

POWER *of* PR

USING PUBLIC RELATIONS TO ENGAGE
AND PROMOTE YOUR CHAPTER



ALYSSA PEREZ
COMMUNICATIONS DIRECTOR



“If I was down to my last dollar,
I would spend it on PR.”

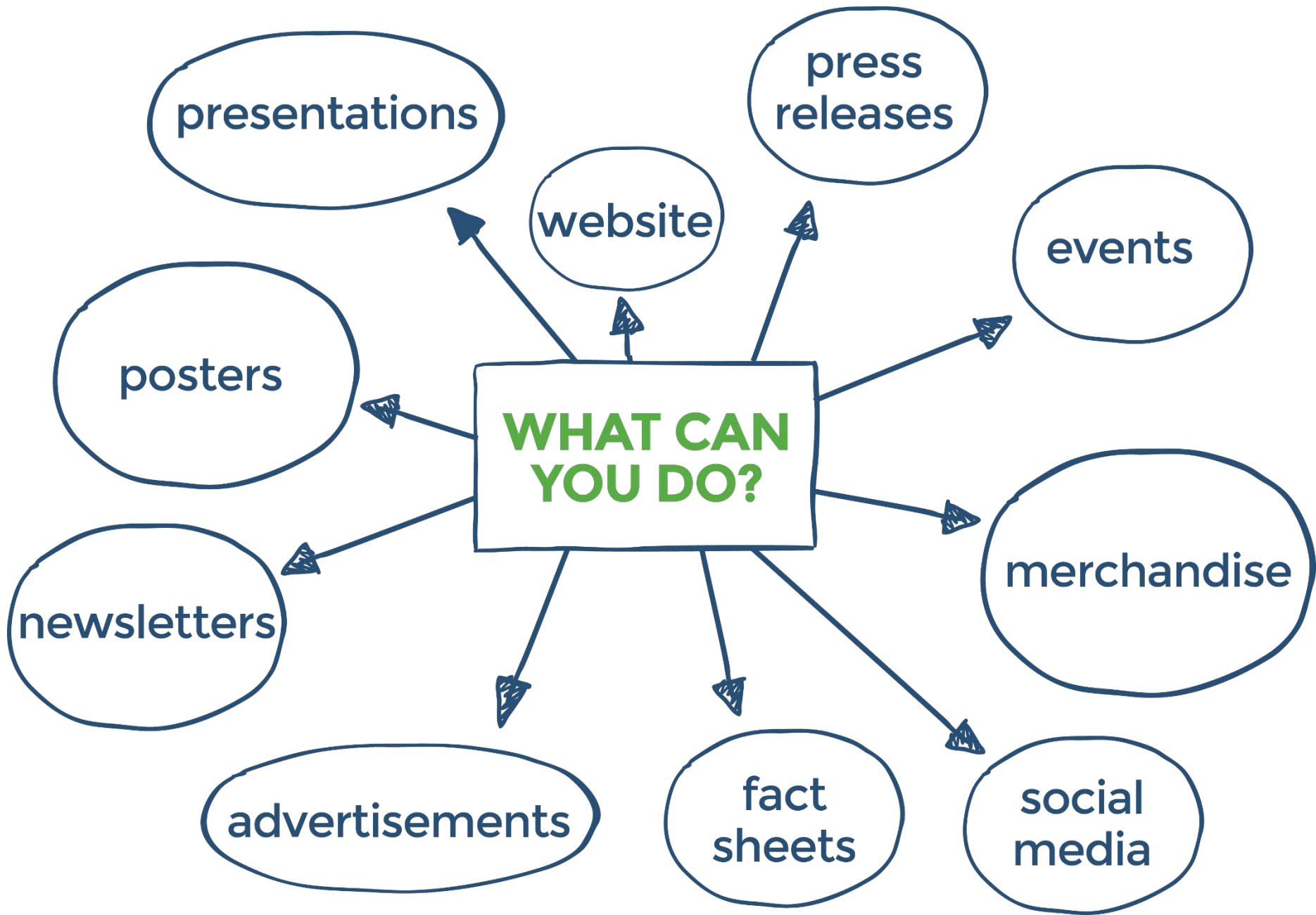
—Bill Gates

COMMUNICATION IS KEY

- Most information for Phi Kappa Phi is generated and distributed at the chapter level.
- Effective communications and public relations will help increase awareness of your chapter and encourage member activity and engagement.
- Presenting a cohesive appearance and message is a critical component of effective Society communications and publicity.

WHAT CAN YOU DO?

- Implement communications at the chapter level
- Seek recommendations from campus faculty or staff with experience in communications, marketing, English, or graphic design.
- Consider initiating your institution's communications director to serve as PR officer or as a committee member
- Seek recommendations from your membership base



CHAPTER TOOLKIT

PhiKappaPhi.org > Chapters > Running Your Chapter > Chapter Toolkit



Chapter Management 101



Initiations & Invitations



Engaging Your Membership



PR & Media Kit



Awards & Benefits



Reports & Forms



Q: Does my chapter need a public relations officer?

A: Chapters are strongly encouraged to have a public relations officer. This officer can help enhance the visibility, name recognition and awareness of your chapter both on and off campus by acting as a main point of contact for all promotional efforts.

PRESS RELEASES

- Publicize chapter events
- Announce new officers
- Feature an outstanding faculty member who is a Phi Kappa Phi member
- Highlight member achievements



THE HONOR SOCIETY OF
PHI KAPPA PHI

CONTACT
Hannah Breaux
Communications Specialist
800-804-9880, ext. 18
hbreaux@phikappaphi.org
www.PhiKappaPhi.org

NEWS RELEASE

FOR IMMEDIATE RELEASE

Chapter of Phi Kappa Phi to Host Annual Event

BATON ROUGE, La. — For the eighth consecutive Halloween, the Honor Society of Phi Kappa Phi at Austin Peay State University is collecting new and gently used children's books for its Candy for the Mind project.

Through this project, Phi Kappa Phi distributed more than 1,500 books to community children during last year's G.H.O.S.T. (Great Halloween Options for Safe Trick-or-Treating), the on-campus alternative for safe trick-or-treating. Currently, the Society has some books on hand for distribution during G.H.O.S.T., slated this year from 4-7 p.m., Sunday, Oct. 31 but needs many more. Since the inception of the Candy for the Mind project in 2003, hundreds of children who trick-or-treat at APSU have been thrilled to receive a book as a Halloween treat.

Dr. Linda Thompson, who started the program when she was president of Phi Kappa Phi said, "Now that it's become a tradition, the children come back to us, year after year, eagerly looking for a book from the 'book people.'"

Dr. Karen D. Sorenson, current president of Society's chapter at APSU, said, "Phi Kappa Phi's Candy for the Mind is a wonderful project. Whether the child is an avid reader, or a child who has never before owned a book, we want to encourage the love of learning in our community with the gift of a book for every child. Last year, we distributed more than 1,500 books to children from all over Clarksville. We hope we can collect enough books this year so that every child can choose a book of his or her own."

Collection boxes for new or used children's books will be placed in the Woodward Library, outside Harned Hall, Room 142, and outside Room B217 in the Sundquist Science Complex. Donated books can be placed in the receptacles through Friday, Oct. 22.

Founded in 1897 at the University of Maine, Phi Kappa Phi is the nation's oldest and most selective collegiate honor society for all academic disciplines. The Society has chapters on more than 300 select colleges and universities in North America and the Philippines.

More About Phi Kappa Phi
Founded in 1897 and headquartered in Baton Rouge, La., Phi Kappa Phi is the nation's oldest and most selective collegiate honor society for all academic disciplines. Phi Kappa Phi inducts annually approximately 32,000 students, faculty, professional staff and alumni. The Society has chapters on more than 300 select colleges and universities in North America and the Philippines. Membership is by invitation only to the top 10 percent of seniors and graduate students and 7.5 percent of juniors. Faculty, professional staff and alumni who have achieved scholarly distinction also qualify.

Since its founding, more than 1 million members have been initiated. Some of the organization's more notable members include former President Jimmy Carter, NASA astronaut Wendy Lawrence, novelist David Baldacci and YouTube cofounder Chad Hurley. The Society has awarded approximately \$14 million since the inception of its awards program in 1932. Today, \$1 million is awarded each biennium to qualifying students and members through graduate fellowships, undergraduate study-abroad scholarships, member and chapter awards and grants for local and national literacy initiatives. The Society's mission is "To recognize and promote academic excellence in all fields of higher education and to engage the community of scholars in service to others."

For more information on Phi Kappa Phi, please call 800/804-9880 or visit www.PhiKappaPhi.org.

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POWER OF PR

MERIT

- PhiKappaPhi.MeritPages.com
PhiKappaPhi.org/Merit
- Online, user-friendly platform used to promote member achievements
- Distribute releases to hometown newspapers
- Create a profile and online story easy for sharing on social media



MERIT PAGES

"Merit is a great way of letting other Phi Kappa Phi members—and potential employers—know what makes you stand out! I'm glad I get to share my activities and interests with other members so easily."

Allison Epstein, University of Michigan

"I was surprised and pleased when Phi Kappa Phi introduced me to Merit. I am very involved at Wright State University, and Merit allows others to see my achievements and what I take pride in."

Alyssa Andel, Wright State University

The screenshot displays a user profile for Devin Christensen on the Merit platform. The profile includes a profile picture, name, and location (Westby, Wisc.). Below the profile is a sign-up form with fields for Email Address, First Name, Last Name, Password, and Password (again), along with a Sign Up button. To the right of the sign-up form is a 'Follow Devin's Progress' section. The main profile area features a large header image of Devin Christensen, his name, and a verification checkmark. Below this, it states 'Majoring in Political Theory at The Honor Society of Phi Kappa Phi'. A statistics bar shows 1 Achievement, 0 Activities, and 2 Jobs, along with a 'Like' button (27) and a 'Follow' button. The 'ACHIEVEMENTS' section is titled 'RECOGNIZED BY THE HONOR SOCIETY OF PHI KAPPA PHI' and lists 'Devin J. Christensen Awarded Phi Kappa Phi Fellowship' with a description and date (Spring 2014). The 'WORK EXPERIENCE' section is titled 'ADDED BY DEVIN' and lists 'University of Wisconsin - Stevens Point Information Systems Resource Support Technician' (June 2010 - July 2014) and 'Master Writing Consultant' (September 2009 - May 2013). A sidebar on the left contains a list of recent achievements, including '2014-2016 Council of Students Selected' (8 days ago), 'Phi Kappa Phi Awards 2014 Study Abroad Grants' (28 days ago), 'Phi Kappa Phi Awards 2014 Literacy Grants' (28 days ago), 'Phi Kappa Phi Awards 2014 Fellowships' (30 days ago), and 'Phi Kappa Phi Awards 2014 Marcus L. Urann Fellowships' (about 1 month ago).

ADVERTISEMENTS

- Use campus newspapers to announce upcoming initiations or recognize new initiates
- Solicit local and campus radio and television stations for public service announcements to publicize chapter events
- Recognize member achievements
- Consider both print and online channels for ads
- Headquarters will reimburse up to \$350 annually.

THE HONOR SOCIETY OF
PHI KAPPA PHI
INITIATION & BANQUET
SUNDAY, MARCH 22, 2009, 3PM
Fogelman Executive Center
UNIVERSITY OF MEMPHIS
MEMBERSHIP, & THOSE AWARDS ARE AVAILABLE TO ALL

MEMBERS ARE ELIGIBLE FOR ALL OF THE FOLLOWING & MORE!

- \$800,000 IN ANNUAL AWARDS & SCHOLARSHIPS
- ONLINE CAREER CENTER
- EXCLUSIVE CORPORATE PARTNER DISCOUNTS
- SUBSCRIPTION TO *Phi Kappa Phi Forum* MAGAZINE
- SUBSCRIPTION TO *Phi Kappa Phi* IS THE NATION'S OLDEST, LARGEST, AND MOST SELECTIVE ALL-DISCIPLINE HONOR SOCIETY.

FOUNDED IN 1897, Phi Kappa Phi is the nation's oldest, largest, and most selective all-discipline honor society.

CONGRATULATIONS!
BIOLOGY GRADUATE LEO TWIKER
WAS AWARDED THE PHI KAPPA PHI
\$5,000 GRADUATE FELLOWSHIP

THE FOLLOWING STUDENTS FROM
THE UNIVERSITY OF MEMPHIS
WERE NAMED PHI KAPPA PHI
EMERGING SCHOLARS:

AMANDA BISHOP
MEMPHIS, TN
LEA HAY
JACKSON, TN
JENNIFER YALON
CHATTANOOGA, TN

CONTACT
DR. THOMAS D. COX
410A MANNING HALL
(901) 678-1377
SAVER.MEMPHIS.EDU/PHI

WHADDYA WANT? A MEDAL?

OK — join the UTSA chapter of Phi Kappa Phi, and we'll give you one. Invitations arriving now!

Founded in 1897, Phi Kappa Phi is the nation's oldest and most selective collegiate honor society for all academic disciplines.

Membership is by invitation only to the top 7.5% of juniors and the top 10% of seniors and graduate students.

Phi Kappa Phi distributes \$1 million each biennium through its national awards and grants programs.

Best of all, students inducted into Phi Kappa Phi at UTSA receive a certificate, a lapel pin, and one of these cool medallions to wear with your cap and gown. Guaranteed to ROCK your Commencement.

FALL 2013 INDUCTION CEREMONY
Wednesday, Dec. 4
5 to 6 p.m.
Denman Room
University Center, UTSA Main Campus
UTSA.EDU/PHIKAPPA
THE HONOR SOCIETY OF **PHI KAPPA PHI**

THE HONOR SOCIETY OF
PHI KAPPA PHI
CONGRATULATIONS!

The Elon University chapter of Phi Kappa Phi would like to congratulate the following new initiates who were selected to membership from the upper 7.5% of the junior class and upper 10% of the senior and graduate classes. These students were recognized at an induction ceremony on April 26th for their achievements. Chapter President Dr. Donna Van Bodegraven gave the opening remarks and Elon University President Dr. Leo M. Lambert delivered the address.

HONORARY INITIATE
Barbara Day Bass

GRADUATE STUDENTS
Dacia H. Benton
Conor Webster Britain
Brook Randall Corwin
Margaret K. Currie-Coyoy
Bhanu Das
Dianel Ek
David Ian Hillander
Heather Marie Henryrytt
Evie Sherell Masserburg-Randolph
Branson Boyd McRae
Jennifer Norman
Peter Jason Sanders
D. Scott Tansler
Davis Banks Templerton
Dana F. Tischler

UNDERGRADUATE STUDENTS
Matthew W. Baker
Mary Catherine Bedard
Hannah Mae Bourquin
Katherine Lee Brantthoover
Waghan Elizabeth Braun
Vanessa Leigh Bryant
Vestale Bonte Butler
James Abner Carroll
Caghan E. Cathey
Cory Catlin
Ty J. Chase
Kanda Leigh Clark
Tanny Diana Corbin
W. F. Crevi
Liam Danielle Cummings
K. David Cunningham
K. Daniel Danieley
M. Nicole Deaver
Paul Dreyer
Beth June-Helene E.
E. Denovan

Victoria Shambi Doose
Hannah Mariel Dowling
Alyssa Danielle Drosdak
Meryl Evangelista
Stephen Michael Ferguson
Virginia Ann Fischer
Laura Christine Funk
Brittany Diane Garrett
Kristin Ellen Gensler
Kelly A. Giffar
Michael Christopher Groux
Sarah Theresa Glover
Joshua Raymond Goldstein
Courtney Ann Graham
Cameron Elizabeth Green
Cody MacKenzie Greene
Kara Virginia Griffin
Taylor Noelle Hall
Christian Andreas Hansen IV
Kevin Harrison
Kayla Marlene Hicken
Victoria E. Hill
Anna Lunsford Huett
Amanda Rose Jones
Russell William Joyce
Christopher Turner Kilgore
Adley May Kleth
Dwain Anthony Koehler

Sam Miller
David Jonathan Munoz
Jana E. Murdock
Kiva S. Nice-Webb
Kelsey Lynn O'Leary
Luke James-Earl O'Rourke
Taylor Rae Overman
Maggie E. Puhos
Kelly A. Parrish
Alexandra J. Pedicone
Kantlin Cameron Highsmith Perry
Elise Margaret Post
Kathleen Elizabeth Price
Joanna Natalia Rabiej
Jessica A. Richardson
Jenavia Katherine Russell
Jennifer Maureen Schafer
Sarah Kerney Schormethorn
Alison Brown Schuffli
Kara Elizabeth Schillings
Christy Anne Schmidt
Taylor Marie Shaw
Lara Leigh Sigmom
Jessica Lynn Sisking
Lauren Stranahan
Kaylyn Elizabeth Swankoski
Scott S. Swardberg
Kiby Claire Sypek
Clive E. Turner

CONGRATULATIONS!
to our
spring initiates

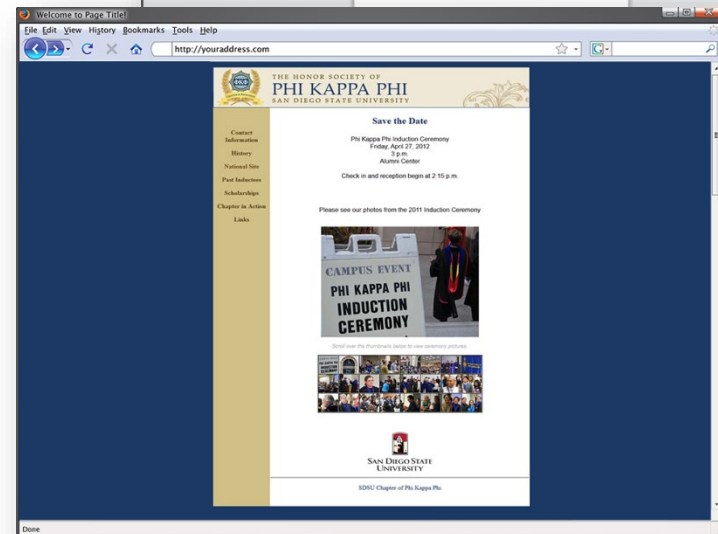
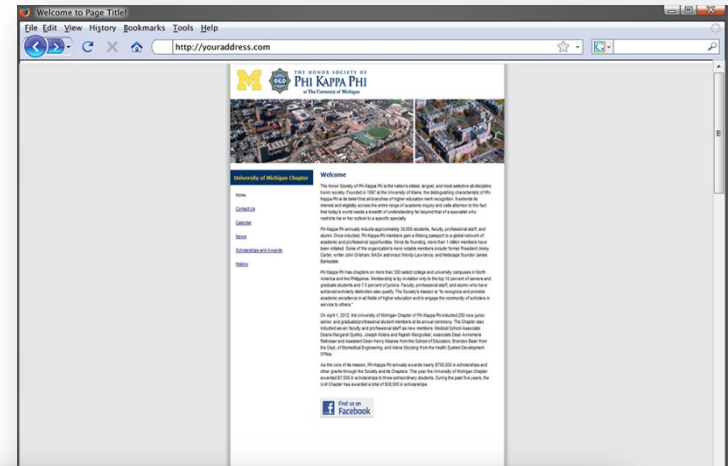
THE HONOR SOCIETY OF
PHI KAPPA PHI
LSU CHAPTER
www.pkp.lsu.edu



POWER OF PR

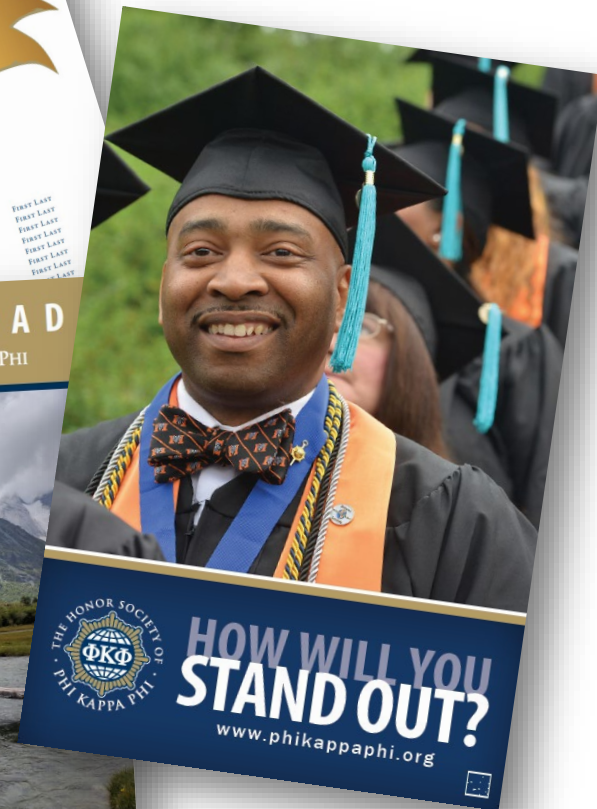
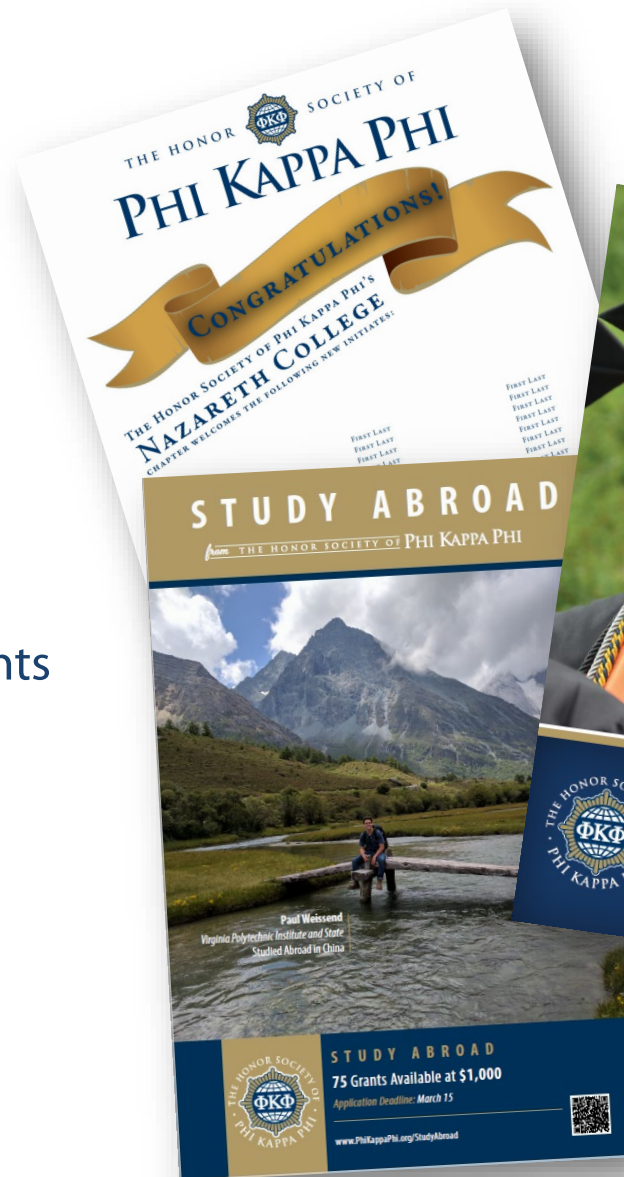
CHAPTER WEBSITES

- Provide chapter information about membership qualification, benefits of membership, upcoming events and more
- Critical component to keeping members (both current and prospective) informed
- Ensure site is regularly updated with pertinent content
- Include contact information and link to PhiKappaPhi.org



POSTERS

- Display posters in prominent locations on campus, during campus events or at initiation ceremonies
- Congratulate new initiates
- Recognize member achievements
- Publicize Phi Kappa Phi awards and grants



POWER OF PR


FAQ #2

Q: What types of promotional tools are best suited for our chapter?

A: Each chapter is different, and the most effective way to communicate often differs from campus to campus. Consider surveying your chapter membership or hosting a roundtable discussion to determine what tools may be best received by your prospective members.

FACT SHEETS

- Share a snapshot of your chapter
- Highlight the history and mission of Phi Kappa Phi
- Highlight notable Phi Kappa Phi members from your college or university
- Provide information about Society benefits

THE HONOR SOCIETY OF  **PHI KAPPA PHI**
FACT SHEET

AWARDS & GRANTS

The Honor Society of Phi Kappa Phi distributes nearly \$1 million each biennium through:

- Fellowships of \$8,500, \$20,000 and \$35,000
- Dissertation Fellowships
- Institutional Excellence in Innovation Award
- Love of Learning Awards
- Scholar, Artist, and Distinguished Service Awards
- Study Abroad Grants
- Literacy Grants
- Chapter Awards

NOTABLE MEMBERS

David Baldacci, James Lee Burke, Ernest Gaines, John Grisham, and Tony Hillerman
Best-Selling Authors

James Barksdale
Founder of Netscape

Jimmy Carter, Hillary Rodham Clinton, Robert M. Gates, and Ruth Bader Ginsburg
Members in Public Service

Rita Dove
Pulitzer Prize-winning Poet

Renée Fleming
Grammy Award-winning Soprano

Glenn Goodacre
Acclaimed Sculptor

Andrew E. Chaudoir, E. Gordon Gee, Freeman A. Hrabowski, III, and Martha E. Pollack
University Presidents

Bernard A. Harris, Jr. and Wendy Lawrence
NASA Astronauts

Chad Hurley
Co-founder of YouTube

Ellis Marsalis and Dave Brubeck
Acclaimed Jazz Musicians

Deborah Norville
Book-of-the-Month Journalist

MEMBER BENEFITS


- Opportunity to apply for national awards and grants totaling nearly \$1 million each year
- Grants for service projects involving literacy outreach and education
- Career assistance through the Career Center
- Members seeking federal employment qualify for a GS level upgrade
- Access to Phi Kappa Phi's exclusive online community, Link
- Podcasts on educational and career-related topics
- Access to discounts on a worldwide inventory of hotels and car rentals
- Exclusive discounts from Dell, Lenovo, HP, GEICO, Carbanite, Becker Professional Education, The Princeton Review, Enterprise Rent-A-Car, Lumosity, IRASS by JSTOR, Brooks Brothers and many more
- Membership verification letters for your graduate school admissions packet and employment applications
- Subscription to Phi Kappa Phi Forum magazine
- Access to the Society's Expert Directory, a searchable database designed to help members connect with experts across disciplines
- Personalized press releases to announce your membership to local media
- Logo graphics for your CV or résumé
- Exclusive Phi Kappa Phi merchandise including gra

LEADERSHIP PROFILE

President: First Last, Department
Past President: First Last, Department
Communications Officer: First Last, Department
Secretary: First Last, Department
Scholarship Coordinator: First Last, Department
Treasurer: First Last, Department
Member-at-Large: First Last, Department
Member-at-Large: First Last, Department
Student Vice President: First Last, Department
Chapter Administrator: First Last, Department

THE UNIVERSITY OF NORTH CAROLINA

FACT SHEET

THE HONOR SOCIETY OF  **PHI KAPPA PHI**

OVERVIEW

The Honor Society of Phi Kappa Phi is the nation's oldest and most selective honor society for all academic disciplines. The organization inducts approximately 30,000 students, faculty, professional staff, and alumni annually from more than 300 select colleges and universities in North America and the Philippines. Membership is by invitation only to the top 10 percent of seniors and graduate students and 7.5 percent of juniors. Faculty, professional staff, and alumni who have achieved scholarly distinction also qualify. Since its founding, more than 1.5 million members have been initiated into the ranks of Phi Kappa Phi.

More than 100,000 members maintain their active status in Phi Kappa Phi, which affords them numerous benefits associated with dues-paying membership, including access to nearly \$1 million in awards each year.

The Society is governed by a 12-person Board of Directors, with input from Divisional Vice Presidents and the Council of Students.

Phi Kappa Phi is a 501(c)(3) non-profit organization.

MISSION

To recognize and promote academic excellence in all fields of higher education and to engage the community of scholars in service to others.

MOTTO

Let the love of learning rule humanity.

SOCIETY FOUNDED
1897, University of Maine

NUMBER OF CHAPTERS
More than 300 in North America & the Philippines

ANNUAL INITIATES
Approximately 30,000

RENEWING FEE
National \$35
Senior Life Membership \$300
Life Membership \$400

NEW MEMBERS
Annual Dues \$35
Initiation Fee \$30

SOCIETY PRESIDENT
Missy Hopper, Ph.D.

EXECUTIVE DIRECTOR
Mary Idd, Ph.D.

NATIONAL OFFICE
7576 Goodwood Blvd.
Baton Rouge, LA 70806

MEDIA CONTACT
Alyssa Perez
aperez@phikappaphi.org
225-921-7777


WEBSITE
www.phikappaphi.org

RECOGNIZING EXCELLENCE SINCE 1897



NEWSLETTERS


- Keep in touch with members
- Provide relevant information and reminders
- Distribute electronically or as printed copies

THE HONOR  SOCIETY OF

PHI KAPPA PHI

CHAPTER NAME

VOL. NO.



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ISSUE NO.

dolor. Nulla facilisi. Fusce tempus, leo in gravida semper, felis justo ornare dolor, ac porta orci lectus et neque. Sed quis purus. Cras dolor. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Vestibulum nulla massa, interdum ac, luctus et, venenatis vitae, quam.

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PRESENTATIONS

- Provide background information on Phi Kappa Phi and your chapter
- Highlight chapter events and members using pictures
- Run during initiation ceremony or at campus events



EVENTS

- Publicize chapter events on campus (newspaper, radio, television, posters, banners)
- Host informational booths at campus career fairs and events
- Speak about Phi Kappa Phi to student organizations and at honors programs and orientations
- Interested in The Princeton Review events? Email jchapman@phikappaphi.org
- Invite reporters and photographers to chapter events



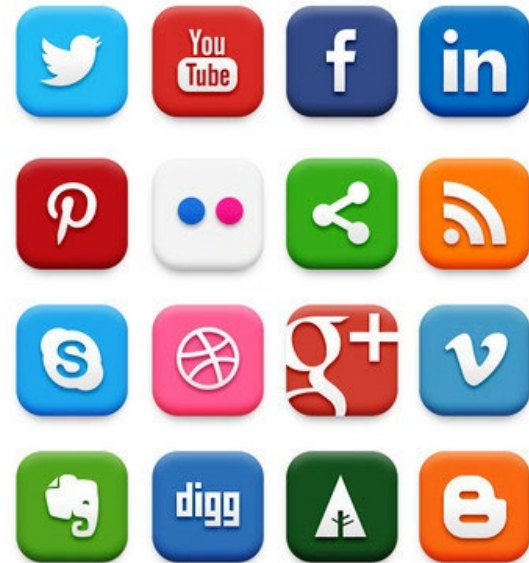
MERCHANDISE

- Shirts, ties, honor stoles and cords, framed certificates, pens, jewelry and more
- Promotes Phi Kappa Phi on campus
- Recognizes members at graduation
- Enhances brand visibility and name recognition
- Order at phikappaphistore.org
- Ideas? Let us know



SOCIAL MEDIA

- Communicate in real-time
- Variety of platforms to use
- Accessible and free
- Watch the Social Media podcast in the Chapter Toolkit



FAQ #3

Q: My chapter only has the time and resources to devote to one or two forms of publicity. Does that matter?

A: No. Any type of promotion—whether large or small—will benefit your chapter’s visibility. If you do not know how to best approaching promoting your chapter, the national office will be able to help you create and implement an effective plan.

BRAND STANDARDS

- Brand standards help to strengthen brand recognition and build consistency between national and chapter-level communications
- Guidelines for usage of logos, fonts and colors in Society communications

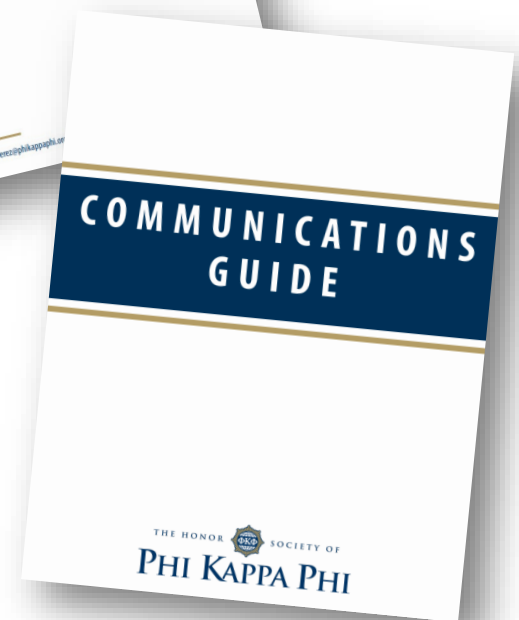


OTHER RESOURCES

- *Communications Guide*
- *Social Media Handbook*
- *University/College Media and PR*



Social Media Handbook



Communications Guide

MESSAGING

- Founded in 1897, The Honor Society of Phi Kappa Phi is the nation's oldest and most selective all-discipline honor society.
- Phi Kappa Phi has initiated more than 1.5 million members since its founding.
- Approximately 25,000 students, faculty, professional staff and alumni from more than 300 select colleges in the United States, its territories and the Philippines are inducted into the Society annually.
- Phi Kappa Phi awards more than \$1 million each biennium to outstanding students, members and chapters through the Society's award and grant programs.
- Our mission: To recognize and promote academic excellence in all fields of higher education and to engage the community of scholars in service to others.
- Our motto: Let the love of learning rule humanity.



HANDLING A CRISIS

- When a crisis is pending or beginning to surface, immediately contact Traci Navarre at 800-804-9880 ext. 222 or tnavarre@phikappaphi.org.
- Refer to the Phi Kappa Phi Crisis Communication Plan in the Chapter Toolkit located on PhiKappaPhi.org for additional information.

SHARE YOUR NEWS

- Share news about your chapter events and accomplishments with the Chapter Development department for inclusion in monthly newsletters and on social media sites
- Submit chapter happenings, member achievements and other news to the *Phi Kappa Phi Forum* at editor@phikappaphi.org.



FAQ #4

Q: What kind of support can I expect from the national office?

A: The Marketing team at the national office is available as a resource for any and all of your chapter's public relations needs such as graphic design, press releases, social media and much more.

CHAPTER TOOLKIT

PhiKappaPhi.org > Chapters > Running Your Chapter > Chapter Toolkit



Chapter Management 101



Initiations & Invitations



Engaging Your Membership



PR & Media Kit



Awards & Benefits



Reports & Forms



QUESTIONS?



ALYSSA PAPA

Communications Director

EMAIL apapa@phikappaphi.org

PHONE 800-804-9880, ext. 218

[TO RECEIVE CREDIT FOR VIEWING THIS PODCAST, CLICK HERE TO SEND COMPLETION EMAIL TO CHAPTERS@PHIKAPPAPHI.ORG](#)



POWER OF PR