and ensure Pi Phi can meet additional needs not covered by designated funds alone.

FIRST BOOK

First Book is Pi Beta Phi's nonprofit partner. They provide new books, learning materials and other educational essentials to children in need. Together, Pi Beta Phi and First Book have donated more than 4 million books to children and communities in need across the United States and Canada through innovative programs and impactful events.

First Book is a key partner to making Read > Lead > Achieve® programs, such as Pi Beta Phi Literacy Grants and FDS Signature Events possible. Pi Phi contracts with First Book annually, and through generous donations to the The Literacy Fund, purchases all books for their events.





PLANNING PHILANTHROPY AND SERVICE EVENTS

EVENT OVERVIEW	
CHAPTER NAME	
<p>FUNDRAISING</p> <p><i>Note for any events that include food: all food must be institutionally prepared (made by a food handler licensee).</i></p> <p><i>Collegians may not use the commercial kitchen in a chapter facility to prepare food.</i></p>	<p><input type="checkbox"/> Athletic competition* <i>(must complete additional questions at end of planning tool)</i></p> <p><input type="checkbox"/> Percentage</p> <p><input type="checkbox"/> Food event at the chapter facility</p> <p><input type="checkbox"/> Tabling <i>(food or small item sales on campus)</i></p> <p><input type="checkbox"/> Other <i>(specify):</i></p>
SERVICE	<p><input type="checkbox"/> Champions are Readers®</p> <p><input type="checkbox"/> Book drive</p> <p><input type="checkbox"/> Other <i>(specify):</i></p>
IS THIS A JOINT EVENT WITH ANOTHER PI PHI CHAPTER LEADERSHIP SPECIALTY TEAM?	<p><input type="checkbox"/> Yes <i>(specify):</i></p> <p><input type="checkbox"/> No</p>
<p>DESCRIBE YOUR EVENT IN DETAIL</p> <p><i>Must include: date, time,venue; is this a new or previously held event; how are you incorporating literacy advocacy into the event?</i></p>	
<p>HOW DOES THIS EVENT MEET A NEED IN YOUR COMMUNITY OR WITHIN THE CHAPTER?</p> <p><i>Note how you have engaged with your communities to identify need(s).</i></p>	





RISK MANAGEMENT

HAVE YOU CONSULTED WITH YOUR VICE PRESIDENT RISK MANAGEMENT (VPRM)?

Yes (*attach completed Event Information Form*)

No (*must consult before continuing to plan*)

FINANCE (*FUNDRAISING EVENTS ONLY*)

WHAT ARE YOUR ESTIMATED FINANCIAL TARGETS FOR THIS EVENT?
(Revenue - costs = donation)

\$_____ estimated revenue
(ticket prices, registration fees, etc.)

– \$_____ estimated costs
(facility rental fees, food/beverages, entertainment, security, etc.)

=

\$_____ estimated donation

WILL THE ESTIMATED REVENUE OF THIS EVENT COVER THE ESTIMATED EXPENSES?

Yes

No

ARE YOU SPLITTING PROCEEDS WITH A CO-HOSTING ORGANIZATION?

Yes (*describe*):

No

WHERE WILL THE EVENT'S PROCEEDS BE DONATED?

Pi Beta Phi Foundation's Friendship Fund

Pi Beta Phi Foundation's Literacy Fund

Arrow in the Arctic/Canadian Philanthropies

Pi Beta Phi Foundation voluntary contribution (*specify*):

TBD

Other (*specify*):

DOES YOUR CHAPTER HAVE ENOUGH TIME LEFT THIS TERM TO VOTE TO APPROVE WHERE TO SEND THE EVENT'S PROCEEDS?

Yes

No (*specify when your chapter will be able to vote*):



HOW WILL TICKETS, REGISTRATION FEES, ETC. BE COLLECTED?

- Mobile Payment Service
(e.g., Venmo, Cash App, etc.)
 - has talked to Vice President Finance/Housing
 - has been approved by Regional Finance/Housing Specialist
 - approval in process
- Square
- PayPal
- Eventbrite
- Givebutter
- Check
- Cash (describe your plan for cash handling):
- Other (describe):

PR & MARKETING

WHAT COMMUNITIES ARE YOU HOPING TO ENGAGE WITH THIS EVENT?

- Panhellenic and/or IFC fraternities/sororities
- Multicultural fraternities/sororities
- Student organizations on campus
- Local elementary school
- Alumnae
- Parents
- Local community
- Other (specify):



<p>HOW WILL YOU PROMOTE THIS EVENT?</p>	<p><input type="checkbox"/> Social media (<i>specify which platforms</i>):</p> <p><input type="checkbox"/> Tabling on campus</p> <p><input type="checkbox"/> Connecting with our local alumnae club</p> <p><input type="checkbox"/> Campus or local news</p> <p><input type="checkbox"/> Other (<i>describe</i>):</p> <p><input type="checkbox"/> N/A</p>
<p>DO YOUR PROMOTIONAL MATERIALS IDENTIFY THE ORGANIZATION RECEIVING THE DONATION? DO THEY IDENTIFY IF DONATIONS ARE TAX-DEDUCTIBLE FOR DONORS? (<i>Reminder: Read > Lead > Achieve® is not an organization.</i>)</p>	<p><input type="checkbox"/> Yes (<i>specify organizations</i>):</p> <p><input type="checkbox"/> No</p> <p><input type="checkbox"/> N/A</p>
<p>WILL YOU BE CREATING APPAREL OR MERCHANDISE FOR THIS EVENT?</p>	<p><input type="checkbox"/> Yes (<i>describe</i>):</p> <p><input type="checkbox"/> No</p>
<p>ATHLETIC EVENTS*</p>	
<p>SPECIFY THE SPORT:</p>	<p><input type="checkbox"/> Basketball</p> <p><input type="checkbox"/> Volleyball</p> <p><input type="checkbox"/> Running</p> <p><input type="checkbox"/> Other (<i>specify</i>):</p>
<p>DESCRIBE THE EVENT STRUCTURE AND RULES. (BRACKET SYSTEM, 5-ON-5, 10-MINUTE PERIODS, ETC.)</p>	
<p>DOES YOUR EVENT USE A POINT SYSTEM WHERE PARTICIPATING ORGANIZATIONS CAN EARN POINTS FOR POSTING ON SOCIAL, ATTENDING PERCENTAGE NIGHTS, ETC.?</p>	<p><input type="checkbox"/> Yes (<i>describe</i>):</p> <p><input type="checkbox"/> No</p>
<p>WHAT WILL THE EVENT WINNER(S) RECEIVE?</p>	

STRATEGIC COMMUNICATIONS AND BRAND MANAGEMENT



PI BETA PHI BRAND PLATFORM NOTES:

MY CHAPTER'S UNIQUE CHARACTERISTICS:

MY CHAPTER'S VOICE:

PROMOTES FRIENDSHIP	DEVELOPS LEADERS	INSPIRES LIFELONG COMMITMENT





WHAT MAKES A GREAT SOCIAL POST

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____



8. _____



9. _____

10. _____



STRATEGIC COMMUNICATIONS AND BRAND MANAGEMENT



CHAPTER WEBSITES:

SUBMISSION TO *THE ARROW*:

RECRUITMENT VIDEOS:

CHAPTER NEWSLETTERS:

STRATEGY + TACTICS	
AUDIENCE	
CHANNELS	
TIMING	
METRICS	





COMMUNITY PARTNERS

PARTNER ORGANIZATION	WHAT ARE YOUR CHAPTER'S GOALS?	WHAT ARE YOUR PARTNER'S GOALS?	HOW WILL YOUR PARTNERSHIP ACCOMPLISH THESE GOALS?	WHAT BARRIERS MIGHT EXIST?	WHAT IS THE TIMELINE FOR THE PARTNERSHIP?
LITERACY NONPROFIT					
BUSINESS					
CAMPUS ORGANIZATION					





BRAND SPONSORSHIP GUIDELINES

Partnering with businesses at local, national or international levels can be a great way to support your community and to elevate your chapter’s presence if the partnership is appropriate. The guidelines outlined below will help navigate the process of forming a business partnership. Additional points may need to be considered depending on the partnership.

Chapters may partner with companies or brands under the following parameters:

- Partner brand cannot disparage the Pi Beta Phi brand in any way.
- Partnership must follow all risk management policies and trademark compliance.
- If applicable, any incentives provided must be:
 - Equal for all chapter members.
 - Distributed by the brand to all chapter members.
 - Donated to the Pi Beta Phi Foundation or another charitable organization.
- If applicable, for cash or in-kind gifts, the name of the sponsor, address and amount or estimated fair value will need to be recorded.
 - Cash will need to be deposited to into the chapter bank account and reconciled monthly in greekbill.
 - In-kind gifts should be emailed to chapterfinance@pibetaphi.org along with the name of the sponsor, address and the estimated fair value.
- Social media and promotions must not violate any trademark laws.

APPROVAL PROCESS

1. The Vice President Community Relations works with Community Relations Specialists to determine if the partnership meets the above requirements.
2. The chapter must vote to approve partnership. It must pass by simple majority and the chapter vote must be reflected in the meeting minutes. No contracts can be signed without the Community Relations Specialist’s approval. Contracts must be a onetime only agreement. Each future opportunity should be discussed individually. As a reminder, contracts may only be signed by the Chapter President.

NOTES





NOTES

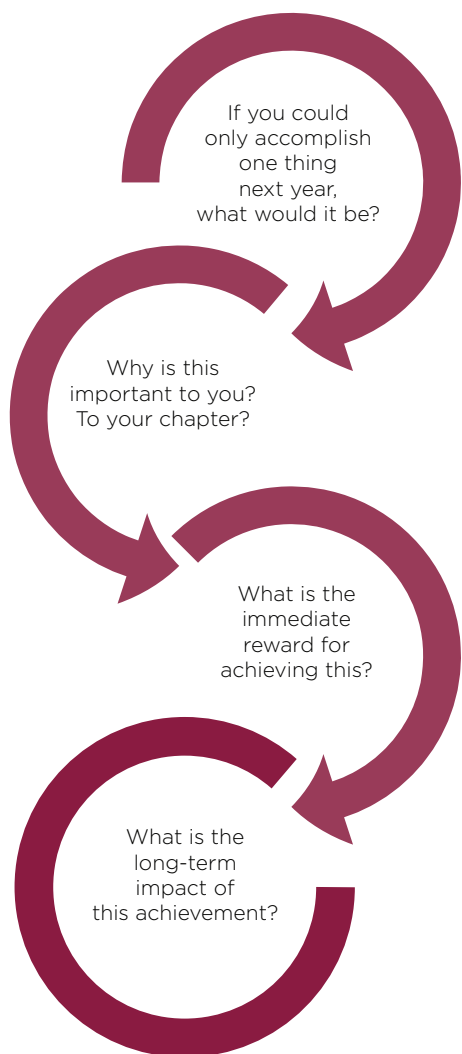
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ACTION PLANNING

SMART GOALS

GOAL #1



Blank rectangular box for goal definition.

Blank rectangular box for importance.

Blank rectangular box for immediate reward.

Blank rectangular box for long-term impact.

Large blank rectangular box for overall goal planning.

- S** Specific
- M** Measurable
- A** Achievable
- R** Results-oriented
- T** Time-bound

ACTION PLANNING

GOAL #2

A second achievement?

Importance?
Relevance?

Short-term payout?

Long-term payout?

WRITE A SMART GOAL!

GOAL #3

One more?

But why?

Immediate benefit?

Lasting benefits?

WRITE A SMART GOAL!



GOAL #1

Identify potential roadblocks to achieving your goal.		
Who are your key partners? How can you utilize your Exec team? Your Directors? Chapter members?		
Identify tasks that will help you achieve your goal in a timely manner.	Task:	Due Date:
	Task:	Due Date:
	Task:	Due Date:

GOAL #2

Identify potential roadblocks to achieving your goal.		
Who are your key partners? How can you utilize your Exec team? Your Directors? Chapter members?		
Identify tasks that will help you achieve your goal in a timely manner.	Task:	Due Date:
	Task:	Due Date:
	Task:	Due Date:

GOAL #3

Identify potential roadblocks to achieving your goal.		
Who are your key partners? How can you utilize your Exec team? Your Directors? Chapter members?		
Identify tasks that will help you achieve your goal in a timely manner.	Task:	Due Date:
	Task:	Due Date:
	Task:	Due Date:





NOTES

Lined area for notes with horizontal ruling lines.





NOTES





NOTES

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NOTES



Lined area for writing notes.



1867

ΠΒΦ

HONOR
and
RESPECT

lifelong
COMMITMENT

INTEGRIT

Sincere
friendship

Pi
Beta
Phi

PERSONAL AND
INTELLECTUAL
growth

LEADERS

ΠΒΦ

THANKS TO THE GENEROSITY OF DONORS, THIS PROGRAM IS SUPPORTED BY



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