

FarmHouse International Fraternity

Community Service/Philanthropy
Chairman Resource



Revised Fall 2005

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**FarmHouse International Fraternity
Community Service/Philanthropy Chairman Resource**

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THE CHAPTER AWARD OF EXCELLENCE

The FarmHouse International Fraternity has established the Chapter Award of Excellence as our minimum standards program. It is designed to recognize Chapters that are operating at the performance level outlined in our By-Laws, policies, and handbooks. The criteria for the Chapter Award of Excellence are built upon basic expected performance in the various areas of chapter operations. As an officer of your Chapter, the criteria within your responsibility are identified in the box that follows.

7. Community Service (7 points)

_____ *The chapter conducted at least two community service projects for the year, with one involving another student organization (fraternity/sorority/club/etc.). (2 points - 1 point per event)*

1. Project: _____ **% brothers/pledges attending:** _____ **Date:** _____

2. Project: _____ **% brothers/pledges attending:** _____ **Date:** _____

_____ *90% of the chapter participated in the FarmHouse International Promise of Service Week (providing at least one hour of community service the week of April 15th) (1 point)*

_____ *75% of chapter members provided at least 10 hours of community service during the 14 months. (1 point)*
(Attachment #10 - Include list of brothers and projects/hours for each)

_____ **Total #of hours brothers contributed**

_____ *The chapter participated in at least one sorority or other fraternity's philanthropy event. (1 point)*

Activity: _____ **% brothers/pledges participating:** _____ **Date:** _____

_____ *The chapter has its own philanthropy activity (all profits must go to outside charitable organization) (1 point)*

Event: _____ **Date:** _____ **% brothers/pledges participating:** _____

\$ raised: _____

Total \$ donated/raised for all charitable philanthropies chapter was involved with during 14 months
\$ _____

_____ *The chapter is submitting a 2005-06 Chapter Programming Award application for community service. (1 point)*

I. INTRODUCTION

Philanthropic endeavors are one of the cornerstones of Greek life. Service to others is a vital component of how FarmHouse BUILDS MEN. Service to others enables brothers to not only live up to the moral code that we study and aspire to, but also experience the tangible benefits of service: teamwork, camaraderie, seeing positive results from your work, and seeing first hand that serving others can simply be its own reward.

Philanthropic goals are usually met through a combination of hands-on service and fundraising for worthy causes. Fraternities are increasingly raising money for national causes and raise twice as much money for those causes than they did a decade ago. However, despite all of these benefits, developing an effective chapter-wide philanthropy program can be difficult. Brothers have very busy schedules, the task of raising funds for a cause can seem daunting, not everyone is committed to this cause, and it is also a lot of work.

These are all legitimate concerns, but none of them are insurmountable. The key is discovering projects that a core group of brothers will enjoy, and motivating them to take ownership of them so that they get the rest of the chapter involved. The Community Service/Philanthropy Chairman should not try and accumulate all of the chapter's community service hours by himself, or expect to single handedly raise the chapter's financial targets. You need to provide the framework for the chapter members to explore their philanthropic bent and learn about the rewards of service for themselves.

*"It's not for money, it's not for fame,
It's not for only personal gain,
It's just for love of fellow man,
It's just to give a little of self,
That's something you can't buy
with wealth.*

*It's not for medals worn with pride,
It's not for the feeling deep inside,
It's that reward deep in your heart,
It's that feeling that you've been a part
of helping others far and near
that makes you be a volunteer."*

-Anonymous

II. RESPONSIBILITIES

Community Service/Philanthropy Chairman

Service may be its own reward, but a service project will not be able to take your Biochemistry exam. Collegiate schedules can be quite hectic and academic requirements are becoming increasingly difficult. Certain brothers may have a long-standing commitment to another cause that they do not want to give up. Coordinating a service project is not as easy as picking a date and place for the event. This is an area that requires leadership and motivation to get the most effort and participation from the chapter.

- Conducts at least one chapter-wide service event each semester.
- Consistently promotes service to chapter members.
- Motivates members of the Fraternity to get involved in philanthropic activities, whether or not the chapter sponsors them.
- Serve as Chairman of the Community Service/Philanthropy Committee to plan both hands-on service experiences as well as philanthropic activities for the chapter.
- Has an eye towards public relations and image making, such that all philanthropies done by the chapter.
- Cooperates with other Greek organizations as well as non-Greek campus organizations in planning and carrying out community-service projects.
- Encourages the chapter to pursue FarmHouse's preferred philanthropy, Second Harvest.
- Works with the Director of Administration to ensure that all activities are advertised to the university, to the campus and community, to the International Headquarters and alumni.
- Works with the Chaplain so brothers can process their service experience in relation to broader and deeper spiritual goals. This includes coordinating reflection discussions after service projects to maximize an individual's growth.

Community Service/Philanthropy Committee

The most important responsibility of the Committee is to assist the Chairman in motivation of members and any preparations necessary for the event. This will often be intertwined – more brothers than the committee may be needed to set-up an event – the committee will have to motivate and mobilize them to accomplish the task. Supporting the plans of the Chairman publicly in word and deed will motivate the chapter and ensure that each event is a success due to maximum participation.

Committee members may also be assigned smaller projects during the semester to continue developing service habits among the brothers and improving their ability to motivate the brothers.

III. UNDERSTANDING COMMUNITY SERVICE & PHILANTHROPY

The Difference Between Community Service and Philanthropy

It is common for members to use the terms community service and philanthropy interchangeably. However, this is incorrect. Service involves direct hands on assistance to a community or cause. We invest our time and our efforts, helping others in need. On the other hand, philanthropy is usually about giving money through donations or having fundraisers to benefit a cause. Both fundraising and hands-on service demonstrate that you care about your community, but do so in different ways.

Moreover, Webster's dictionary defines philanthropy as "goodwill to fellowmen; an active effort to promote human welfare; a philanthropic act or gift." Far too often campus fraternities and sororities veer off the path from this definition with philanthropies. While FarmHouse chapters are encouraged to create unique campus-wide philanthropy events to raise money for worthy causes, our preference is that time be devoted to meaningful community service initiatives that have a lasting impact on members and those you serve.

This section is designed to help your fellow chapter members understand the personal benefits of service as well as developing meaningful service and philanthropic activities.

Benefits for the Individual & the Chapter

Providing contributions to the community involves time and effort. One of your roles as Community Service & Philanthropy Chair is to assist your fellow chapter members in gaining from these experiences. So what should an individual expect to gain from his service experience?

Experience the joy of helping others

Helping others makes you feel good about yourself. You know that you're doing something to help another person out. The experience helps you to be more grateful for all you have and the opportunities you have as a college student.

Have fun with friends

Helping others is a good way to build friendships in the chapter. Working side by side helps you spend quality time with others without the distractions of class work, chapter responsibilities, and other activities. Many chapters have been very successful inviting prospective members to community service events. There is no better way to show a potential member that FarmHouse men care than to work with him serving the community.

Clarify personal interests

You can test your interest by working with varying communities and different community issues. You might find that you really enjoy working with at-risk children. You might find that you really enjoy working with Special Olympics athletes. Some people have even found a new career interest through their service work.

Know your community better

You can understand the needs and issues of your community by providing hands-on service. Not only will you know more about the various service agencies in town, you will learn about grants, decision-making, how local and state policies are made, and how programs are funded.

Similarly, it is the role of the Community Service & Philanthropy Chairman to help members understand how the chapter benefits from participation in service. Some of these benefits to the chapter as an organization include the following.

Better brotherhood

Members will build a stronger brotherhood by working together for a common cause. Brothers will be able to see others in a different environment whether it's working with the disabled, the hungry, or the poor. Working together providing a much-needed service to the community will help develop teamwork, communication, and understanding among all members.

Living our values

As soon as we joined FarmHouse, we made promises to ourselves and to each other. One way to illustrate our commitment to our values is by helping others in the community. We are building men through our actions and our interest in helping the less fortunate.

Breaking down stereotypes about fraternity men

When members work together raising funds for a worthy cause or providing hands-on service, they are helping to promote an improved image of fraternity men. Biases and assumptions that all fraternity men are simply "party animals" are lessened. Moreover the perception that fraternity men just care about themselves is eliminated.

Balanced chapter calendar

By thinking through your service and fundraising events for the entire year, the chapter can keep a balanced calendar of programs. The calendar would involve activities for alumni, brotherhood events, social activities, inter-Greek workshops, service, academics, etc.

Lastly, the Community Service & Philanthropy Chairman should think about taking time during a chapter or new member meeting to hold a discussion about service. This can be a very personal topic for many members. To encourage dialogue, the chairman may ask the following questions for large group discussion:

- How does community service support the Object of FarmHouse?
- In what ways are you benefiting your local community?
- How are you strengthening the campus community?
- What are the organizational benefits of serving others?
- What are the personal benefits of serving others?

The Impact of Service

Aside from the benefits to the individual and to the chapter, FarmHouse men should consider the enormous impact that service can have on our society at large. According to the Independent Sector's "Giving and Volunteering in the United States 2001" survey, the following service related statistics were reported:

- Forty-four percent (44%) of adults over the age of 21 volunteered with a formal organization in 2000.
- Of these formal volunteers, 63 percent reported they volunteered on a regular basis, monthly or more often. Volunteers to formal organizations averaged just over 24 hours per month of volunteering time.
- An estimated 83.9 million adults formally volunteered approximately 15.5 billion hours in 2000.
- The average weekly hours per volunteer in 2000 was 3.6 hours.
- The formal volunteer workforce represented the equivalent of over 9 million full-time employees at a value of \$239 billion.

- The estimated hourly value of volunteer time was \$15.40 per hour.
- Volunteers were more likely than their non-volunteering counterparts to belong to a religious organization (75.6% vs.58.0%).
- Women were more likely to have volunteered than were men (46% and 42%, respectively).
- Fifty percent of all people were asked to volunteer. Individuals who were asked to volunteer were much more likely to volunteer (71%) than were those volunteers who had not been asked (29%).

Five Critical Elements of Service

As the community service committee decides on the group of people the chapter will help or issue they want to address, they should critically think through the Five Critical Elements of Service.

1. Community Voice - Community voice is essential if we are to build bridges, make change, and solve problems. Make sure that the voice and needs of the community are included in the development of the community service program.

2. Orientation and Training - Orientation and training are important first steps for any community service experience. Information should be provided for volunteers about the community, the issue, and the agency or community group.

3. Meaningful Action - Meaningful action means that the service being done is necessary and valuable to the community itself. Meaningful action makes people feel like what they did made a difference in a measurable way and that their time was utilized well. Without this, people will not want to continue their service no matter how well we do with the other four elements.

4. Reflection - Reflection is a crucial component of the community service learning experience. Reflection should happen immediately after the experience to discuss it - reactions, stories, feelings, and facts about the issues that may dispel any stereotypes or an individual's alienation from service. Reflection should place the experience into a broader context.

5. Evaluation - Evaluation measures the impact of the experience and the effectiveness of the service in the community. Members should evaluate their learning experience and agencies should evaluate the effectiveness of the members' service. Evaluation gives direction for improvement, growth and change.

III. SERVICE TO OTHERS

Remember that philanthropy is the cornerstone for many fraternities and FarmHouse is no exception. Fundraising and hands-on service is the best means by which we meet our philanthropic goals. Fraternities and sororities are increasingly raising money and spending time in their communities for worthwhile local, regional, and national charitable causes. A recent study shows that the average fraternity man today is raising nearly twice as much money and devoting almost double the time to community service as the average fraternity man did ten years ago.

Coordination of a philanthropy or community service project is not as easy as simply picking a date and a place for the event. The Community Service/Philanthropy Chair has an opportunity to be a strong leader within the chapter as these programs and activities are a key part to every member's involvement. Events can focus on raising money, be purely service oriented, or some combination of the two. There is no limit to the possibilities of what the chapter can do for a cause if it is willing to be creative and work hard. For information about specific service projects in your area, consult the Student Affairs office at the university.

Tips for Planning a Meaningful Project

Identify Objectives – Determine what is important for your chapter. The brothers are much more likely to participate and be enthusiastic about projects they feel as if they had a role in shaping. Be realistic about your chapter's abilities and desires. Begin with a desired result in mind.

Determine chapter interests – It is important to ask your members what they want to do so that they are part of the process and feel ownership of the service program. Brothers are much more likely to participate in a service project and do so with much more enthusiasm if it is something they enjoy doing. What are their specific interests? Do they like playing sports with children, tutoring, or mentoring, or something else?

Identify community needs – Look for existing agencies or projects that are already in place instead of inventing new projects or causes – the university volunteer office can be very helpful in this regard. Contact local aid agencies to determine the communities' needs and how the chapter can best address them.

Create program structure – a well-structured program offers many brothers the chance to get involved and voice their opinion. The Committee can be invaluable in spreading the load and broadening interest in the project by giving people measurable tasks that they can accomplish and in so doing feel good about themselves and their contributions to the chapter and community. Who is responsible for the planning, implementation and evaluation for the project? Clearly defined roles and open communication become increasingly important as more people get involved and the project becomes bigger.

Pick a project – Based on the survey of chapter goals, interests, and schedule, select an activity and date.

Set goals – Be sure to set goals that are *SMART*

- **Specific** – Our chapter will mentor students at the local Middle School.
- **Measurable** – Our chapter will have 20 brothers mentor 20 students in the Fall of 2005.
- **Attainable** – Do not promise 100% participation. Instead, under-promise and over-deliver.
- **Realistic** – Agree to a level of involvement and participation that is reasonable for the chapter.
- **Timely** – Set deadlines and dates to check progress. Our project will be on October 6, 2005. We will have everyone signed up who is participating by September 20, 2005. Event coordinators will be selected by September 1, 2005, etc.

Publicize – Work with the Director of Administration to let others know about your work. Use campus newsletters, newspapers, and yearbooks. Send press releases to local papers. Inform your Greek Adviser and IFC.

Evaluate – Assess your progress. Do this not just at the end of the project but also at various checkpoints along the way. Ask chapter members to evaluate the project based on its goal, its place within chapter operations and the actual impact it has on the community. The project should help BUILD MEN.

General Community Service Volunteer Guidelines

You may want to adapt the following guidelines to suit your service project and distribute them to the chapter.

- Please be punctual. Late volunteers delay the entire team. If you're not at the meeting place on time and you miss the team, you have missed the project.
- If you're taking public transportation, stay with members of the chapter on the same bus.
- If you need to travel by car, carpool with other members to the project if possible. Make sure every driver can provide proof of insurance and every passenger has a seat belt.
- When you arrive at the project, park your car with other cars, take your keys and lock your car. Don't carry unnecessary valuables on your person, and don't leave them inside the car.
- Do not stop en route from one destination to another.
- Make an effort to introduce yourself to the project leader, to invited guests/prospective members, and any agency representatives.
- If you are participating in a project requiring specific skills (i.e., construction) which you do not possess, ask the project leader and/or agency personnel for training or ask to be placed in an assignment more suited to your skill level. Do not participate in a project which you feel puts you in a risky or dangerous situation.
- When you're at the project site, stay in designated common areas.
- Let the Community Service/Philanthropy Chairman know of any problems as they arise.
- If an accident or problem occurs at your project, call 911 immediately.
- Follow all rules - even if you don't agree with them. You'll set a good example for the people with whom you're working with.
- When you leave the project, leave with the other volunteers. Unless there are compelling circumstances, all volunteers should stay until the end of the project.

Suggested Community Service & Philanthropic Events

BBQ/Cookout – Plan a barbecue at a local park and charge a set fee for participation. Outdoor games, a chili cook-off, and raffle prizes can add to the fun.

Black Tie Affair – Plan a formal evening to raise funds for a particular charity. Set a date, decide on a location and determine a per-person or per-table ticket price appropriate to the menu and entertainment that will be provided and justify the premium – remind everyone that the proceeds go to charity and a portion of their ticket will be tax deductible. If possible, include local celebrities to increase interest in the event.

Build a Home/Habitat for Humanity – Contact a building contractor who would be willing to build a home with the help of other contractors and volunteers. Find craftsmen and vendors in the community who would be willing to donate their time and skills in building the home, and organize volunteer efforts for additional labor. Profits from the sale of the home would go to your local charity. If this is too complicated, but you want to give the brothers a great team building and service project, Habitat is a great way to do so. www.habitat.org.

Car Wash – Select a location and time that will offer significant public exposure. To enhance interest, invite mascots from local schools, popular radio DJs, or other identifiable community figures to participate. Be prepared with a rain date just in case.

Casino Night – Set up an adults-only event in which associates or customers pay a fee to play poker, blackjack, roulette, and other games with fake money. Determine prizes beforehand and arrange for refreshments. (Be sure to check local regulations beforehand to ensure compliance with city codes.)

Country Dance – Sponsor a country-style dance to help local kids. Charge an entrance fee and encourage participants to wear country-western attire. This could be a great event after a local fair or rodeo.

Sock Hop – Sponsor a sock hop to benefit your favorite charity. Hold the event at a local dance hall, gym or other large facility. Have competitions among the brothers about who can sell the most tickets. Refreshments, dress-up contests and door prizes can add to the fun.

Sports Tournaments – Tournaments can be a round robin free for all open to everyone in the community, and intramural event, or another format. Set up a traditional-style tournament such as golf, bowling, or basketball complete with an entry fee, teams, and prizes. Or, select a less traditional tournament such as broom hockey, ultimate Frisbee, or fishing.

Walk-a-thon – Have participants obtain pledges for donations based on how far they walk during the event. Walkers will travel along a predetermined route manned by volunteers who verify mileage at certain checkpoints. Walkers then collect donations for each mile walked. For a more unusual event, try a bike-a-thon, a bowl-a-thon, a ski-a-thon, a read-a-thon or a skate-a-thon instead. Many charities organize these events, so rather than start from scratch, the entire can participate as an event sponsor and focus all of their energies in raising funds. Those brothers not walking can volunteer to run the event.

Raffles/Chance Giveaways – Conduct raffles or 50-50 chance giveaways at large social and athletic events. Solicit donations from vendors and local businesses to use as prizes. These can be done in conjunction with other events very easily.

Breakfast with Santa – Sponsor a seasonal community breakfast and photo session where children can spend time with brothers dressed up as Santa Claus, the Easter Bunny, etc.

Christmas Tree Festival – Have community groups or other local businesses donate decorated Christmas trees, wreaths and other holiday decorations to sell. Display the trees in a public hall on specified days and support the event with holiday music, food booths and other vendor items to create a festive boutique atmosphere.

Egg Hunt/Cake Walk – Sponsor an Easter egg hunt or cake walk for local children and the community.

Second Harvest - Second Harvest is the Nation's Food Bank Network and is the nation's largest charitable hunger-relief organization with a network of more than 200 regional member food banks and food rescue programs. www.secondharvest.org

Additional Community Service Project Ideas

Aside from the aforementioned events, there are literally hundreds of opportunities for service in every community. The list below from Project America provides some suggested service projects:

- Scrub and paint a public school
- Visit a veteran's home
- Tutor people with mental illnesses
- Work with an adult literacy program
- Take flowers to a senior citizen's home
- Do yard work for the elderly, disabled, or your neighbors
- Serve lunch at a soup kitchen
- Read to a child
- Volunteer at a clinic for individuals with eating disorders
- Build a playground for people with physical challenges
- Assist in the counseling of substance abusers
- Visit and help terminally ill medical patients
- Plant trees in a local park
- Be a tutor for an English as Second Language (ESL) program
- Be a storyteller for a local library
- Spend time with teens in the local juvenile detention center
- Help those in need prepare their tax returns
- Have a community gardening party for elderly citizens
- Help a person study for and attain his/her GED
- Be a lunch buddy to an elementary age kid
- Coach a youth recreation team
- Be a Big Brother
- Read to the blind
- Build a relationship with an orphaned child
- Mentor a high school/college student
- Help an expecting mother prepare for the new arrival
- Help rehabilitate an injury victim
- Help counsel a delinquent child
- Volunteer for your local neighborhood watch
- Beautify a historic local landmark
- Make and hand out sandwiches to the homeless
- Be a coach for the Special Olympics

- Work at a pediatric ward with newborns
- Visit a homebound individual
- Play cards with the elderly
- Clean up a highway
- Paint a neighborhood playground
- Start a healthy school lunch program
- Help insure that the school zone is drug-free
- Initiate an after-school program providing a safe, drug-free environment for kids
- Be a community mediator for domestic disputes
- Work with a Head Start program
- Design new recreational activities at the local YMCA
- Help screen donors at a blood drive
- Be a transport in an emergency room
- Get involved in a recycling program
- Help sort and tag clothes at the Salvation Army
- Build a playground
- Answer phones at a rape crisis center
- Collect toys for families who lost homes in fires or flood
- Clean up your neighborhood or campus
- Paint over graffiti
- Clean a park or hiking trail
- Make pans of lasagna for a homeless shelter
- Recycle cans and give profits to a community organization
- Develop a community workshop on computer use
- Build and fill shelves at a food bank
- Volunteer at an animal shelter
- Beautify a shelter for battered women
- Plan a prom for youths with disabilities
- Help renovate a local shelter
- Build a wheelchair ramp for an elderly or disabled person
- Fix up a local nursing home, library, or school
- Pick up trash on a beach
- Volunteer at the local United Way/United Fund
- Organize a book, clothing, or food drive
- Serve on a neighborhood board or committee
- Provide transportation for a nursing home
- Work with a crisis hot line
- Answer phones at a non-profit organization
- Be a reader at a library
- Teach art projects at an elementary school
- Be a speaker and advocate for the disabled
- Organize a penny drive
- Environmental avocation and endorsement
- Work for or assist with a literacy campaign
- Serve as a mentor
- Raise money to buy books for a local library

Philanthropy Fundraising Ideas

Think of successful fund-raising events that you know from your chapter, campus, community, church, or other organizations. Sometimes the best way to generate a good idea is to simply modify an already existing one. In general, there are four types of fundraisers including (1) selling something, (2) providing a service, (3) conducting an event, and (4) seeking donations. Many of the most successful philanthropic events combine elements from each of these types. The following are just some ideas your chapter may want to consider for its annual philanthropy event:

- 3-on-3 coed basketball tournament
- Pancake breakfast
- 5-K run
- Bowl-a-thon
- Teeter-totter-a-thon
- Golf tournament
- Dance-a-thon
- Rock-a-thon (24 hour rocking chair marathon)
- Strike Night (bowling)
- Casino/Monte Carlo Night
- Soccer Tournament
- Powder Puff Football
- Walk-a-thon
- Slammertime - mock jail and bail
- Cues and Blues - pool tournament
- Center Court Slam - tennis tournament
- Rose Raffle - Valentines Day event
- Crush - send cans of Crush for Sweetest Day or Valentines Day
- Taco Dinner
- Spaghetti Feed
- Puttin' on the Hits - lip sync contest
- Haunted Halloween House
- Fraternity Football Classic
- Flower sale on Valentines Day
- Talent show
- Organize a letter writing campaign
- Have a community garage sale for a cause
- Help raise funds for a local non-profit

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