

5 Epiphanies/Changes to make, if you haven't made them already

~snippets of how we are working to help our chapters do what they do best!

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Connect!

After assessing our chapters and their events, we have decided to dedicate this year to connecting with our chapters. We will have Foundation volunteers attending events, doing Foundation ring-ins to meetings and encouraging a one on one connection between the Philanthropy Chair and the Foundation.



Keep It Simple!

After 10 years, we have re-evaluated our Ultra Violet programming and cut down our manual by 66%, giving the chapters the flexibility to create events and fundraisers that are effective on their individual campuses.



Educate!

Our members do a phenomenal job at fundraising, but we have come to realize that they don't necessarily know why or specifically what for – so we are embarking on a mission to educate! Through videos, infographics and one-on-one interaction opportunities, we are working to educate our membership from national volunteers/officers to the potential new member!



Saying “Thank You” in a way that’s meaningful to collegiate chapters

Over the past few months, we have been speaking with our chapters and the leadership consultants who work with them on a day-to-day basis and realized that we've been thanking them wrong! Today's collegiate chapter's still like the awards, etc. that they can display, but what they really want are the posts – the bragging rights, shares, likes and retweets! With the new year, we have made an interest in recognizing our chapters for their accomplishments, big or small!



Photos! If it's not on “film”, did it happen?

Our members have incredible events and break incredible records, reaching new milestones every day. Then we realize – we have no pictures! This past semester, we established a new Foundation Photos email address just for our chapter's to submit their photos and tell us about their events – instead of waiting for their annual reports!