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PROGRAM PLANNING & DEVELOPMENT

REGIONAL DAY OF SERVICE

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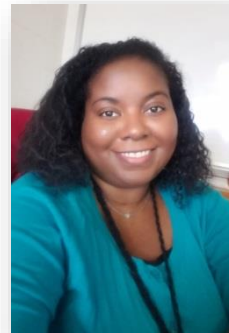
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OVERVIEW OF REGIONAL PP&D INITIATIVES

1

BENCHMARK CHAPTER PROGRAMS

2

CONDUCT NEEDS ASSESSMENT

3

IMPLEMENT AWARDS PROGRAM

4

INTRODUCE & PLAN THE REGIONAL DAY OF SERVICE

5

ESTABLISH METRICS AND EVALUATION PLAN

6

DEVELOP PP&D WORKSHOPS

CONTENTS

- **Why a Regional Day of Service (RDOS)**
- **What the RDOS is NOT**
- **When is the RDOS**
- **What is the RDOS message**
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 - **RDOS execution models**
 - **What you should be doing now**
 - **Sample Activities**
- **Roles & Responsibilities**
- **Organizational Chart**

WHY A REGIONAL DAY OF SERVICE?

- The Midwest Region prides itself on its commitment to public service. In order to demonstrate that commitment, we will have a Regional Day of Service where all participating chapters in the Midwest Region will perform acts of kindness and service on the same day.
- Every participating chapter throughout the Midwest Region will be on one accord.
- Sorors, along with community residents, volunteers, elected officials, and community partners will all work together to give back to the community through service and kindness.
- Each participating chapter's community visibility will be increased so that for future endeavors the community knows who we are and what we do.

WHY A REGIONAL DAY OF SERVICE?

Ultimately, sorors, we aim to increase visibility of the great work we're doing in our communities. This in turn, increases our value, participation in our programs, and opportunities for sponsorship.

RDOS OBJECTIVES

INTERNAL

- Partner with all 9 of our strategic partners
- Close the programming gap for under-represented programming areas. For example:
 - International Awareness & Involvement
 - Emergency Response

EXTERNAL

- “Touch” over 5,000 members of our respective communities in one day
 - Community members who attend event
 - Community partners
- Trending on social media
 - #ServiceInOurHearts
 - #DSTTime
 - #RDOSMidwestRegion
 - #DSTRegionalDayofService

WHAT THE RDOS IS NOT!

- The RDOS is NOT yet another program to add to your calendar!
 - Grand Chapter has already laid out suggested programming – select an initiative
 - The RDOS is designed to concentrate your activities on this day to create a bigger and more measurable impact across the region
- The RDOS is NOT for new programs that do not align with National or Regional initiatives.

WHEN IS THE RDOS?

OCTOBER 19, 2019

**Every chapter calendar should
include this date!**

WHAT IS THE RDOS MESSAGE?

Members of the largest women's organization in America, Delta Sigma Theta Sorority Incorporated, will conduct numerous acts of service across hundreds of communities in 9 states/provinces in 2 countries on October 19, 2019.

The Midwest region of the Sorority will prioritize two of the sorority's five-point programmatic thrusts (PMH & IAI) and engage in multiple acts of service on one day

Delta chapters will partner with organizations in their local communities to help deliver programming and services to those in need

Members will also activate relationships with National Strategic Partners*

*DREF, American Heart Association, American Diabetes Association, March of Dimes, Unicef, Sisters Network, NCNW, American Cancer Society, St. Jude's Christian Research Hospital

WHAT TOOLS WILL BE PROVIDED?

A toolkit will be provided to assist in a smooth RDOS implementation, which includes:

INTERNAL

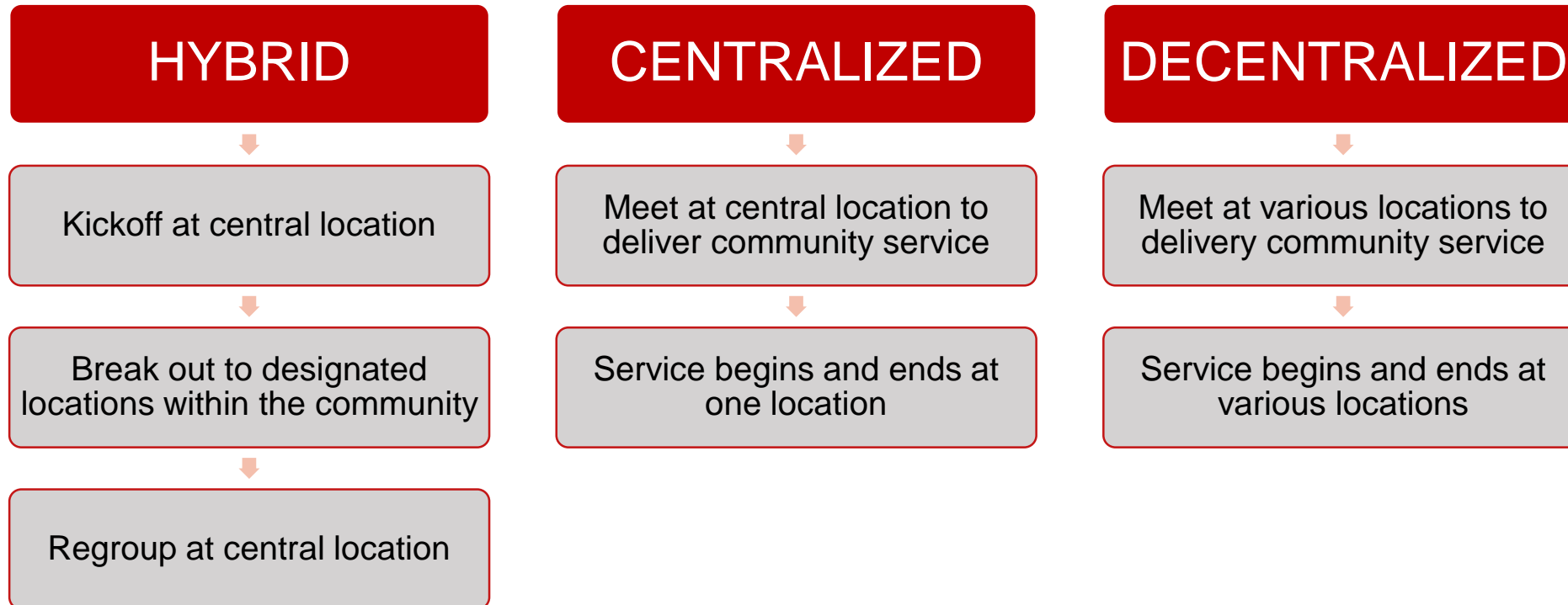
- Intent to participate form
- Internal evaluation form
- Sample Acts of Service
- Program Criteria
- Social media hashtags
- Google drive for toolkit documents
- Communications plan template
- RDOS webinar
- Website content
- Social media content

EXTERNAL

- Community partner solicitation letter
 - Benefits of participation, execution model, participations instructions, calendar of events, rules of engagement, etc.
- Community Partner Firmographic Form
- Community Partner Certificate of Participation
- Customizable press release
- Photo / Video release form
- Video Message from Regional Director
- External Evaluation form
- Community partner thank you letter

RDOS EXECUTION MODELS

Decide on how you plan to structure your RDOS. There are 3 models to choose from:



WHAT SHOULD YOU BE DOING NOW?

CHECKLIST

March 2019

- Appoint the RDOS Ambassador
- Decide on execution model
- Decide on programming for RDOS
- Request budget from chapter
 - Printed material
 - Venue rental, if applicable
 - Promotional merchandise (i.e., branded apparel)
- Report out at April/May chapter meeting
- Attend the first Ambassador Conference call on March 25, 8p central/9p eastern

CHECKLIST

April 2019

- Complete Intent to Participate form
- Identify & submit list of community partners
- Send community partner solicitation letters
- Activate the social media campaign (for community partner recruitment)
- Secure & reserve launch venue, if applicable

May 2019

- Add RDOS overview and links to Chapter website and social media channels
- Social media campaign template

SAMPLE RDOS ACTIVITIES

- Organize mental health counseling sessions at a shelter
- Sing at a Senior Citizens Home
- Organize mental health counseling sessions at college campus
- Organize a fundraising drive for Sister's Network
- Organize a membership drive for NCNW
- Play bingo at a Nursing Home
- Donate used books to a Library
- Donate clothes to a Shelter
- Mow the grass for seniors
- Pass out reusable grocery bags
- Honor the police and firemen in your district with a basket of goodies
- Organize a fundraising drive for March of Dimes
- Honor the nurses at a hospital or hospice facility
- Honor the local library staff
- Plant flowers
- Help with yard work
- Help Seniors put groceries in car
- Clean Up Graffiti
- Put \$22 on it (contribute toward meals at black owned business) McDonalds)
- Thank the local police or Fire Departments
- Pick up Trash
- Donate Blood
- Give out Popsicles, water to runners/joggers
- Give away ice cream cones
- Host an emergency preparedness workshop at a nursing home
- Arrange for a mental health counseling session for collegiate
- Wash Cars or Give out Passes
- Host a fraud prevention workshop at senior facility
- Give out quarters at a laundry mat
- Visit a children's hospital and pass out toys or read to them
- Help at an animal shelter
- Collect Magazines and give to senior facilities or workout places
- Organize a fitness class at local gym
- Paint a classroom at a school
- Collect toys/clothes for a battered women's shelter
- Volunteer at a shelter
- Volunteer at a food pantry
- Clean up a vacant lot
- Clean up a park
- Paint park benches
- Organize a gun violence prevention social media campaign
- Send coupons to military families
- Collect and donate old eye glasses for recycling
- Collect unused makeup, perfume and other cosmetics and donate them to a women's shelter
- Paint a community mural
- Make gifts for kids in hospitals
- Donate toys to a children's hospital
- Hold a health and wellness fair
- Arrange for local health department to conduct neighborhood health screenings
- Spruce up or paint the community center
- Clean a playground
- Collect aluminum cans and donate the money to charity
- Volunteer to separate recyclables
- Host a recycling fair
- Collect newspapers to deliver to a local animal shelter
- Host a fundraising drive to support benefit IAI beneficiaries

RDOS AMBASSADOR ROLES & RESPONS- IBILITIES

- △ Attend RDOS Ambassador meetings
- △ Work with Chapter PP&D Chair and PP&D committee to carry-out the tasks related to the RDOS such as:
 - △ Accessing the RDOS shared folder for new updates
 - △ Contributing to the RDOS toolkit
 - △ Keeping the Chapter updated on RDOS actions
 - △ Identifying and soliciting community organizations for engagement in RDOS
 - △ Sending press releases to local media for coverage of the event
 - △ Ensuring PP&D committee members are aware of the tasks required to implement RDOS
 - △ Submitting budget request for the 2020-2021 sorority year
 - △ Securing a launch venue, if applicable, for the RDOS
 - △ Completing & submitting paperwork needed to evaluate local RDOS program
 - △ Determining the activities that the Chapter will implement on the RDOS
 - △ Tracking RDOS community, chapter, business, etc. partner participation
 - △ Sending thank-you letters to RDOS partners
 - △ Update RDOS database with RDOS partners
 - △ Reading and sharing all regional RDOS communications with Chapter
 - △ Attending RDOS webinars and sharing information with Chapter
 - △ Attending RDOS video conferences
 - △ Customizing standard toolkit RDOS materials
 - △ Participating in the production of RDOS video materials
 - △ Pushing out RDOS social media communications as directed
 - △ Sending emails to community partners
 - △ Following up with community partners as necessary
 - △ Engaging Chapter committees to execute RDOS

THINGS YOU NEED TO KNOW

DOCUMENTS	EMAIL	MICROSITE
<p>Separate links will be distributed as they are available and added to the document accessible at this link.</p>	<p>For any communications related to the RDOS, please use the email below.</p>	<p>This may be the public site for the RDOS.</p>
<p>https://drive.google.com/open?id=1686ivlqys2GTbAhWVo6jjjj6Rz9TEzJC</p>	<p>RDOSMWR@GMAIL.COM</p>	<p>TBD</p>