

ΑΣΦ

ALPHA SIGMA PHI
alphasigmaphi.org

THE ALPHA SIG VIRTUAL EXPERIENCE

WEEK ONE

Have Prudential Board download a virtual meeting platform.

Schedule and hold a virtual meeting with the Prudential Board. There are numerous platforms that can be utilized for this such as [Zoom](#), [Google Hangouts](#), [Skype](#), FaceTime, etc. Focus of this meeting should be on the following:

- Create a spreadsheet that lists two things:
 - Where brothers are currently living (some may still be on campus, some may be back home depending on the campus, etc.)
 - What their major is (This will help with academic support, study groups, etc.)
- Give each member of the Prudential Board an equal number of brothers to reach out to in order to get this information and see how they're handling things.
- Determine a time to have a virtual chapter meeting to take place once your school's spring break has ended or within the next week.
- Adjust goals for the semester.
- Discuss primary focus, which is to keep brothers and new members actively engaged with the Chapter and each other.
- If you know of any brothers who are not living with other members of the fraternity, we should put extra effort into reaching out to those guys and keeping them engaged!

WEEK TWO

Have a second Prudential Board meeting:

- Use the information you gathered in the last week to start planning/promoting small groups hanging out together in their hometowns or in your college town (once again keeping in mind that every city and state has different regulations that should be followed). Be creative and take advantage of your surroundings! For example, a group like Coastal Carolina could have a small group of brothers go to the beach, App State could organize a small group brotherhood hike in the mountains.
- If you're a chapter where the majority of brothers are still living on/near campus, the Vice President of Member Retention (VPMR) should create multiple Sig-Teams of 5 or 6 brothers, new members or potential new members. Those teams can be either random or divided up based on physical location (if some people have gone home), this will be at the discretion of the VPMR.
- VP of Growth and the Growth Committee should begin to focus on a plan to increase recruitment for the fall as well as outreach to current undergraduates and future students. This should include social media outreach, which will be more important than ever due to the amount of use social media will be getting. It should also focus on a basic outline for what recruitment will look like when students get back to campus. This will be very important to focus on because many college students will be seeking connections and involvement when they come back to school.
- Also, begin to develop a plan for what continued spring semester/quarter recruitment looks like if that's a route your chapter is pursuing. Just because classes are online doesn't mean we can't continue talking to PNMs we already have!

Have a virtual chapter meeting:

- Focus of this meeting should be on assuring the brothers that although some of their larger in-person events may not take place this semester, there are still a lot of ways they can utilize this time to not only maintain a strong brotherhood but also still excel in other areas of the fraternity (i.e. academics, philanthropy, etc.).
- Announce the Sig Teams that were created at this week's Prudential Board meeting. A list of potential Sig Team events can be found at the end of this resource guide.
- Announce the Brotherhood Event of the Week- a great example would be if a brother has a Twitch setup, the entire chapter could watch the stream at the same time to cheer him on in whichever game he's playing!

WEEK THREE

Chapter goal should be to implement some type of philanthropy event this week, examples of which can be found in the resource guide below. Event should be either virtual or follow local guidelines regarding COVID-19.

Continue with the smaller Sig Team events! Every team should be doing at least one event per week. Put on one chapter-wide brotherhood event (ideas listed in resource guide).

WEEK FOUR

Prudential Board should begin planning for the fall semester. Items to begin planning for include:

- Fall Budget
- Brotherhood retreat to take place at the beginning of the semester
- Fall Calendar
- Reaching out to sororities on campus to plan socials/mixers for the fall
- Reaching out to venues
- Rescheduling events that were supposed to take place in the spring and move them to the fall.

At this week's chapter meeting, you can also open the floor to suggestions from the Chapter about events they'd like to have happen in the fall.

Announce chapter-wide brotherhood event for the week (ideas found in resource guide).

WEEK FIVE

Now is the time to start talking to the chapter about Summer/Fall Recruitment! At this chapter meeting, the Vice President of Growth should fill the group in on everything he and his committee have been working on.

The Prudential Board should also plan another chapter-wide brotherhood event to take place this week.

WEEK SIX

This week should be dedicated to recognizing your graduating seniors!

- One way this can be accomplished is through Instagram shoutouts.
- The VP of Alumni and Family Relations should also plan an event for the new alumni in the fall so they will have the ability to go through Scene 5 and/or be recognized.

Secondary focus should be on wrapping up the end of the year and focusing on some brotherhood events (i.e. camping trips, Grand Chapter, brotherhood retreat, etc.).

Summer Recruitment Plan (found in Recruitment Guide below) should be enacted in full.

EVENT RESOURCE GUIDE

We strongly recommend that all Chapters and Provisional Chapters follow all city/state/federal mandates as they apply to COVID-19 when planning future chapter events this semester*

PHILANTHROPY/SERVICE IDEAS

Instagram Bingo - we have seen a lot of groups be really successful at this. Everyone in the Chapter posts a bingo sheet on their Instagram story with 9 squares and a different dollar amount in each square, along with a link to either their personal Venmo or a CrowdChange/GoFundMe page (recommended). When someone donates, the member posts another Instagram story and tags the person over the block with the dollar amount they donated. Goal is to get as many people in the Chapter to fill out all of their spaces.

The Surgeon General recently announced the Red Cross is facing a massive blood shortage- encourage healthy brothers to **donate blood!**

The VP of Alumni and Family Relations can reach out to chapter alumni and families to see if any older or at-risk alumni or families are having challenges **running to the grocery store**, etc. because of the need to quarantine- the chapter could try to help if we know someone in the area or if it's in the area where the chapter is located!

Create a GoFundMe or CrowdChange page for a local or national philanthropic organization and have all brothers post about it on their Instagram and/or Facebook.

One of our national partnerships is with the CrowdChange platform, which has provided the following ideas for virtual philanthropy/fundraising events:

Host a Live Stream - If you can't have people come to you, you can take the event to them. There are a ton of live-stream-type fundraisers that can be hosted such as a livestream workout, cooking class, video game stream, virtual paint night, and more.

Personal Page Competition - A personal page is your own fundraising page within a general fundraiser. Our greatest tip is to have everybody in your chapter create a personal page and share it with at least 5 people not from campus, including family and friends. We've seen one fundraiser increase the amount they raised from \$8,000 to \$40,000 simply by following this tip.

- [Click here for an example of a chapter campaign](#)

Giving Tuesday - A popular online campaign hosted by charities around the world, the concept of Giving Tuesday is quite simple - select a Tuesday and begin fundraising. The key to success for a Giving Tuesday lies in outreach. If your chapter has hosted a fundraiser on CrowdChange in the past, download the previous reports and send a mass email blast to all previous donors. Additionally, make sure everyone in your chapter creates their own personal fundraising pages and shares it with their network of people as well.

- [Click here to see a sample](#)

Jail & Bail - Have everyone in your chapter share an embarrassing picture or post about themselves on the social media platform of their choice. Set bail at a certain fundraising goal amount. Once the amount is reached, they can delete the picture/message off of social media.

Online Raffle - The idea of supporting a great cause while simultaneously having the chance to win a great prize can get supporters very excited about participating in an event. An online raffle where donors can purchase tickets remotely and then have their prize delivered to them at a later date is a great way to achieve that excitement without having a physical gathering of people. Please check your state laws regarding raffles prior to hosting any games of chance.

- [Click here to see a sample](#)

BROTHERHOOD EVENT IDEAS

Create a form of friendly competition between brothers or families within the fraternity. This could be mobile gaming competitions, fitness/wellness competitions, or even the most study hours in a week.

Group Fitness Classes - If there's a brother in your chapter who is an active gym-goer, he can lead the session through Skype/FaceTime/Google Hangouts, etc., since most gyms and athletic facilities are likely closed.

At-Home Activity Challenges - Ask for a volunteer to start the challenge at the beginning of the week. They post a video/picture on their Instagram story of them doing an at-home workout, going for a run/walk outside, etc. That brother then tags one or more brothers to issue the activity challenge to them, where they now have 12-24 hours to complete some type of activity and then tag more brothers in it. The goal is to have every brother complete some type of activity before the end of the week! This is a fun way of helping the brothers stay active and healthy during the quarantine with many gyms being closed.

Video Game Tournaments - These can happen as often as the Chapter wants, but keep in mind that while our classes are online it can be easy to spend most of our time doing this, so we need to put just as much time and focus into our studies as we did before.

"Get to Know Your Bro" Activity - On Sunday, the Prudential Board can send out a list matching everyone in the Chapter up with someone else, and during that week those pairs will FaceTime each other to get to know each other better and/or check in on how that brother is doing with everything that's been going on. At the next chapter meeting, you can have 5-10 guys speak up and share something they learned about that brother that they might not have known before. Chapters can also implement the same idea with Bigs, Littles, or families.

Discuss different ideas to make virtual chapter meetings fun and engaging! Create a **weekly raffle, trivia game component**, etc.

Go on a small group **brotherhood hike**.

Work proactively with your Chapter Council/Membership Retention Advisor to come up with more ideas tailored to your specific chapter!



VIRTUAL RECRUITMENT GUIDE

While this is a challenging time for many of our chapters who may have had plans to continue recruiting after Spring Break, recruitment is still the lifeblood of our fraternity and can still be accomplished in creative ways.

Begin **going through your ChapterBuilder** and cleaning things up! Figure out how many PNMs you have and add any names and numbers that aren't already listed.

Set up a **weekly virtual meeting with your Growth Committee**. Everyone on the committee should have PMNs they're responsible for reaching out to.

At this point, the Chapter should have **weekly events ongoing** - whether they be the virtual philanthropy events, virtual brotherhood competitions, or smaller in-person brotherhood events. Invite your Potential New Members to get involved in these events! Whether they're looking to join in the spring or in the fall, creating and developing a connection between them and the brotherhood right now is going to be crucial. With most universities moving everything online and individuals no longer being surrounded by people or having their normal routines, having that connection to a brother or Alpha Sigma Phi in general could really help them through this.

Summer Recruitment Plan - Figure out what upcoming summer/fall events your school has for incoming freshman/transfer students. These events can be a huge source of recruitment, so start planning for them now. Determine what days/times these are supposed to take place, reach out to your school to reserve a tabling/presentation spot. Make sure you're also utilizing summer orientation leaders and have a social media plan established.

Thinking of **extending membership** to more PNMs during the spring? You still can! At times like these, we should still be welcoming people into our brotherhood with open arms. There are a lot of options available. If your chapter conducts formal interviews during the recruitment process, conduct them over a FaceTime call or regular phone call.

If you want to extend membership to somebody, you can send them a **virtual copy of your chapter's bid card** or **extend them the bid verbally and send the card in the mail** for them to sign! Then you can proceed as you normally would with adding them to Vault and having them sign their Membership Agreement. Scenes 1-4 can take place depending on when your campus opens back up.

We should tell PNMs who are interested in the Fraternity experience that if they are to receive membership this semester, they will be fully initiated **within 7 days of the Fall semester starting**. This way they will not have to go through the Membership Orientation Process in the fall and can help build the future of the fraternity around the type of men they want to be associated with.

ACADEMIC SUCCESS GUIDE

For a lot of brothers, this could be their first time taking online classes in college. Below are some tips the Vice President of Membership Enrichment should share with the Chapter to help brothers in their academic endeavors this semester:

- Leave your phone on silent--don't check it when you're in an online class session.
- Treat the online class the same way you would an in-person class. Take notes, ask questions, dress the same way you would if you were attending in person.
- Keep your daily routine the same as much as possible---take your calendar and block off the times you have online class sessions, study sessions, etc.
- Reach out to somebody else in class to be your study partner--that way you can both help hold each other accountable so you're keeping up with your assignments and studying!
- If you have questions about the material, email or call (whichever option is available to you) your professor outside of class hours.
- Have the Chapter create different Slack channels or GroupMe chats according to major.

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VIRTUAL SENIOR WEEK

MOCK VIRTUAL SENIOR WEEK

Monday: Senior Farewell – Post each senior on the Chapter Instagram with their main legacy to the Chapter.

Tuesday: Senior Recognition – Order a [Senior Service Pin](#) or [Graduation Cords](#) from the Alpha Sigma Phi store and mail it to their house.

Wednesday: Senior Awards – The Chapter should host a virtual Award ceremony for all of the seniors.

Example awards include:

- Most Involved
- Funniest Brother
- Most Likely Not to Leave College
- Most Likely to be Alumni Association President

Thursday: Big/Little Gatherings – Each Little Brother should coordinate a time to meet with his Big Brother over FaceTime.

Friday: Senior Pass the Gavel – Host a Chapter Zoom and allow each senior the opportunity to share their memorable moments.