

WORKING WITH INTERNATIONAL HEADQUARTERS

Point of Contact

International Headquarters is pleased to provide you with tools and resources to help your chapter plan a milestone anniversary event. A member of our team will be in contact with the chapter president at least three years in advance of a milestone chapter anniversary to help the chapter start the process of planning. Ready to start planning? Email gammaphibeta@gammaphibeta.org to get started!

Event Collateral: Invitations, Programs and More

International Headquarters has created four designs for milestone anniversary event collateral to assist you in your efforts. These professionally-designed and branded items can be customized for your event by our graphic designer. Please refer to our Chapter Celebrations page on GammaPhiBeta.org to view designs and instructions for completing your materials with our team.

We will offer the following materials:

- 5"x7" Invitation
- Electronic Save the Date
- 5"x7" Program
- 5"x7" Menu
- PowerPoint Template
- Social Media Post
- Social Media Cover Photo
- Social Media Profile Image
- Thank You Card
- Name Tags
- Word Document
- 10'x3' Horizontal Banner

We will provide suggestions for where to print materials, but you may also use local print vendors to print your final product.

Please note: we will offer up to three proofs to make edits to text. Design and layout changes cannot be accommodated. Due to the volume of our work, we are unable to offer more than the four design choices available on the website, and items are only available in the sizes listed above and on the website.

International Gamma Phi Beta Communications

Collegiate chapter anniversaries are important and provide an opportunity for recognition through international Gamma Phi Beta communication vehicles. Centennial celebrations are recognized individually in *The Crescent*. We will make every effort to recognize other milestone anniversaries in the Sorority Life section of the magazine. In order to be featured, you must submit information about your event to us. Information shared with *The Crescent* editor may also be used on social media or other Gamma Phi Beta communications.

The Crescent

The Crescent wants to include coverage of your chapter's 100th anniversary, or other milestone event, so sisters across the continent can help you celebrate. In order to ensure *The Crescent* editor has enough information to adequately cover the celebration, please designate a sister to serve as *The Crescent* correspondent for the event. This correspondent can be either a collegian or an alumna, but must be

Appendix A

Milestone Anniversary Event Planning Guide



willing to complete a brief event summary and collect quality high resolution photos. All content and photos should be submitted to TheCrescent@gammaphibeta.org.

Event Summary

Please submit a one-page event summary article to *The Crescent* editor within two weeks of your chapter anniversary event. This article should include, but should not be limited to:

- Date(s) of the event(s).
- Location of the event(s).
- Type of event(s) (e.g., gala, reception, campus tour, etc.).
- Number of attendees.
 - Description of attendees present (e.g., eight members of the 1960 new member class were delighted to be reunited).
- Description of programming.
- Description of décor.
- Description of any unique or special moments (e.g., The chapter maintains a tradition where sisters write a statement describing why they love Gamma Phi Beta prior to Initiation. The chapter then keeps these letters in the chapter files. Alumnae in attendance were surprised to be handed back their letters after the ceremony, some of which were more than 40 years old.).

Photographs

- Photographs can be taken either by a professional photographer or by a sister. If you have a sister in your chapter who is knowledgeable with photography, reach out to her prior to the event to see if she can serve as the event photographer if a professional is not being hired.
- In order for photographs to be considered for publication, they must be high resolution (1,000 KB/1 MB in file size or larger).
- Please send a variety of photographs including small group shots, large group shots and candid shots of both collegians and alumnae in addition to shots of the décor. If you are sending only a handful of photos, please include a caption for each. If you are sending a full album, *The Crescent* editor will contact you if captions are needed for specific photos.
- Photos can be attached individually to an email, sent as a .zip file or submitted via an online file-sharing source such as Dropbox.
- *Although chapters celebrating 25-, 50- and 75-year anniversaries will not have a special feature in The Crescent, event chairwomen should still submit event photos to TheCrescent@gammaphibeta.org. These photos may be considered for social media and other print materials and will be added to the chapter's historical files. The chapter may also include a brief event recap for inclusion in the Sorority Life section.*