

THE PARAPHERNALIA COMMITTEE



What We Do & How Members Can Contribute

Unofficial Motto: "If we love D-9 'nalia so much, why not join?"

More Than Merchandise

The Paraphernalia Committee does more than find eye-catching items or copy styles seen in other organizations. Our goal is to help protect, strengthen, and elevate the Lambda Kappa Omega Sorority, Inc. brand. We strive to be trendsetters—creating merchandise that is unique, recognizable, stylish, and representative of who WE are.

Creating for Entire Sorority

Bulk paraphernalia is not mass-produced simply because a few members like an item. Our membership ranges from approximately ages 18-75, so proposed merchandise must have broad appeal. The committee considers Sorority policy, originality, brand consistency, usefulness, quality, cost, and overall member appeal before approving an item.

What Members Can Do

You do not have to serve on the Paraphernalia Committee to contribute! Members may email ideas and suggestions to the committee. The committee will review and vote on proposed items based on Sorority policy. If approved, the committee will begin sourcing vendors and purchasing options. It's that easy!

Original Artwork Approval Process

1. Original artwork must first be reviewed and approved by the Graphics Committee. Individual artwork created only for one member, such as personal Sorority information, will not be reviewed. The design must benefit the Sorority as a whole.
2. Once the artwork is approved, it moves to the Vice President of Merchandising for contracting, branding, usage, and ownership review.
3. After all required approvals are complete, the committee will begin sourcing vendors, production options, and purchasing opportunities.

The Bottom Line

The Paraphernalia Committee is not simply a shopping committee. We help ensure that Lambda Kappa Omega merchandise is original, appropriate, consistent, appealing, and worthy of our brand.

DON'T COPY THE TREND. HELP US CREATE THE TREND.

Be Original. Be Intentional. Be Lambda Kappa Omega.

Which Topic is new Information to you, and what did You Learn? Email responses accepted.

Subject: Did You Know 4