



**Stand up! Stand Out!**  
why settle for fitting in when you are meant to stand out  
Brought to you by Kappa Delta Sorority and Zeta Tau Alpha Fraternity.

### **Mission Statement:**

To provide collegians with the tools they need to **Stand Up! Stand Out!** against negative peer pressure. To provide collegians with adequate resources so their organization can implement a **Stand Up! Stand Out!** program on their campus and in local middle and high schools.

The Kappa Delta chapter and/or the Zeta Tau Alpha chapter will organize a program for their campus dealing with peer pressure and how it affects every woman on the campus. The participants will be challenged to ask themselves “why do I and other women make bad decisions when we have been taught better?”

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There are so many difficult issues facing women today and nowhere is this more evident than on the campuses of American colleges and universities. Ironically, these same campuses are the breeding ground for tomorrow's leaders who will be expected to find ways to address these issues. Furthermore, the Greek system prides itself on developing leadership and promotes the concept of being your best self—in all areas of one's life—to its members.

With this in mind, Kappa Delta and Zeta Tau Alpha have joined forces because they recognize that today's college women are not the negative stereotypes that are suggested in the media. Greek women are leaders—women of action. We believe that the combined efforts of Greek women across the country have the power to change things. This program aims to capitalize on the power that Greek women have and through combined efforts, help today's college women understand that they have a voice and they have a right to stand up for their values.

Stand Up! Stand Out! is about using the synergy of the Greek women to start a movement of college women across the country to stand up and stand out against negative peer pressure and work together to create concrete solutions and develop action plans to deal with these issues.

### How the Program Works:

- Who: All women in the campus Panhellenic system
- What: A one-time 3 hour program; will be endorsed by campus Panhellenic
- When: Held the 1<sup>st</sup> week after formal recruitment (fall or deferred)
- Where: To be determined by the individual campus
- How: The program will be planned and implemented by the Greek women on campus. They will provide their own funding, ideally by securing sponsorships from the local community. On campuses that have Kappa Delta and/or Zeta Tau Alpha, those chapters will be responsible for executive chairmen roles, with committee members from other NPC groups.
- Benefits to the Greek System: The program's goal is to help college women stand up against negative peer pressure. This positive message seeks to strengthen each individual member to live her values and, in turn strengthen the reputation of the Greek system. The action plans taken to the campus and to the community are an opportunity to highlight the positive aspects of Greeks and Greek life. This program will also be a great way to sell the benefits of the Greek system to collegian's parents.

## Developing the Program:

- 1) Kappa Delta and Zeta Tau Alpha will select a committee executive chairman. If both organizations are on your campus, you will have co-executive chairmen.
- 2) Executive chair(s) will meet to go over this manual as well as develop a plan for presenting the program to the campus Panhellenic, campus administration (if needed), and all the NPC groups on campus.
- 3) The executive chair(s) will meet with the campus Panhellenic and present the program concept.
  - Describe the program
  - Discuss benefits of the program (examples below)
    - Provides positive recognition for Greek organizations
    - Helps improve Greek image
    - Makes community connections
    - Creates stronger Panhellenic on campus
    - Great program to promote to parents
  - Request recommendations of women from local chapters to serve as breakout session leaders for the campus and community breakout sessions portion of the program.
- 4) Once the program is approved by CPH, the executive chairmen and individual committee chairmen will meet with the following to present the concept of the program:
  - a) Campus administration (if needed)
    - Describe the program
    - Discuss benefits of the program (examples below)
      - Offers support for Greeks and non-Greeks
      - Positive publicity for university
      - Opportunity for university to show support of women's issues
      - Opportunity for university to form new connections with the community
  - b) Chapters—The executive chair(s) should make a presentation to each chapter on campus. Recruit four to six volunteers from each chapter to help organize the event.
    - Describe the program
    - Discuss benefits of the program (examples below)
      - Help improve Panhellenic relations
      - Promotes chapters' name out in a positive way on campus and in the community
      - Makes a difference in the lives of women on campus
      - Build new friendships

- It is an opportunity to gain experience that can later be used on a resume
  - It offers participants opportunities to make connections in the community that may later help them in their career
  - It will help improve the overall Greek image on the campus by showing that members care about women's issues and that the groups are able to work together
  - Distribute survey and ask chapter members to fill-out and return to their chapter president.
- 5) The executive chair(s) will compile the surveys and determine the top three issues that Greek women feel are important. This information should be passed on to the speaker/breakout session leaders committee to use during breakout session leader training. The breakout session leaders of the campus breakout sessions will present this information to the group to determine which issue and action plan will be developed.

## How to Organize Committees

Chairmen and committee members will come from the membership of all the sororities on campus. The committees' basic responsibilities include, but are not limited to:

### **PR/Marketing Committee**

This committee will oversee all the public relations and marketing of the program:

- This committee will put together a public relations plan to promote the event as well as promote/communicate the results of the event. (An example plan is included in the resource manual section of this manual.)
- The committee will handle all the print, television and radio publicity.
- The committee will distribute a timeline to all committees with dates of when each PR item will be released to the general public.
- The committee will work to organize e-mails, printed communication and Web communication for the event.
- The committee will gather supplies for the nametags to be given to attendees the day of the event.

### **Logistics Committee**

The logistics committee will work with the campus administration to secure a location for the event. Please note it is important to plan to have the general session in a room large enough for the amount of attendees to be comfortably seated. At least two rooms should be available in the same building for the breakout sessions.

- The committee's chair will work at the discretion of the executive chairman to arrange times and dates for the program and will present a plan to the executive chair(s).

- The logistics committee will secure the location for the program by working with the administration to determine locale, equipment and space needed.
- The logistics committee will set up the location on the day of the program.

### Sponsorship Committee

The sponsorship committee will work to secure sponsors for the event.

- The sponsorship committee will organize a list of businesses and alumnae to approach with a marketing proposal for the event.
- The sponsorship committee will work with the PR/Marketing committee to get sponsors for radio/television airtime and/or production of table tents and other publicity materials.
- Examples of sponsorships include:
  - A title sponsor such as a television station, a radio station or a newspaper (or other local businesses) to help defray the costs of the event such as printing, cost of the speaker, and the cost of the Stand Up! Stand Out! bracelets. A T-shirt sponsor if the committee decides T-shirts would be appropriate. A food sponsor, such as a local restaurant or grocery store, to provide refreshments the day of the event.

### Speaker/Facilitator Committee

This committee will work to secure the speakers/facilitators for the event.

- Speakers may be obtained through the KD/ZTA Speakers Bureau. These individuals will have undergone full training on the Stand Up! Stand Out! program. For more information on inviting a trained speaker to your event, visit [www.kappadelta.org](http://www.kappadelta.org) and click on the Stand Up! Stand Out! logo on the front page or visit the Zeta Tau Alpha Web site, at [www.zetataualpha.org](http://www.zetataualpha.org). **All travel costs such as transportation, lodging, meals and other travel-related expenses for speakers will be the responsibility of each campus.**

If your campus chooses to acquire your own speaker for the Stand Up!

Stand Out! program follow the following procedure:

- Research possible speakers for the general session. Once the list is narrowed down, make time to interview each person, get referrals, or if possible, attend another function where he or she is speaking.
- Once a speaker is chosen, provide general information about the program, speech outline and resource manual (all materials are provided).
- After a speaker has been selected, hold a meeting to train all breakout session leaders. Explain their role and expectations in the Stand Up! Stand Out! program.

## Timeline for Organizing Stand Up! Stand Out!

The following timeline will provide examples of the kinds of details required to coordinate a successful program. You may need to add or delete responsibilities according to your program. Remember to keep in constant communication with all your committees.

**\* All dates are excluding summer break months.\***

### **Six Months Before (January –Fall Recruitment Campuses; September- Deferred Recruitment Campuses):**

#### **STEP 1: Pre-planning**

1. Representatives from Kappa Delta and Zeta Tau Alpha should meet together to select an executive chair or co-chairs.
2. Present the program to your Campus Panhellenic (and campus administration if needed).
3. Present the program to all sororities on campus during their chapter meetings.
4. At the meeting, pass out the surveys about what topics are relevant on your campus. Collect these surveys when you leave.
5. Ask for volunteers from each chapter to be part of the planning committee for SUSO. Schedule a time when everyone can meet and delegate responsibilities.
6. Executive chair (or co-chairs) will go through all surveys and determine what are the top three issues for sorority women on the university campus. These will be topics for program.
7. Hold a meeting with all interested volunteers from each NPC chapter on campus. Determine the committees for each volunteer at this meeting.
8. Pass out a sheet and gather all contact information from the entire group. This list should then be given to the PR/Marketing committee to be e-mailed to all committee members.

#### **STEP 2: Individual Committee Responsibilities**

PR/Marketing Committee:

- Develop initial PR plan for event (a sample PR plan is included in the resource section of this manual)
- Identify mediums (television, print, radio, flyers, etc.) to be used in promoting event
- Gather all names and contact information from all members of the SUSO committees and distribute to all committee members

Speaker Committee:

- Determine if a speaker will be selected from the KD/ZTA Speakers Bureau. If so, visit the KD Web site at [www.kappadelta.org](http://www.kappadelta.org) and click on the Stand Up! Stand Out! logo on the front page, or log on to the ZTA Web site at [www.zetataualpha.org](http://www.zetataualpha.org) for more information about trained speakers for Stand Up! Stand Out!

**If your campus is going to obtain your own speaker, you will need to do the following:**

- Research speakers that would be best given the topics of SUSO
- Rank top choices of general session speakers and contact them in that order
- Give the potential speaker a deadline to commit before moving on to the next candidate
- After determining general sessions speaker, send SUSO concept page and resource manual to speaker

Sponsorship Committee:

- Get with executive chair(s) to determine the resources needed for event
- Develop a list of possible sponsors
- Rank in order of most beneficial to SUSO and contact them in that order
- When contacting them have a specific request in mind
- Give them a deadline to commit before moving on to the next candidate

**Three Months Before (March – Fall; October – Deferred):**

**STEP 3: Meet with All Committees to Determine Progress**

**STEP 4: Individual Committees Responsibilities**

PR/Marketing Committee:

- Continue with initial PR plan, make adjustments as necessary
- Begin designing all publicity materials for event

Logistics Committee:

- Determine layout of the space for event
- Determine if any special lighting or audiovisual materials are required and contact location to reserve those items
- Check with location to confirm dates, rooms, materials, and equipment needed

Speaker Committee:

- Confirm speakers for general session and breakout session leaders for the campus and community breakout sessions
- Arrange to receive biography and photos of speakers; give this information to PR committee

Sponsorship Committee:

- Confirm sponsors and what resources they will be providing

### **Two Months Before (April – Fall; November – Deferred):**

#### **STEP 5: Meet with All Committees to Determine Progress**

#### **STEP 6: Individual Committees Responsibilities**

PR/Marketing Committee:

- Start implementation of publicity materials on campus; in six weeks begin implementation of materials in the community

Logistics Committee:

- Establish room set-up
- Confirm any special lighting or audiovisual materials that are required; check with location to confirm dates, rooms, materials, and equipment needed

Speaker Committee:

- Confirm speakers for general session and for breakout session leaders; be available to answer any of their questions
- Inform them of the flow of the day's activities; give more details closer to event

Sponsorship Committee:

- Confirm sponsors and what resources they will be providing

### **One Month Before (May – Fall, December – Deferred) :**

#### **STEP 7: Meet with All Committees to Determine Progress**

#### **STEP 8: Individual Committees Responsibilities**

PR/Marketing Committee:

- Make event day signs for registration tables
- Make signs giving directions to events
- Distribute all publicity materials
- Send press releases to community and campus media
- Be available to answer questions about event and to be interviewed

Logistics Committee:

- Go over setup
- Confirm any special lighting or audiovisual materials that are required with the group; check with location to confirm dates, rooms, materials, and equipment needed if there are changes

Speaker Committee:

- Confirm speakers for general session and for breakout session leaders; be available to answer any of their questions
- Inform them of the flow of the day's activities; give more details closer to event

Sponsorship Committee:

- Inform sponsors about details of the day, such as when they should arrive, where they can set up and who to contact the day of the event

### **One Week Before:**

**STEP 9: Meet with All Committees to Determine Progress**

**STEP 10: Executive chair(s) should determine duties for the group during the event**

**STEP 11: Executive chair(s) should visit each sorority chapter house and personally invite them to SUSO**

### **STEP 12: Individual Committees Responsibilities**

PR/Marketing Committee:

- Determine if name tags are going to be used or if there will be a sign-in table or other method to determine who participates

Speaker Committee:

- Confirm speakers for general session and for breakout session leaders; be available to answer any of their questions
- Inform them of the flow of the day's activities

Sponsorship Committee:

- Confirm sponsors and the resources they will be providing
- Inform them of the flow of the day's activities

### **One Day Before:**

**STEP 13: Set Up Room(s) as Needed**

## **Day of the Event:**

### **Executive Chair(s):**

- Arrive at venue early to meet with all committee chairmen to discuss last minute details and ensure all planned implementation steps are on schedule

### **Logistics Committee:**

- Arrive early to set up seating for the room
- Set up all audio/visuals that will be used during the general sessions and breakout sessions.
- Test the microphone for the general session speaker
- Do a run-through of all the audio/visuals (such as lighting, Power Point, music, etc.) to make sure there are no problems

### **PR/Marketing Committee:**

- The PR/Marketing committee chairman should be available for any media that arrives to cover event
- Assign 2-3 committee members to be on site to distribute name tags and be available to answer questions of attendees (this should also be the time to give attendees registration packets if you are providing these for the event.)
- Take photos during the general and breakout sessions to include in follow-up press releases sent to the media with results of the event

### **Speaker Committee:**

- Arrive early to the venue to meet with general session speaker
- Show him/her around the room and test microphone and any audio/visuals she/he may be using during the session
- Answer any last minute questions she/he may have

### **Sponsorship Committee:**

- Arrive early to meet with sponsors (this is only necessary if they will be providing items/services on site of the event)

## **After the Program:**

### **STEP 14: Evaluation**

- Meet with planning committees and evaluate planning and implementation of event
- PR/Marketing committee should send press releases to media regarding the outcome(s) of the event.
- Each committee should send thank you notes to those they specifically dealt with in the process (examples: speakers, supporters, staff, media, sponsors)
- Authorize payment of all bills
- Executive Chair(s) prepare end-of-year report

## Ways to Envision the Flow of the Event

### Ideas for Room Set-Up for General Session

Use your creativity to make the Stand Up! Stand Out! program exciting for your campus. The following are ideas on how to effectively set the stage for the program.

1. Set the tone by playing upbeat music as attendees enter the general session room.
2. On Powerpoint projector or on a banner, have the Stand Up! Stand Out! logo as the focal point as you walk in the room.
3. Executive chairman(s) should come to the front and thank all committee members. (If possible, have all committee members names on a Powerpoint presentation in order to save time. Or have all committee members stand so that attendees may be recognized for their efforts).
4. Executive chairman(s) then should introduce the speaker.
5. Speaker should ask the attendees to look around the room (or at the projector) at all the NPC mottos. The speaker should remind the group they all joined organizations with high ideals.
6. General Speaker's presentation 1 hour
7. Group Receives Stand Up! Stand Out! bracelets 5 min.
8. Question and Answer period 10 min.
9. Break/ Refreshments Available 10 min.

The general session should have an expert speaker to discuss the issues of the campus as determined by the surveys as they fit into the Stand Up! Stand Out! concept. Speakers trained on the Stand Up! Stand Out! program are available through the KD/ZTA Speakers Bureau. For more information about obtaining one of these speakers visit [www.kappadelta.org](http://www.kappadelta.org) or [www.zetataualpha.org](http://www.zetataualpha.org). If your campus decides to acquire your own speaker make sure to follow the procedure listed on page 6 of this manual. Once a speaker is selected the speaker committee should give the speaker a copy of the resource manual and include the letter that is on pages 21 and 22 of this manual. Also inform the speaker on the top issues Greek women are facing on your campus (these should come from the campus surveys).

Following the general session, the participants can choose between attending two breakout sessions. At these sessions, committees will be chosen to create action plans for the campus or for local middle and high schools.

### Breakout Sessions to Form Action Plans

1 – 1 ½ hours

1. **Action plan committee for campus**—This group will meet to begin a dialogue on the issues that are important to the campus and to work on an action plan for the campus. The participants who attend this session will be on the committees to implement the action plan.

- 2. Action plan committee for local middle schools and high schools**—This group will meet to begin a dialogue on “peer pressure and how to stand against it” in the local middle/high schools. This group will work on an action plan and a program that can be carried to all the local middle or high schools. The participants who attend this session will be on the committees to implement the action plan.

### **Breakout Session Outline/Issues To Be Discussed in Breakout Sessions**

Prior to the Stand Up! Stand Out! event, the executive chair(s) will communicate the top three issues that were determined from the campus surveys. The breakout session leaders will present these top issues to their breakout group and vote will be taken as to which issue an action plan will be developed.

#### **For Campus Breakout Session**

- Introduction of Breakout Session Leaders
- Discuss issues on the campus that need to be addressed. (Choose from one of the issues from campus survey.)
- Give more background information on the issue and explain what is needed in the action plan (Action plans seek to obtain the most desirable outcome of a situation and sets measurable goals to reach that outcome.)
- Start development of action plan--brainstorm in the group.
- Have group members sign up if they want to be part of the leadership steering committee to implement the action plan during the semester. (From this committee, leaders will be chosen during the next meeting.)
- Set date for next meeting of the committee (A location should already be decided to accommodate the group size.)
- Breakout session leaders should gather the names and e-mail addresses of the breakout session attendees and send a reminder about the next meeting.

#### **For Schools in Community**

- Introduction of breakout session leaders
- Decide on age group that program will be targeting—middle schools or high schools
- Discuss type of program
- Discuss dates
- Discuss developing action plan--brainstorm with the group
- Have group members sign up if they want to be part of the leadership steering committee to implement the action plan during the semester. (From this committee, leaders will be chosen during the next meeting.)
- Set date for next committee meeting (A location should already be decided to accommodate the group size.)
- Breakout session leaders should gather the names and e-mail addresses of the breakout session attendees and send a reminder about the next meeting.

## Ordering Wristbands for Stand Up! Stand Out!

As you are looking for promotional items to give away at your **Stand Up! Stand Out!** program, consider **Stand Up! Stand Out!** wristbands. These wristbands are one of the hottest promotional items around. They can be used by participants to start a dialogue on the program, about why women across the country need to stand up and stand out against negative peer pressure. The cost is minimal for the amount of exposure you will receive from women wearing these wristbands around campus and in the community.

The green silicone wristbands that have “**Stand Up! Stand Out! why settle for fitting in when you are meant to stand out?**” can be purchased through Zeta Tau Alpha. To order wristbands, contact Shannon McNamara, Stand Up! Stand Out! Coordinator, at Zeta Tau Alpha Fraternity, 3450 Founders Road, Indianapolis, IN 46268, or via e-mail at [nolesfea@aol.com](mailto:nolesfea@aol.com).

## Frequently Asked Questions from Chapters

### **“Our chapter is very small. Can we still do the program?”**

Answer: The program is VERY flexible. You can determine what will work best for your campus and will fit into your budget.

### **“Our chapter is already over-programed. How can we fit this in our schedule?”**

Answer: This program is flexible and you can adapt it to the needs and resources of your groups. Think about how this program can fulfill other requirements of your chapter.

### **“We don’t have a strong relationship with KD/ZTA. How can we do this program together?”**

Answer: What a great opportunity to change that! Working together on the same goal is a great way to build a better relationship between your chapters and develop new friendships in the process.

### **“How will the program be funded?”**

Answer: It will be the responsibility of KD/ZTA to fund the program. A sponsorship committee should be put into place to secure sponsors to cover most, if not all of the program cost.

### **“When should we begin planning the program?”**

Answer: Ideally, the beginning stages of program development should start six months before the date of the event (excluding summer months). A timeline which gives a step-by-step list of all duties is provided in the Stand Up! Stand Out! Event Planning Manual.

### **“What if no one on our campus shows interest?”**

Answer: Talk to your campus Greek Advisor to determine why there is no interest and to develop a solution. The Stand Up! Stand Out! program is being encouraged by all NPC national presidents.

### **“Does everyone have to participate in the breakout sessions?”**

Answer: In order for Stand Up! Stand Out! to make an impact there must be people willing to get involved and take action. It will be a requirement for all to attend the general session but, participation in the breakout sessions will be optional.

### **“What if Kappa Delta or ZTA don’t want to participate in planning the program? Can it still be done?”**

Answer: Your chapter can organize the program with or without Kappa Delta or Zeta Tau Alpha but be sure that you discuss in-depth the benefits of working on this program together.

### **“Who will be the leaders for the breakout sessions?”**

Answer: The leaders for the breakout sessions will be a member of one of the campus NPC groups. Contact your Panhellenic advisor and request recommendations for leaders.

## Frequently Asked Questions from Greek Advisors

### **“Who will plan and implement this program?”**

Answer: Planning and implementation of Stand Up! Stand Out! is the responsibility of the campus NPC community. On campuses that have Kappa Delta and/or Zeta Tau Alpha, those chapters will be responsible for executive chairmen roles, with committee chairs and members from the other NPC groups.

### **“What is expected from me as Greek Advisor?”**

Answer: Your role in Stand Up! Stand Out! is mainly as a support system. Executive chairs will need you to back them if they need to present the program to the campus administration. The executive chair may also ask you to recommend outstanding women to serve as breakout session leaders for the campus and community breakout sessions for the event as well as seek your help in securing a general session speaker.

### **“How will this benefit the Greek system?”**

Answer: This program’s goal is to help college women stand up against negative peer pressure. This positive message seeks to strengthen each individual member to live her values and, in turn strengthen the reputation of the Greek system. The action plans taken to the campus and to the community is a great way to highlight the positive aspects of Greeks and Greek life. This program will also be a great way to sell the benefits of the Greek system to collegians’ parents.

**If you have any additional questions or concerns,  
please contact one of the following:**

#### **Kappa Delta Sorority**

Priscilla Tillner, Member Communications Coordinator at [membercomm@kappadelta.org](mailto:membercomm@kappadelta.org)  
or

Shelley Camardese, Communications Manager at [communications@kappadelta.org](mailto:communications@kappadelta.org)

#### **Zeta Tau Alpha Fraternity**

Shannon McNamara, Stand Up! Stand Out! Coordinator at [nolesfea@aol.com](mailto:nolesfea@aol.com)

## Stand Up! Stand Out! Issue Survey

### Dear Sorority Member:

This survey is being sent to all sorority members on your campus in order to assist in the planning of the **Stand Up! Stand Out!** symposium created by Kappa Delta and Zeta Tau Alpha. Your participation will ensure that we address areas of concern and interest that are specific to your campus. You will be hearing more about **Stand Up! Stand Out!** in the near future. Be ready to volunteer to help with this very important program. Please return this form to your chapter president. Your name is not required. Thanks!

1. Rank the following items in order from the one that interests you the most (1) to the one that interests you the least (15).
  - a. peer pressure \_\_\_\_\_
  - b. leadership \_\_\_\_\_
  - c. women's safety \_\_\_\_\_
  - d. recognizing warning signals in relationships with men \_\_\_\_\_
  - e. alcohol and drug abuse \_\_\_\_\_
  - f. how to be a community volunteer \_\_\_\_\_
  - g. hazing \_\_\_\_\_
  - h. eating disorders \_\_\_\_\_
  - i. self-esteem issues \_\_\_\_\_
  - j. bullying \_\_\_\_\_
  - k. ethics \_\_\_\_\_
  - l. politics \_\_\_\_\_
  - m. women's health issues \_\_\_\_\_
  - n. friendship \_\_\_\_\_
  - o. other (please list) \_\_\_\_\_
  
2. What kinds of activities would you like to see on campus that address the issues you are most concerned about? \_\_\_\_\_
  
3. Name an issue(s) or topic(s) you wish you had been more informed about as a freshman. \_\_\_\_\_
  
4. Would you be interested in attending a symposium on your campus about issues that affect women? \_\_\_\_\_
  
5. Do you feel that your campus administration is open to exploring the issues that affect women and ways to implement change on the campus? \_\_\_\_\_

Additional Comments: \_\_\_\_\_

## Checklist for planning Stand Up! Stand Out!

Give a copy of this checklist to each committee member involved with the event.

Date proposed for event:

Time of day:

Inclement weather date and time:

### **Executive Chairman or Co-chairmen:**

Name \_\_\_\_\_ Phone \_\_\_\_\_ Cell \_\_\_\_\_

Address \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

### **Executive Chairman or Co-chairmen:**

Name \_\_\_\_\_ Phone \_\_\_\_\_ Cell \_\_\_\_\_

Address \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Committee assignments:

Who:

Phone:

PR/Marketing Committee:

Speaker/Breakout Sessions Committee:

Logistics Committee:

Sponsor Committee:

## Resources for Finding Speakers

Speakers specifically trained on the Stand Up! Stand Out! program are available through the KD/ZTA Speakers Bureau. For more information about obtaining one of these speakers visit [www.kappadelta.org](http://www.kappadelta.org) or [www.zetataualpha.org](http://www.zetataualpha.org). If your campus decides to acquire your own speaker make sure to follow the procedure below. Once a speaker is selected, the speaker committee should give the speaker the resource manual and communicate the top issues that are facing Greek women on campus (these will be taken from the surveys).

### **Tips for Choosing a Good Speaker:**

- Narrow down top choices
- Get recommendations
- Interview speakers
- Ask for referrals from other groups
- If possible, attend an event where he/she will be speaking

### **Where to Find Them:**

Referrals: Ask your friends and colleagues about good speakers they have experienced or heard about.

- local Agencies
- alumnae association members
- career counselors
- college professors
- local police department
- local health department
- Chamber of Commerce
- local banks
- local TV and radio stations

### **Industry Association Conferences:**

Check out association Web sites for speakers presenting at their upcoming conferences and programs. Some associations you might try are:

Meeting Professionals International	( <a href="http://www.mpiweb.org">www.mpiweb.org</a> )
American Society of Association Executives	( <a href="http://www.asaenet.org">www.asaenet.org</a> )
Canadian Society of Association Executives	( <a href="http://www.associationplace.com">www.associationplace.com</a> )
American Society of Training and Development	( <a href="http://www.astd.org">www.astd.org</a> )
Hospitality Sales & Marketing Association International	( <a href="http://www.hsmi.org">www.hsmi.org</a> )
International Association of Convention & Visitor Bureaus	( <a href="http://www.iacvb.org">www.iacvb.org</a> )
Professional Convention Management Association	( <a href="http://www.pcma.org">www.pcma.org</a> )
Society of Incentive Travel Executives	( <a href="http://www.site-intl.org">www.site-intl.org</a> )

**Professionals quoted in trade publications, such as:**

The Meeting Professional	( <a href="http://www.mpiweb.org">www.mpiweb.org</a> )
Successful Meetings	( <a href="http://www.successmtgs.com">www.successmtgs.com</a> )
Meetings & Conventions	( <a href="http://www.meetings-conventions.com">www.meetings-conventions.com</a> )
Meetings & Incentive Travel magazine	( <a href="http://www.cat-publications.com">www.cat-publications.com</a> )

**Speaker Associations**

Check out the following Web sites, many have speaker listings:

National Speakers Association	( <a href="http://www.nsaspeakers.org">www.nsaspeakers.org</a> )
Canadian Association of Professional Speakers	( <a href="http://www.canadianspeakers.org">www.canadianspeakers.org</a> )

**Speaker Bureaus**

Some schools may have their own speaker bureau.

<b>Campuspeak, Inc.</b>	( <a href="mailto:info@campuspeak.com">info@campuspeak.com</a> ) ( <a href="http://www.campuspeak.com">www.campuspeak.com</a> )
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<b>SADD—Students Against Destructive Decisions</b>	( <a href="http://www.sadd.org">www.sadd.org</a> )
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## Stand Up, Stand Out! General Session Leader's Guide

Today's college students are part of the much talked-about and highly criticized ME generation, as Generation Y are sometimes referred. The group is slated to be the hyped-up version of Gen Xers—a comparison not projecting the most positive outlook for today's young adults. Media images will further tell you that this group is all about excess—alcohol, drugs, and sex. It is not completely out of the ordinary to flip through the TV channels and catch a reality TV show where a 20-something woman (sometimes younger) is participating in body shots just in hopes of winning a date. Self-respect goes out the window in lieu of male attention and popularity. “It's part of the culture, everyone is doing it, it makes me fit in,” could be a common mantra on college campuses today.

Where does it stop? How far is too far? Does our society just need to accept that its newest generation no longer esteems values? Or do young adults today simply need a way out of the peer pressure they face? College women are about more than their image than the media suggest. The bad press and negative stereotypes do not have to be the definitive word. The question is how do we enable them to live their values and realize they have a choice not to succumb to the pressure to fit in at all cost?

**Stand Up, Stand Out!** is a women's empowerment program created by Kappa Delta and Zeta Tau Alpha. The mission is to encourage college women to stand up and stand out against negative peer pressure. The program is aimed to go beyond self-discovery. The mission is to use the synergy of the Greek women on campus to take a stand and develop ways to tackle the tough issues they face. This program is about more than just talking about the problems – it is a program to solve those problems. **Stand Up! Stand Out!** is about taking action and making a difference on campus and in the local community.

**As a speaker, the issue of how to reject peer pressure and stand up for what is right should be a dominant theme in your presentation.** Your presentation should be dynamic, hard-hitting and attention-grabbing. The goal is to cause the young women to reflect on whether their behaviors are consistent with their values while inspiring them to take a stand for what they believe in. Your objective is to motivate and rouse the attendees to withstand peer pressure to participate in negative and destructive behaviors. After your session, the group will have an opportunity to take part in breakout sessions geared to taking this message to either middle/high schools or to their university community. Your role is vital because it should motivate these women to stand up and stand out and live their values while, in the process, making it desirable for others do the same.

You have been asked to speak to the entire group during the general session. Through preliminary research we have found that peer pressure to participate in the following issues are prevalent on many college campuses:

- alcohol abuse (underage, binge drinking)

- drug use
- eating disorders
- hazing
- risky social behaviors (sexual promiscuity, low standards of personal presence)
- low self-esteem
- bullying
- value of materialism over character
- abusive relationships

Your session will be on ADD DATE from ADD TIME until ADD END TIME in room ADD LOCATION on the university's campus. The contact person for this event is ADD NAME HERE and she may be reached at ADD PHONE NUMBER AND EMAIL ADDRESS. Please feel free to contact her with any questions regarding your session. She and other members of the **Stand Up, Stand Out!** planning team will be in touch with you in the next few weeks to gather your biography and to touch base with you regarding your presentation.

We would like to extend our sincerest thanks to you for taking part in this ground-breaking effort to empower the women at ADD SCHOOL NAME to **Stand Up! Stand Out!**

## General Session Leader's Resources

As general session speaker for Stand Up! Stand Out! we encourage you to include relevant stories and anecdotes to relay a powerful message to stand up against negative peer pressure. To aid you we have created a resource manual with news and magazine articles on many of the issues that develop when young women give in to peer pressure. If you have not received this resource manual please ask the executive chair(s) to pass this along to you. You can also download it yourself from the Stand Up! Stand Out! page, [www.kappadelta.org](http://www.kappadelta.org) or [www.zetataualpha.org](http://www.zetataualpha.org).

The following are the topics that are covered in the resource manual. Please let the executive chair(s) know of any other resources you come across while preparing for your speech. We hope that our resource manual will continue to grow each year, so any additional information on these topics would be greatly appreciated.

Topics included in the Resource Manual :

- General Peer Pressure
- Alcohol and Drug Abuse
- Attitude Issues
- Body Image/Eating Disorders
- Confrontations
- Depression/Mental Health Issues
- Domestic Violence
- Hazing
- Media and Advertising Influence
- Volunteering
- Additional Internet Resources

## Campus/Community Breakout Session Leaders Training Guide

Two breakout session leaders will be needed for both the community and campus breakout sessions that will immediately follow the general session. **Breakout leaders must be a member of a campus NPC group.** Contact the Panhellenic advisor and request recommendations for the breakout session leaders.

### Qualities Needed for an Effective Breakout Session Leader:

- Fully understands the concept of **Stand Up! Stand Out!**
- Is comfortable speaking in front of large groups
- Is able to project her voice to a large group
- Is able to keep group on target with goal at hand
- Listens and observes
- Records ideas legibly
- Asks probing questions
- Thinks quickly
- Energizes the group

### Possible Supplies and Equipment for Breakout Session Leader:

- Refreshments, if needed
- Easels and flip-chart pads
- Set of pens
- Participant note pads and pens

The following is an explanation of the job duties for the breakout session leaders. The first role of the leaders will be following the general session. First, the executive chairmen will thank the general session speaker, then inform the group about the next phase of the event--the breakout sessions. All the breakout session leaders should be at the front of the room so the executive chair may introduce them to the group. The breakout session leaders will then direct the groups to breakout session rooms. As stated before, there will be two different breakout sessions--one to develop an action plan for the campus and one to develop an action plan in the community.

1. **Action plan committee for campus**—This group will meet to begin a dialogue on the issues that are important to the campus and to work on an action plan for the campus. The participants who attend this session will be on the committees to implement the action plan.
2. **Action plan committee for local middle schools and high schools**—This group will meet to begin a dialogue on “peer pressure and how to stand against it” in the local middle/high schools. This group will work on an action plan and a program that can be carried to all the local middle schools. The participants who attend this session will be on the committees to implement the action plan.

## **Breakout Session Outline/Issues To Be Discussed in Breakout Sessions**

Prior to the **Stand Up! Stand Out!** event, the executive chair(s) will communicate the top three issues that were determined from the campus surveys.

### **For Campus Breakout Session**

- Introduction of breakout session leaders.
- Discuss issues on the campus that need to be addressed. (Choose from one of the three top issues from campus survey.)
- A vote on the issue will be taken--all in favor should raise their hands for their issue choice
- The breakout session leaders will give additional background information on the issue (if needed) and explain what is needed in the action plan. (Action plans seek to obtain the most desirable outcome of a situation and sets measurable goals to reach that outcome.)
- Start development of action plan--brainstorm in the group.
- Breakout session leaders will then have group members sign up if they want to be part of the leadership steering committee that will work during the semester to implement the action plan. From this committee, leaders will be chosen during the next meeting. It is important to note that a full action plan does not have to be developed during this initial meeting, it can be further developed during future meetings.
- Set date for next meeting of the committee. (A location should already be decided to accommodate group size.)
- Breakout session leaders should gather the names and e-mail addresses of breakout session attendees and send a reminder about the next meeting.

### **For Schools in Community**

- Introduction of breakout session leaders.
- Decide on age group that program will be targeting--middle schools or high schools.
- Discuss type of program.
- Discuss developing action plan--brainstorm with the group.
- Have group members sign up if they want to be part of the leadership steering committee. From this committee, leaders will be chosen during the next meeting. It is important to note that a full action plan does not have to be developed during this initial meeting, it can be further developed during future meetings.
- Set date for next committee meeting. (A location should already be decided to accommodate the group size.)
- Breakout session leaders should gather the names and e-mail addresses of the breakout session attendees and send a reminder about the next meeting.





## Resources for Finding Sponsors

Alumnae members  
Parents of chapter members  
Banks  
Real estate agents (women who would like to get their name out)  
Women's organizations  
TV stations  
Radio stations  
Newspapers  
Rotary Club (often give out small grants)  
Kiwanis Club (often give out small grants)  
Large corporations located in the community such as FedEx, International Paper, etc.  
Local businesses and restaurants  
Health organizations

### **Possible items a company/business could sponsor are:**

- Speaker's fee
- Refreshments
- **Stand Up! Stand Out!** bracelets
- Meeting room fees
- Door prizes
- Funding for action plans

These companies might not be able to give a monetary donation but they might be willing to provide free advertising, giveaways with the **Stand Up! Stand Out!** logo on the item or door prizes. Restaurants might donate the refreshments for the event.

Stress, when talking to each organization, that the company's name will be on all printed material and all signage at the event.

## Tips on How to Acquire Sponsorships

### Step 1:

Compile list of businesses/organizations you wish to contact.  
Make sure you have correct contact information and addresses.

### Step 2:

Send out sponsorship letter to businesses/organizations. Use the letter on page 30 as an example for your letter.

### Step 3:

Approximately one week after mailing the sponsorship letter, call the company from which that you are requesting a donation. Use the following as a basic script for your conversation:

- *Hi, my name is (NAME) from \_\_\_\_\_ Sorority at (SCHOOL). We're sponsoring a new program called Stand Up! Stand Out! It's designed to provide collegians with the tools they need to stand up against negative peer pressure. We really want you to be a part of this and help us reach as many (SCHOOL) women as possible, while raising your profile on campus. We're hoping you can donate (REQUEST). (BUSINESS/COMPANY NAME) will be given full recognition at the conference and on Stand Up! Stand Out! materials. It will be great exposure for you, and will be a great way to strengthen the (SCHOOL) community.*

Make sure you speak slowly and clearly. Suggest a meeting with the potential sponsor to discuss the letter. Make sure you have your letter and any other important information about the program in hand so you can refer to it during the conversation.

### Step 4:

Send thank you letters to the individual with whom you meet or speak about the sponsorship. Thank them for their time and consideration.

**\* Please note that any donations from sponsors are not tax-deductible.**

USA University  
111 University Drive  
University, STATE 88888

Date

Local Business

55 Business Way  
Anytown, USA 88888

Dear \_\_\_\_\_: (insert name of business manager/owner)

The \_\_\_\_\_ chapter of Kappa Delta and the \_\_\_\_\_ chapter of Zeta Tau Alpha at the University of \_\_\_\_\_ are hosting a symposium for the women of \_\_\_\_\_ University entitled **“Stand Up! Stand Out! Why Settle For Fitting In When You Were Meant to Stand Out?”** This program offers women of diverse backgrounds and interests the chance to learn more about important issues such as community involvement, leadership, ethics, and how to apply these lessons to their own lives.

Our chapters are working hard to involve as many campus women as possible in this exciting event. To truly make this program a success, we need your help. We would like to request that you donate \_\_\_\_\_ (whatever item you are needing from them) to help us with (whatever you need the item or \$ amount to be used for). We will be happy to pick up your donation at your convenience.

Of course, your generosity will be recognized at the program on all printed material. In addition to supporting an informative, innovative event, your participation will show a significant local audience that you are committed to improving women’s lives and encouraging campus leadership and involvement.

If you have any questions concerning how local women will benefit from the event or how your participation will raise your profile in the \_\_\_\_\_ area, please call \_\_\_\_\_ (the executive chairmen) at XXX-XXXX. Thank you in advance for your help with this worthwhile project. We look forward to speaking with you soon.

Sincerely,  
Name  
Sponsorship Chairman

# Stand Up! Stand Out! Budget Sheet

Date of Event \_\_\_\_\_

**Income**

Underwriting	
A) Corporate/Donations	\$ _____
B) Individuals	\$ _____
C) Chapters	\$ _____
D) Other	\$ _____
<b>Total Income</b>	<b>\$ _____</b>

**Expenses\***

1.) Facility Rental (Check with campus administration to see if student organizations are charged to use on-campus facilities)	\$ _____
2.) Food	\$ _____
3.) Speaker's Fee (if you don't use the KD/ZTA Speakers Bureau)	\$ _____
4.) Decorations	\$ _____
5.) Printing	\$ _____
6.) Postage	\$ _____
7.) License and Permits (if needed))	\$ _____
8.) Equipment Rental (as needed) Sound & Lighting Systems TV/VCR LCD Laptop Lavalier Mic/Wireless Flipchart	\$ _____
9.) Promotion Wristbands, T-Shirts, Specialty Items	\$ _____
10) Speaker Expenses Travel Arrangements, Hotel	\$ _____
<b>Total Expenses</b>	<b>\$ _____</b>

\*Suggestion: Add all the expenses in order to determine the dollar amount you will need to obtain in donations or from each chapter on campus.

## Sample Chapter Public Relations Plan

### Purpose:

To create a public relations plan that will adequately promote the **Stand Up! Stand Out!** program on the university campus and in the local community.

### Goal:

The goal is to highlight the efforts of the Greek community for sharing the powerful message that Greek woman can stand up against the negative peer pressure they face in today's society. Secure media coverage to publicize the event, thus, encouraging attendance and educating the community on this ground-breaking program on college campuses across the country.

### Action Plan:

- Meet with public relations/marketing committee established by the **Stand Up! Stand Out!** leadership committee.
- Read page 5 of the **Stand Up! Stand Out!** Event Planning Guide to see the specific duties of the PR/marketing committee and determine if your event will require additional responsibilities.
- Assign committee members with specific duties: For example 1-2 people can be in charge of designing flyers, someone can be responsible for writing the press releases and public service announcements (PSAs), someone can be responsible for e-mailing all **Stand Up! Stand Out!** committee members with a list of contact information for the group as well as other e-mails with relevant information (meeting reminders, event changes, notification of expected media coverage, etc.).
- Follow the timeline located in the event planning guide (see pages 7-11) for specific times when all materials and responsibilities should be completed. Remember to add to the timeline the additional activities that your event may require. Using the timeline in the event planning guide, add the specific dates and make copies for all the PR/marketing committee responsibilities and make copies for all committee members for reference.
- Determine specific public relations techniques to use for the event. Below are some examples of ways to promote the program along with some general guidelines:
  1. *Press releases*--Use the template for the **Stand Up! Stand Out!** event on page 35 of the event planning guide. Press releases should be sent two weeks prior to the event and a call should be made within 24 hours of release to the media. The call should be made to verify the release was received and to introduce yourself as the contact person. Be able to answer any questions about **Stand Up! Stand Out!** Note: Only one person should be in charge of contacting the media to ensure consistency and to prevent confusion. Remember to send follow-up releases to the media with the results of the event.

2. *Public Service Announcements*--These should also be sent two weeks prior to the event and a follow-up call should be made within 24 hours to the media.
3. *Flyers*--Flyers should be made and distributed in highly visible areas at least three weeks before the event date. Flyers should contain the following information: name of event, who is hosting the event, date, time, location, sponsors (if any), a short one sentence summary of the event, who is invited to attend, contact information for additional information or questions. Assign someone to be the contact listed on the event flyers. The committee may decide it is necessary to set up a separate e-mail account for the event. Free e-mail accounts can be obtained through [www.hotmail.com](http://www.hotmail.com), [www.yahoo.com](http://www.yahoo.com), and in some cases your university may provide additional e-mail accounts for student use.
4. *Feature story*--You can suggest that a feature story be written by the local media. Contact someone on your university newspaper staff and ask if they would be interested in writing a feature or offer to have someone on the planning committee submit a feature story to the newspaper. Many campuses welcome these kind of features. Contact the newspaper approximately one month before the event about this possibility.
5. *Advertising*--Advertising is paid publicity. Determine ahead of time if advertising is part of the **Stand Up! Stand Out!** budget. If so, contact the media as soon as the event details have been established (i.e. date, time, location) and check to see cost and deadlines for submission. Advertising in the campus newspaper will be the most effective as only Greek women are invited to the event.
6. *Personal invitations*--Since the event's target audience is Greek women on campus, the best way to encourage excitement and attendance to your event is to personally invite them! Two to three representatives should contact all the sorority chapter presidents on campus. Representatives should request to stop by a chapter meeting to personally invite members to attend. At this time, make sure the people being sent are knowledgeable and can answer any questions the groups may have.
7. *Handwritten invitations*--For a selected group, it is effective to write a personal note informing them about the event and asking for their attendance. Examples of key people may include university administration, selected faculty and Greek leaders on campus.
8. *Web site publicity*--Make sure to list the **Stand Up! Stand Out!** event on your chapter's Web site and contact the university to inquire if the event can be listed on its activities or events calendar. Typically each university or college has a Webmaster in the University Relations Department that you can contact. This person is also whom you should speak with about the possibility of a Web site feature on the **Stand Up! Stand Out!** event. The university/college may also be interested in taking photos the day of the event. You can also pass along photos that they can use in promotional materials for the university. This is a great event

that highlights the Greek system—make sure the university has the opportunity to take advantage of it!

9. *T-shirts*--These are a great way to get the word out about **Stand Up! Stand Out!** To be most effective, make sure your order of shirts arrives a couple of weeks in advance so that participants can wear them around campus and in the community promoting the event. Make sure you list sponsors on the T-shirts and give them shirts along with the thank-you letter following the event. Note: Contact [communications@kappadelta.org](mailto:communications@kappadelta.org) for the **Stand Up! Stand Out!** logo to use on the T-shirt.
- Assign one or two people to serve as media contacts the day of the event. These people should have already been in contact with the logistics committee to determine the best place for the camera crew to step up for taping. Ideally, the contact person(s) should have also been the contact for sending press releases. These contacts should not have any other assigned duties during the day so that they are free to assist the media with any needs that may arise. The contact person(s) should be a good communicator and someone who will represent the Greek system well.
  - The day after the event, follow-up press releases should be sent to the media. (If the event falls on a weekend, it should be the next following business day). Along with the release, enclose 2-3 quality photos of the event. Remember to send the releases to the campus newspaper and radio stations.
  - In a letter format, send the university administration and the campus Panhellenic the results of the **Stand Up! Stand Out!** event. Include any media coverage received, along with information on future activities or events. Make sure to thank them for their support of Greek women on campus.
  - Thank you letters should be sent to any media that covered the event.
  - Meet with the entire PR/marketing committee and discuss what things worked during the planning and what things can be improved upon for the next event. Take detailed notes to pass along to your successor and give a copy to the executive chair(s) to pass along to next year's leadership.

## Sample Press Release

### FOR IMMEDIATE RELEASE

For more information contact: [Add name of PR Committee Chair, title]  
[Telephone Number, E-mail Address]

### **Local Kappa Delta and Zeta Tau Alpha chapters will host a women’s empowerment symposium on the [add college or university] campus**

<CITY, State> <Date of release> — Local college women are being encouraged to stand up and stand out against peer pressure. The local Kappa Delta Sorority and Zeta Tau Alpha Fraternity chapters will host a women’s empowerment symposium at [add college or university] on [add date] at [add time] in [add location] on the university’s campus.

The event, titled “Stand Up! Stand Out!”, is a groundbreaking program to motivate Greek women to stand up against negative peer pressure. The symposium will consist of a general session that will focus on standing up for your values and standing out against the negative stereotypes of college women that are depicted in society, especially in the media. The general session speaker will be [add name and title].

The goal of the event is to use the combined influence of Greek women to make a difference on their campus and in the community. Participants will take action by developing a plan to tackle an important issue on their campus, as well as take the positive message of Stand Up! Stand Out! into local middle/high schools .

All Greek women on the university’s campus are invited to attend. The symposium is being sponsored by [add sponsors here]. For more information, contact [add name and telephone] or you may visit the Stand Up! Stand Out! Web site at [add Web address].

*Kappa Delta Sorority and Zeta Tau Alpha Fraternity, both founded at Longwood University in Richmond, Virginia, have a long history of encouraging women to stand out in the areas of scholarship, philanthropy, and leadership. With a combined membership of more than 365,000, the two women’s organizations began the first-of-its-kind collaboration with the announcement of Stand Up! Stand Out! at the Kappa Delta National Leadership Conference in Denver, Colorado in June 2004.*

## Stand Up! Stand Out! Audience Evaluation

Date: \_\_\_\_\_

Program: \_\_\_\_\_

Overall, how would you rate the Stand Up! Stand Out! program:

Poor    Fair    Good    Very Good    Excellent

How would you rate the speaker on:

Knowledge of the subject:

Poor    Fair    Good    Very Good    Excellent

Presentation:

Poor    Fair    Good    Very Good    Excellent

Relevance:

Poor    Fair    Good    Very Good    Excellent

What did you like best about the Stand Up! Stand Out! program?

What did you like least about the Stand Up! Stand Out! program?

Would you be interested in attending another Stand Up! Stand Out! event in the future? Why or why not?

## Things to Consider When Setting Up Room Location

1. Look for larger general session room for \_\_\_\_\_ (estimate attendance). Set up theatre style.
2. Reserve adjoining breakout session rooms in the same building as general session. Consider how the room will be set up (hollow square, schoolroom, theatre).
3. Determine what the cost will be for the rooms.
4. Will decorations be needed for the rooms?
5. Will audio/visual be used for the program? Check on cost--these are sometimes expensive.
  - screens (size?)
  - stage
  - lighting
  - risers
  - projectors
  - laptop
  - slideshow
  - VCR/DVD player
  - cables/connection
  - wireless internet
  - microphones (wireless, podium, lavalieres, or audience?)
  - sound system (mixers/speakers/CD players)
6. Will you be providing refreshments at the event?
  - Do you have to use university caterer?
  - Who will provide clean-up?
7. Is security needed at the event?
8. Does the room require a deposit?
9. Consider the cost of everything!

## Sample Letter to School Counselors

Dear middle/high school counselor,

Recently on the campus of [add university or college], women of the Greek community participated in a ground-breaking effort to stand up against negative peer pressure. The program titled “Stand Up! Stand Out!” was an event to educate women that they don’t have to buy into the negative stereotypes that society and especially the media suggest about them. The positive message of Stand Up! Stand Out! continued as the attendees had the opportunity to attend one of two breakout sessions. One session allowed the women to discuss an issue on their university campus and develop an action plan to combat the problem. In the second session, the attendees gathered to focus on taking the Stand Up! Stand Out! message into local middle/high schools.

This breakout session was hugely popular because college women believe the message of standing up for your values is one that all women should hear – especially their younger peers. In this breakout session, the group came up with the following plan. [Describe plan here].

As executive chair of this committee I would like the opportunity to meet with you to discuss how this program can be used to benefit the young women at [add school name here]. I will be contacting you next week to answer any questions you have about the program as well as to set up a meeting that fits your schedule.

If you have any questions, please feel free to contact [add first name of executive chair here] at [add telephone numbers and e-mail address].

I look forward to speaking with you soon.

Sincerely,

[add name]