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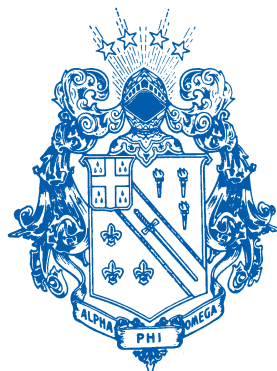
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**This issue of Torch & Trefoil  
serves as an annual  
national program review.**



# TORCH & TREFOIL

THE QUARTERLY PUBLICATION OF ALPHA PHI OMEGA  
NATIONAL SERVICE FRATERNITY  
*Summer 2008*

## Alumni and Volunteer Committees Drive Development/Involvement

*Jeff Cantor, Alumni Relations and Internal Volunteer Development Program Director,  
[alumni.director@apo.org](mailto:alumni.director@apo.org)*

The Alumni Relations and Internal Volunteer Development Program has a large responsibility within Alpha Phi Omega, as most members spend a majority of their years in APO as alumni and volunteers. It is important to provide the best possible resources, programs and training opportunities for the alumni and volunteers who are the foundation of the Fraternity.

The Alumni Relations Committee (ARC) is supported by a committee chair, as well as several members-at-large and regional representatives from many of the 11 regions of APO. Along with the volunteer staff support, ARC receives substantial administrative



### Alumni & Volunteer

support from the professional staff at the National Office. The National Office staff manages the alumni portion of the national Web

site, negotiates various alumni discounts (see the link under Alumni Resources at [www.apo.org](http://www.apo.org)) and handles most mailings and communications with alumni.

Throughout 2007, ARC worked to develop and complete alumni relations support manuals, as well as several new alumni-focused programs for the 2008 National Convention in Boston (December 27-30, 2008).

Among these support manuals is the Alumni Association Startup Manual, which was developed as a resource for alumni looking to establish a local chapter-based or geographic alumni association. The manual includes sample bylaws, suggestions for contacting and recruiting fellow alumni, and guidance for completing the recognition process. The manual is available at [www.apo.org](http://www.apo.org) under Publications and Forms.

The second manual completed by ARC in 2007 is the Chapter Anniversary Kit, designed to guide chapters in planning events to celebrate significant anniversaries within the chapter, with specific focus on inviting and involving alumni from each generation. The kit was rolled out on a test basis to select chapters in Regions II, III and V with the hope of eventual nationwide use. These select chapters have the opportunity to use this kit for anniversary events during fall semester 2008 or spring semester 2009.

*(Continued to Page 3)*

## TORCH & TREFOIL

Summer 2008 Vol. 84 No. 3

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# PRESIDENT'S MESSAGE

BY MAGGIE KATZ, NATIONAL PRESIDENT

*"To me success means effectiveness in the world, that I am able to carry my ideas and values into the world — that I am able to change it in positive ways."*

— Maxine Hong Kingston



At the close of yet another stellar academic year for

Alpha Phi Omega, I feel compelled to share the accomplishments achieved by the Fraternity and its programs. In 2007 we hit a record high for membership, raised more than \$637,000 for charity, developed new leadership-training programs to ensure more well-run chapters, created graphic and style standards guides, and so much more. It was an outstanding year for the Fraternity and for those we served.

As impressive as this year was, it is not how I evaluate our success. The real measure of what we do is in the people touched by our work: lives saved, children mentored and money raised to cure disease. The University of Michigan and Clemson chapters each lead blood drives that are the single largest blood collections in Michigan and South Carolina, respectively. Thousands of pints are collected, potentially saving tens of thousands of lives. Brothers tutor students at inner city schools, providing encouragement and serving as role models for children in underserved areas, helping to break the cycle of poverty. Chapters plan and participate in Relay for Life and Walk for the Cure all across the country, raising money to find a cure for cancer.

Each and every day, APO chapter members make the world around them a better place in which to make a living and a life. And let's not forget our alumni. The Fraternity exists for today's students because their predecessors laid the solid foundation upon which to build. Our chapters could not be as strong as they are without advisors; sectional and regional leaders; and national staff members providing guidance and support.

There are many people who contributed to the success of the Fraternity this year. Thank you to every active, pledge, advisor, alumnus and honorary member. Without your efforts, we would not have been able to accomplish nearly as much. And while I wish every brother would remain active within the Fraternity, I know our alumni continue to serve their communities in countless ways far removed from our chapters. Whether you're active within your local Rotary or Kiwanis, volunteer at your local school or house of worship, serve on your community library's board of directors or coach a Little League team, you are living the principles of APO. Thank you for your ongoing commitment to Leadership, Friendship and Service.

As is always the case, the year brought challenging times as well. Time and again, the Fraternity showed that when life is at its worst, APO is at its best. I am so proud of your ability to rise to challenges and let Leadership, Friendship and Service overcome all. In that spirit, I encourage each of you to continue living the principles of APO throughout your life. Alpha Phi Omega is not just

(Continued to Page 14)

## Alumni and Volunteer Committees *(Continued from Page 1)*

Along with the support manuals, ARC has been working diligently to plan Alumni Sunday at the 2008 National Convention. This event on December 28, 2008 will include a special track of activities aimed at alumni of all ages. Keep an eye on [www.apo.org](http://www.apo.org), your inbox and your mailbox for more information on Alumni Sunday events, as well as childcare information for brothers bringing our future alumni to the Convention.

The Internal Volunteer Development Committee (IVDC) functions as the National Volunteer Conference (NVC) Planning Committee. The committee is supported by two co-chairs, as well as six to eight other committee members and regional representatives from many of the 11 regions. Just like the Alumni Relations Committee, IVDC receives additional support from the National Office for its administrative functions, such as online registration for NVC and managing staff contact lists.

The main focus of IVDC has been planning and preparing for the Fifth Annual National Volunteer Conference (July 31-August 3, 2008) in Independence, Missouri. This event provides alumni volunteers and chapter advisors the opportunity to gain the skills they need to assist active chapter members in developing the best possible service, membership, fellowship and leadership programs. IVDC has scheduled workshops on everything from managing an extension effort to dealing with risk management in order to provide APO volunteers and advisors with a valuable toolset for their respective jobs. In addition to these workshops, NVC will host numerous committee meetings and program updates to prepare mem-

bers for the upcoming academic year. If you have not signed up for the 2008 NVC, please register at [www.apo.org](http://www.apo.org).

Unfortunately, many APO alumni volunteers are unable to attend NVC, so IVDC has made some of the pro-

**The Alumni Relations and Internal Volunteer Development Committee is working hard to increase the number of alumni actively involved in Alpha Phi Omega.**

gramming and materials from NVC available at regional conferences, staff training events and online. This project is still under way.

IVDC is constantly working to fill volunteer vacancies on the sectional, regional and national levels. The committee is creating a collection of volunteer job descriptions, as well as finding a way to store and share this information for alumni volunteers.

The Alumni Relations and Internal Volunteer Development Committee is working hard to increase the number of alumni actively involved in APO, as well as to create better-trained, better-prepared volunteers to support APO chapters. Committee members look forward to yet another progressive year in 2008 and hope to see you at the National Volunteer Conference this summer.

If the time is right for you to get involved with Alpha Phi Omega as an alumni member, contact Jeff Cantor at [alumni.director@apo.org](mailto:alumni.director@apo.org). ■

### When was the last time you saw your APO brothers?



Times change and life happens, but there are many ways alumni can stay active within the Fraternity after college. Visit [www.apo.org](http://www.apo.org) for more information on alumni and volunteer opportunities nationwide.

## FY2006-07 Financial Summary

W. Brant Warrick, Finance and Operations Program Director, [finance.director@apo.org](mailto:finance.director@apo.org)

Alpha Phi Omega ended FY2006-2007 in a good state financially. Our fiscal year ended July 31, 2007. The highlight of this fiscal year was the increase in Fraternity membership. Not only did this bring in more membership revenue for the Fraternity, but also demonstrated APO's increased presence on campuses across the nation.

While our total revenue for the year exceeded our budgeted revenue, contributions to the Alpha Phi Omega Annual Fund were below budgeted amounts. Giving by alumni, students and friends to the Annual Fund totaled

\$157,967. Additionally, the Fraternity received \$51,760 in temporarily restricted gifts, which exceeded the amount budgeted by more than \$13,000.

The Finance Program is happy to report that twenty-three \$500 scholarships were given from the Mack Scholarship Fund, and 29 Youth Service Grant projects were funded, totaling \$7,035.

The charts provide a picture of the Fraternity's revenue sources and expenses. Note that our membership revenue makes up the largest portion of our revenue (58 percent, excluding revenue

programming and services is directly related to the strength of our chapters.

Chapter membership recruitment and retention are significant for many reasons, including the exceptional service we provide in our communities, the many individuals who benefit from APO's leadership and service programs, the long-term growth of APO and the increased revenue to provide high-quality assistance to our chapters and members.

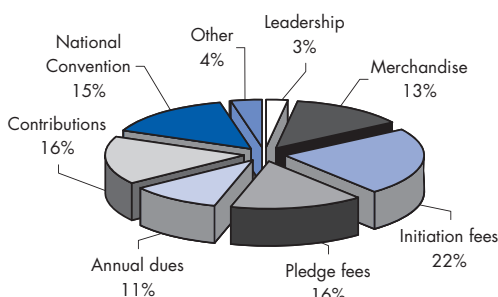
Fundraising is essential to keep student fees low. The generosity of our donors is deeply appreciated, and the programs offered to students and chapters are successful, in part, because of these gifts. During FY2007-08 you'll notice a greater effort to reach out to donors and recognize their contributions to APO. The growth of our donor base is important to the long-term financial stability of APO, and efforts are underway to increase the number of donors to the Annual Fund. In addition to our fundraising efforts, APO must continue to develop other sources of revenue, such as participation in affinity programs, so increased program costs will be less dependent on membership.

The Fraternity must continue to push forward with generous giving, dedication to chapter membership recruitment and retention programs, accurate and timely reporting, and prompt submission of membership dues.

Thank you to everyone who played a role in APO's success during FY2006-07 and to those who donated. Your efforts and hard work ensure the Fraternity's solid financial position. ■

### REVENUE

#### Where the Money is Generated



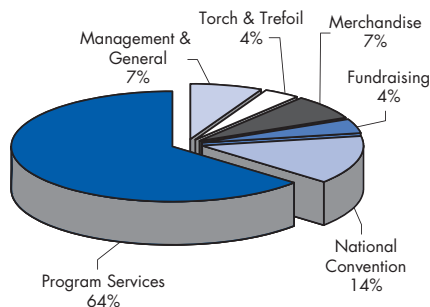
from National Convention). Program Services commands a larger relative proportion (74 percent, also excluding expenses from National Convention).

To continue the vital growth of APO and the outstanding services we provide, the Fraternity must work diligently to ensure that our chapters are healthy, with well-rounded programming, timely membership reporting, and a commitment to strong membership recruitment and retention efforts.

As membership fees make up 58 percent of our total revenue, APO's financial ability to provide expanded

### EXPENSES

#### Where the Money is Spent





## Statement of Financial Position

### ASSETS

	2007	2006
<b>Current Assets</b>		
Cash & Interest Bearing Deposits	583,167	439,639
Accounts Receivable	17,452	26,429
Merchandise for Sale	46,335	33,335
Printed Materials	34,546	22,021
Prepaid Expenses	10,076	10,827
<b>Total Current Assets</b>	<b>691,576</b>	<b>532,251</b>
<b>Investments</b>	<b>294,265</b>	<b>240,443</b>
<b>Property &amp; Equipment</b>		
Land	93,000	93,000
Building and Improvements	256,175	256,175
Equipment	183,213	173,784
Furniture & Fixtures	38,740	37,515
	<b>571,128</b>	<b>560,474</b>
Less Accumulated Depreciation	338,892	306,602
<b>Total Property &amp; Equipment</b>	<b>232,236</b>	<b>253,872</b>
<b>TOTAL ASSETS</b>	<b>1,218,077</b>	<b>1,026,566</b>

### LIABILITIES & NET ASSETS

<b>Current Liabilities</b>		
Accounts Payable-Chapters	34,150	24,174
Accounts Payable-Vendors	87,942	56,605
Accrued Expenses	18,730	18,963
Due to Endowment	3,180	4,550
<b>Total Current Liabilities</b>	<b>144,002</b>	<b>104,292</b>
<b>Other Liabilities</b>		
Funds Held for Chapters	5,785	7,224
Deferred Revenue (Convention)	0	10,395
<b>Total Other Liabilities</b>	<b>5,785</b>	<b>17,619</b>
<b>TOTAL LIABILITIES</b>	<b>149,787</b>	<b>121,911</b>
<b>Net Assets</b>		
Unrestricted	526,097	535,634
Operating Reserve	300,000	150,000
Temporarily Restricted	242,193	216,078
Permanently Restricted	0	2,943
<b>Total Net Assets</b>	<b>1,068,290</b>	<b>904,655</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>1,218,077</b>	<b>1,026,566</b>

### REVENUES

	7/31/2007 Actual	7/31/2006 Actual	2007 Budget	2007 Over/(Under) Budget
Pledge Fees	199,520	182,000	176,540	22,980
Initiation Fees	292,705	266,315	258,580	34,125
AAMD	134,955	129,855	131,805	3,150
<b>Subtotal</b>	<b>627,180</b>	<b>578,170</b>	<b>566,925</b>	<b>60,255</b>
Sale of Merchandise	169,558	89,842	138,878	30,680
Annual Fund	157,967	143,828	170,000	(12,033)
Leadership Services	33,708	37,235	41,950	(8,242)
Other Revenue	45,543	43,369	30,781	14,762
Restricted Revenue	51,760	46,733	37,871	13,889
National Convention	192,601	0	220,550	(27,949)
<b>Subtotal</b>	<b>651,137</b>	<b>361,007</b>	<b>640,030</b>	<b>11,107</b>
<b>TOTAL REVENUE</b>	<b>1,278,317</b>	<b>939,177</b>	<b>1,206,955</b>	<b>71,362</b>

### Program Activities

Salaries & Health Ins	451,634	424,078	491,330	(39,696)
Payroll Taxes	31,773	29,370	35,270	(3,497)
Printing	27,085	32,080	37,000	(9,915)
Telephone	3,164	3,333	5,200	(2,036)
E-mail/Internet	1,748	1,306	3,500	(1,752)
Postage	50,318	38,798	41,000	9,318
Copier	12,318	11,624	14,450	(2,132)
Staff Visitation	20,217	23,876	24,000	(3,783)
NVW Support	4,474	22,004	5,000	(526)
Cert & Awards	5,146	4,554	6,948	(1,802)
Alumni Services	21,703	35,800	21,251	452
Leadership Development	27,753	34,135	22,721	5,032
Pres. Discr. Fund	0	0	500	(500)
Board Meeting	8,523	8,444	6,000	2,523
Public Relations/Advertising	3,663	1,671	11,500	(7,837)
BANC Program	1,169	8,754	2,500	(1,331)
Scouting Relations	10,210	10,237	10,565	(355)
J B Fund Distributions	0	0	5,000	(5,000)
Mack Scholarship	11,000	8,500	14,511	(3,511)
Youth Service Grants	6,108	5,216	2,700	3,408
Service	10,505	10,204	9,810	695

**Total Program Activities**      **708,511**      **713,984**      **770,756**      **(62,245)**

### Other Services

National Convention	157,189	0	218,045	(60,856)
Purchase of Merchandise	80,785	40,838	59,280	21,505
Torch & Trefoil	40,408	40,514	44,000	(3,592)
<b>Total Other Services</b>	<b>278,382</b>	<b>81,352</b>	<b>321,325</b>	<b>(42,943)</b>

### Transfers to Endowment

**49,399 \***

### Support Services

Management & General	80,948	77,700	70,110	10,838
Fundraising	46,841	46,390	47,254	(413)
<b>Total Support Services</b>	<b>127,789</b>	<b>124,090</b>	<b>117,364</b>	<b>10,425</b>

**TOTAL EXPENSES**      **1,114,682**      **919,426**      **1,209,445**      **(94,763)**

**Change in Net Assets**      **163,635**      **19,751**

<b>FUND BALANCE, BEG OF YR</b>	<b>904,655</b>	<b>884,904</b>
<b>FUND BALANCE, END OF YR</b>	<b>1,068,290</b>	<b>904,655</b>

\* Transfer of Restricted contributions to Endowment - Affects restricted fund balances but has no affect on operating cash flows

## Alpha Phi Omega FY2007 MEMBERSHIP STATISTICS

(August 1, 2006 - July 31, 2007)

**Active Chapters: 361    Pledges: 9,976**  
**Initiates: 8,363      AAMD: 8,997**

# Fraternity Improves Public Visibility through Marketing Strategies

Jim Hahn, CFRE, Marketing Program Director, [marketing.director@apo.org](mailto:marketing.director@apo.org)

The Marketing Committee used the past year to build the framework over which APO's future marketing efforts can be laid. Important activities have helped define the specific role of the Marketing Program, experimented with programmatic outreach, set preliminary standards for the "APO look" and, perhaps most significantly, used third-party expertise to infuse every conversation with information about our national marketing efforts. Plans for the coming months will further solidify APO's unique position in the hearts and minds of the general public (both on and off campus) by providing the tools with which our members share our story.

*Everything is marketing. When you are not marketing yourself, you are marketing yourself.* Some axioms of the marketing trade made it clear early in 2007 that the role of the Marketing Program could easily have grown beyond the scope of a small group of committed volunteers. Fortunately the Board of Directors, under the leadership of President Maggie Katz, held a work weekend in May 2007 with a strong marketing focus. Jan Ferris of the National Future Farmers of America Foundation, with nearly 30 years experience in marketing and public/corporate relations, was brought in to offer her insights on the value of skilled marketing to a national

nonprofit membership organization. At the end of the weekend, the Fraternity leadership indicated support for the Marketing Program to commit first to answering the question "Who is APO?" then providing the tools for our membership to convey this common message to any and all appropriate external audiences.

At the 2007 National Volunteer Conference, attendees were given the opportunity

to participate in a preliminary exercise to kickoff a national branding project. The Marketing Program also met and outlined a strategy for involving a wide range of stakeholder groups in

conversations about "the APO brand." The guide for these efforts is *The Hero and the Outlaw: Building Extraordinary Brands Through the Power of Archetypes*, a leading text for today's marketing professionals. Several surveys, face-to-face discussions and telephone interviews are

being conducted to move toward the compilation of an APO Brand Manual, which will ultimately be made available to our membership.

Two sections of the manual were also released at the 2007 National Volunteer Conference. Copies of the new "APO Graphic Standards Guide" and "APO Style Guide" were given to participants and released on the national Web site. Already in broad

## Who is APO?

Over 150 of the attendees to the 2007 National Volunteer Conference participated in an exercise to kick off the National Marketing Committee's work to define the Alpha Phi Omega Brand. These are the top 12 adjectives from among nearly 500 collected during the exercise. Answers are grouped by number of occurrences.

1. Friendly
2. Fun
3. Dynamic
4. Helpful
5. Motivating
6. Dedicated
7. Diverse
8. Caring
9. Leading
10. Exciting
11. Family-like
12. Innovative

use, the guides have dramatically improved the consistent presentation of APO in both visual and print formats. The final piece of the manual will be the "APO Context and Copy Guide," offering boilerplate print/broadcast news copy, marketing phrasing, brand statement, 30-second

elevator pitches, etc. The complete APO Brand Manual will be released at the 2008 National Convention in Boston. Also taking place in Boston will be the “Biggest (Branded) APO Group Photo Ever!” — an event where a professional photographer will capture well over 1,000 members in APO apparel consistent with the new national standards. Many chapters, sections and regions have already adopted the standards to ensure lots of fashionable options for Convention delegates; limited quantities of additional shirts will be sold at cost on site.

In the fall, several chapters helped test an outreach effort to local high schools, and the Marketing Committee learned a great deal about how we approach this pool of future members. To further assist the Fraternity in matching our messages to the needs and tastes of this age group, the Marketing Committee partnered with the nationally renowned marketing firm Berstein-Rein of Kansas City, Missouri, to design a series of focus groups tasked with learning how to craft our message into a format that gets attention from new collegians. As part of the design, special attention is being given to growing segments of the college population: Asian Americans, Latinos and African Americans. The goal is to complete these focus groups and receive a final report with recommendations in late summer of this year.

Another exciting project of the Marketing Committee is a re-mapping of the national Web site to maximize its function as an external marketing tool. Making it easy for interested prospective members, curious campus officials and inquisitive local media outlets to instantly access basic infor-

mation will be given greater prominence and clearly separated from membership functions such as merchandising, publications and reporting. But there will also be expanded tools in the Members’ area to assist APO chapters in their efforts to market themselves on their respective campuses and in their local communities.

Finally, the Marketing Committee is working with the National Membership and Extension Committee to identify high-priority target colleges for extension efforts to re-charter or establish new chapters in support of the national strategic goal of 500 chapters by 2015. The marketing team recognizes that collaboration among national programs is as important to APO’s overall success as is the support of each chapter and individual member.

Please contact the National Marketing Program with your thoughts, suggestions or questions at any time. Our success in the past year is certainly exciting and bodes well for

our future efforts to make APO more of a household name — inspiring whole new generations to value our mission: More students, on more campuses, providing more service! ■



## Leadership Training Stretches Far and Wide Through New APO Programs

Ed Richter, National Leadership Development Program Director, [leadership.director@apo.org](mailto:leadership.director@apo.org)

The Leadership Development Program made great strides in 2007 with updated and newly developed leadership materials for Alpha Phi Omega members. With many great accomplishments under their belts, the committee members are excited to watch the new programs expand and reach out to chapters nationwide that are in need of leadership training.

One of the major accomplishments the Leadership Development Program has experienced in the past year is the creation and launch of the APO IMPACT Chapter Training Program. IMPACT is a national training program that will produce better-organized and well-run chapters through a comprehensive officer-training regimen. So far the Leadership Development Committee has released some of the IMPACT officer guides — dynamic, skill-based and position-specific documents meant to lay a foundation for all chapter members — and the IMPACT Live courses — real-time, workshop-format courses that focus on a variety of officer responsibilities and skill applications. This new and updated format replaces the old Leadership Series.

The first IMPACT Live webinar (online seminar) took place April 8, 2008, and had an audience of more than 50 members. The online format for IMPACT allows ease in updating content and materials, and reduces the amount of content duplication. This training program combines APO


Planning Conference (CPPC).

Committee members overhauled the CPPC to create a revised and updated version, CAPS, to offer chapters a better planning tool for goal-setting and operational review.

Recognition is a vital element for leadership development, so the Leadership Development committee members spent the last year creating the first-ever National Leadership Award, as directed by the National Convention. The award will be presented at the 2008 National Convention in Boston. This award will go to the chapter with the best leadership-development program.

Along with the National Leadership Award, the Leadership Development Committee has encouraged chapters to create their own internal leadership awards to recognize brothers who exhibit individual leadership qualities inside and outside the chapter.

The National Leadership Development Program made a lot of gains during 2007. Committee members hope to continue building on these projects to create the best leadership training programs for the Fraternity. To complete this task, the committee will continue to push to excel in 2008. There are a couple of new initiatives expected from the committee in the upcoming months.



*... your life by becoming a brother  
... your chapter by serving as an officer  
... your fraternity by continuing the  
tradition of leadership excellence*

**Visit [www.apo.org](http://www.apo.org) for more information  
on APO IMPACT, the next generation  
of chapter training.**

expert-generated content with the old Leadership Series to produce a hybrid training program that will serve APO members across the land.

Along with the launch of APO IMPACT, the committee members developed the Chapter Annual Planning Session (CAPS), which will soon replace the Chapter Program



- A review of the National Leadership Development Program will be conducted by an outside source to evaluate and ensure the effectiveness of the program.
- The committee will host SERVE weekends in June and July to help better train active brothers in the running of chapter meetings, project management, friendship and brotherhood development, delegation, and chapter marketing and promotion.
- The Leadership Development Committee will continue to analyze and develop parts of IMPACT throughout 2008, as well as schedule more IMPACT Live webinars.

APO LEADS continues to be a very important part of the Fraternity's leadership program. This past year 271 courses were requested. Some presenters gave Herculean efforts to

deliver more than a dozen courses all across the country. Unfortunately, 70 courses were cancelled because there were not enough trained presenters to facilitate the number of courses requested.

If you are interested in getting involved with the Fraternity, consider becoming an APO LEADS presenter. Becoming a presenter is a great way to stay involved with

APO, both for brothers who just graduated and are beginning their new jobs or careers, as well as for brothers who don't have a lot of time to serve as a chapter advisor or a sectional, regional or national staff member.

Contact your regional leadership development chair or the National Training Coordinator at

[training.coordinator@apo.org](mailto:training.coordinator@apo.org) for more information. Additional details can be found on the Leadership Development Program pages on the national Web site, [www.apo.org](http://www.apo.org).

Every brother has the potential to be a good leader. Brothers are encouraged

**Every brother has the  
 potential to be a  
 good leader.**

to continue to develop their leadership skills to be of service in our Fraternity, at our host institutions, in our communities and as American citizens.

Please feel free to contact Ed Richter at [leadership.director@apo.org](mailto:leadership.director@apo.org) if you have any ideas, questions or concerns about the National Leadership Development Program. ■

## 5 parts of APO LEADS

APO LEADS program is the National Leadership Development Program of Alpha Phi Omega. The program consists of five courses, each focusing on skills that will help the participants be successful leaders and team members in APO and in life. At the end of APO LEADS, participants have a set of transferable skills that are applicable in both the working world and organizational leadership. The five components of APO LEADS are:

**APO LEADS**

launch | explore | achieve | discover | serve

- **LAUNCH** your leadership development (3-hour course)
- **EXPLORE** personal leadership strengths and potential (Full-day course)
- **ACHIEVE** success through teams (3-hour course)
- **DISCOVER** personal strengths and success skills (3-hour course)
- **SERVE** the Fraternity by using management skills in your chapter (Weekend course)

# Outstanding APO Service Efforts Gain National Attention in 2007

Carla Moran, Service and Communication Program Director, [service.director@apo.org](mailto:service.director@apo.org)

This was another banner year for service in Alpha Phi Omega and we're not the only ones who thought so!

The Service and Communication Program has heard from people who want to share how appreciative and impressed they are by APO's service, as well as the attitude and approach APO students bring to their efforts. Each APO chapter's particular combination of Leadership, Friendship and Service has a dynamic impact on the individuals, organizations and communities it serves. Our Fraternity's rich combination of hundreds of chapters and thousands of brothers multiplies this impact.

Sheila Buoni, community director for the Maryland National Capital Area Chapter of the March of Dimes, wrote to the Service Program about the George Mason University APO chapter that helped with a March of Dimes fundraising walk. *"They turned out at 7 a.m. in the pouring rain and helped us set up for our walk. After setup they stayed and helped us in our food tent and at several other areas. Their attitude was positive, upbeat and friendly ... just what we needed in the horrible weather! I was beyond impressed with their maturity, poise and leadership. Those students absolutely exemplify what APO stands for, and I could not be prouder of them."*

Sheila's kind words make me proud to call these students brothers,

though her words are not surprising: APO leads through service every day and everywhere. Sheila's e-mail reiterates how important it is for each APO chapter to maintain and improve its ability to operate in a healthy way. By doing so, chapters are positioned to continually identify and meet commu-

Over the past few years the Fraternity has made progress in capturing some of the service we do to get a better sense internally of how and what we're doing and to share that information with key non-APO audiences. Chapters are now required to report on their service twice a year: once for

**APO chapters beget people of lifelong service. That's how the Fraternity has been *changing the world: one young person at a time*, long beyond graduation, for 82 years.**

nity needs through service and spread the spirit of service in the process. This project provides a glimpse of the quality of character found in APO students, the talents they bring and what they accomplish when they work together.

Each chapter determines what its service program will be — what projects to do; when to do them; which to do annually and which to do once; which they'll take a leading role in and which they'll follow others in. This freedom presents both a splendid local opportunity for students and a national challenge for the Fraternity.

National Service Week in the fall and once for Spring Youth Service Day in the spring. There's an online form on [www.apo.org](http://www.apo.org) that chapters use to complete these service reports. The form asks how many people participated in the project, how many hours of service were completed, what people did, whom they helped, and what went well and what could have gone better. Each time a chapter completes a report it becomes part of the APO Service Database, which now has more than 2,500 service projects. These 2,500 projects represent more than 320,000



*Omicron Iota Chapter organized a workday to winterize the Son-Rise Facilities for Autistic Children as the chapter's 2007 NSW project.*



*Alpha Delta Delta Brother Heather Kim poses with a Cub Scout at the chapter's Cub Scout Funday, a project for SYSD.*

hours of service, more than 43,000 APO student participants, more than 316,000 children's lives touched and more than \$637,000 raised for charity! You can view information on each project on the database or hit some highlights and see some pictures in the Featured Service Projects area of [www.apo.org](http://www.apo.org).

The 2007 National Service Week (NSW) theme was "Lending a Helping Hand: Serving Children with Disabilities." APO students performed 31,601.82 hours of service through their projects reflecting this important theme. The Fraternity reached more children (59,482) and raised more dollars for NSW-related charities (\$73,126) than during any previous NSW.

APO chapters worked with special education students on craft projects, raised money for the Muscular Dystrophy Association, held dances for developmentally disabled teenagers, helped Special Olympics provide special opportunities for special athletes and much more.

Spring Youth Service Day (SYSD) reporting is still coming in as this article goes to press. However, the Service Program is glad to report that the

Fraternity is off to a great start. Because of APO's participation in Youth Service America's Global Youth Service Day (GYSD), APO was invited to YSA's vibrant GYSD kickoff event in Washington, D.C. This served as a reminder of how important service is to, in, and around our nation, and what an important role APO plays.

Beyond the numbers, it's clear that many APO individuals and chapters are doing outstanding service that should be recognized and promoted beyond APO. The Service Program spoke with Youth Service America about publicizing our Featured Service Projects on its Web site, with America's Promise about spotlighting outstanding APO service leaders in its communications, and with the President's Volunteer Service Award program about ways to recognize more brothers.

The continued promotion of the Youth Service Grant Program — especially with Grant, the program's Spokesbear, who travels to conferences handing out applications — has paid off in more applications than ever before! This year APO awarded 29 grants for projects ranging from badge-earning opportunities for Girl Scouts and Boy

Scouts to an Easter breakfast and egg hunt for children at a homeless shelter.

The goals and plans students propose in their Youth Service Grant applications capture the essence of APO. Each application is a worthy one; it gets harder and harder to decide how to distribute the funds each year. The APO Endowment now manages the YSG funds and welcomes your contributions to help the Fraternity fund more grant requests, which is an investment in the future and money well spent.

Although the way APO provides tools for service must stay current for today's students, the result of providing those tools does not change: an APO student's experience in a chapter service program helps that student graduate with both compassion for others and the skills and experience to become a fully participating citizen. The most important result of our service program is the way we touch lives — both those we serve and the students engaged in service. APO chapters beget people of lifelong service. That's how we've been changing the world: one young person at a time, long beyond graduation, for 82 years. ■

## Building Our Fraternity One More Healthy Chapter at a Time!

*Hon. John K. Ottenad, J.D., Membership and Extension Program Director, [membership.director@apo.org](mailto:membership.director@apo.org)*

By focusing on extension, Alpha Phi Omega has continued its mission of creating more healthy chapters on more campuses, and providing more opportunities for more students to do more service. The Fraternity has also been working hard to provide programs to support and strengthen APO chapters while allowing the Fraternity to reach its long-term national membership goals. Since active brothers are the ones who actually build and strengthen chapters through hard work and successful recruiting, it's incumbent on APO to get tools into collegians' hands to allow them to be as successful as possible in their efforts.

Extension Committee members are pleased to announce that the Fraternity has chartered two new chapters since January 2007 and rechartered five chapters. The committee hopes to add one or two more chapters before the end of the fiscal year on July 31, 2008.

Anyone who has gone through the chartering process as an active, advisor or a sponsor knows the hard work and dedication that are required to see the process through to completion. It is this hard work and dedication that help create new chapters that will be healthy and active additions to APO for years to come.

In addition to the hard work of the Extension Committee, the

Membership Committee has also been moving forward with exciting new ideas and programs for the Fraternity. After setting a record in 2007 for the highest overall membership in the Fraternity's history (17,360 members: 8,363 initiates and 8,997 actives), committee members knew they had

record for total membership. However, the numbers are only part of what the Membership Committee worked on last year.

The Fraternity's new Field Representative traveled across the country to work with many chapters and extension groups to provide guid-

**The Membership Academy is a weekend-long skills training course designed to educate brothers on the basics of chapter membership operations.**

their work cut out for them if they were going to build on that success and keep membership numbers moving in a positive direction.

The committee is pleased to report that the Fraternity has already surpassed last year's number of actives with a current total of 9,351 members. Further, although the Membership Committee does not have final numbers for pledges and initiates, the Fraternity is tracking very close to the totals achieved last year. The committee is cautiously optimistic that the Fraternity will end 2008 with a new

ance on recruitment, retention, and pledge and membership programs. Since November the Field Representative has worked with 41 chapters and petitioning groups. We are very encouraged to see positive results from the campuses visited and can attribute gains in membership in many of these chapters to the advice and guidance she has provided.

Membership Committee members continue to promote the restructured Chapter of Excellence Award and the new Pledge Program of Excellence Award. The committee received a lot





*Kappa Epsilon Chapter of Wagner College gathers for a picture at its first crossing ceremony as a chapter.*

of positive feedback from actives and alumni regarding both of these programs, and committee members appreciate the efforts of the regional membership chairmen who promote these awards to chapters as a way of improving and building their chapter programs. The submission deadline for both awards is July 31, 2008. The Fraternity will recognize qualifying chapters for these awards at the 2008 National Convention in Boston.

The most exciting membership program being developed by the Membership Committee is the Alpha Phi Omega Membership Academy, which will be held for the first time in Cincinnati, Ohio, June 20-22, 2008. The Membership Academy is a week-end-long skills training course designed to educate brothers on the basics of chapter membership operations. Participants will receive hands-on training from volunteer staff, network with brothers from across the country, and leave the course with tangible skills, ideas, information and membership action plans that they can bring back and immediately use in their home chapters.

The Membership Academy will cover myriad topics, from rush and recruiting to retention and diversity; from developing a chapter Pledge Program of Excellence to developing Chapters of Excellence. The Fraternity will put tools in brothers' hands to help struggling chapters become healthy and help already healthy chapters become even stronger. Participants will learn how to run effective interest meetings as part of a comprehensive rush week. They will also learn how to develop traditions, motivate brothers, deal with nonperformers, and keep pledges and new actives involved.

Committee members are excited about this new program because the skills brothers will learn and take back to their chapters after this weekend can have a positive impact on the rush, recruitment and retention policies of these chapters. If you have ideas or suggestions regarding other ways the Fraternity can help create more healthy chapters, or if you want to help with any of the new initiatives listed above, please contact the program director at [membership.director@apo.org](mailto:membership.director@apo.org). ■

## Welcome to Our New Brothers

On behalf of the Fraternity, the Extension Committee would like to congratulate and welcome our new brothers from our latest new and rechartered chapters.

- **ALPHA ZETA XI**  
 Lake Superior  
 State University  
 (Region VI, Section 55)
- **ALPHA ZETA OMICRON**  
 Oakland University  
 (Region VI, Section 55)
- **KAPPA EPSILON**  
 Wagner College  
 (Region I, Section 97)
- **OMEGA RHO**  
 Interamerican University  
 of Puerto Rico  
 Metropolitan  
 (Region IV, Section 98)
- **LAMBDA DELTA**  
 New Jersey Institute  
 of Technology  
 (Region I, Section 99)
- **PHI MU**  
 Norfolk State University  
 (Region III, Section 83)
- **ALPHA DELTA**  
 San Diego State University  
 (Region X, Section 2)

The Fraternity also would like to thank the regional directors, extension chairs and sponsors of these chapters. Their hard work and dedication are greatly appreciated.



## **national 2008** **volunteer** CONFERENCE

### WHO:

- All Chapter Advisors
- Alumni Interested In or Already Volunteering
- APO & Other Workshop Facilitators and Presenters
- Sectional & Regional Volunteers
- National Board Members
- National Committee Members

### WHEN:

Thursday, July 31, 2008, at 8:00 p.m. through  
Sunday, August 3, 2008, at Noon

### WHERE:

The Hilton Garden Inn, Independence, Missouri

### SCHEDULE OVERVIEW:

**Opening Ceremony** — Thursday, July 31, at 8:00 p.m.

**Conference Activities** — Friday & Saturday, August 1 & 2

**Closing Ceremony** — Noon on Sunday, August 3

### COST:

Registration is \$75, which includes a three-night hotel room (triple occupancy), all meals (except Friday evening's dinner), materials and speakers.

### REGISTRATION:

Visit [www.nvc.apo.org](http://www.nvc.apo.org) for more information about this year's conference. If you have specific questions, please send an e-mail to [nvc@apo.org](mailto:nvc@apo.org).

### WHY ATTEND NVC 2008?

- Targeted Training Tracks for ALL Volunteers
- Opportunities to Interact with National Board Members
- Regional Staff Meetings
- National Committee Meetings

## President's Message *(Continued from Page 2)*

something you do in college; it is a commitment to make a positive difference in the world around you — to be part of the solution.

No matter how much has been accomplished, much remains to be done. There is no shortage of need on our college campuses and in our local communities. Always remember that we are the lucky ones who had the opportunity to attend college and be part of something greater than ourselves through APO. Let's pay it forward and pass along to others some of the benefits we gained.

From technology to politics to social change, APO's Founders would probably not recognize this as their world or Fraternity. But many things have not changed. The commitment of the brothers of APO to be of service is as strong as ever. The bonds within our chapters and Fraternity still allow strangers to come together as family and support each other.

We continue to develop leaders capable of solving the challenges the world faces. And APO still offers a standard that has and will withstand the test of time.

This calendar year promises to end on a very high note with the 40th Biennial National Convention in Boston. Literally thousands of brothers will come together to celebrate APO and lay the groundwork for another stellar year and beyond. However, it won't be all it can be if you aren't there. Each brother makes a difference, so make sure you don't miss National Convention. See you in Boston!

In brotherhood,



Maggie



# More Members, More Programs, More Service!

Kristie Wallace, Director of Annual Giving, [development.director@apo.org](mailto:development.director@apo.org)

The resounding theme in this issue of *Torch & Trefoil* seems to be “more” — more members, more programs, more service! In these instances, more is good. However, the more we do, the more expenses we incur for Alpha Phi Omega, which leads to a need for more fundraising. Your contributions to the Alpha Phi Omega Annual Fund and the Alpha Phi Omega Endowment are more important to the continued growth of APO than you may think.

Obviously, the more members we have, the more membership dues come in. Membership dues usually cover approximately 50 percent of the Fraternity’s expenses...as long as we continue business as usual. But the goal is to improve and strengthen Alpha Phi Omega! Growing our donor

base will allow us to do that without relying more on membership fees or program and event registration costs.

Contributions to the Annual Fund help support the daily operating expenses of the Fraternity, including chapter and alumni services and events like the National Volunteer Conference. In conjunction with our strategic goals, we added two new staff members at the National Office; additional SERVE weekends as part of the APO LEADS program; and hired outside consultants to assist Marketing with branding APO and to help Leadership Development with programming evaluations. These additional expenses are also, in part, paid for with Annual Fund donations.

The Endowment provides for the perpetuation of the Fraternity. By uti-

lizing income earned, the Endowment is able to provide scholarships, program support, and grants as requested by the Fraternity. Funds designated for specific, ongoing needs, such as the Youth Service Grants, are held and managed in the Endowment so the money will continue to grow and serve the needs of our members for years to come. The more contributions put into the Endowment, the more Fraternity requests can be granted, and the less dependent APO will be on student fees.

More is good. Keep this trend going by providing more support to the Annual Fund and the Endowment. More growth, more programs, and more service will be the result of your contributions. APO needs you now more than ever! ■



WE NEED YOUR DONATIONS TO REACH OUR ANNUAL FUND GOALS FOR 2007-2008.

## You can make a difference!

**Yes, I will support Alpha Phi Omega through the Annual Fund.**

Name: \_\_\_\_\_

Natl.#: \_\_\_\_\_ E-mail: \_\_\_\_\_ Phone: (\_\_\_\_\_) \_\_\_\_\_

### PROCESS MY GIFT (Please select one):

- ☐ In Full as a One-Time Gift
- ☐ Monthly on the 1st
- ☐ Semi-Monthly on the 1st & 15th
- ☐ Monthly on the 15th

**Torchbearer status is recognized for total gifts donated between August 1 and July 31 at the following levels:**

• Diamond Founder's Circle.....	\$5,000+
• Gold Founder's Circle .....	\$2,500+
• Silver Founder's Circle .....	\$1,000+
• Diamond Torchbearer.....	\$500+
• Gold Torchbearer.....	\$250+
• Silver Torchbearer .....	\$150+
• Torchbearer .....	\$75+

### PAYMENT METHOD (Please select one):

- ☐ I have enclosed my check for \$ \_\_\_\_\_
- ☐ I have enclosed a voided check and authorize my gift to be transferred from this account. I understand I can suspend my pre-authorized giving at any time by notifying APO's National Office.

- ☐ I authorize my gift to be charged to:

☐ VISA ☐ MasterCard ☐ Discover ☐ American Express

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Print Name \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Donations also can be made online at [www.apo.org](http://www.apo.org)**

# The Brothers are coming! The Brothers are coming!

*Join us in Revolutionary Brotherhood at the  
40th Alpha Phi Omega National Convention,  
Boston, MA, December 27-30, 2008*

Planning is well under way, and our “wicked” programming is sure to rock your “sox.” So come on, join your fellow brothers at the Sheraton Boston for the APO event of the year.

Think that since you’ve already graduated you’ve passed the time to attend a Convention? Our special Alumni Sunday programming is sure to change your mind. We have designed it with the working person in mind. Come see what the Fraternity has been up to, and meet up with old friends and new brothers. Professional child care is available, so you can bring the whole family!

Think you can't afford Convention? Think again. We're working hard to give you the biggest bang for your buck, so check out our tips sheets and travel pages on the national Web site to start planning your trip.

Need to get your chapter psyched for Convention? We have PowerPoints, videos, and all the volunteer info you need to promote the Convention. Whether you're a tea drinker or not, there's something for everyone in Boston this December.

More information, continuing updates, volunteer opportunities, and registration are online for the Convention, Alumni Sunday, banquets, child care, and hotel rooms. Register today. We want YOU! Get ready for a revolution, and make history in Boston! ■



[http://www.apo.org/show/Conferences\\_and\\_Events/National\\_Convention](http://www.apo.org/show/Conferences_and_Events/National_Convention)



**moving?**

**new address**

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City State ZIP

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E-Mail Address

MAIL TO: Alpha Phi Omega • 14901 E. 42nd Street South • Independence, MO 64055

**Alpha Phi Omega**

14901 E. 42nd Street South  
Independence, MO 64055

**FOR THE CURRENT CALENDAR OF EVENTS,  
VISIT [WWW.APO.ORG](http://WWW.APO.ORG)**