



# Mortar Board

*Scholars... Chosen for Leadership... United to Serve*

## **INK: Important news for chapter officers and advisors**

### **Welcome to the October edition of the Mortar Board INK!**

The theme for this month is service. As one of the three ideals of Mortar Board, service plays an important part in what we do. Even though chapters are active in scholarship and leadership, it is through service that chapters make the most visible impact on their communities. Below are some great low-budget and large-scale service ideas, fundraising projects, and a bit of service-learning theory. Share in the joy of the achievements of one outstanding chapter, as well as section projects that are being planned across the country.

Whether we are reading to children at a local elementary school to support Reading is Leading, participating in Relay for Life, or donating blood at a campus blood drive, we serve others because we want to make a difference. That's what makes Mortar Board members so special – each person is dedicated to bringing our love of service along with scholarship and leadership to the community in which we live. As you move through this fall semester with your new Mortar Board family, challenge those around you to consider the true meaning of service.

If you need any assistance, ideas or guidance on any service-related projects that your chapter is working on, feel free to give me a call at 800-989-6266 ext. 107 or e-mail me at [mmcgough@mortarboard.org](mailto:mmcgough@mortarboard.org).

By creating a community invested in its own well-being, Mortar Board chapters are truly making a difference.

Megan McGough, assistant executive director

### **Service: a keystone of Mortar Board**

The three key ideals of Mortar Board are scholarship, leadership and service. Each chapter finds a different way to incorporate these ideals into their annual projects. Members are not only honored for their commitment to service past, but are charged with actively participating in service throughout their senior year.



### **On a budget**

Even with very little money to spend on a service project, there are some great options:

- Tutoring at an area school
- Holding a book drive
- Cleaning up parks or highways
- Volunteering at local animal shelters
- Holding a food drive
- Volunteering at local hospitals or nursing homes
- Holding a blood drive
- Helping out with Habitat for Humanity

### **Deadlines & Reminders**

Check your files and with the National Office to see that all reports from last year have been submitted!

#### **October 15**

The Chapter Planning Calendar, Chapter Project Grant Application and Forum submissions are due.

#### **December 15**

The Membership Selection Plan (MSP) is due.

#### **January 31**

Applications for national Mortar Board post-graduate fellowships are due.

### **Icebreaker of the month**

#### **Toilet Paper Game**

The only material you'll need is a roll or two of toilet paper, depending on how big your group is!

First, pass a roll of toilet paper around the room instructing everyone to take as much paper as they would use in their average sitting.

After everyone has their toilet paper go around the room, having each person tell a fact about themselves for each sheet of paper they have in their hand.

*Submitted By: Mark Whitmire*

### **New member selections: national MB can help**

Are you already getting students interested in joining Mortar Board for next year? The Mortar Board National Office provides information and resources to these potential members by way of e-newsletters. Encourage potential members to sign up at [www.mortarboard.org](http://www.mortarboard.org) or send the National Office their e-mail addresses.

## Going big

Some chapters with a larger budget prefer to hold larger-scale projects versus several small projects. These projects can require a significant amount of dedication and planning and may be actual service, awareness-promoting events or fundraising events.

If your chapter wishes to execute a large event, select a chairperson or create a committee to help with planning and execution of the event. The chapter should create objectives and realistic goals. It is a great idea to partner with other campus organizations for maximum support, funding and awareness. Additionally, working with a local or national organization with similar interests or ideas, such as Better World Books, First Book, Habitat for Humanity, Red Cross, or other "experts" in their field can prove beneficial.

Good examples of some bigger projects chapters hold are Longwood College's Oktoberfest, Purdue University's Premier Volleyball Tournament, and Ohio State University's World's Largest Pillow Fight.

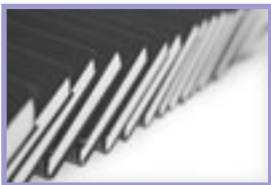
## Get together

Collaborate with other chapters in your regional section to complete a project. Section 22 holds an annual project at the Garden of the Gods; while Section 12 is planning to coordinate Reading is Leading projects among its chapters this winter. Whether you are working alongside other members in your section or simply holding an event the same day as another chapter, we encourage you to reach out to chapters around you!



## Reading is Leading

Since it was voted the permanent national project of Mortar Board in 2002, Reading is Leading has been the highlight of Mortar Board chapters' service activities. Reading is Leading is a program that stresses awareness and action regarding literacy issues in our community. Each chapter is encouraged to have at least one event to fight illiteracy in its community. These events take many forms, from book drives and trick-or-treating for books, to tutoring at local schools and libraries. Whatever project you choose, remember that you are promoting one of Mortar Board's ideals - scholarship - whenever you support Reading is Leading.



## Service-learning

Service-learning incorporates reflection and learning with traditional service activities in order to promote deeper investment in a cause. An individual engaged in service-learning looks further into the project to analyze the service and truly understand how it makes an impact on society. Service-learning theory is made up of several key components:

- **Curricular connections** by integrating learning into a service project
- Looking to determine **authentic community needs**
- Giving a **student voice** by selecting, designing, implementing and evaluating the service activity
- Engaging in critical **reflection** to analyze leadership responsibilities, involvement and impact
- Participation in **community partnerships** to identify genuine needs, provide mentorship, and contribute assets toward project completion
- Constructive feedback and reflection provide well-structured **assessment**

Read Mortar Board's complete Service-Learning Guidebook to find a way to make service more meaningful for your chapter at <http://www.mortarboard.org/publications/ServiceLearningGuidebook.pdf>.

Also available online are lists of the award-winning projects of the past two academic years at [http://www.mortarboard.org/chapter/help/service\\_projects.html](http://www.mortarboard.org/chapter/help/service_projects.html)

## OFFICIAL MERCHANDISE

### NEW ITEMS

Introducing hoodies, updated tees, messenger bags and more

### GIFT SETS

Get everything you want at a low price with gift sets starting at just \$13

### LIMITED-TIME SALES

Through November 15, get 10% off on select items

### SECURE ONLINE ORDERING

Order at your convenience with the click of a button



## Graduation regalia: price increase on the horizon

Get your honor cords and medallions now, as the price will increase from \$15 to \$17 on January 1, 2008. The price of graduation stoles will remain \$20. While you're at it, enjoy a 10 percent discount through November 15 on many official merchandise items.



## Adventures in fundraising

Fundraising is an important part of any organization's functionality – and Mortar Board is no exception. Here are some tips to planning and executing your fundraising efforts this year.



### Create a fundraising plan

Collaborate with other officers and your advisors to create a detailed budget for the entire year. This will help you determine what resources are available, and how much needs to be raised and when. Making a plan of how you will raise funds early in the year is important so fundraising doesn't get forgotten. Don't forget to set up a participation policy or requirements for individual involvement in fundraising efforts as well.

### Strategize

Take your chapter and university demographics and resources into consideration. Does your group have the capability to do one large fundraiser and rely on that to fund the entire budget? Or, do you need to plan several small events such as providing service at a local business or cleaning a campus stadium? When planning, don't forget that your chapter is tax-exempt from federal tax. Learn more about tax-exempt status [here](#).

### Gather ideas

There are a variety of fundraisers you can execute, from selling magazine subscriptions to hosting a karaoke night on campus. Check out some ideas on the Mortar Board Web site and brainstorm with your executive board to create a large list of possibilities. Then take this list to the whole chapter to vote on which events, dates and times will work. Look at the academic calendar to assure your fundraisers don't compete with other major events on campus or in the community.

### Consider grants and partnerships

Applying for grants from your university and Mortar Board is a great way to gain funding for project support. Additionally, working with local or national partners can prove to be incredibly financially beneficial. For example, holding a book drive in conjunction with one of Mortar Board's national partners, Better World Books, will not only support literacy, but pays \$.50 per qualifying book! Working with another partner, Blossom Express, to sell flowers at graduation can help your chapter earn up to \$2000 in just one day of work!

### Motivate your team

Getting your chapter excited is crucial for success in fundraising. Start a committee or appoint an officer to head up fundraising efforts. This delegation will prove effective in executing the events. If possible, choose fundraisers that are enjoyable so members can have fun while making money for the chapter. Even if the project is fairly mundane, try to spice it up by setting up a post-event social gathering or creating incentives for participants.

*What is your favorite fundraising idea? Share ideas and success stories on the Mortar Board discussion forums at [mbtalk.org](http://mbtalk.org).*

## Chapter spotlight: University of Hawaii Hui Po'okela Chapter

Prior to this year's national conference, the Hui Po'okela chapter offered the "The National Mortar Board Challenge" to chapters across the nation.

In addition to typical fundraising efforts, they took the Huli Huli (traditional Hawaiian-style roasted) Chicken sale global, by soliciting participation and support of other Mortar Board chapters. Not only would the nationwide chapters help the Hui Po'okela Chapter raise money, but in turn would also support a local charity: the Institute for Human Services (IHS). IHS, a non-profit organization to help support homeless, would benefit from the roasted chickens purchased by chapters.

Overall, the group sold more than 1,100 Huli Huli Chicken tickets (with more than 340 bought from two other Mortar Board chapters) and were able to donate 400 whole chickens to IHS. This donation translated to a contribution of more than 1,600 meals for the homeless.

Are you interested in getting other chapters to help with your projects? Contact the national communications office to learn about sending an e-mail to your fellow Mortar Board members across the U.S.

*Your chapter can be in the spotlight too!* Nominate your group by sending your chapter name, university, e-mail address and what makes your chapter unique to [enews@mortarboard.org](mailto:enews@mortarboard.org).

