JOURNEY TO CENTENNIAL

2017 GLOBAL DAY OF SERVICE IMPLEMENTATION GUIDE
Overview of 2017 Year of Service and Global Day of Service

Each year leading up to our 100th year celebration has had a theme that incorporates one of our founding principles. The Centennial Commission is excited to launch the 2017 Year of Service initiative starting on our Founders’ Day, Monday January 16, 2017. This date will also be the Global Day of Service.

The 2017 focus for the Journey to Centennial will be Community Service which will ensure that the Sorority has a visual and cohesive global community service presence on January 16, 2017 across the world. To achieve this goal, this Implementation Guide will assist chapters with the Global Day of Service.
Global Day of Service Implementation Guide

This Implementation Guide is designed to assist chapters in organizing their service event for Zeta’s 2017 Global Day of Service. Since the 2017 Journey to Centennial focus is “Service” chapters are asked to plan and execute a service project on January 16, 2017 in support of our principle of SERVICE and promotion of the BRAND ZETA to the community.

Questions may be sent to: YearofService@zphib2020.com.

Step 1: Select your community service project

- **Day of Service Coordinator** - If possible, designate a Global Day of Service coordinator to execute this implementation plan.

- **Possible Projects** - The Global Day of Service is also the U.S. national observance of Dr. Martin Luther King Jr. Consider organizing a project that supports a MLK observance or one of Zeta’s national initiatives or partners.

- **Increase Participation / Visibility** - Think of ways to increase public interest in your project, such as collaborating with another organization or securing a local high profile individual such as a radio DJ, local politician or celebrity to appear at your event.
Step 2: Market your community service

- **Public Relations Team** - Set up a team of Sorors to handle the promotion and marketing of your service project.

- **Press Release** - Write a pre-event press release about your upcoming event (See Appendix). Distribute your press release via as many communication channels as possible:
  - Post it on your chapter’s website.
  - Upload it to your social media accounts (Facebook, Twitter, Instagram, etc.).
  - Check the websites of your local affiliate television stations, radio stations, newspapers (both large and local neighborhood circulars) and post the event to their community and event boards.
  - Use a press release distribution service like [www.prlog.org](http://www.prlog.org) to send out your press release.

- **Request Interviews** - Contact your local affiliate television stations, radio stations, newspapers (both large and local neighborhood circulars) via email and phone to set up an interview. Request that they do a story and/or set up coverage of Zeta Global Day of Service and your chapter’s event.

- **Print Standard Signage** - Print multiple copies of the “Global Day of Service” Sign (See Appendix). This should be printed and held while taking photos. Depending on your type of service event, the signage can be as small as a bumper sticker or enlarged to a poster size.

- **Order Year of Service T-shirts/Buttons** - We would like to show uniformity and support of the Global Day of Service with our attire. Please purchase a T-shirt and/or button to be worn on 1/16 while you are performing your service. These items can be purchased at the “Buy Blue” section of the Centennial website. [http://zphib2020.com/buy-blue/](http://zphib2020.com/buy-blue/)
Step 3: Prepare and Execute Social Media

- **Use Approved Hashtags** - Use the following hashtags in all Social Media (Twitter, Facebook, Instagram, Pinterest) messages:
  
  - #ZPHIB97 - Founders’ Day Hashtag
  - #20MHoursofService - Zeta Global Year of Service
  - #MLKDya – Dr. Martin Luther King Day

- **Posting Schedule** - Have your PR/Marketing team set up a schedule for ongoing updates about your upcoming service project to be shared via your communication channels and social media accounts. *For example, every 3 days post some type of update about the event and ask your chapter members to share it.*

- **5 Posts for the 5 Founders’ on January 16, 2017** - Each Soror is being asked to post FIVE times on their personal social media pages. Sorors are asked to “Facebook,” “Tweet,” “Instagram,” or “Snapchat” messages during specific times of the day on January 16th.

- Have your PR/Marketing team send a reminder to all chapter members to participate in the "5 Posts for the 5 Founders”’ social media campaign on January 16th. The timings (based on your local time) are below:

<table>
<thead>
<tr>
<th>5 Post for the Founders’ Schedule</th>
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<tbody>
<tr>
<td><strong>Posting Time</strong></td>
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<tr>
<td><strong>Message Examples</strong></td>
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<tr>
<td>(In your time zone)</td>
</tr>
<tr>
<td>12:00am (midnight)</td>
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<td>9:20am</td>
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<td>4:20pm</td>
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<td>7:20pm</td>
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**** Remember to use the Founders’ Day Hashtag from National: #ZPHIB97 as well as the Zeta Global Day of Service Hashtags: #20MHoursofService and #MLKDya on all communications. ****
Step 4: Implementation on January 16, 2017

- **Photography** - Designate a Soror(s) in your chapter to take pictures of your Community Service.
  
  - *Please remember, when taking photos during your service event, display the “Zeta Global Day of Service” signage.* (See Appendix)
  
  - Take lots of pictures.
  
  - If applicable, post a photo release disclaimer at your event so that you may use the photos for your social media postings. (See Appendix).
  
  - Consider using Facebook Live or creating and uploading short videos of your chapter’s community service.

- **Reminder “5 Posts for the 5 Founders”** - Send a reminder to your chapter members 30 to 60 minutes before each "5 Posts for the 5 Founders” is due and remind them to participate.

- **Be Prepared to Represent**
  
  - Execute your service project with professionalism and Finer Womanhood; keeping BRAND ZETA in mind always.
  
  - Be prepared to be interviewed by local TV, radio and newspapers. Have your talking points reviewed and practiced to ensure you are articulate and ready.

**Sample Statements**

- We are engaged in hundreds of community service events around the globe as Zetas worldwide support the 2017 Day of Service initiative.

- Since its inception, Zeta has continued its steady climb into the national spotlight with programs designed to demonstrate concern for the human condition both nationally and internationally.

- Almost 100 years later, we embark upon a journey to celebrate the continued commitment to the ideals established through our Founders’ vision.
• **Share your Day of Service on the Centennial Facebook page** - Please tag or post your Chapter’s Day of Service photos and messages on the Centennial Facebook page.

**Steps to Tag or Post on the Centennial Facebook page:**

1. “Follow” the Centennial Facebook page. Search for “Zeta Phi Beta Sorority, Inc. Centennial” in your Facebook account.

2. Select **Follow**

3. When you are posting on your Facebook page be sure to tag us using @zphib2020

   OR

   You may go directly to the Centennial Facebook page and post your message and/or images.

   *(Note: all content will be reviewed and approved prior to posting on the Centennial Facebook page)*

• **Repost Retweet and Share** - Be supportive of other chapters by sharing their Zeta Global Day of Service posts and asking them to share yours as well. Encourage your circle of influence including the Brothers of Phi Beta Sigma, other NPHC organizations, family, and friends to share your posts.

**Participate in Global Tele-Town hall** - Participate in the Global Tele-Town hall Conference Call hosted by Zeta National First Anti-Basileus Baker, **January 16th, 3-5pm EST.**

Join Online

**URL:** [http://iTeleseminar.com/92567505](http://iTeleseminar.com/92567505)

**OR**

**Dial In**

Primary dial in number: (425) 440-5100

Secondary dial in number: (615) 209-7999

Guest pin code: 209688#
Step 5: Post Event Follow-Up

- **Post Press Release** - Write a post-community service press release (See Appendix). Distribute your press release via as many communication channels as possible: Post it to your chapter website, upload it to your social media accounts (Facebook, Twitter, Instagram, etc.), check the websites of your local affiliate TV stations, radio stations, newspapers (both large and local neighborhood circulars) and post the event to their community and events board, and, use a press release distribution service like [www.prlog.org](http://www.prlog.org) to send out your press release.

- **Thank the Media** - Contact and thank all media representatives who covered your event as well as any partners who supported the event.

- **2017 Service Anthology Publication** - Submit this and all other community service events for the 2017 Service Anthology publication using the Guidelines and Submission Forms located at [www.zphib2020.com](http://www.zphib2020.com)

- **Zeta Service Management System (ZSMS)** - Ensure that your chapter designee has entered your project information in the Zeta Service Management System being released on 1/16/17 and located at [http://www.zphib1920.org/](http://www.zphib1920.org/)

- **Strive for Service Chapter/Auxiliary of the Century** - The Top, Youth, Amicae, Graduate and Undergraduate Chapters with the most service hours entered in the NEW Zeta Service Management System will receive an award for the Top Service Chapter / Auxiliary of the Century

**Dates to Remember**

1/16/2017 – 3/31/2020 Submission Date
1/16/2020 – Top 20 Announced (as of 12/31/2019)
6/2020 – Final Winners Announced at Centennial Celebration

- The award-winning Chapter/Auxiliaries will be recognized during the Centennial Celebration in June 2020.
- Each Chapter Member will receive a Centennial Service Chapter Pin.
- Graduate and Undergraduate Chapter Size criteria/categories as **10/31/2019**
  - 1-4 members
  - 5-25 members
  - 26-50 members
  - 51 + members
Appendix
Pre-Event Press Release (Sample)

Zeta Phi Beta Sorority, Incorporated
[Chapter Name, City, and State]
[Contact Name and Title]
[Contact email]
[Contact phone number]
For Immediate Release:

Zeta Phi Beta Sorority, Incorporated, [Chapter Name]

Plans Global Day Of Service Event

[Today’s Date] - [Chapter Name, City, and State] will hold a [type of event – Example: feed the homeless] event on January 16, 2017 at [event location] in support of the Zeta Phi Beta Sorority, Incorporated -Global Day of Service. The Day of Service is part of a year-long campaign for 2017 focusing on the Sorority’s principle of “Service” as the organization strives to complete 20 million hours of service during its journey to Zeta’s Centennial anniversary in the year 2020.

During the event hosted by [Chapter Name], [insert a brief paragraph; no more than 2-3 sentences describing what the chapter members will be doing at the event].

“[Insert a quote from a Soror – the event chair, the chapter president, etc. that describes why this is a great event and why the chapter is excited to participate],” said [Name of person quoted], [Title], [Chapter Name].

For more information about this event, contact [Contact Name and Title] at [Contact email] or [Contact phone number].

About Zeta Phi Beta Sorority, Incorporated
Zeta Phi Beta Sorority, Incorporated, was founded in 1920 by five co-ed students at Howard University who envisioned a Sorority that would promote the highest standards of scholarship achievement and Finer Womanhood. Headquartered in Washington, D.C., Zeta Phi Beta Sorority, Incorporated, has a diverse membership of more than 120,000 college-educated women with more than 800 chapters in North America, Europe, Asia the Caribbean, Africa, and the Middle East. For more information, please visit www.zphib1920.org.
Photo Release (Template)

Permission to Use Photograph

Event: (type name of event and brief description)

Location: (type name of venue and address)

By attending this event, I grant to Zeta Phi Beta Sorority, Incorporated, (insert chapter name) the right to take photographs of me in connection with the above-identified event. I authorize Zeta Phi Beta Sorority, Incorporated, its assigns and transferees to copyright, use and publish the same in print and/or electronically.

I agree that Zeta Phi Beta Sorority, Incorporated may use such photographs of me with or without my name and for any lawful purpose, including for example such purposes as publicity, illustration, advertising, and web content.
Post-Event Press Release (Sample)

Zeta Phi Beta Sorority, Incorporated

[Chapter Name, City, and State]

[Contact Name and Title]

[Contact email]

[Contact phone number]

For Immediate Release:

**Zeta Phi Beta Sorority, Incorporated, [Chapter Name] Hosts A [type of event – Example: Book Drive] In Support of Zeta’s 2017 Global Day Of Service**

[Today’s Date] – Members of [Chapter Name, City, and State] along with [insert name of any key partner organizations] and the [city] community participated in a [type of event – Example: Book Drive] as a part of Zeta Phi Beta’s Global Day of Service.

The event was fittingly held on this year’s Martin Luther King, Jr. holiday, January 16th, which is also the founding date of Zeta Phi Beta Sorority, Incorporated. Hundreds of events like this one took place around the globe as Zetas worldwide supported the 2017 Year of Service initiative.

“[Insert a quote from a Soror that describes why this was a great event and why the chapter was excited to participate],” said [Name of person quoted], [Title], [Chapter Name]. The [Chapter Name and type of event] made a positive impact on the [city] community by serving [number of people served]. “[Insert a quote from a community member or partner that describes why they were willing to support the chapter’s event],” said [Name of person quoted], [Title], [Organization Name].

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For more information, please visit [www.zphib1920.org](http://www.zphib1920.org).
Print Standard Signage - Below you will find an 8x11 and 11x17 sign to print. Please print multiple copies of the “Global Day of Service” Sign on cardstock paper. As reminder, the goal is to have one consistent message of “service”, using the same signs This should be printed and held while taking photos.
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Global Day of Service
1/16/2017

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