



Mortar Board

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

INK: Important news for chapter officers and advisors

Limited time remains to participate in the national Virtual Book Drive

Your chapter can work with other Mortar Board members to promote literacy with the society's national project, "Reading is Leading," by participating in the Virtual Book Drive by November 16.

Nationally, Mortar Board hopes to raise \$30,000 to give children across the country access to books. A donation of just \$2 can help to provide a child from a low-income family with their very first brand-new book.

Detailed information can be found in the Virtual Book Drive packet.



How your chapter can participate

1. Through November 16, **raise funds** for the purchase of books in your community using the Virtual Book Drive Web site at www.firstbook.org/mortarboard. (Find helpful fundraiser ideas in the Virtual Book Drive packet on page 3.)
2. **Identify a program** serving children from low-income families to receive the funds you raised and notify First Book about applying store credits to be used in the First Book Marketplace at www.fbmarketplace.org.
3. **Help the program purchase books** with their Marketplace credit.
4. Incorporate the arrival of the books in a **"Reading is Leading" project or chapter event** with the children. Have fun!

Top donor chapters are eligible for monthly and overall prizes

The chapters with the highest amount of donations in the given month will receive a \$100 Borders gift card for a qualified recipient group chosen by the chapter. Overall, the top three chapters, plus five "honorable mention" chapters, will receive bonus Marketplace credits for their recipient group at the end of the drive. Visit www.firstbook.org/mortarboard to see the current amount of donations.

Selecting a recipient group

Your chapter can provide all of the funds it raises to one or more recipient groups of your chapter's choice. This recipient group may be a local community organization, a national service group or an international program (as long as the program has a U.S. address).

First Book works with a wide variety of programs serving children from low-income families. These programs include, but are not limited to after-school programs, Head Start, tutoring and mentorship programs, community centers, and housing and shelter programs. The programs should serve at least 50 percent children from low-income families.

There are numerous qualified organizations across the country that would be incredibly thankful for chapter donations. If you know of a program in your area, you can help that program to register as a First Book recipient group. First Book can recommend recipient groups for your chapter. For suggestions, please contact Nicole Thompson at nthompson@firstbook.org.

However, if your chapter is having difficulty selecting an organization to receive the donation, Doctors for Orphans is a qualified international program that you can help. The organization creates native-language libraries at orphanages serving children in extreme poverty across the world. You can help by donating a portion or all of your chapter's funds to Doctors for Orphans (Recipient Group Number 0150040000016774) so they can purchase Spanish-language books from the First Book Marketplace for orphanages in Latin America.

Deadlines & Reminders

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

October 15

- Chapter Planning Calendar due
- Chapter Project Grant application due
- *Forum* submissions due

November 16

- Virtual Book Drive ends

December 15

- Membership Recruitment and Selection Plan (MRSP) due
- Mortar Board Week Visibility Grant application due

January 31

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

March 15

- Excellence in Advising nominations due
- Alumni award nominations due
- Conference assistant applications due
- *Forum* submissions due
- Conference registration opens

May 15

- Chapter Annual Report due
- Chapter Finance Report due
- Final Official Membership Report (OMR) due
- Officer Address Information Form due
- Chapter Project Grant application due
- Conference registration due
- Historian Annual Report due
- Annual chapter award nominations due
- All fees due



Ways to donate

- **Online at www.firstbook.org/mortarboard** - Simply fill out an easy online form, select the amount you would like to donate and credit your collegiate chapter with the donation. Parents, friends, individual members and the chapter as a whole can donate online before the book drive ends on November 16.
- **Check or money order** - Complete an online donation form and mail your donation to First Book, Campus Advisory Boards, 1319 F Street NW, Suite 1000, Washington DC, 20004. To ensure proper credit of donations, please indicate your desired collegiate chapter and location.

Service: one of Mortar Board's three key ideals

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

Service on a tight budget

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

- Tutor at an area school
- Hold a book drive
- Clean up area parks or highways
- Volunteer at local animal shelters
- Host or participate in a food drive
- Volunteer at local hospitals or nursing homes
- Hold a blood drive
- Help out with Habitat for Humanity

BIG campus projects

Some chapters with more funding prefer to hold fewer, larger-scale projects versus several small projects. Keys to success include creating objectives and realistic goals for the project (whether that is helping out or promoting awareness of a cause).

Chapters choosing to host large events require a strong support system and significant dedication, which may require an event chairperson or planning committee.

To get maximum support, funding and awareness, a chapter may consider pairing with other campus organizations. This can exponentially increase your resources. Beyond the university level, working with a local or national organization such as First Book, Better World Books, Habitat for Humanity, Doctors for Orphans, the United Way or the Red Cross can further increase the event's impact.

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

Find strength in numbers (with your Mortar Board section)

Collaborate with other chapters in your regional section to complete a project. Section 22 holds an annual project at the Garden of the Gods park in Colorado Springs. For the second consecutive year, members from Section 17 will gather to volunteer at a community food network this fall. Many sections are motivated to join forces to build stronger events and awareness. For more information, contact your section coordinator.

"Reading is Leading" national project

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. The "Reading is Leading" initiative 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. Contribute to the national project by participating in the First Book Virtual Book Drive through November 16 at www.firstbook.org/mortarboard.

Get dozens of "Reading is Leading" project ideas online.

Icebreaker of the month

Two Truths and a Lie

Give each member of the group some time to write down two things about themselves that are true and one thing that is not.

Ask a member to share their three "facts," allowing the rest of the group has to determine which "fact" is actually a lie. The member will reveal the truth, then state their name, major, minor, any Mortar Board office they hold. The next member will follow the same sequence.

Tip: Large groups may choose to ask 5 volunteers to share their facts so this icebreaker activity does not take too long. Allow all members, even those not volunteering, to introduce themselves.

Recruitment tip of the month

Recruitment is a year-round process. Start now by sending members to speak at the meetings of other student organizations and groups to tell them about Mortar Board. Be sure to mention the requirements for membership and when and how applications will be made available.

INK: Important monthly news for chapter officers and advisors

The Mortar Board INK, distributed September through May from enews@mortarboard.org, serves as a resource for officers and advisors of Mortar Board. This important newsletter includes:

- National deadlines
- Important reminders
- Chapter highlights
- Important announcements
- Ideas for projects, fundraisers and more

Officers and advisors reported in the Officer Address Information Form receive this newsletter. Please forward this to others who you believe would benefit or ask them to subscribe.

Raising funds for your chapter

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 chapter officers and advisors to create a detailed budget for the entire academic year. With this budget, you can visualize exactly how much needs to be raised and when - allowing you to plan early in the year so that fundraising isn't forgotten. *Tip: establishing a participation policy or member requirements for fundraising can improve the span of your efforts.* When planning, don't forget that your chapter is tax-exempt from federal tax. Learn more about tax-exempt status online.

Strategize

Take your resources, chapter size and university demographics into consideration. Does your group have the capability to execute one large fundraiser to fund the entire year's budget? Should you plan several small events? Only your group can determine the best course of action.

Gather ideas

There are a variety of fundraisers you can execute, from selling products online at efundraising.com to hosting a karaoke night on campus. Create an extensive list of possible projects by viewing ideas on the Mortar Board Web site and brainstorming your own with the chapter executive board. Discuss your list with the entire chapter and vote on preferred events, dates and times. Be sure to plan with regard to your university's academic or community calendar so that your fundraisers don't compete with other major events.

Consider grants and partnerships

Apply for grants from your university or Mortar Board as a great way to gain funding for project support. Or, you may choose to work with local or national partners for financial contributions. 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 \$2,000 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 by creating participation incentives for members.

Chapter spotlight: Cornell College

For the Torch chapter's significant improvements in overall operations throughout the 2008-2009 academic year, the group was honored with the Most Improved Chapter award at the 2009 Mortar Board National Conference.

This esteemed award is presented to chapters that achieve success during the year while re-establishing and re-invigorating programming and membership, all of which Cornell College accomplished outstandingly.

The chapter improved internal communications between members with efficient meetings, clear tasks and participation awards which included incentive "points" members could use toward Mortar Board medallions to wear at graduation.

Members helped to increase visibility on campus by holding numerous campus events and fundraisers, all while wearing Mortar Board t-shirts. The chapter also reached out to other campus organizations, utilized campus calendars, attended student activity fairs and advertised the membership application process, which not only helped with recruitment but also helped to make Mortar Board a more well-known name around the Mt. Vernon, Iowa community.

Finally, the chapter executed immense fundraising efforts for the Cedar Rapids Public Library. Throughout the 2008-2009 academic year, the chapter held eight different fundraisers (including collecting donations at football games, selling t-shirts, trick-or-treating for books, delivering food to dorm rooms, gift wrapping at Barnes & Noble and more) to contribute a total of \$2,700 to help repair flood damage incurred at the nearby Cedar Rapids Public Library.

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.



Former National President Sally Steadman presents chapter President Adam Norton and Vice President Jennifer Brown with the Most Improved Chapter Award at the 2009 Mortar Board National Conference in Chicago.