

ALCOHOL-
FREE
HOUSING
RESOURCE GUIDE

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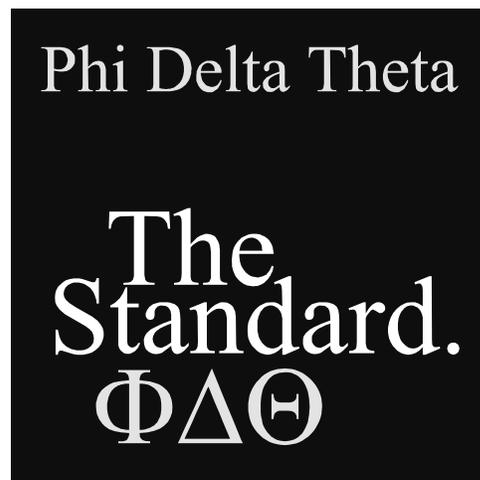


Introduction

This manual is comprised of various materials that may be able to be found in other resource material offered by Phi Delta Theta. The resource materials necessary to achieve success within an alcohol-free housing environment exist all around you. If your chapter was founded prior to the 1960s odds are that your alumni lived in an alcohol-free environment as well, your Greek Affairs office is also an excellent resource, and take advantage of resource materials offered by the Fraternity to assist you and your chapter.

Being a successful chapter today in the alcohol-free era is not all that different than what it took to be a successful chapter before the alcohol-free housing policy. All of the fundamentals are the same and this manual attempts to bring those necessary fundamentals to you in one resource.

There is one other ingredient to being successful with alcohol-free housing – attitude. If you maintain a positive attitude you will succeed. If you drag your feet and complain about all the things you may believe you are missing, you will fail to have a true fraternity experience. Make the most of your time as an undergraduate member. Leave a legacy through pride and hard work – a legacy of success – a legacy you can look back on and be proud of as an alumnus.



Section 2

Retreats for Success

The word retreat, used in the context of a chapter activity, refers to withdrawing from the normal scene for the purpose of reflection and evaluation, as well as to give chapter members the opportunity to recharge, contemplate, bond, and renew. In the case of fraternity operations, retreats are not only associated with chapter success, but they are more than likely the cause of it. Retreats give the brothers an opportunity to take a step back to assess the chapter and make plans to guide the chapter through the upcoming months. They are also a time for members to brainstorm ideas, express concerns, provide praise, and appreciate the principles/ideals in the Fraternity was founded in an informal environment. In a time of change, retreats are especially important because they allow the chapter as individuals and as a whole, to share there challenges and success as well as collectively plan for their future.

In order to be a productive and successful, all organizations must take time to evaluate their position, set goals and objectives, and generally decide its course for the future. Some of the basic goals of retreats are to :

- promote brotherhood and a sense of community,
- resolve problems and conflict,
- give brothers an opportunity to reflect on the purpose of the Fraternity,
- set goals and objectives to improve chapter operations,
- give each member a chance to share their thoughts and ideas, and
- renew the brothers' commitment to the Fraternity.

The purpose of this section is to provide you with helpful tips to plan, implement, and evaluate a successful retreat. For further information on retreats you can obtain a copy of the [*Retreat Manual*](#) from your chapter president or General Headquarters. In this manual, you will find a section on the manner in which a retreat should be conducted, what some of the more common forms of retreats are, and what kind of results that should be realized. In order to conduct a successful retreat, it would be beneficial to utilize the resources provided in this manual.

2.1 *The retreat cycle from start to finish*

Conducting a retreat can be compared to organizing a social event. In order to have a successful social event, certain guidelines must be followed. Likewise, in order to have a successful retreat, a list of steps should be employed. The steps below will provide you with a guide to a successful retreat and ensure that the retreat will be a positive experience for everyone involved. Keep in mind that some of the steps will take longer than the others, but in the end, you will have conducted a retreat that will ultimately lead to a successful chapter.

STEP 1: ASSESSING THE NEEDS OF THE CHAPTER

It is important to remember that retreats must begin with a specific *goal* or *objective*. In order to define the specific goal or objective for a retreat, an informal assessment of the chapter should be conducted. A chapter that has critically and correctly analyzed its present performance or position is well on their way to becoming a more successful organization. This can be accomplished by personally observing chapter operations and taking the time to complete one of the evaluation forms throughout this manual. An informal assessment can help you answer questions, such as:

- Does the chapter need a membership recruitment workshop?
- Does the chapter need direction in its daily operations?
- Do the brothers need a time for everyone to get together, separate from chapter meetings?

STEP 2: DECIDING ON THE RETREAT

Once you have conducted an informal assessment of the chapter and solicited suggestions from your brothers, the first step in planning the retreat is to decide on the specific goal(s) and/or objective(s) of the retreat. Two questions to ask yourself are: What do you want to accomplish? Where should the chapter be when this retreat is completed? Once again, the evaluations included in this manual will aid you in deciding on the specific retreat for your chapter. After deciding on what type of retreat to conduct, the next step in the decision process is to consider the following issues:

- Choose and announce the retreat date at least three weeks ahead of time. Ask brothers to plan around that date. Generally, a full weekend is a good time to have a retreat.
- Make sure that you plan the retreat with your goals and objectives in mind, so that you will have enough time for fellowship, meetings, and recreation. Two-thirds to three-fourths of the total retreat time should be meeting time.
- Encourage all brothers to attend because the more brothers in attendance the better.
- Think of helpful resources, such as the Chapter Advisory Board Chairman, Province President, Leadership Consultant, or Fraternity Advisor and consider inviting them to attend the retreat and serve as group facilitators.
- Find a retreat location that allows the brothers to leave the chapter house and has places for small discussion groups. Check to see if your institution has a retreat facility available to campus groups at low or no cost.
- Create a budget and check with the Treasurer to confirm that there are monetary resources available for supplies and accommodations.

STEP 3: PLANNING THE RETREAT

Once you have decided on the logistics of the retreat, it is time to start planning the actual retreat. It would be helpful to create a retreat checklist that you can refer to throughout the planning process. Here are some guidelines to further help you in the planning process:

- Involve as many brothers as possible in the planning process by forming a retreat committee. This will help motivate brothers to attend the retreat because they have helped plan it.
- Have committee members be in charge of logistical issues, such as calling facilitators/presenters, preparing meals, and providing recreational activities.
- Gather all necessary materials, such as paper, pens and pencils, and a calendar.
- Develop an agenda for the retreat.
- Invite group facilitators to the retreat. Make sure to arrange for their audiovisual needs, accommodations, food, and transportation.
- Create a fun and positive activity to end the retreat.

STEP 4: PLANNING

Once you have planned the retreat, it is time to bring the chapter together. It might be helpful to make up a checklist and review it often throughout the planning and implementation processes. These are to serve as general guidelines to help you successfully implement the retreat:

- Confirm your arrangements. Make sure that you arrange and prepare for refreshments, recreational activities, meals, lodging, supplies, transportation (for brothers and speakers), and any equipment (i.e. tables, chairs, lecterns, TV, VCR) that may be needed for the retreat, as well as for the retreat location to be cleaned after the retreat.
- Give the necessary information about the retreat to chapter members, which includes directions to the retreat location, the retreat agenda, and emergency contact information.
- Call chapter members and remind them about the retreat one week prior to the retreat. If you have a speaker attending the retreat, confirm their attendance, accommodations, audiovisual needs, and transportation one week ahead of time as well.
- Have everyone meet at a central location and go to the retreat together to ensure that everyone has a ride to the retreat location.
- Allow adequate time for brothers to get settled in, if the retreat lasts overnight.
- Start the retreat with a discussion about “why are we here?” and then continue with the planned agenda.

STEP 5: EVALUATION

Once the retreat is over, it is important to evaluate the retreat in order to determine if it was or was not a success. After all of your hard work, it is important to know whether or not all of your planning met your original retreat goals, which is why it is vital to bring the retreat cycle to its completion and determine whether or not the retreat addressed the needs of the chapter. All of this feedback will be useful in planning your next retreat and help your chapter to grow. Here are some suggestions to consider after the closing of the retreat:

- Solicit everyone's opinion as to how the retreat itself went.
- Develop an evaluation prior to the retreat that asks for feedback on the group activities, facilitators, recreational activities, the agenda, accommodations, and the food.
- Close the retreat with a discussion about whether or not the retreat goals and objectives were accomplished.
- Review the initial question of "why are we here?"

STEP 6: FOLLOW UP

After you have completed the evaluation, it is also necessary to conduct some sort of follow-up on the retreat to ensure that the goals and objectives developed at the retreat are actually met. Here are some suggestions on how to help your chapter to continue growing:

- Make the goals publicly known, along with specific assignments for accomplishing the goals and due dates by typing up the list of goals and posting them in a common place for all to see.
- Send a copy of the goals to all brothers who were unable to attend the retreat, alumni, and the Greek Advisor.
- Review goals regularly, encourage officers to give monthly progress reports, and mark off the goals as they are accomplished.
- Reward and thank all of those involved, which includes writing thank-you notes to those who cooked, guest speakers, advisors, and brothers. If each individual is rewarded for their efforts at the retreat, they will most likely be more motivated to help out with the next retreat.

2.2 *Helpful hints for retreat organizers*

DO

- Try to have a retreat every semester that includes all chapter members, gives everyone the opportunity to give input, and allows brothers to leave campus distractions behind.
- Inform brothers about the purpose, date, and location of the retreat and supply them with an agenda prior to the retreat date.
- Plan the retreat for a weekend possibly after elections, the beginning of the semester, or before recruitment.
- Promote the retreat in a positive manner and keep your enthusiasm high
- Confirm all arrangements for refreshments/meals, recreational facilities, transportation, accommodations, and equipment needs (i.e. AV equipment, tables, chairs) the day before the retreat.
- Prepare an agenda ahead of time and make sure to include a structured recreational time. If needed, be flexible with the schedule.
- Involve as many brothers in the planning process as possible. This will help the brothers feel a sense of ownership.
- Start the retreat by discussing “Why are we here?” This will help brothers focus on the purpose of the retreat.
- Space breaks between each long presentation, so that brothers have time to collect their thoughts. If brothers seem frustrated, tired, or bored, implement a quick teambuilder to rejuvenate them.
- Constantly thank brothers for their participation in the retreat. This will ensure high morale and positive attitudes throughout the retreat.
- End the retreat by summarizing the discussions, sharing the goals and objectives set forth as a result of the retreat.

DO NOT

- Bring alcohol to the retreat.
- Try to cram too many sessions into one retreat.
- Attend the retreat with a negative attitude.
- Schedule a retreat within three weeks of final exams, one to two weeks of midterms, or the week before or after a break.
- Forget to prepare an evaluation and ask brothers to fill it out before they leave the retreat.

Alumni Communication

3.1 Educating alumni

The education of your alumni is one of the most important parts of the new alcohol-free program. Your chapter advisory board chairman (formerly known as the chapter adviser) and your house corporation president have received all the same materials you have received from General Headquarters regarding the alcohol-free initiative.

Work with your chapter advisory board chairman and your house corporation in order to formulate a plan to continue educating your chapter's alumni. Each alumnus from your chapter has received the special publication entitled "Brotherhood. Our Substance of Choice" sent in the summer of 1997 and throughout the last several years alumni have received letters and brochures educating them on this policy. The Fraternity magazine, *The Scroll*, continues to feature issues on the progress of the alcohol-free housing initiative.

Additional educational efforts sponsored by the General Headquarters and the Educational Foundation are underway, but the best education an alumnus can receive is from his own chapter. The following are some examples of how your chapter can do this.

Sample alumni newsletter article regarding the alcohol-free initiative:

As your chapter begins to formulate your semesters alumni newsletter, an article regarding alcohol-free housing could be included. Some of the more common questions you could address in this article include:

What does alcohol-free housing entail?

Alcohol-free housing prohibits the use alcohol in the chapter facility, regardless of age. Chapter members and their guests are also not permitted to be on Fraternity property or enter the chapter house/facility with alcohol and/or drugs.

What is the actual policy?

"All chapter facilities and properties in Phi Delta Theta shall be alcohol-free at all times and under all circumstances. The implementation of these procedures is a continuation of the ongoing educational efforts of the General Fraternity."

Why is the General Fraternity moving to alcohol-free housing?

- Refocusing on the values of the Fraternity;
- Move away from an alcohol dominated fraternity environment;
- Lessen the deterioration of living facilities;
- Meeting the needs of today's college student; and
- Stabilize the rising liability insurance costs.

How does the chapter plan to deal with alcohol-free housing socially?

- Where is the chapter having its social functions?
- What kind of non-alcoholic events are you holding at the house?
- What is the chapter doing for drunk driving prevention?

How does the chapter plan on dealing with alcohol-free housing in relation to recruitment?

- Include the recruitment schedule.
- Discuss how the chapter plans to deal with rumors from other fraternities.
- Discuss what type of man is the chapter planning to recruit.

How does alcohol-free housing effect alumni events (Homecoming, Founders Day, etc.)

- Discuss other social options or meeting locations.
- Remind alumni the house will be open for tours and other events such as a BBQ, brunch, etc..

What can chapter/local alumni do to help the undergraduate members.

- Host recruitment functions and chapter social functions.
- Support the implementation of the alcohol-free policy.

3.2 *Writing letters to alumni*

Keeping alumni informed about what the chapter is during is vitally important. Most of the mail alumni have received in the past has included a solicitation for a donation. Keeping alumni updated on the progress of the chapter is very important. Below you will find sample text of a letter discussing alcohol-free housing, this text was adapted from a letter sent by the Utah Alpha chapter upon their adoption of the alcohol-free housing policy:

Dear (*CHAPTER DESIGNATION*) Phi:

You may wonder why there is a special letter in your mailbox this month. You've no doubt heard and read about the news that Phi Delta Theta has implemented alcohol-free housing within all it's chapter facilities, and we wanted to get the details of an additional landmark announcement to you, a member of the (*CHAPTER DESIGNATION*) family. We also would like to ask for your support of this decision.

On (*DATE*) the undergraduate members of (*CHAPTER DESIGNATION*) held a landmark meeting. At the meeting the members voted to voluntarily adopt alcohol-free housing.

"Alcohol-free" does not mean chapter members will not be allowed to have alcohol. It means only that alcohol will not be allowed in the chapter house, or on the chapter property at any time. Those social events that include alcohol will be held at off-site locations with all of the appropriate risk management techniques used to ensure the safe passage of the members and their guests.

The chapter made the decision to become Alcohol-Free at this time for several reasons. The members believe this move will help them have a nicer chapter home, one that provides a safe and clean living environment that embraces the individual member's educational and fraternity experience. The undergraduates also feel this move significantly enhances their rush efforts by allowing the chapter to focus on men who are more serious about academic achieve-

ment, campus and community involvement and service to the chapter. Men who are solely interested in the social aspect of fraternity life will be more likely to look at another group. This decision sets the Phi Deltas above and apart from their primary competition in the recruitment of new members.

The Alumni Corporation Board of Directors has wholeheartedly endorsed this decision by the undergraduates, as has the administration of (*INSTITUTION*). The undergraduates and Alumni Corporation have formed a joint Implementation Committee to work on issues affected by this decision. These areas of concern include; rush, social programming, pledge education, chapter house improvements, computer room improvements, university programming, alumni and parent involvement, and public relations.

We hope that as you read this letter and think about this decision, you will agree with this direction and hopefully be interested in assisting the chapter in this move. There are several ways we would like to ask you to consider in supporting your chapter:

- 1) We ask that you support this decision should you visit the chapter house by personally adhering to the no-alcohol rule. For some this will be a change. While we will still hold some alumni events at the chapter house, these will now be without alcohol.
- 2) We hope you will consider sending in rush recommendations to the chapter so that potential members and their parents can be communicated with concerning the benefits of fraternity membership in general, and Phi Delta Theta specifically.

We all believe this decision will help take the chapter's focus "back to the basics" and reinforce a brotherhood that exemplifies our principles of friendship, sound learning and rectitude. We want to give renewed strength to the ideals and principles that our Founders thought necessary in men and we feel this decision will help us meet that goal.

We would be happy to answer any questions you may have, or address any thoughts you would like to share. Thank you for your patience in reading this letter and thank you for remaining loyal to your fraternity. We look forward to hearing from you and we remain Proud to be a Phi!

Yours in the Bond,

Chapter President
(*CHAPTER DESIGNATION*) (*GRADUATION YEAR*)

3.3 *Local alumni volunteers*

A chapter's alumni volunteer network consists of the Alumni Club, House Corporation, and Chapter Advisory Board. They too are instrumental in making the alcohol-free environment possible. Undergraduate, especially underage, members look to the alumni for guidance and support. Alumni volunteers can, in turn, support the chapter by promoting the policy during alumni functions at the chapter facility. When informally visiting the chapter facility, alumni should not feel the need to police the facility and actively look for alcohol or other illegal substances. If an alumnus suspects or discovers alcohol and/or other illegal substances in the facility they should not take matters into their own hands. Instead, he should address the matter with the following individuals: the Chapter President, Chapter Advisory Board Chairman, House Corporation member, Province President, and if necessary the Phi Delta Theta General Headquarters.

3.4 *Disciplining alumni*

If an alumnus willingly violates the chapter's alcohol-free policy, he may be disciplined according to the General Statutes of *The Code*, Title XVI, section 158:

TITLE XVI - DISCIPLINE AND LOSS OF MEMBERSHIP

158. Discipline of an Alumnus Member by the General Council.

An alumnus member may be disciplined for any one or more of the causes set out in Section 155 by action of the General Council after full investigation and for just cause. A four-fifths (4/5) vote of the General Council shall be necessary for such discipline. General Council may act to discipline an alumnus member upon the written request of an active chapter and with the approval of the Province President.

158.1 *Discipline of an Alumnus Member by the Chapter.* After seeking advice from and consulting with the Province President, a chapter may discipline an alumnus member of the chapter for any one or more of the causes set out in Section 155 by those means set out in Section 154(a) or (b). The chapter shall act only after full investigation and for just cause.

The alumnus sought to be disciplined shall be given notice in writing of the alleged cause for his discipline and he shall be entitled to appear before or make written representations to the chapter. The notice in writing shall be delivered no later than ten (10) days prior to the date on which the action shall be taken by the chapter and shall be forwarded via registered mail, return receipt requested, to the member sought to be disciplined. Delivery shall be deemed to have been made the date the notice is placed in the mail. Any vote to discipline an alumnus shall only be effective if passed by a two-thirds (2/3) vote

of members of the chapter who are present, provided that at least a majority of the active members who are entitled to vote are present.

The chapter shall forward a report of the disciplinary action taken to the Province President and the General Headquarters.

An alumnus member, or former member, who has been disciplined by a chapter may appeal such decision to the General Council or the next succeeding General Convention if the General Council has sustained the decision.

Section 154 states:

154. *Discipline by Chapter.* A chapter may discipline an active member of the chapter by:

- (a) expulsion from membership;
- (b) suspension from membership for a stated period of time not to exceed twelve (12) months;
- (c) fine.

Section 155 states:

155. *Cause for Discipline.* An active member of the chapter may be disciplined by the chapter for any one or more of the following causes:

- (a) financial delinquency;
- (b) violation of the Bond, Constitution or General Statutes of the Fraternity;
- (c) conduct unworthy of a member of Phi Delta Theta.

3.5 *Phases of alumni evolution*

Phase I Ages 21-26

The undergraduate joins the ranks as an alumnus. During this early period, a young alumnus can better identify with the undergraduates than he can with the other alumni. He still knows many of the brothers in the chapter and can go back and feel like part of *the gang*. Loyalty to the chapter is extremely strong. His major concerns at this stage are finding the right job (*this may take several attempts with different companies*), maybe finding *Ms. Right* and paying off any school loans. Usually he has very little money that he can donate at this point. A young alumnus may begin to find other activities to get involved, such as Jaycees, Lions Club, racquetball club, etc. By the end of this period, he may have started to slip away from the activities of the Fraternity and into a completely new circle of friends.

Phase II Ages 26-36

The number of familiar faces among the undergraduate chapter begins to dwindle and disappear all together. The alumnus walks into the chapter as a stranger and feels out of place. Many more pressing concerns than in the previous phase exist: marriage, family, moving ahead in career, paying off the credit card, braces for the kids, buying the mini-van, buying clothes one size larger than the previous year, etc. Other groups start to grab more of the already booked schedule (Shriners, Rotary, Kiwanis, political parties, country clubs, and church committees). Over 50 charitable groups may be soliciting these Phis for their money. Fraternity priority becomes lower and lower and *unless he is drawn back at this stage, he may be lost forever*.

Phase III Ages 36-56

Most of his family is grown and there is a greater degree of stability in his career and finances. Civic involvement also tends to increase as he is a *pillar* of the community. Even more groups are asking him for time and money. Sons or daughters begin to attend college and want information on Greek Life; alumni parents may test their *alma mater*. Letters from the chapter are received occasionally and shouldn't always be accompanied with a request for money. They now celebrate 25 years of being in Phi Delta Theta and are awarded the [Silver Legion](#).

Phase IV Ages 56 and over

Alumni offspring are having their own kids. An alumnus is secure in his job and may have thoughts of retirement. *Now that he is in the highest tax bracket, the undergraduate chapter cannot provide any write-offs or tax benefits*. He and his wife begin to take their dream vacations. His 50th Anniversary of membership in the Fraternity is celebrated with the awarding of the [Golden Legion](#). You read editorials on "Are fraternities and sororities appropriate for the students of today?"

3.6 *Ten ways to build a tradition of loyal alumni*

1. **Make the alumni feel welcome.** In two ways: while they are visiting the chapter house and when they receive communications from the chapter. *Never ignore alumni* when they are at the house. Send courteous invitations to all alumni events several weeks or months in advance of the date and encourage the alumni to return a reservation card.

2. **Make alumni feel needed.** Often there are small tasks and committee assignments which could be made more important by asking an alumnus to help. The alumnus will feel flattered and be happy to participate, especially if it is not a continuing job and doesn't take too much of his time.
3. **Know lots about your alumni.** Accumulate biographical material, but don't limit it to only the alumni who have certain professional, industrial, and educational positions. *All* alumni are important to the chapter. Find out each alumnus' occupation and business address. What are his kids' names? The more you know the better.
4. **Keep your alumni informed about chapter activities.** Produce and mail a chapter newsletter at least two times a year (three is even better). Be sure to illustrate awards and honors gained by the chapter, but don't hesitate to report problems and in depth information on changing campus situations.
5. **Keep the alumni informed about each other's activities.** Use at least 70% of the newsletter for news about alumni themselves. Produce and mail a chapter directory once every two or three years. Answer every inquiry, specifically pertaining to a classmate's current address.
6. **Keep your mailing list in good order.** Set up your mailing system so that all incorrect addresses are returned to the chapter house. Write to the General Headquarters or go to the college or university alumni office at least three times a year to find current addresses for any marked *lost*. Apply address corrections and send the previous mailing to every new address as soon as possible after it is received.
7. **Educate the alumni to feel they are an important part of the chapter.** Think of the alumni members of the chapter. Refer to alumni as current members in the newsletter. Discourage the use of the word "active" when referring to *undergraduate members* as this infers that alumni are "inactive."
8. **Educate the undergraduate members to become loyal alumni.** Through association with the alumni activities, undergraduates should look forward to their future roles in this capacity. Undergraduate members, which include Phi Kappa Phi, often are impressed with alumni expressions of sincere loyalty. A departing senior banquet inducting graduating members into the *alumni association* is a good idea.
9. **When asking for alumni financial support, be sure the finances are for something the alumni will want to provide.** Alumni give generously to support alumni newsletters from which they themselves benefit. They also give generously to well planned capital campaigns to build new chapter houses when properly motivated by alumni leadership. Alumni will even support an undergraduate scholarship program, but usually can not be motivated to pay off mortgages, buy new carpeting, redecorate, or other expenditures which should be amortized by rent charged to undergraduates.
10. **Understand the alumni viewpoint.** Alumni have many interests other than their Fraternity. They now have a profession which is probably more taxing than their collegiate studies were. They belong to other professional and social organizations and other activities and have proportionally less time and money for their Fraternity. Be happy with an occasional expression of interest. Encourage this additional interest through the alumni club or association and you will build a tradition of loyal alumni participation.

Ten Sure Ways to Kill Alumni Support

- ❶ Never publish an alumni newsletter.
- ❷ When you do publish a newsletter, only include chapter news.
- ❸ Ask for money every time you make contact with the alumni.
- ❹ Never acknowledge or follow up on recruitment recommendations.
- ❺ Ignore any alumnus who comes to visit the chapter house.
- ❻ Don't bother to clean up the chapter house when alumni are expected to visit.
- ❼ Plan any and all alumni functions one to two weeks in advance, at most.
- ❽ Never acknowledge any financial contributions.
- ❾ Spend the alumni's financial gifts, which were directed towards a chapter house renovation project or scholarships, on the spring social.
- ❿ Always think of the alumni only in terms of "What can they do for us?"

Planning Social Functions

Alcohol-free housing puts a different twist on the social function planning process. Actually, if you think about it, alcohol-free housing opens up many more social opportunities most chapters have not previously taken advantage of. For many of us the word "social" in the college atmosphere is perceived as having to involve alcohol. For many years the social lives lead by college students has been dominated by the involvement of alcohol within their entertainment. The quality of the programming done by Greek

organizations began to fall off because many organizations attempted to simulate the drinking establishment atmosphere instead of sticking to what they do best. Eventually Greek organizations found themselves in a situation where their activities were drastically different than their missions.

When planning social functions you have two options at your disposal. First are alcohol-free events, which are events held on or off site where alcohol is not consumed at the event. When planning for these events remember the following tips:

1. Alcohol-free events take more planning, organization and creativity. Begin your planning for the event early and delegate some of the work to other members of the chapter.
2. Have a focus or theme. When planning an alcohol-free event, you have to have a purpose for being there. Plan something consistent with the interests of your chapter. It could be watching a movie, playing games, or participating in a sport.

The second option is off site third party vendor events. These events are those events you would have at a local bar, banquet hall, hotel, or other establishment. There will usually be a fee associated with the rental of the property. The [risk management policies of Phi Delta Theta](#) prohibit chapters from purchasing alcohol. This would include any alcohol "included" in the rental fee. The best guide currently available to assist in the planning of off site third party vendor events is the [Event Planning Form](#), which you will find in this section of the manual. This form will walk you through the important details of planning these events. For a more complete explanation of the program please contact your chapter's risk management chairman or General Headquarters for the current risk management packet.



4.1 *Frequently asked questions*

Q. By going alcohol-free, does this mean I cannot drink in my own house if I'm at 21 years of age?

A. Yes. This simply means that any alcohol beverage or unlawful drug will not be allowed in the chapter house or on chapter property at anytime. Although you are legally able to consume alcoholic beverages it is the expectation and your obligation to do so only off the Phi Delta Theta property.

Q. What is a third party vendor and why should we use one?

A. A third party vendor is a licensed and insured provider of alcoholic beverages. When you pay for the services of a third party vendor you are reducing the liability normally associated with an alcoholic social event. The third party vendor is required to be properly licensed and insured in order to serve alcoholic beverages. The vendor is responsible for checking IDs, not serving minors, not serving intoxicated individuals, and maintaining control of the event. Therefore, they greatly limit the amount of work and liability the chapter is faced with when compared to a typical BYOB party. The chapter members and their guests individually purchase alcohol from the vendor if they desire.

Q. My chapter does not have access to a third party vendor in our immediate area. What can we do?

A. For some chapters this will pose a problem that may or may not be solvable. Approach your Greek officers and discuss with them the possibility of having the school cater one of your events. Try calling the local beer distributors for potential third party vendors in your area. Talk to the different drinking establishments on campus or in the area that may be able to be rented out. If you approach this situation with an attitude of proper event planning so it will be well organized, you will get much farther. Through doing a little research into your community you should be successful in finding a third party vendor.

Q. My chapter brothers will never go for those alcohol-free events. Is there a way to make them more appealing?

A. It will be different for many of you to try and hold some alcohol-free events. Remember the events you held when alcohol was allow at your chapter house were events whose focal point was alcohol and the consumption of it. Find events which are consistent with your chapter's interests where the focus is not alcohol. Those events can include movies, sporting events, and other events where the focus is on the activity and not the consumption of alcohol.

Q. Third party vendors are too expensive to use for all of our events. This will increase our dues to the point where we will not be competitive with the other fraternities on campus. What can we do?

A. If you have an excess number of events each semester using a third party vendors then you are correct in saying it will become expensive. Refer back to the “quality vs. quantity” section and realize you can host different events which cost almost nothing. Each and every event does not need to have a third party vendor serving alcohol, be creative with your alcohol-free events and they will take care of themselves. In some cases the cost of the third party vendor is included in the renting of the facility or included in the event package.

In the long run, you will be saving money through many different ways. These include:

- A reduction in liability insurance rates (like we saw this year)
- A reduction in the amount of money spent each year on facility maintenance due to the elimination of large social events which cause excessive wear and tear and, in some cases, damage.
- Third party vendors eliminate the temptation of spending chapter funds on alcohol.
- Precious man power can be used on other activities like intramurals, community service, and brotherhood.

Q. Our members have a tough time being social in the first place and by removing alcohol we’ll never have another decent social event. What can we do?

A. Although some of you may have no problem being “social” with other people, some have never really learned how to act in a social setting without alcohol. Some of your fellow brothers may feel nervous and threatened by approaching others and striking up a conversation. Help them learn that a positive and confident first impression is the key to starting a conversation. Introduce yourself and then ask the typical who, what, when, where, and how questions and off you’ll go. Incorporate social training into your Phikeia program, to help ensure the personal development skills of the young men.

4.2 *Drunk driving prevention*

Phi Delta Theta is in no way forcing, asking, or suggesting anyone should drink and drive. It is a personal choice only you as an individual can make. If you decide to consume alcoholic beverages at a social event then it is your decision to get behind the wheel and drive. Be your brother's keeper—as a brother in the Bond you have a duty to watch out for your fellow brothers and help them to not make those poor choices. All too often there are tragic results because of lack of proper planning.

There are many different successful drunk driving prevention programs which many Phi Delta chapters are using today. Below are some examples of these programs:

Dry Phi Program

For social events: A number of brothers stay completely sober and refrain from drinking any alcohol to ensure the event is run smoothly and that the brothers and their guests make it home safely. These brothers should be familiar with the Phi Delta Theta [*Crisis Management Plan*](#) and act accordingly if a situation should arise. These brothers can also effectively break up any fights or work with the police if they happen to be called to your event.

For weekends: Chapters assign at least two members to stay sober during each weekend throughout the semester or quarter. These brothers either wear a beeper or stay by the chapter house phone. If a member becomes intoxicated and needs a ride home they can call the beeper or chapter house number for a sober and safe ride home.

In order to select who will be the “Dry Phi” team you can either have everybody rotate through the entire semester or come up with certain requirements to pick the team.

Mass Transportation

For social events: If your social event is beyond walking distance of campus then mass transportation is highly recommended. A bus service will allow you to get to and from the event without worrying about driving. You can check into the more expensive charter bus services for your out of town formals and other events while a school bus may work for an event in town but beyond walking distance. Not only is this method highly successful, but the bus rides can be a lot of fun.

Be careful to ensure that once your social event is over and you have arrived back at the chapter facility that people don't get into their cars to drive home if they have been drinking. Also be sure to escort the female guests home safely.

Section 5

Enforcing the Alcohol-Free Housing Policy

As with any new policy, proper implementation and education is vital. The education is the easy part. Education of your members can be done through presentations and discussions during chapter meetings or retreats. The chapter advisory board chairman and your house corporation members should be invited to help educate the members. As each new Phikeia class is pledged, they will need to be educated as well. A great way to educate the new Phikeia is to invite the chapter advisory board chairman and house corporation members to introduce themselves and cover this area for you.

Implementing this policy will be difficult, yet a very doable task. The entire chapter membership will have to hold each other accountable and responsible for their actions. This is your fraternity and the ownership is in the hands of the chapter. If a violation does occur, work with the chapter judicial board to set penalties and guidelines for those who disregard the policy. Establish a system at the local level to enforce the policy. There will be bumps along the road to success, and the General Headquarters understands this. If the policy is not enforced, however, then the General Headquarters or your province president will need to become involved. It is the expectation of the chapter to take the appropriate actions when necessary.

Local day-to-day enforcement:

Just like any other risk management policy or chapter by-law, members are expected to follow and abide by the rules at all times. If a violation should happen to occur then the listed individuals should take the following measures.

1. *Chapter Executive Officers.* The chapter executive officers are charged with the duty of abiding by the risk management policies themselves, and educating the chapter on the policies, upholding, and/or enforcing the policies when necessary. If a violation does occur, then a report must be made to the chapter judicial board and disciplinary action should be taken.
2. *Chapter Members.* Each chapter member has a responsibility to follow the rules and a duty to uphold and enforce not only the General Headquarters policies, but the local chapter by-laws as well. If a chapter member witnesses a violation then it is their individual duty to make a report to the chapter judicial board. Each member must be held accountable for his actions in order for this policy to work.

Other Local Enforcement:

3. *Chapter Advisory Board Chairman.* The Chapter Advisory Board Chairman (previously known as the chapter adviser) will also aid the chapter in upholding and enforcing the policy. If he should see a violation of any policy it is his duty to report this violation to the chapter judicial board and to ensure disciplinary action is taken. The CAB Chairman will also help enforce the policy during alumni events such as Homecoming or Founders Day.

4. *House Corporation Members.* As the house corporation members have a vested interest in the chapter and the chapter property, they will also be responsible for helping to enforce this policy. They will assist the CAB Chairman in the enforcement of the policy during alumni events as well.
5. *The Institution.* Depending on their policies and procedures, your institution may or may not have a part in the enforcement of the alcohol-free policy. Some school's help monitor and enforce policies through the Greek Affairs office or through the local Interfraternity Conference (IFC). If the school notifies any of the entities associated with the chapter, then appropriate action should be taken.

General Fraternity Enforcement:

6. *Province President.* Your province president is a General Officer of the Fraternity, and has a duty to educate the chapter on the many different policies associated with Phi Delta Theta. This includes the alcohol-free policy and the alcohol-free program. During his visits, the province president will continue to educate and promote the alcohol-free policy. He will also help enforce the policy by taking action against the entire chapter or individual members if he deems necessary.

The province president has the power to discipline a member according to Section 159.1 of the General Statutes of [*The Code of the Phi Delta Theta Fraternity*](#).

7. *General Headquarters Staff.* The traveling Leadership Consultants will visit your chapter at least once a year. Their primary objective during each visit is to educate the chapter membership on the many different facets associated with Phi Delta Theta. From time to time, a chapter may receive a visit from one of the other staff members as well. The Leadership Consultant or other General Headquarters staff member visiting your chapter has a duty to ensure the chapter is educated on the many different policies associated with Phi Delta Theta Fraternity. If a staff member witnesses a violation, they have the obligation to make a report to the General Council and the local province president.

Violations of the Policy:

Blatant violations of the alcohol-free policy or violations which are ignored by the local chapter will result in various actions by the General Council. In order to resolve problems quickly, it is in the chapter's interest to cooperate fully with the General Headquarters staff and your advisors.

1. Any event with alcohol on chapter property which is sponsored or endorsed by the chapter will result in immediate General Council action including, but not limited to, the following:
 - A. Suspension of chapter operations
 - B. General Council or Province Probation
 - C. Charter suspension

2. If the chapter participated in the alcohol-free incentive program offered by General Headquarters, all or a portion of the grant money will be required to be returned under terms set forth by the General Council.

To help with the enforcement and discipline process, an example of how a chapter judicial board committee works is contained on the following pages. This process will help a chapter deal with policy or chapter by-law violations.

Many chapters have adopted a “three strikes and your out” policy. With this policy each chapter member who violated the alcohol-free housing policy in an individual manner, (e.g. having alcohol in his room) is allowed an increasing penalty scale. When this becomes a consistent behavior (e.i. after three offences) that member is removed from the chapter. Below is a illustration of how some chapters have put this policy to work:

1ST OFFENCE	2ND OFFENCE	3RD OFFENCE
<ul style="list-style-type: none"> - \$150 Fine - Suspension of voting privileges for 6 months - Suspension of intramural privileges for 6 months - 40 hours of community service other then chapter sponsored - Suspension of social privileges for 6 months 	<ul style="list-style-type: none"> - \$300 Fine - Suspension of voting privileges for 1 year - Suspension of intramural privileges for 1 year - 80 hours of community service other then chapter sponsored - Suspension of social privileges for 1 year 	<ul style="list-style-type: none"> -Expulsion

These penalties may seem stiff compared to what your chapter may be used to but considering the ramifications of more serious discipline from other entities they are necessary. The two keys to effectively utilizing this method is to communicate the penalties to the chapter brothers and to follow through on disciplining violations.

5.1 Chapter discipline

A very difficult issue for chapter leaders to labor over is that of chapter discipline. In any given year, the officers may encounter problematic members, financial delinquency, behavioral problems, nonparticipating members, etc. Encountering one or a combination of these during the academic year will require significant decision making. It is for that reason, the following section on chapter discipline is included.

A **standards board** is typically created for the purpose of developing a minimum set of rules and regulations by which the members of the chapter are expected to abide. This set of minimum rules and regulations may be included in the chapter bylaws or may exist on their own. The standards board may consist of three or more members within the chapter who possess objective viewpoints and are capable of making sometimes unpopular decisions. There are certain facets of fraternity life for which a set of standards should exist. These include: **participation in chapter activities; financial obligations; treatment of others; and personal behavior.**

These standards should be outlined in chapter rules and regulations. Each member and Phikeia within the chapter should have a written copy of them. The standards board may use the Phi Delta Theta Statement on Standards of Responsibility and *The Code* as guidelines.

Outlined in Title XVI of *The Code* of Phi Delta Theta is the process whereby individuals committing infractions against chapter rules, regulations, or standards may be disciplined. *It is imperative to remember that each member has a duty to maintain himself appropriately and uphold the objects of the Fraternity.* It is equally important for individual members to assist one another in the monitoring and addressing of behavior exhibited by other members that violate the Fraternity's standards.

As incidents occur or complaints and disputes arise, **any member may initiate the procedure** for discipline by a chapter through a request made either verbally or in writing to the executive committee. The executive committee shall decide whether a matter should be brought before the chapter. Should the executive committee decide the matter is not to be brought before the chapter, it shall report this decision and the reasons therefore to a meeting of the chapter. If the executive committee decides that the matter should be brought before the chapter, it shall take all necessary action to do so. The executive committee may also choose to appoint a special committee to investigate the matter and report to a meeting of the chapter to decide upon any discipline. In either case, addressing of the issue through the executive committee or a special committee, interpreting the rules and standards of the organization as they relate to a particular incident, determining innocence or guilt, and levying one of the three possible disciplines outlined in *The Code* is the responsibility of the chapter.

In the event an incident, complaint, or dispute occurs and the executive committee or appointed special committee addresses the matter, provisions may be created granting the committee the authority to review cases not warranted by *The Code*'s stated causes for discipline. These may be found in Title XVI - Discipline and loss of membership, section 155 - Cause for Discipline. An active member of the chapter may be disciplined by the chapter for any one of the following causes:

- (a) financial delinquency;
- (b) violation of *The Bond*, Constitution or General Statutes of the Fraternity;
- (c) conduct unworthy of a member of Phi Delta Theta.

Sections 153, 154, 155, and 156 of *The Code* explain the articles for Loss of Membership, Discipline by Chapter, Cause of Discipline, and Procedure for Discipline by the Chapter. Each of these and the remaining sections under Title XVI should be carefully reviewed before an individual is disciplined by the chapter.

There must exist a well structured process, with outlined standards for brother's behavior and expectations for that behavior. Membership Contracts and The Standard for Brotherhood Program can help a great deal.

“Getting something done is an accomplishment; getting it done right is an achievement.”

5.2 *Member accountability*

Sections 153, 154, 155, and 156 of *The Code*

explain the articles for Loss of Membership, Discipline by Chapter, Cause of Discipline, and Procedure for Discipline by the Chapter. Each of these and the remaining sections under Title XVI should be carefully reviewed before an individual is disciplined by the chapter.

There must exist a well structured process, with outlined standards for brother's behavior and expectations for that behavior. [Membership Contracts](#) and [The Standards for Brotherhood Program](#) can help a great deal.

A strong judicial process is imperative in all chapters. There must exist a well structured process, with outlined standards for brother's behavior and expectations for that behavior through some type of membership contract. There are certain facets of fraternity life for which a set of standards should exist. The chapter may want to use the [Phi Delta Theta *Statement on Standards of Responsibility*](#) and [The Code](#) as guidelines. Further, the judicial process must be swift and fair with outlined procedures for hearings and consequences for defying the decisions of the judicial board. It is imperative to remember that each member has a duty to maintain himself appropriately and uphold the objects of the Fraternity. It is equally important for individual members to assist one another in the monitoring and addressing of behavior exhibited by other members that violate the Fraternity's standards. As incidents occur or complaints and disputes arise, **any member may initiate the procedure** for discipline by a chapter through a request made in writing to the judicial board. **Your members must support and respect the process and the brothers administering and enforcing the standards of the fraternity.**

The **judicial board** should be comprised of five members of the chapter. The chairman of the judicial board should be the warden of the chapter. The remaining four members of the board should be selected from the undergraduate members of the chapter. Criteria for the selection of the remaining committee members should be devised and distributed prior to selection. Areas of consideration

should be GPA, past behavioral performances, involvement, fairness and rectitude. Be sure not to recreate the executive committee when selecting the members of the judicial board. Many chapters select one board member from each class.

The board chairman should convene the board when it is deemed necessary by request of a chapter member or board member. The board should review a request for a hearing and report their decision at chapter meeting. Should a hearing be deemed appropriate, the chairman should state the time and date of the hearing. The member(s) being reviewed should be contacted as to the time, date and place of the hearing in writing. The chapter may wish to invite the chapter advisory board chairman to the hearing. At the very least, copy the chapter advisory board chairman on the letter sent to the member being sought for disciplinary action.

Following the hearing, the chairman shall conduct a vote of the board members, reserving his vote in the event of a tie. The vote and sanctions should be recorded on the Judicial Board Hearing Summary Form. Sanctions should reflect the nature of the infraction. Many chapters have assigned community service, additional house improvements and fines. Failing to fit the violation to the sanction will undermine the effectiveness of the program. If a committee believes a member should be suspended or expelled this must be brought before the chapter in accordance with Sections 153-156 of *The Code*.

5.3 *Judicial procedure*

1. **Problematic behavior** is identified (financial delinquency, lack of participation, etc.).
2. The individual identifying the infraction or negative behavior **notifies the judicial board** in writing ([Request for Judicial Board Hearing Form](#)).
3. The **board discusses the matter**. It may choose to:
 - A. Investigate the matter and make a decision without discussion with the accused. The decision of the board should be recorded on a Judicial Board Hearing Summary Form and the accused and chapter advisory board chairman should be sent copies of this form. This action should be taken very seriously but does not need to be considered discipline from the entire chapter.
 - B. Investigate the matter and decide to hold a hearing. The time, date and place of the hearing should be given to the accused in writing. The person requesting the hearing should also be notified.
 - 1). Proper investigation should occur by contacting any brother that might have witnessed the infraction or behavior in question taking place.
 - 2). The board may then interview both the brother requesting the hearing and the accused brother.
 - 2). These brothers may present evidence. After hearing the evidence, both parties are excused and the board deliberates the issue. A decision is then reached whereby discipline is delivered or the matter is referred back to the chapter. If the board finds the accused innocent, he is notified in writing and the issue is settled.
 - 3). If the board finds the accused guilty, the board may levy a sanction (intramural restrictions, social probation, community service, etc.). The accused is then informed in writing of the decision and the discipline. The [Judicial Board Hearing Summary Form](#) should be filled out and sent to the accused and the chapter advisory board chairman.
 - 4). The board may recommend that the entire chapter take action against an individual through a fine, suspension, or expulsion of the member at the next chapter meeting. The recommendation is made in the form of a motion at a chapter meeting. The process for expulsion and suspension of an active member is outlined in Sections 154 through 157 of *The Code of the Phi Delta Theta Fraternity*. If a member is being considered for a fine, suspension, or expulsion he must be notified in writing by the warden at least seven days before his sanctions are discussed in front of the chapter. He must be given the opportunity to defend himself in front of the entire chapter.
4. **Should the committee determine the issue must be addressed by the entire Brotherhood**, a meeting of the chapter shall be held to decide upon such discipline and any vote to discipline the member shall be effective if passed by a two-thirds (2/3) vote of the members present, provided a majority of the active members entitled to vote are present. *The president of the chapter shall promptly report any action of discipline in writing to the General Headquarters. In the event of separation from membership the [Separation Report Form](#) should be filed with the General Headquarters.*
5. In the event **a member wishes to appeal** the decision of the chapter or the committee, the process for appeals is detailed in Section 157 of *The Code of Phi Delta Theta*.

Techniques for Alcohol-Free Recruitment

1. Prepare a **recruitment calendar** listing all “recruitment” activities of the chapter throughout the *entire* year.
2. **Do not “sell” alcohol-free housing.** If you are attempting to explain away alcohol-free housing, you are selling to the wrong type of customer. Instead focus your conversations on the fraternity experience in the manner outlined in these materials, and alcohol-free housing will become a non-issue
3. Use your service, philanthropic, and informal functions as recruitment tools. Encourage brothers to invite recruits to chapter events.
4. **Develop your social calendar first.** Make copies available, when a prospective member says he heard you don’t “party” any more present him with the calendar. This will illustrate your chapters extensive social calendar and your chapters organization.
5. Remember, **we are not an alcohol-free fraternity**, we just *do not allow alcohol in our chapter facilities or properties*. The chapter still has a social agenda.
6. Make improvements in recruitment policy an issue with IFC. **Become IFC Rush Chairman.**
7. **Encourage members to participate in other student organizations.** This is a great way to meet prospective members.
8. Prepare a “rush packet” for every brother. Include all needed information on recruitment (i.e. calendar, IFC policies, recruit names, schedule, recruitment skill information).
9. **Meet with the Greek advisor.** This person will know more than anyone else as to what the Greek community is up to. He/she may also have some great suggestions on how to improve your chapter’s recruitment techniques.
10. It is very important for us to put a label on ourselves. If each chapter does not chose how to define itself, then others will choose our label for us. If we make ourselves known as the *Friendship, Academic Success, Social Development and Athletics* fraternity, for example, it will carry much less when our competitors try to negatively refer to us as the “alcohol-free” fraternity.
11. Make it a point to **thank every brother individually and in private for helping with recruitment** after big events.
12. **Encourage brothers to have their study group at the chapter house.** Most people are surprised at how nice fraternity houses really are. It can be a good recruitment tool and give the chapter a positive image.
13. What kind of image does the chapter have? **Try to improve the general chapter image through public relations, etc.** Establish good relations with faculty, staff, and the administration.
14. **Be a good role model.** It is much easier to follow a good example than a bad one.

6.1 Frequently asked questions from potential members

Q. By going alcohol-free, does this mean you cannot drink anymore?

A. No. This simply means that any alcohol beverage or unlawful drug will not be allowed in our chapter house or on chapter property at anytime.

Q. Why are you going alcohol-free?

A. We want to renew the values of Phi Delta Theta. Also, we are going alcohol-free because we believe that alcohol is not the only aspect Phi Delta Theta has to offer an individual, and this is largely what Greeks are known for now. We also believe that there is a misconception about the Greek system today, and someone has to be the leader in changing this image. We believe that eventually almost the entire Greek community will become alcohol-free. Further, we want to provide a better facility for our members and a more conducive area for scholarship enrichment. Finally, there are liability issues that all Greeks are facing, including insurance availability and rates.

Q. How do you feel this can benefit not only your chapter but the rest of the Greek community?

A. This can benefit our chapter by allowing our members to live in a facility that is more conducive to developing skills that are important after college. Instead of spending money repairing our chapter house, we can use those funds for scholarships for our members, or to plan other off-site social events. We will also have more time for studying and community service events. By setting a positive example, we feel we can strengthen the system because each fraternity will become just as active and beneficial within the institutions as Phi Delta Theta.

Q. What other aspects do you have to offer since alcohol is no longer allowed on chapter property?

A. Phi Delta Theta and our individual chapters have many areas of fraternity life to offer individuals interested in a well-rounded fraternal experience. *(Now explain how the fraternity has benefited you and point out the highlights of your chapter. Use the chapter marketing strategy here. Try and draw them away from the focus on alcohol-free. Promote yourself and your chapter members.)*

Q. Why would I want to pledge Phi Delta Theta if I cannot drink in my own home?

A. It is true that some residence halls will allow you to drink if you are 21. However, the Phi Delta Theta experience and our chapter house will offer things that the dormitories cannot. We have a full social calendar planned, and there will be plenty of opportunities to socialize.

Q. I can drink at the (Pike, SAE, Lambda Chi, ATO, Beta, Sigma Chi) house. Why should I join Phi Delta Theta?

A. Is that all that those groups have to offer you? We are still going to offer socials, mixers, band parties, formals and date functions. Some of the events will be held at the chapter house without alcohol. Others will be held at different locations where if alcohol is available and if you are 21 years of age, you may choose to have an alcoholic beverage. At the same time, we have much more going for us than just the ability to drink at our house.

Q. What happens if someone is caught with alcohol?

A. Each infringement will be handled on a case by case basis. The seriousness of the infraction will be in proportion to the seriousness of the penalty. If that person continues to cause problems, then we will take more serious action.

Q. Since I am under 21, does this mean I cannot drink at your social events?

A. Yes, but this is no different from any other fraternity. We all must follow any federal, state and local law at all times.

Q. How does the chapter feel about this alcohol-free policy?

A. The chapter is comfortable living in an alcohol-free environment. We were concerned at first, but we realize the benefits of becoming alcohol-free. Our biggest concern was going to be recruitment, but we realized that we had more to offer a potential member than just being able to have alcohol in the house.

Public Relations

We have crossed a first goal line with our alcohol-free housing policy, and have much to take pride in. Phi Delta Theta has taken a leadership role in confronting the terribly difficult issue of the culture of alcohol on our college campuses.

As of the July 1, 2000 deadline, nearly 100 of the 147 chapters with residences had already become alcohol-free. We are also seeing positive results: Higher grades, more pledges, lower liability insurance rates, better and cleaner houses.

But now the real work begins. We continue to attract extra attention because of our 100% commitment to alcohol-free housing. Other fraternities, upper classmen and freshmen, college and university administrators, and the news media will all be interested in seeing how our policy is working in practice.

The staff at General Headquarters and your alumni want to work with you to achieve the best results, ensure compliance with the policy and take appropriate action should the policy be violated.

Anticipating interest from campus, community and national news media in our implementation of alcohol-free housing, we have prepared some key messages to help you respond to the news media. We have also prepared a briefing paper with basic guidelines on what to do when a reporter calls. The briefing paper is attached.

Here are the key messages we recommend for your use in responding to a reporter's questions:

- 1) Alcohol-free residences are an important step in combating the abuse of alcohol by undergraduates.
- 2) Phi Delta Theta is committed to returning our Fraternity to its basic principles: friendship, scholarship, leadership and community service.
- 3) A culture of alcohol has no place in our fraternity. We want our fraternity to be a leader on our campus in promoting our real purpose and the college's goals.
- 4) Alcohol-free housing already is creating positive results. We are recruiting more members; grade point averages are rising, and our residences are cleaner and safer.

And here are some facts to back up these key messages:

- *Gains in recruiting:* We have seen a steady increase in recruitment numbers of about 3% a year since the adaptation of alcohol-free housing.
- *Lower liability insurance rates:* Phi Delta Theta continues to show its commitment to sound risk management practices and alcohol-free housing. Therefore, our liability rates are near the lowest in the fraternity world. Other fraternities are paying upwards of \$250 to \$350 per man while our base rate averages \$150 per man.

We encourage you to tell the vice president of student affairs on your campus about the positive results of alcohol-free residences. *Principles in action* are basic to Phi Delta Theta. Principles in action place our brothers among the leaders on your campuses. Alcohol-free housing is a vital example of our leadership. Our ultimate goal is to restore to primacy our fraternity's fundamental principles of friendship, scholarship, leadership, and community service.

7.1 *Selling Your Story to the News Media*

Overview:

The best way to sell your good news story to the news media in your community or on your campus is to present reporters with a summary of the key facts about your event, your participation in service to the community, or your achievements, academic and otherwise.

The following set of guidelines will lead you through the preparation of a basic news release.

The Reporter's Basic Requirements:

Before you begin writing down the key facts, think about who is going to be interested in your story. Newspaper, radio and TV reporters – including campus news media reporters – will immediately ask themselves: What is the audience for this story? Who is going to learn something from it? Who will be entertained by it? Who cares?

Make sure you have good answers for these questions. If you do not, wait until you have a better story before asking for publicity about your chapter and its activities.

The Key Facts of Your Story:

Every good story answers a series of basic questions. These answers are the key facts in the story.

The questions are:

Who: What are the names and ages of the brothers who have been the primary contributors to the event, activity, or achievement that is the focus of this story?

What: What happened? What is new, different, uplifting, upbeat, or unusual about this event, activity, or achievement?

How: How did this event, activity, or achievement benefit your college or university? How has this event benefited your community? How did it change things for your chapter? How did it work?

When: When did this event, activity, or achievement occur? Today, yesterday? Or is it scheduled to happen in the future? What is the date?

Where: Where did the event take place?

Why: This is a key question. Why is this event important? What is its significance for the college or university, for the community, for your chapter, or for one or more of your brothers?

The Other Basics of a News Release:

- Put your name, telephone number, fax number, and e-mail addresses in the top right hand corner of first page of your news release. Make it as easy as possible for the reporter to find you.
- The first line of your news release should include the name of your town or city, state, and the date of the release. For example:
– OXFORD, Ohio, February 11, 2005 –
- After you have written the news release, check the spelling of all names. Make sure they are right.
- Also, make sure that anyone named in your news release has agreed to be named and is willing to be interviewed. (If the story involves minors – anyone under the age of 18, get the agreement of both the individuals involved and of their parents or guardians.)

What Makes a Good News Story?

Look for stories that have human interest in them: Stories about children, good news stories about your fraternity's helping hand to people who are less fortunate.

Contrary to popular perception – reporters love a good news story: Tutoring inner-city kids in math and English, helping the poor, young and elderly, cleaning up the house and yard for the home-bound widow.

Look for stories that illustrate Phi Delta Theta's basic values of friendship, academic achievement, community service and leadership.

7.2 *How to Work with Reporters*

These tips on working effectively with reporters have helped many other people, including corporate executives, feel more at ease in talking with the news media. If you would like to discuss interviews with reporters at more length, please feel free to contact the director of communications at General Headquarters.

1. Before you call or meet with a reporter for a newspaper or radio or TV station, write down the three or four most important points you want to make.
 - ✓ Gather your facts.
 - ✓ Review your facts.
 - ✓ Select the three or four most important points – most important not only to you, but of interest to the general public.
 - ✓ Make sure you have your facts and ideas firmly fixed in your mind.
2. When you ask for a meeting with ... or when you are being interviewed ... present your key points. Keep introducing them in answers to questions.
3. Be brief and to the point. Keep your answers to questions factual and brief. Stick to your key messages and facts. When you have made your point ... stop talking. Wait for the next question.
4. Make your statements clear. Be straightforward. Reporters are generalists. They are not specialists in fraternity life. Avoid using jargon or slang.
5. If you do not clearly understand the reporter's question, say so. Or, restate the question and ask whether you have correctly understood its intent.
6. Remember: Everything you say is "on the record." Keep it that way! When "sources" get cute with reporters, and think they are the shark, they end up as fish meal. Do not go "off the record." Always think: "Will I be happy to hear this statement on the 11 o'clock news tonight?"
7. If you do not know the answer to a question, say, "I don't know." If the question is important to the story, tell the reporter you will get an answer – and will get back to the reporter quickly.
8. Ask the reporter what the newspaper, radio or TV station's deadline is. When will the reporter turn the story in for publication or broadcast. Make sure you deliver any promised information before that deadline.
9. Answer all questions in a positive spirit. Be upbeat. Stay calm and smile!