

The Fraternity of

Alpha Kappa Lambda



**Public Relations
Manual**

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Successful public relations rests with positive brand identity. Alpha Kappa Lambda aims to create a positive image through our *“Men of Character Committed to Making a Difference”* initiative. Men of Character take action by employing the tools for building and resonating our brand today and tomorrow. When preparing public relations materials, it is important that we understand the profile of the National Fraternity and what it is we are marketing.

Perception = Reality

In the National Fraternity’s efforts to exemplify the positive attributes of Fraternity and Sorority Life, the first step is to identify the reality which our chapters and colonies desire. As members of Alpha Kappa Lambda, we all have personal reasons why chose to accept our bids and experience the benefits of brotherhood daily.

What is the perception members may have of Alpha Kappa Lambda?

- Friendship & Brotherhood
- Academic Support
- Leadership Opportunities
- Social Activities
- Community Service
- Athletics
- Career Networking

What is the perception the public may have of Alpha Kappa Lambda?

- Sexism
- Keg Party/Frat Party
- Elitist
- Low GPA
- Hazing
- Assault & Violence

The most effective way to produce positive public relations is to demonstrate through daily activities how the men of Alpha Kappa Lambda are defying the negative stereotype of fraternities. Your fraternity image will be shaped by every contact you have with the public.

“It rests with you, individually whether the Spirit of Alpha Kappa Lambda shall languish or flourish. Is it for you to determine what this Fraternity shall be in years to come.”

Brand Identity

Take your brand identity as seriously as you would anything else you undertake as a chapter. You are crafting your own brand image.

When your members conduct the affairs of the chapter in a fashion that evokes a positive image of Alpha Kappa Lambda, you have succeeded in establishing a positive brand identity. It is then that the suggested public relations ideas in this manual are most effective.



When planning your chapter's public relations, it is important first to understand the various audiences you aim to reach and how they are connected to different chapter communications.

Undergraduate Members

Most chapter communications will be directed towards undergraduate members. In-person communication at chapter meetings is the first step, but also provide meeting minutes or a follow-up email with upcoming dates and deadlines.

Have undergraduate members follow all fraternity social media accounts and promote chapter communications.

Alumni Members

Alumni want to be informed of chapter and alumni programming, but also are interested in knowing that the chapter is in good hands. A "Chapter Report" is an easy form of communication that can be casual or formal. For quick updates on a successful event, a casual report can be sent via email or social media. A formal chapter report for an entire month or semester's worth of updates can be a document sent out to alumni or included in a newsletter. All alumni share at least this one trait: they want to be in the know.

Potential New Members

Online communications make it easier than ever for potential new members to learn more about the fraternities at your university before they even step on campus or meet your members. Chapter social media pages will be the first form of marketing you have towards potential new members. If possible, the chapter may choose to maintain a website separate from the National Fraternity's website.

In preparation for recruitment, share your recruitment calendar and extend invitations to all potential new members you meet. When meeting someone for the first time, be sure to exchange contact information so you can keep communication. If you only give out the fraternity's contact information it puts the responsibility on the potential new member.

Campus & Community

It is important to foster relationships with other fraternities and sororities on campus. Share quick "Happy Founders' Day" messages, promote other organization's philanthropy events, and invite other organizations to attend your events.

University administrators, particularly in the Fraternity and Sorority Life Office, are interested in seeing your chapter succeed. Proactively build strong connections with them to create a transparent and supportive relationship.

Parents & Family

Parents and family members are excited to hear about what their son or relative is up to on campus. Share chapter activities and events to family members through your newsletter, social media, and planning parents/family events. Family members are potential allies to the fraternity who may in turn become volunteers or donors after experiencing the brotherhood their son or relative has joined.

***“Journalism is printing what someone else does not want printed. Everything else is public relations.”
- George Orwell***

Odds are, your chapter begins each semester with a basic calendar of recruitment events, chapter meetings, social events, and other activities. Chapter communications should be planned the same way and included in the overall chapter calendar. This calendar should include:

- Major dates for service and philanthropy events.
- Scheduled promotion and marketing for events.
- AKL local and national founding dates.
- Local founding dates for other fraternities and sororities on your campus.
- Due dates for newsletter or other “Chapter Reports.”
- National, state, and community holidays. Add major days like Thanksgiving, but also include playful ones like “National Dog Day.”
- Other important days for your university. Including back to school, Move In/Out, Greek Week, Homecoming, midterms/ finals and breaks.

Once created, this calendar should be able to live on year-to-year with minimal updates. Now, when planning promotional opportunities, you have a full list of significant dates in front of you and your chapter members at all times.

While you strive to be proactive with your communications, sometimes unexpected news will require additional communications. For example if an undergraduate or alumni member is recognized with an award, share his accomplishment on social media or with a chapter update.

Standardized Communication

When you start planning communications as part of your public relations calendar, start with identifying what messages you need to communicate and what categories they fit in. For example, chapter events, Founders’ Day messages, school events, holidays, etc.

After identifying what types of messages you have, build a template. Communications with similar content can be sent out using similar language. Developing a structure will makes it easier as you go on. It’s not necessary to re-invent each communication.

“Let the media know when you’re doing some positive event. The media can only cover the bad stuff if they don’t know about the good stuff.”

**- Cody Carlson, Gamma Nu Chapter Alum
Political Correspondent at Lilly Broadcasting**

Promote the content you want to see published about Alpha Kappa Lambda. When planning a philanthropic or service event in the community or on campus, draft a press release with event details including date, time, location, and other relevant information about who or what the event benefits. After an event, draft another press release with a summary of the event including information about what work was done, attendance, and photographs. Most local news stations or publications have contact information designed to let the community share what events are happening.

Not all events require a press release, especially in cases where not everyone in the community or on campus are invited. This includes, brotherhood and alumni events, recruitment activities, and Ritual and Initiation. Photos and appropriate details can be shared after the event on personal and chapter social media pages, newsletters, or a chapter report.

Working With Your Allies

There are certain people or groups of people who believe in Fraternity and Sorority Life and more importantly the great work your chapter is doing. Communicate your news and build your public relations with these allies.

- Share your chapter events, activities, and news with National Headquarters. NHQ is able to share your news across a national platform.
- Submit articles for publication in *InsideAKL*. NHQ will also share social media posts.
- Announce upcoming events at greek council meetings. Invite University Administrators and Faculty to appropriate chapter events.
- Invite alumni to chapter events including Ritual, brotherhood, philanthropy, and service events .

Where to Publicize

- Chapter Newsletter
- *InsideAKL*
- Chapter Reports and updates
- Campus newspaper and other university publications
- College alumni magazine
- Broadcasting stations in nearby cities
- Newspapers in member’s home town
- Broadcasting stations in member’s home town
- Local organizations (Red Cross, United Fund, YMCA, civic clubs)

Content to Share

- Chapter Activities
- Philanthropy & Service Events
- Community & Campus Events
- Special Occasions
- Founders’ Day Events
- Alumni Interviews
- Members’ Graduations
- Internship & Employment Announcements

They say a picture is worth a thousand words. When hosting a recruitment event, sponsoring a philanthropic event, or celebrating brotherhood, designate a historian to document the event. These photos can then be used on social media, in the chapter newsletter, or as part of a press release shared with a local news station or publication.

How To Take a Good Photo

1) Know Your Light

- Do not back-light subjects. This is where your main source of light is behind what you are photographing. Back-lighting results with your photo subject as a silhouette. Use indirect lighting that is out of your photo frame.
- When possible, use natural light for photography. If not outside, make sure windows are not covered. Be careful with indoor overhead fluorescent lights as they cast dark shadows and bright highlights on subjects.



2) Composition

- Fill the camera frame with your subject. Do not leave “wasted space” or a section of the photo with irrelevant content or unnecessary background.
- When photographing people, do not let the frame of the photo cut off people’s feet or at joints. This makes the subject look stuck in the photograph.
- Consider whether your photograph would benefit from landscape (photo viewed horizontally) or portrait (photo viewed vertically.) Landscape is best for group photos while portrait is best for single subjects.
- Practice the “Rule of Thirds.” Photo subject does not always need to be centered in the frame. Divide your photo into three columns and three rows, place subject at intersections.



3) Editing

- Keep it simple, do not use excessive filters.
- To edit a photo yourself, lighten the exposure and add a little extra color saturation. Most cell phones and basic editing tools have these options available.
- If reposting an image from social media, make sure to crop any excess image from screenshots.



While most members likely have personal social media accounts, chapter accounts can be used differently. A fraternity social media page can be used for recruitment, connecting with National Headquarters, alumni relations, promoting philanthropy and service events, and showcasing other chapter activities and members.

1) Facebook

- Create an chapter Facebook group that includes undergraduate and alumni members.
- A chapter Facebook group can be used to send quick updates, plan brotherhood events, and promote internship and employment opportunities.
- When planning a philanthropy or service event, use Facebook for event promotion.
- Aside from Facebook Messenger, Facebook is not the best for instant communication. Utilize it for sharing news and info with others and creating chapter groups.

2) Instagram

- Primarily a photo sharing platform, use a fraternity Instagram to showcase events after they have occurred.
- Use Insta Stories during events as real-time promotion.

3) Twitter

- Also can be used as a photo sharing platform as well as a countdown to events.
- Great for quick “Happy Founders’ Day” or “Good luck on finals/recruitment/etc.” messages.
- Add some appropriate humor, have fun with content.

4) Snapchat

- Not the best for promotion of chapter events.
- Consider designing and setting up appropriate Snapchat filters for large events. For example, create a frame for a These Hands Don’t Hurt Event that can be used where your Promise Wall is.
- Keep in mind Snapchat doesn’t actually disappear. What the fraternity or individual members post can be recorded, screenshotted, and found later. If creating a Snapchat filter, be sure it follows all risk management guidelines and promotes an image that upholds our Five Ideals.

Hashtags

Use hashtags that are relevant or trending. Making up a hashtag for a one time use defeats the purpose of others searching for specific content.

If planning a large event, create your own hashtag and have members and friends use the hashtag leading up to the event in all promotion and during the event.

Keep it short and sweet. Consider legibility within a hashtag. Omit punctuation and emojis as they cannot be used in hashtags. Capitalize the first letter of each words to make reading easier.

Also be sure to tag appropriate accounts in all social media. Tagging your chapter’s social media as well as @AKLFraternity in all posts is a good place to start.

What to post

- Officer Introductions
- New Members
- Brother of the Week/
Month
- Brothers’ Birthdays
- Local and National Founders’ Days
- Local Sorority/Fraternity Founders’ Days

As an undergraduate member it's easy to stay up to date with chapter activities and news. A newsletter is a way to update alumni members, family, and friends about chapter activities. When setting up your fraternity newsletter, consider:

- 1) How often are you going to publish your newsletter?
 - A monthly newsletter is not required, but plan to publish semesterly at a minimum. This allows for transparent communication with fraternity allies. The more positive fraternity news we as members share, the more there is for news outlets to report on.
- 2) How are you going to publish your newsletter?
 - Digital is free and can be emailed out. If the chapter budget allows, or advertisements can be sold to appropriate businesses, printed versions could be a possibility. Printed copies could also be saved for an "End of Year Report" that includes the big stories of the year and made available at an event like Founders' Day.
- 3) What content are you going to include?
 - A newsletter is not specifically for undergraduate members. Instead content should be targeted for alumni, family, and friends of the fraternity. Most recipients of your newsletter were not a part of the planning process or able to attend all chapter activities and events. Be in-depth with details so readers can appreciate all the hard work your chapter has done.

Designing Your Newsletter

- Consider what program you will use to design your newsletter. Based on what experience your undergraduate members have, consider using InDesign, Microsoft Word or Powerpoint, or Canva to design your newsletter. Save and publish as a PDF file.
- Keep in mind this is not a term paper, avoid full pages of text that run the width of the page. Break up page layouts with a bold headline, columns, and captioned photographs.
- Design a layout that can be used as a template. Include re-occurring sections such as "Cover Story," "Undergraduate/ Alumni Spotlight," and a photo gallery.

Who's on Your Mailing List?

- Alumni Members
- Undergraduates Members
- Parents & Family
- University Officials
- National Headquarters
- Chapter Advisors

What's in Your Newsletter?

- Recruitment Updates
- Initiation Updates
- Chapter Activities
- Philanthropy & Service Event Summaries
- Alumni Spotlight
- Undergraduate Spotlight
- Upcoming Events & Announcements

Photographs

- Breaks up text and adds color/visual interest.
- Caption each photo with background information not seen in the photo.
- Identify all persons in photo by name when possible.

Publishing a regular chapter newsletter does not need to be a daunting task. Below is a sample of a one page layout that covers all the content a longer newsletter would include. You may want to include a header, chapter or officer reports, upcoming events, important dates, and photos.

AKA CHAPTER AT A GLANCE

Chapter Report

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Upcoming Events



CLARK-THOMPSON
PRESIDENTS'
ACADEMY
& Officer Institute



FRATERNITY OF ALPHA KAPPA LAMBDA
WILLIAMSBURG, VIRGINIA
NATIONAL CONCLAVE 2020

Important Dates

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Photo Gallery



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Below is a sample of a standard newsletter layout, taken from Alpha Kappa Lambda's National Newsletter, *InsideAKL*. A longer newsletter like this does not need to be published every month, but is great for a semester's worth of chapter reports, member spotlights, and photos.

- Start with a cover page or at least a document header including the name of your newsletter and when published.
- Include a note from the Chapter President, Officer Reports, or introduction.
- Regularly schedule alumni spotlights. Reach out to alumni of different backgrounds and ages and interview them about their time as undergrads, their education and career paths, and what they're up to now.
- Create photo galleries. Include captions that identify who is in the photo and some background information that can not be gleaned in the photo.
- Publish and cite articles regarding Fraternity and Sorority news, professional development, or chapter operations.
- Announce events ahead of time with "Save the Date" information.



FROM THE EXECUTIVE DIRECTOR

Dear Members,

In less than a month most of our chapters will be returning to campus. I hope all of our undergraduates have had a great summer. Whether you went on a vacation, worked, or completed an internship, it is nice to take a break from school. Remember, you are still represented by us for the coming school year. We have a lot of work ahead of us and it is a great honor to be a part of our campus activities with all of our support.

For our alumni, it is a great time to reconnect with your chapter or to share your news with the support. There are many ways to do this, and we always have the support of the National Headquarters. You will find a lot of ways to connect. Please feel free to contact us at the National Headquarters if you would like to connect with a chapter.

Have a great fall break week of success!

Thank you,
Nancy DeWalt
Nancy DeWalt, Executive Director
Fraternity of Alpha Kappa Lambda, Executive Director

(Cover Photo) Beta Psi Chapter at Southern Illinois University Edwardsville celebrates their 50th Anniversary. They were founded in 1919 and have 100 years of history.

WHO WE ARE

Alpha Kappa Lambda is a national, non-profit organization for the Fraternity of Alpha Kappa Lambda, a national organization of men. We are dedicated to the development of our members and the promotion of our values. We are committed to the growth and success of our members and the promotion of our values. We are committed to the growth and success of our members and the promotion of our values.

Chapter Director: William "Mac" Hays, III, Beta Psi Chapter
Chapter Officers: Co-Ed: Tom Hays, III, Beta Psi Chapter; Co-Ed: Tom Hays, III, Beta Psi Chapter

ALUMNI SPOTLIGHT

Rich Keilholtz

Beta Upsilon at the University of Iowa

The transition from undergraduate to alumni is a significant one. For Rich Keilholtz, it was a journey of discovery and growth. He is now a successful business owner and a mentor to young people in his community.

What led you to your current career path?
I was always interested in business, and I took several courses in college. After graduation, I worked for a few years in a corporate setting, but I always felt like I was missing something. I decided to start my own business, and I have been successful ever since.

What advice do you have for current students?
I would advise students to take advantage of all the opportunities available to them. Get involved in campus activities, join organizations, and seek out mentors. These experiences will be invaluable in your professional life.

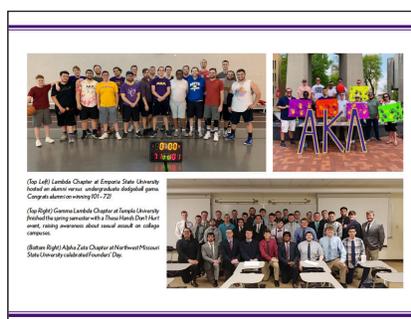
How do you stay connected to your chapter?
I attend chapter meetings whenever I can, and I stay active in the community. I also participate in alumni events and keep in touch with my fellow alumni.

ALUMNI SPOTLIGHT CONTINUED

How you kept in touch with your chapter?
I stayed in touch with my chapter through social media and by attending chapter events. It's important to stay connected to your fellow alumni.

How do you stay involved in your community?
I am involved in my community through my business and through various volunteer activities. I believe in giving back and making a positive impact.

What are your future goals?
My goal is to continue to grow my business and to mentor young people. I want to see the next generation succeed and thrive.



FRATERNITY RECRUITMENT

Recruiting 365

Recruitment is the lifeblood of a fraternity. It is the process of finding new members to join the organization. This is a crucial time for the chapter to grow and thrive.

Five Steps of Recruitment:

1. **Identify your target audience.** Determine who you want to recruit and where they are.
2. **Develop a recruitment strategy.** Create a plan for how you will reach your target audience.
3. **Recruit and interview candidates.** Reach out to potential members and conduct interviews.
4. **Accept new members.** Make a decision on who to accept into the chapter.
5. **Integrate new members.** Help new members feel welcome and part of the team.

Upcoming National Events

CLARK-THOMPSON PRESIDENTS' ACADEMY
Officers' Institute
January 17 - 19, 2020
Renaissance Hotel
Carmel, Indiana

National Conclave 2020
February 20 - 22, 2020
Williamsburg Lodge
Williamsburg, Virginia

CLARK-THOMPSON PRESIDENTS' ACADEMY
Officers' Institute

FRATERNITY OF ALPHA KAPPA LAMBDA
NATIONAL CONCLAVE 2020

As members of Alpha Kappa Lambda, all brothers are essentially “Brand Ambassadors” for the Fraternity. As ambassadors there is a responsibility to demonstrate what it means to be “Men of Character Committed to Making a Difference.” The following should not be posted on fraternity social media or communications, as well as discouraged on individual members’ accounts.

- Any writing, photos, or videos that include or reference alcohol or drugs, including paraphernalia, or anything that violates policy or local/state/federal law.
- Anything associated with the private ceremonies within Ritual and Initiation into Alpha Kappa Lambda.
- References to hazing. Alpha Kappa Lambda has a zero-tolerance policy when it comes to hazing, including humor.
- Any postings to or from Totalfratmove.com (TFM) or similar accounts. While TFM may appear to be entertaining, it is content that goes against our Five Ideals.

Crisis Management

Unfortunately, public relations is not only proactive positive communications but also requires some reactive crisis management. The following guidelines may help to more clearly establish when a crisis has occurred, although the list is not definitive. Therefore, good judgment on the part of the chapter’s leadership is paramount in determining when to implement crisis protocol. Potential crisis may include:

- Chapter faces closure and/or sanctions by the university, National Headquarters, or law enforcement.
- Incident that originates on social media.
- Major injury or death of a member.
- Violence, including sexual assault.
- Hazing complaint or allegations filed against the chapter.
- Intolerance-related incident ,racism, anti-LGBT, or misogyny.
- Lawsuit filed against the chapter.

During a Crisis

After communicating with law enforcement if necessary, Chapter leadership must immediately contact the following:

- 1) National Headquarters
- 2) Chapter Advisor
- 3) University Official

Anticipate media coverage and inquiries. If contacted, only the Chapter President should speak after receiving guidance from National Headquarters.

Avoid “no comment” as it leads to speculation. Instead, make a simple statement, “We are aware that an incident occurred and are cooperating fully with the police and university officials who are investigating.”

If pursued by the media, the chapter spokesman should continue repeating the above statement. Do not give in because you are asked the same question several different ways. Never release names or admit liability.

Aside from planned communication and a strong public relations strategy, day to day professional communication is important as well. As chapter officers it's important to practice professionalism in all correspondence and mentor chapter members to do the same.

Good Communication Habits

- Check your email, voicemail, and physical mail regularly.
- Respond to any emails the day received. If it will take more than a day to properly answer the email, respond "I have received your email and will collect the materials/information you requested and get back to you within a day or two."
- Return voicemails with a call during appropriate hours, not too early in the morning or too late at night. If you are unavailable to answer a call, and if appropriate, reply with a short text that you are unavailable and will call back later.
- When going on vacation or away from internet service, leave an "out of office/unavailable" automated reply message.
- Update your contact information with Alpha Kappa Lambda National Headquarters and other offices you have regular contact with.

Professional Email

- Write full sentences with correct spelling, grammar, and punctuation. Do not write an email as you would write a text.
- Include a greeting at the beginning of each email and a salutation at the end.
- If you are emailing someone for the first time, address them formally as Mr./Ms. (Last Name) and conclude with your first and last name as well as contact information. After this first communication you will see how they sign off on their emails and can address them by their preferred name.
- Include a relevant "Subject Line" in all emails.

Drafting a Press Release

When planning a philanthropy or service event on campus or in the community, it is important to include a public relations plan as well as event details.

The university or local media may have no idea of your upcoming event, and it is the responsibility as hosts of the event to properly market for and share statistics after.

When drafting a press release, be sure to include:

- A friendly and professional greeting to who you're writing. Include your name, officer title, and "Alpha Kappa Lambda."
- A quick background on the event you're promoting including dates, time, locations, and how others can get involved. Or a well written summary including statistics and photographs that media can share.
- A friendly and professional salutation with your first and last name as well as contact information.

Sample Email to Fraternity and Sorority Life Professional

Subject Line: Alpha Kappa Lambda Sample Email

Mr./Ms. (Last Name),

My name is (First and Last Name), (Chapter Officer Title) of Alpha Kappa Lambda. I wanted to introduce myself to you and:

- 1) invite you to our upcoming philanthropy event, These Hands Don't Hurt. (Brief summary of what THDH is as well as event details.)*
- 2) set up a meeting with you to discuss our chapter goals for the semester. (Include a brief schedule of when you are most free.) Please let me know when you are available to meet.*
- 3) inform you of our recent successful service event. (Brief summary of event, including statistics and photographs.)*

*I look forward to hearing from you soon. Fraternaly/Interfraternally,
Brother (First and Last Name, Contact Information)*

Sample Email to Alumni Member

Subject Line: Alpha Kappa Lambda Sample Email

Brother (Last Name),

My name is (First and Last Name), (Chapter Officer Title) of Alpha Kappa Lambda (Chapter Designation.) I wanted to introduce myself to you and:

- 1) invite you to our upcoming philanthropy event, These Hands Don't Hurt. (Brief summary of event details and how they can get involved.)*
- 2) invite you to our brotherhood event / alumni event / Founders' Day Celebration. (Brief summary of event details and how they can get involved.)*
- 3) inform you of our recent successful service event. (Brief summary of event, including statistics and photographs.)*

*Fraternaly/Interfraternally,
Brother (First and Last Name, Contact Information)*