



UCLA Center for Student Programming
Fraternity and Sorority Relations
105 Kerckhoff Hall
Los Angeles, California 90095-1376
Compiled by Scott Carter, Advisor

PUBLIC RELATIONS

What is Public Relations? Everything an individual or a group is, does, and says, is public relations. The way in which a person or organization manages its image is in effect PR. The goal of a Greek organization's public relations program should be to present your Fraternity/Sorority in a positive light to every public with which the chapter interacts. To achieve this goal, it is important that your organization address the various "publics" which it wishes to reach. Specifically, a public relations program should be concerned with three main publics: **the campus, the community, and the fraternal publics**. Each of these categories can be broken down further to assist you in addressing your publics adequately (*in parentheses/italics is a suggestion on which chapter officer might be responsible for each specific public*).

The following ideas should help you in developing an excellent public relations program.

A. Campus Publics

1. Other Greeks (*public relations chair, corresponding secretary*)
 - a) Send thank-you and congratulatory notes.
 - b) Recognize organizations on their founding dates.
 - c) Sponsor joint projects to benefit community service/philanthropies.
 - d) Participate in all Greek Council activities open to you.
 - e) Practice good sportsmanship in competitions and on the athletic field.
 - f) Sponsor open house/campus receptions for officers or leaders of other fraternities and sororities.
 - g) Send holiday cards, thank-you notes, and congratulatory notes.
 - h) Be willing to offer assistance in crisis situations.

2. Non-Greeks, Potential Members (*PR chair, rush chair, campus involvement chair*)
 - a) Recruit new members on a year-round basis.
 1. Invite potential members to appropriate chapter activities (i.e. service events, scholarship dinners, alumni events, etc.).
 - b) Promote strong support for campus activities such as:
 1. Athletics
 2. Homecoming
 3. Dance Marathon
 4. Parents' Weekend (Dad's/Mom's Day)
 5. Spring Sing
 6. Other campus events
 - c) Become involved with campus organizations. (individually and as a chapter)
 1. Student government
 2. Student clubs and activities
 3. Academic Honoraries
 4. Professional associations/clubs
 5. Student Alumni Association
 6. Peer and Student Advocacy Programs

- d) Sponsor open house/campus receptions for officers or leaders of other student organizations and campus advocacy groups.
 - e) Co-sponsor campus speakers, programs/workshops with other student groups.
 - f) Don't provoke controversy (avoid the rumor mill).
 - g) Invite members of campus advocacy groups/campus organizations to meetings/events.
3. Faculty and Administration (*public relations chair, scholarship chair*)
- a) Promote strong chapter scholarship (class participation and attendance).
 - b) Invite Administration/faculty guest speakers to pledge/associate class meetings or general chapter membership meetings.
 - c) Sponsor faculty receptions or open houses.
 - d) Send special invitations to faculty/Administration for appropriate chapter functions.
 - e) Send Holiday cards, thank-you notes, and congratulatory notes.
 - f) Invite faculty members/Administration to dinner.
 - g) Give certificates of appreciation.
 - h) Utilize special-invitation initiations if applicable.
 - i) Sponsor a service activity that involves faculty/administration.

B. Community Publics

1. Neighbors/community-at-large (*community service chair, house manager*)
- a) Have officers make introduction visits with neighbors.
 - b) Sponsor neighborhood clean-up projects.
 - c) Maintain proper house maintenance and a clean yard.
 - d) Act responsibly toward neighbors and be considerate of their property.
 - e) Sponsor open house receptions for neighbors to meet the chapter.
 - f) Follow local ordinances (noise, parking, and appropriate zoning).
 - g) Send holiday cards and thank-you notes.
 - h) Offer assistance to neighbors.
2. Local Officials (*Executive Council, PR Chair*)
- a) Invite officials to pledge/associate class and chapter meetings.
 - b) Invite officials to dinner.
 - c) Send special invitations to appropriate chapter functions.
 - d) Involve officials in community service and philanthropic events.
 - e) Send holiday cards and congratulatory notes.
 - f) Give certificates of appreciation or thank-you notes.
 - g) Utilize special-invitation initiations if applicable.
3. Businesses (*Treasurer*)
- a) Pay your bills promptly.
 - b) Establish a good credit rating in the community.
 - c) Let your creditors know if there are any problems.

C. Fraternity/Sorority Publics

1. Alumni, Chapter Advisor(s), Corp. Board Members (*Executive Council, Alumni Chair*)
- a) Send a quarterly alumni newsletter.
 - b) Host alumni events (Homecoming, Founders Day).
 - c) Invite alumni to speak at pledge/associate class and chapter meetings.
 - d) Acknowledge alumni for gifts or service provided to the chapter.
 - e) Send congratulatory notes for special occasions (Birthday, Anniversary, etc.).

- f) Encourage personal contact between chapter members and alumni.
2. Parents (*PR chair, new member educator*)
- a) Correspond with the parents of new pledges/associates.
 - b) Establish a parents club.
 - c) Send an annual/quarterly newsletter to parents.
 - d) Hold a special event or reception at Parents' Weekend. (Dad's/Mom's Day)
 - e) Invite parents to speak at pledge/associate and chapter meetings.
 - f) Promote good scholarship to parents.
 - g) Send Holiday cards, thank-you notes, and congratulatory notes.
 - h) Encourage personal contact with parents when present.
 - i) Utilize special-invitation initiations if applicable.
3. (Inter)National Headquarters/National Officers (*PR chair, corresponding secretary*)
- a) Submit articles for your national magazine (follow established deadlines).
 - b) Inform the Headquarters of chapter activities and events on a regular basis.
 - c) Participate in conferences and conventions.
 - d) Utilize and cooperate with your national consultant (they are a valuable resource).
 - e) Send Holiday cards, thank-you notes, and congratulatory notes.
 - f) Invite National Officers to speak at significant events.
4. Other Chapters (*Executive Council, PR chair*)
- a) Exchange chapter ideas and publications.
 - b) Give advance notice of visits to other chapters.
 - c) Respect other chapter's property.
 - d) Sponsor regional programs/tournaments with area chapters.
 - e) Sponsor joint projects to benefit service agencies/philanthropies.
 - f) Participate in area conferences and conventions.
 - g) Encourage proper dress and conduct at conferences and conventions.
 - h) Refer recommendations for potential members, membership transfers, and alumni.
 - i) Be willing to offer assistance in crisis situations.

REMEMBER^{1/4} ANYTHING ANYONE SEES YOU DO IS PUBLIC RELATIONS!