

READ > LEAD > ACHIEVE® GUIDE

This guide provides an overview of Pi Beta Phi's philanthropic efforts to support alumnae clubs and collegiate chapters.



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OVERVIEW

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. Our charge is for every Pi Beta Phi member to find a way they can participate, donate or advocate for Read > Lead > Achieve!

At Pi Beta Phi, 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. We believe that when one out of four children cannot read, that is one too many.

We believe in inspiring readers, sparking imaginations and igniting the desire to learn. We believe readers become leaders and that reading is the foundation of all we can achieve in life. For more than a century, we've committed ourselves to creating a more literate and productive society. We've changed with the times, but never shifted our vision. So, at Pi Beta Phi, we honor the past while we build for the future ... one child ... one moment at a time ... one life changed forever.

HISTORY

Over 100 years ago, Pi Beta Phi established the Settlement School in Gatlinburg, Tennessee, which grew into Pi Beta Phi Elementary School. It was during the 1910 Swarthmore Convention that Emma Harper Turner proposed Pi Beta Phi find, and maintain, a school in honor of the 12 founders. This was the first national philanthropic effort of any National Panhellenic Conference organization. Pi Phi has continued with this legacy of Philanthropic Service to Others for more than a century and a half.

Today, Pi Phis participate, donate and advocate for literacy through Read > Lead > Achieve reading initiatives—just as sisters first did in 1910. Even still, illiteracy remains a barrier to success for too many people. Pi Phis must continue to build on the legacy of our past by strengthening our efforts today and in the future.



READ > LEAD > ACHIEVE INITIATIVES

CHAMPIONS ARE READERS®

Champions are Readers® (CAR) is Pi Beta Phi's unique reading enrichment program for students in pre-kindergarten through third grade. Since its launch in 2003, thousands of students across the United States and Canada have participated in the program. Designed to create an interactive reading and mentoring relationship between Pi Phis and children from their local communities, CAR engages children in a positive reading experience and fosters a lifelong love of reading and allows participants to accommodate students' varying academic needs.

To truly develop a mentoring relationship, CAR works best when members work one-on-one with students. Due to some classroom sizes, members might need to work with more than one student, with three students being the maximum assigned to one member. Over the course of 3-4 weeks, members will work regularly with students to read books and complete activities based on the readings. To ensure Pi Phi is meeting the needs of the school or organization, the chapter will need to coordinate with the teacher to determine which activities will be most beneficial to the students.

Thanks to a grant from Pi Beta Phi Foundation, all CAR program materials — including folders, activities, certificates and books—are provided to participating chapters and alumnae clubs at no charge. Chapters and clubs are responsible only for shipping and handling costs. **We encourage chapters and clubs to participate in CAR at least once a year.**



HOW TO IMPLEMENT CAR:

1. Research local schools and organizations in your area and reach out to the school/organization administrator, principal or specific teacher. Consider choosing an organization in a historically marginalized community. If your chapter or club has participated in CAR before, you can reach out to previous partnering organizations. A CAR Outreach Email Template (see page 7) is available if you're looking for assistance on contacting an organization.
2. Assess how many members are needed to support this classroom or school. Ensure you have the necessary number of members from your chapter or club willing to consistently participate and support a classroom. This is a commitment of 3-4 consecutive weeks. If a replacement is needed for a member, speak to the Director Service and Philanthropy (DSP) or Vice President Community Relations (VPCR) for chapters or Alumnae Club President for clubs prior to the visit.
3. As you are in the communication process, make sure you are dedicating enough time to get background checks, COVID tests and other requirements necessary to enter a classroom. Chapters should email their CRS at this point to let them know they are participating in CAR.
4. Complete an order form, which can be found on Pi Beta Phi's website. When ordering CAR materials, chapters and clubs should indicate the grade level(s) and number of students participating in the program. **The CAR program should be conducted with chapter or alumnae club members who are willing to regularly participate and engage with one to three students. Chapters and clubs should not commit to a CAR program they can't regularly support or provide individualized attention.**
5. Schedule a meeting to review and coordinate materials with the classroom's teacher to determine which activities will be most beneficial to the students. You are responsible for making any copies of activities that are needed.
6. You are now ready to start your three to four week program. Please read the following frequently asked questions to learn about the details of the CAR program prior to ordering:

FREQUENTLY ASKED QUESTIONS FOR CAR

How do I pick a school for the CAR program?

Like all Read > Lead > Achieve programs, CAR is designed to support students in need. Consider choosing a school or organization in a historically marginalized community in your area. Research local schools or after-school programs close to your campus or in your community. Then, contact the principal or program administrator to see if they would be interested in participating in the CAR program.

How do I select the activities for the students?

Collaborate with the classroom teacher to determine the activity or activities that will be most beneficial to the students. The classroom teachers are the experts and are a valuable resource. Students in the classroom may have different learning needs; activities are designed to address various competencies and standards. Some students may need volunteer assistance with the activities, and mentors may be needed to guide them through the activities. The activities are not designed to be graded, but rather as practice. Upon completion the activities can be placed in the student's folder as a portfolio of their work.

How do I decide which book is appropriate for each student?

When ordering your CAR pack, you indicated the grade level(s) for the students your volunteers will be mentoring. You have been provided with books for the students according to the grade level(s) indicated. Ask the classroom teacher which book titles will meet the reading levels and interests of the students. If the students are already reading a book in class, that can be used in conjunction with the activities or to practice reading aloud.

Why aren't activities already copied and in the student folders?

In all likelihood, you may not have time or choose to use all of the activities. The CAR program allows for differentiation according to student needs, which is why it is important to work with the teacher to select the activities. Many students will finish one activity quickly and then will select another activity to work on or read aloud to a volunteer. However, some students may need more time and aren't expected to complete the same activity or number of activities. This way, your chapter or club can make copies of only what you need for the program.



Does the CAR program encourage reading at home?

It does! Although students are not expected to do the activities or reading for the CAR program at home, family or caregiver involvement is still strongly encouraged. This is a great way for students to continue their learning outside the classroom.

I have a question about the CAR program, who can I contact?

If you have any questions regarding the CAR program, please contact literacy@pibetaphi.org. We hope your chapter or alumnae club will enjoy the flexibility of the program.

Where can I find a virtual copy of the CAR Implementation Guide?

[Click here](#) to view detailed information on how to implement the CAR program in your community.

CAR OUTREACH EMAIL TEMPLATE

Hello **(Organization Contact)**,

I'm **(Name)** from Pi Beta Phi at **(University/College)**. I serve our sorority as **(Director Service & Philanthropy/Vice President Community Relations)**, which oversees our chapter's philanthropy and service projects. Since Pi Beta Phi's Philanthropy is literacy, we are dedicated to working with literacy focused organizations and elementary schools to help create a lifelong love of reading.

My chapter would love to work with your school (or organization). I can share a little bit about our program and if you think this program would meet your organization's or classroom's needs, just let me know!

Our Champions are Readers (CAR) program is a 3-4 week interactive reading and mentorship program between Pi Phis and kids in Pre-K to third grade in our local communities. Our members will come in on a weekly basis and work one-on-one or in small groups with students. One book will be provided to each student as well as reading activities that accommodate each student's academic needs. You can help determine the paring of books and activities! We are able to provide up to **(number of members participating X)** volunteers from our chapter to share CAR with your students.

If this program sounds like a good fit for your classroom or organization, and if you are allowing volunteers into your school, we would love to work together! We are of course happy to complete any background checks, Covid-19 tests or other volunteer screenings.

Let me know if you have any questions. We look forward to working with you!

Sincerely,

(Name)

(Position)

(Contact Info)

PI BETA PHI 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.

If your club or chapter has not celebrated Fraternity Day of Service, consider starting a new tradition this year. The key to a successful event is recognizing your club or chapter's strengths and abilities. There are no parameters for what qualifies as a Fraternity Day of Service celebration. Pi Phi defines success as whatever engages members and honors our commitment to literacy.

To plan an effective celebration, the officer responsible for service is encouraged to form a committee of members who are interested in service, education, literacy and/or civic engagement. The group should review the club/chapter's calendar to determine what is realistic and what opportunities exist to engage with the community. Consider leveraging existing relationships, especially those with schools, libraries or youth organizations.

Here are some ways your chapter or club can organize and plan a successful event:

- **Book donations:** Book donations are an important component of any Fraternity Day of Service event. Access to books is a critical step in learning to read for all children, especially those who don't have their own books at home. If you identify a community organization to support, ask what type of books they need most and in what age ranges. There are several ways to make your book donation fun:
 - Encourage members to purchase their favorite childhood book for donation.
 - Identify a theme, such as fables, sports, or science, and ask members, fellow students or people in the community to donate books within the theme. Keep in mind the books donated should be new or gently used.
 - Play a game of tag. Have members pick up a book they like, take a picture of themselves with it, share on social media and tag other members to complete the challenge. How many books can you gather? How many members can you engage? How many non-members can you involve?



- Champions are Readers (CAR): There are several ways to incorporate Pi Phi's Champions are Readers program into your Fraternity Day of Service event. Whether you use the new activities or invite your classroom to your event, be sure to include CAR in your plans. It's important to note CAR requires extensive time. If you are not already a CAR club or chapter, this program may be something to try for next year's Fraternity Day of Service.
- Reading activity stations: Service is an important part of your event. Volunteers can organize stations to hand out books, read aloud to children, partner read with children or color characters from your favorite stories. Incorporating activity stations is an engaging way to celebrate Fraternity Day of Service. Reach out to your local library and ask if they accept volunteers to do reading activities with patrons. They will appreciate your interest in supporting their efforts while also bringing new energy to the library. Keep in mind they may have requirements, such as background checks, before someone is able to work closely with children.
- Literacy awareness and advocacy: Leveraging social media is an effective way to share statistics and impact statements regarding the importance of literacy. Consider developing posts that share relevant information within your community. The most important aspect of advocacy is making it relevant to your local community. If you choose to share information about illiteracy in your community, research statistics through your school board and State Board of Education, or use national resources like the Barbara Bush Foundation, Library of Congress and First Book. If you are inviting community members to advocate, it is vital you know what you are advocating for — whether it be greater funding for public education or longer library hours.
- Tell the Pi Phi story: You can view and share Pi Beta Phi's literacy videos, Read > Lead > Achieve and the Story of One, [here](#).



FRATERNITY DAY OF SERVICE SIGNATURE EVENTS

Fraternity Day of Service Signature Events are held in several major cities across North America every year. At each event, Pi Phi volunteers distribute 20,000 new, age-appropriate books to children in need and promote the importance of reading and literacy. These are the first new books many of the children will ever receive. Providing access to books is a critical step in improving literacy skills and fostering a love of reading.

The application process for hosting a Signature Event typically takes place in April the year prior to the event. Potential host cities are encouraged to contact literacy@pibetaphi.org to review the process prior to applying.

Fraternity Day of Service Signature Events are a huge undertaking. Alumnae clubs typically host these events, but it is possible for a collegiate chapter to host as well. Before applying, a club or chapter should consider the need in their community. Do you have access to hundreds of recipient groups? Could you move 20,000 books in one day? Is there a venue in your community that has enough square footage to accommodate 13 gaylords of books? Do they have a standing loading dock? Do you have the volunteer capacity to staff the event? If you are considering hosting a Signature Event, contact literacy@pibetaphi.org to discuss the capacity needed to make it happen.

FDS500 GRANTS

Through the FDS500 program, Pi Phi awards grants to 100 First Book® recipient groups nominated by chapters and alumnae clubs each year. The grants can be used to purchase up to 500 new books from First Book which are then distributed to children in need.

Applications for FDS500 Grants are available in September. Interested chapters and clubs must watch a short video on the FDS500 grant program, note the application code that is shared in the video, and submit the online application. Recipients are selected through a lottery process and notified prior to the end of September. FDS500 grants are a great way to recognize local organizations changing lives through access to literacy materials. By completing an application, you provide a recipient group the opportunity to receive up to 500 new books for the young people they serve. Recipient groups select their books through a gift code provided by First Book and the books are delivered directly to them. We ask that alumnae clubs and chapters celebrate Fraternity Day of Service with their recipient group.



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 or club can celebrate:

- 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 the Pi Phi Pages online book club
- Share what you're currently reading on social media
- Learn about literacy programs offered in your community
- Share the "Story of One" videos with a friend

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. To find a list of the monthly book selections, visit the website.



PLANNING A READ > LEAD > ACHIEVE PHILANTHROPY/SERVICE EVENT

Read > Lead > Achieve events are an excellent way to build relationships with community members and local partners. These events can be fundraising, awareness or service-focused events. Because these events are so visible, the planning process requires great thought and extra consideration of liability and insurance. All collegiate chapters must follow event planning procedures outlined in the Event Planning and Management Guide located in the [Resource Library](#). Below are some details to consider.

1. Alumnae Advisory Committee (AAC) involvement: For chapters, all events should be discussed and reviewed with AAC prior to finalizing plans, allowing plenty of time to make changes if necessary. Contracts, leases, certificates of insurance, waivers, etc. should be reviewed by the AAC Risk Management Advisor before they are signed by the Chapter President.
2. Alcohol: Under no circumstances should any fundraising or service event involve alcohol.
3. Contracts and proof of insurance: Contracts and insurance can be time-consuming and have significant implications on the event. To learn more about contracts and the insurance verification process, please consult the Event Planning and Management Guide located in the [Resource Library](#).
4. High-risk events and liability: Fundraising and service events require a great deal of planning and coordination as they may present extraordinary liability exposure, especially if there is an athletic or high-risk element involved. Events should be safe for both members and non-members. Activities such as food eating contests, dunk tanks, water events or bungee jumping are considered high risk. A full list of high-risk events can be found in the Event Planning and Management Guide. If any Pi Phi event will have a high-risk element to it, approval must be received by the regional Risk Management Specialist.
5. Appropriateness of events: All events should be planned with the mission and core values of the Fraternity in mind. Events should be perceived in a positive light by the general public.



PHOTO AND VIDEO RELEASE AND WAIVER PRACTICE

All minors photographed at Pi Beta Phi events must have consent from a parent or legal guardian to protect the identity of children and to obtain copyright of images. This includes, but is not limited to, video/recorded voice/photographs. Consent must be obtained before photos are posted on chapter/club websites, social media or submitted to *The Arrow*.

Below are suggestions for complying with this requirement:

- Check with the teacher or school principal to determine if parental consent to appear in photos has already been obtained by the school. If the school has a waiver on file, no further action by the club or chapter is needed. It is recommended you document the name and title of the person who confirmed the school has parental consent.
- If the school does not have consent, the club or chapter is responsible for distributing and collecting a Photo and Video Release and Waiver Form to be signed and retained by the club or chapter. This form is available in the [Resource Library](#).
- If the chapter or club is administering the Champions are Readers program, the consent statement is included in the student folder, so a signed form is not required by the club/chapter.
- If hosting an event in a public location (e.g. a bookstore, park, etc.), be mindful of bystanders and participants who may appear in photos.

While it is preferred that a Photo and Video Release and Waiver Form is obtained for anyone photographed, an alternative option is to post a “required advisory and release poster” at your event which is available in the [Resource Library](#). Please take a photo of the posted sign at your event and save it in a secure location.

PI BETA PHI FOUNDATION

Donors to Pi Beta Phi Foundation are crucial partners to the success of our Read > Lead > Achieve initiatives, including chapters and alumnae clubs across North America. Local fundraising events that support our Foundation make all Foundation programs possible. By putting literacy initiatives into action at the local level and generating monetary support, Pi Phis show that literacy is an integral part of our sisterhood.



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 FDS500 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. Since the program's launch, Pi Phis have helped to provide more than \$500,000 in grants to literacy-focused organizations and programs. To nominate a qualifying organization for a Local Impact Grant, chapters and alumnae clubs must use the appropriate FT1 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. Established at the 1967 Convention, Arrow in the Arctic was the first Canadian philanthropy among National Panhellenic Conference groups.

Gifts to support Arrow in the Arctic help purchase books for northern libraries; bilingual educational materials and videos; reference books; collections of stories by native authors and educational programming. Donations also preserve the language and culture of the north's Inuit and First Nations.

LITERACY ENDOWMENT FUNDS

Pi Phi's literacy endowment funds were created to support Pi Phi reading initiatives in a lasting way. The Elizabeth Clarke Helmick Literacy Endowment and the Barbara Beardmore Adams, Texas Alpha Literacy Endowment help ensure Pi Phi has the necessary resources to fund Read > Lead > Achieve programs well into the future.



PARTNERSHIPS

FIRST BOOK

First Book is a nonprofit organization providing new books, learning materials and other educational essentials to children in need. Together, Pi Beta Phi and First Book have donated more than 3.5 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 possible. Pi Phi contracts with First Book annually, and through generous donations to the Literacy Fund, purchases all books for their events.



KEY DATES AND DEADLINES

March

- ☐ 2: Fraternity Day of Service.

May

- ☐ 31: Winter/spring Philanthropy and Community Service Report due via eReports. AAC must review prior to submission.

June

- ☐ 30: Coordinate with the VPFH to ensure all donations from winter/spring fundraising events are mailed by this date.

September

- ☐ 1: FDS500 nominations open.
- ☐ All month: Participate in and promote Read > Lead > Achieve Month.
- ☐ End of September: FDS500 grant recipients are notified.

December

- ☐ Early December: Coordinate with the VPFH to ensure all donations from fall fundraising events are made no later December 31.
- ☐ 31: Summer/fall Philanthropy and Community Service Report due via eReports. AAC must review prior to submission.
- ☐ 31: All required donations due, including chapter gifts to Pi Beta Phi Foundation. Work with the VPFH to ensure they have been sent on time and that all donations have been voted upon by the chapter.

Ongoing

- ☐ Coordinate with the VPFH to report net fundraising results to the chapter and to make motions for chapter votes on all donations.
- ☐ On a monthly basis, collect information on community service hours from members for the Philanthropy and Community Service Reports.

Notes on Reporting:

- Depending on the method of submission for each report or form, “due date” means the date entered in eReports, postmarked if mailed or sent if emailed.
- If circumstances outside your control will impact your ability to meet a deadline, an exception must be granted by your Regional Team PRIOR to the deadline!