



Mortar Board

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

INK: Important news for chapter officers and advisors

Four Virtual Book Drive tips from the experts

The third annual Virtual Book Drive is well underway, and you may be conceptualizing ways to raise more money by November 12.

Some of Mortar Board's expert advisors and veteran officers are here to help with tried-and-true fundraising tips.



1 Work with your campus

Advisor Kellie Briggs, Washington University in St. Louis

The Keod chapter worked with the university's food service provider so that during a single day 10 cents would be donated for each cup of coffee sold.

[Learn more](#)

2 Incorporate holiday activities

Advisor Candi Hironaka, Kansas State University

The XIX chapter made the most of Halloween by trick-or-treating for books and raising hundreds of dollars - in costume, of course.

[Learn more](#)

3 Utilize alumni

Advisor Dr. Dianne Portfleet, Hope College

Donations pour into the Alcor chapter following a mailing to chapter alumni, making the chapter a regular top donor for the national Virtual Book Drive. The chapter's fundraising efforts culminate with a well-attended Homecoming Book Drive.

[Learn more](#)

4 Piggyback on existing events

Former Vice President Meg McNatt, Western New England College

The Pynchon chapter managed to get the Virtual Book Drive to be named the exclusive community service element of a popular campuswide event, "Midnight Madness," gathering books and donations in exchange for event t-shirts.

[Learn more](#)

Join the Virtual Book Drive challenge!

1. Through November 12, raise funds for the purchase of books in your community using the Virtual Book Drive Web site at www.firstbook.org/mortarboard.
2. Identify a program serving children from low-income families to receive the funds you raised and notify First Book about applying store credits.
3. Help the program purchase books using Marketplace credits.
4. Incorporate the arrival of the books in a "Reading is Leading" project or chapter event with the children. Have fun!

Get prizes for participation

The top three fundraising chapters will receive bonus Marketplace credits for their Recipient Group. Bonus credits will also be awarded to chapters that raise more than \$500. Monthly prizes will be awarded from a random drawing of chapters that submitted donations during those months.

Connect with Mortar Board



Deadlines and Reminders

Check your chapter files or contact the National Office to ensure that all reports from last year have been submitted to reports@mortarboard.org!

Due October 15

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

November 12

- Virtual Book Drive ends

Due December 15

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

Due January 31

- Applications for national Mortar Board postgraduate fellowships

February 13-19, 2011

- Mortar Board Week

Due March 15

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

Due May 15

- Chapter Annual Report
- Chapter Finance Report
- Final Official Membership Report (OMR)
- Officer Address Information Form
- Advisor Annual Report
- Chapter Project Grant application

Five ideas to help raise funds for your chapter

Your chapter has big goals to achieve, and fundraising is an important part of reaching those goals. Follow these key tips and fundraising will be a breeze for your chapter.

1. Create a fundraising plan

Collaborate with chapter officers and advisors to create a detailed budget for the entire year. Using the budget, you'll be able to visualize exactly how much you need to raise and when - allowing you to plan early in the year so that fundraising isn't forgotten. Tip: work fundraising activities into your chapter's existing participation policy.

2. Strategize

Consider your chapter size, university demographics and resources. Does your group have the capability to execute one large fundraiser to fund the entire year's budget? Should you plan several small events? Determine the best tactic, and act.

3. Gather ideas

From selling products online at efundraising.com to hosting a karaoke night on campus, there are options big and small for every type of chapter. Create an extensive list of possible projects by brainstorming and browsing ideas found on the Mortar Board Web site. Discuss your list with the entire chapter and vote on preferred events, dates and times. Tip: 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.

4. Consider grants and partnerships

Apply for grants from your university or Mortar Board for project support. Or, consider working with a national partner for financial contributions. For example, holding a book drive in conjunction with Better World Books will not only support literacy, but pays \$.50 for each 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!

5. 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. 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 scheduling a post-event social gathering or by creating participation incentives for members.

Need chapter t-shirts? Save BIG in October

This month only, all apparel in the Mortar Board Store is on sale at a 15 to 45 percent discount.

If your chapter is looking to purchase t-shirts or sweatshirts to create buzz on campus, now is the time! Added benefit: order together as a chapter to save on shipping charges.

Shop the Mortar Board store now at www.mortarboard.org/merch.



Set goals to receive national awards

You've scheduled chapter meetings, have planned projects related to Mortar Board's ideals, and are on target to become a big name on campus. And guess what? You deserve recognition!

Our outstanding Mortar Board chapters should be honored for the excellence they exhibit throughout the year. Here's what you can do to make sure you receive an award:

1. Turn in all reports completed and on time - even one late report will make your chapter ineligible to receive awards. The first national reporting deadline is October 15.
2. Review the criteria for national awards and set chapter goals.
3. Keep records throughout the year of outstanding chapter projects and notable achievements.
4. Nominate yourself for awards in the spring!

- Conference registration closes
- Historian Annual Report
- Annual chapter award nominations
- All fees

Featured downloads



Tips of the month

Icebreaker of the month

What I know about you

Supplies needed: bowl, scraps of paper, writing utensils

Procedure:

1. Give each member and advisor at the meeting a scrap of paper.
2. Instruct everyone to write down a question that they might want to know about another member, such as "What is your guilty pleasure" or "What is most played on your iPod right now?", and fold the paper scrap.
3. Collect all the questions and mix them up in the bowl.
4. Pass the bowl around to all chapter members, instructing them to select a question to answer.
5. Have each member introduce himself or herself (name, major, Mortar Board office or position) and answer the question.

Grants available for Mortar Board chapters

Apply on or before October 15

The Mortar Board National Foundation provides financial assistance to chapters to help develop and execute new, creative chapter projects. Specifically, chapter projects which reflect the aims and purposes of Mortar Board, engage all of the chapter's membership and have the potential for becoming an annual chapter activity are given priority.

If you think your chapter's project meets these qualifications and is in need of funding, please submit an application for consideration no later than Friday, October 15.

National Mortar Board brochure: a great tool

Mortar Board brochures are available, free of charge, to each chapter. These are great for displaying at informational tables.

To request your brochures, simply e-mail mortarboard@mortarboard.org with the following information:

- School name
- Mailing address
- Quantity requested
- Name of chapter representative requesting brochures

Don't have time to request the shipment? Print a high-resolution version yourself or take a peek at what you're ordering online today.



Chapter Spotlight: University of Utah

Members of the Acorn chapter were ecstatic when they learned that their chapter had been presented with the Most Improved Chapter Award for the 2009-2010 academic year at the 2010 Mortar Board National Conference. Chapter President Allie Copeland explains, "I'm really looking forward to building upon that great foundation this year. I'm excited to begin this year because I feel like our chapter has made a strong commitment to show all three aspects of scholarship, leadership and service."

All chapter officers have already stepped into their leadership roles, kicking it up a notch by taking extra initiative and tackling additional responsibilities. The chapter's entire membership has shown a strong interest in participating in the chapter's full calendar of events for the fall semester, particularly hosting a Halloween party complete with pumpkin and face painting for HopeKids, a nonprofit organization helping families who have children with life-threatening medical conditions. The chapter also participates in service to the university as a part of Legacy of Lowell service day.

Service is far from all the chapter does; members are incredibly devoted to scholarship and leadership as well. By setting a high minimum GPA requirement of 3.5, the chapter ensures that students dedicated to lifelong learning will lead the chapter during their senior year. Members are also working hard to introduce a lecture series on campus this year, which will connect all of Mortar Board's ideals with one all-encompassing event. Allie is confident that these efforts have made Mortar Board a big name on campus. She explains, "I feel like Mortar Board's presence on our campus has increased dramatically in the past year, and it will only continue to be recognized as a prestigious honor society by the University of Utah community."

The fact that the chapter was recognized as the Society's Most Improved has pushed the chapter to work even harder, setting new goals and strategically managing responsibilities for efficiency. The chapter is introducing committees to help increase member participation and ownership in the Acorn chapter. Allie explains, "We're also continuing to step up the game with visibility and fundraisers. By partnering with a local frozen yogurt business, we are able to put on a fun, delicious fundraiser that brings a lot of attention to the work we do."



Acorn chapter members enthusiastically participate in HopeKids events throughout the year.

Recruitment tip of the month

Send chapter members to speak at the meetings of other student organizations to tell them about Mortar Board's events and activities. Be sure to mention the requirements for membership and when and how applications will be made available.

"Buzz" tip of the month

Have a "Mortar Board" day each week or month, asking members to wear his or her Mortar Board t-shirt or hoodie to class on a specific day of the week. Make sure each member has a handful of fliers, which can be handed to other students who ask "What is Mortar Board?"

Mortar Board banners on sale now

Make Mortar Board's name known by hanging your own Mortar Board banner at each event. Both the podium banner and horizontal banner are on sale in October only for just \$55.49.