

PUBLIC RELATIONS IDEA LIST

ADMINISTRATION AND FACULTY

Invite faculty/administrators to dinner.
Develop a scholarship fund for chapter/council/system.
Assist University recruiters by visiting nearby high schools.
Volunteer to collect/provide data for university/department project.
Sponsor a University Blood Drive.
Send congratulatory notes to faculty or administrators for successful work, research, publishing.
Sponsor a faculty appreciation day.
Sponsor an event for faculty children.
Sponsor a program to recognize outstanding faculty.
Organize a service project for campus library or other service-oriented program.
Participate in Peer Academic Assistance programs (tutor).
Attend class, study and obtain above-average grades.
Provide an information session about Fraternity and Sorority Life for faculty/staff.
Volunteer to assist at an event sponsored by department/college

STUDENTS

Assist residents moving into residence halls opening day.
Set up a campus orientation booth/assist New Students Program.
Support athletic teams by attending games.
Participate in campus-wide activities: Homecoming, I-M sports, etc.
Advertise events "tastefully" -use good judgment in posting materials or using internet venues.
Do a social exchange with a residence hall.
Print a campus calendar book with important info, dates, schedules, etc.
Design an event for student populations which might not consider the Greek option (international students, non-traditional, military service veterans, etc).

COMMUNITY

Invite police chief or other town administrators to dinner.
Do philanthropy on behalf of police or other organization.
Arrange informational programs with city officials/district attorney/lawyers/etc.
Do clean-up projects for depressed neighborhoods/parks/recreational areas.
Assist with a city beautification project.
Participate in volunteer programs: deliver meals, Big Brother/Sister, etc.
Visit minimum care facilities, hospitals, independent living centers, etc.
Speak at civic/social organizations about University/student life/Greek life.
Attend area churches/temples - attend events sponsored by them.
Attend city events (wear your letters !!)
Adopt a Neighborhood.
Participate in NIC "Adopt A School" Program

Sponsor an athletic competition on behalf of an agency or charity
Provide technological support (web site development, for example) for an agency
Do anything which promotes one-on-one interaction between members and town residents.

INTER-GREEK

Coordinate new member education programs (guest speakers, service projects, etc.).
Promote academic excellence – recognize accomplishments with dinners, awards, etc.
Provide career development programs for members
Offer a leadership seminar or developmental program for the entire system.

ALUMNI

Host a career information program with alumni from the system.
Coordinate an Alumni directory/newsletter/web site/events.
Offer Homecoming events designed for alums and their families - (i.e.- children).
Host a Founders Day Event for Alumni - accessible and well-planned.
Invite alumni to recruitment events/initiation/probationary member programs.
Have a meaningful induction program into alumni status for graduating seniors

PARENTS

Coordinate chapter events with University-sponsored Parents/Family Day programs.
Invite faculty to events for parents.
Offer a Greek Life information session for parents at orientation sessions.
Publish a newsletter for parents - once a semester
Have a web page for parents with information important to them
Invite families to formals/chartering banquets/initiation banquets.
Arrange for athletic tickets/fine arts programs for parents.
Send an introductory letter to parents of new/probationary members.
Host an event in the summer - parents, alumni, and potential members.

SOURCES FOR RELATION PROJECTS/INFORMATION:

Office of Fraternities and Sororities Staff
Chapter Advisor/Area Alumni
Chamber of Commerce
University Relations Office, Alumni Office, Development Office
Admissions/New Student Programs
Non-profit agencies/United Way/human services outreach programs
Mental health agencies
Law enforcement agencies/fire department
Town/area government offices
Religious organizations
local press/University News Office

National Headquarters of fraternities and sororities

National organizations (Red Cross, Salvation Army, Visiting Nurse, American Cancer Society, American Heart Association, March of Dimes, etc.) or the regional offices

treatment centers (alcohol and drug abuse)

Human Resource Agencies