

MILESTONE ANNIVERSARY EVENT PLANNING GUIDE

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GAMMA PHI BETA

TABLE OF CONTENTS

Introduction	3
Frequently Asked Questions (FAQs)	4
Planning Your Milestone Celebration	6
Event Planning Checklists	7
Appendix A: Working with International Headquarters	28
Appendix B: Setting Your Budget	29
Appendix C: Questions to Ask When Booking a Venue	30
Appendix D: Booking a Hotel	32
Appendix E: Anniversary of Collegiate or Alumnae Chapter Installation Service	34
Appendix F: Activities to Enhance Milestone Anniversary Celebrations	38

INTRODUCTION

Gamma Phi Beta continues to celebrate our Sorority's rich history through collegiate chapter anniversaries. We are proud of Gamma Phi Beta's heritage, growth and sisterhood. Milestone anniversaries are an opportunity for Gamma Phi Beta sisters across generations to reconnect and celebrate. In an effort to help our chapters make the most of these milestones, Gamma Phi Beta has created this event guide to help chapters and alumnae start the celebration planning process.

In this guide you will:

- Learn about an ideal committee structure for executing your milestone celebration
- Access a suggested timeline for executing a successful celebration
- Learn how to use International Headquarters resources to augment your event
- Review best practices and templates for celebrating your chapter milestone anniversary

Read on to get started!

FREQUENTLY ASKED QUESTIONS (FAQS)

What is a milestone anniversary?

Traditionally, milestone anniversaries are every 25 years. However, a new chapter may choose to celebrate their one-, five- and 10-year anniversaries.

What is the purpose of a milestone celebration?

There are several reasons a milestone anniversary should be celebrated:

- To celebrate sisterhood
- To commemorate the history of the collegiate chapter
- To reconnect with sisters throughout the decades
- To support the future of the collegiate chapter
- To honor Gamma Phi Beta

Does a collegiate chapter need to host an anniversary party on an annual basis?

While it's great to recognize a collegiate chapter's anniversary, Gamma Phi Beta does not expect chapters to host an anniversary event every year. Consider hosting celebrations for milestone years.

How do I find out the collegiate chapter's installation date?

GammaPhiBetaHistory.org is a great resource for to find out the installation dates of our collegiate chapters. Additionally, this site features historical information* for our collegiate chapters.

**The information on GammaPhiBetaHistory.org is updated based on the information International Headquarters has received. If your event committee comes across historical information, such as prominent members, vintage photographs or items, please contact us so we may consider including this information on the site and/or add it to our museum inventory.*

Who is responsible for hosting a milestone anniversary?

The collegiate chapter, local alumnae chapter, affiliated house corporation (AHC)/local facilities advisory committee (LFAC) and alumnae from the chapter should all work together to plan the celebration.

How many members should be on the event committee?

This can vary based on the size of your event and the number of interested alumnae in your area. Planning a large-scale event is not an easy task and should not be done alone. We encourage the president of the collegiate chapter, chapter advisor, local alumnae chapter and AHC/LFAC to sit on the committee and work together to identify area alumnae and collegians to serve as committee members. We also recommend that an alumna member serve as the event chairwoman to provide consistency, as the planning of a milestone anniversary celebration will take several years. We recommend including the following positions (see page 8 for committee member descriptions) on your committee, but these positions can be adjusted based on the needs of your chapter and the size of your event. Please consider your event goals when creating your committee.

- Event Chairwoman
- Treasurer
- Program Chairwomen (two or more members)
- Decorations Chairwomen (two or more members)
- Venue Chairwoman
- Music/Song Chairwoman

- Marketing/PR Chairwoman
- Facility Tour Chairwomen (optional)
- Technology Chairwoman
- Volunteer Coordinator

What happens to the committee during officer transitions?

The new officer will transition onto the committee; however, outgoing officers may volunteer to stay involved.

What if there is not a local alumnae chapter in my area?

It is recommended you reach out to alumnae who reside in the area for support.

Do I need to invite International Council or International Headquarters professional staff to our event?

Yes! Always invite the current International President to your milestone anniversary. If available, she will attend the event at the chapter's expense. The chapter should budget to cover the International President's transportation/flight, hotel and meals. The International President (or her designee) is the only member from the international organization whose costs the chapter is expected to cover. The International President will deliver a message of congratulations at the event. If the International President is unable to attend, she may send another International Council member in her place, and at the very least, will send a congratulatory message.

If your chapter is celebrating an anniversary that is not considered to be a milestone anniversary, the chapter may wish to contact International Headquarters with details so that the International President may send a congratulatory message to commemorate the anniversary.

Who else should be invited?

All living alumnae from the collegiate chapter, as well as current collegians, volunteers and advisors should be invited to the milestone celebration. You may also consider inviting past volunteers who have made an impact on the chapter. We encourage you to send invitations to all current International Council members, the Gamma Phi Beta Foundation and the Facilities Management Company Board of Managers, which can be done via International Headquarters.

How is a budget created?

A budget is created based on the cost of the venue, anticipated guest count, event program needs and materials used to market the event. Please see Appendix B section in this guide for example items that should be included in the event's budget.

How far in advance should we start planning?

For a milestone anniversary, start planning, at a minimum, one year in advance. For large-scale events, a date and venue are often secured eighteen months to two-years in advance. The sooner you start planning your celebration, the smoother the planning and execution of your event will go!

PLANNING YOUR CHAPTER'S MILESTONE CELEBRATION

Celebrating 100 years of sisterhood for a chapter is truly something special. To honor this milestone, planning must start early – we recommend you form your event committee and begin planning at least two years in advance of your anniversary. This section includes common celebratory events, event-planning tasks and detailed timeline checklists that can be used to guide the event chairwoman and her committee along the way.

Event Planning Tasks

The following outline identifies tasks that are important to consider while planning your celebration.

- Reach out and coordinate communication between collegiate chapter, alumnae from the chapter, AHC/LFAC and the local alumnae chapter.
- Create an event committee.
 - Be sure to include both alumnae and collegiate members.
 - Meet regularly to ensure event planning progresses on schedule.
 - Assign committee member roles to handle specific tasks (view sample committee member roles on page 8).
- Create a working list of addresses – use the [Member Search](#) function on [GammaPhiBeta.org](#) to help locate sisters.
 - Encourage sisters to update their addresses via [GammaPhiBeta.org](#) through your newsletter and social media platforms.
- Create a budget. See Appendix B for more about budgeting.
- Select a type of event (e.g., banquet/gala dinner, dessert/hors d'oeuvre reception, facility/campus tour, social or combination of events, etc.).
- Select a venue and date (the date typically falls on or near the anniversary, but can vary based on what works for the venue or your campus/chapter schedule).
- Design and create invitations.
 - Visit the Event Milestone Planning page of [GammaPhiBeta.org](#) for design options provided for no design fee to the chapter. Instructions on customizing to your event can be found with the design options.
 - Be sure to include a way to RSVP to the event.
- Determine the event program/activities.
- Determine the event décor and entertainment.
- Invite the International President to attend or request her to write a letter that can be read during the event's program.
- Recruit volunteers to assist with day-of operations of your event.
 - Recruit to assist with: setup, registration, event greeters, teardown, etc.
- Gather history from the chapter.
 - Utilize [GammaPhiBetaHistory.org](#) for historical facts and information.
 - Contact Gamma Phi Beta's historian for additional guidance, if needed.
- Identify resources you may need to make the event planning and operations run smoothly.
 - What connections does the event committee have that can make a task run smoothly?
 - For large-scale events, the committee may consider hiring an outside professional, such as a public relations specialist or event planner, to ensure a task is done correctly. Be sure this extra expense fits in with your event goals and budget.

EVENT PLANNING CHECKLISTS

The following checklists were created to help guide the committee throughout the event planning process. They are a great way to identify event needs and hold the event committee accountable. *Please note that the checklists are samples that may be used for reference and can be adjusted based on the needs of the event. Treat these as a guide, but make adjustments to fit your needs.*

Milestone Anniversary Event Planning Guide

One to Two Years in Advance

Task	Person(s) Responsible	Due Date	Date Completed
<p>Determine Committee Member Roles <i>(The following sample roles can be modified to fit your needs.)</i></p> <ul style="list-style-type: none"> <input type="checkbox"/> Event Chairwoman: Organizes and schedules committee meetings, gathers alumnae contact information, provides social media support and creates and manages all stewardship plans. <input type="checkbox"/> Treasurer: Creates and determines budget, handles the collection and disbursement of funds. <input type="checkbox"/> Program Chairwomen (2+ sisters): Coordinate event speakers, special guests and printed program execution. This role may also serve as mistress of ceremonies at the event <input type="checkbox"/> Decorations Chairwomen (2+ sisters): Coordinates ordering of party favors, table center pieces and other décor, as well as sales of anniversary mementos. <input type="checkbox"/> Venue Chairwoman: If the event chairwoman is not the best resource, consider having one sister serve as a liaison between the venue and the committee. <input type="checkbox"/> Music/Song Chairwoman: Coordinates all music and songs during the event. <input type="checkbox"/> Marketing/PR Chairwoman: Coordinates ways to help spread the word and engage alumnae (both local and from out of state). Manages social media. <input type="checkbox"/> Facility Tour Chairwomen (Optional; collegian and/or AHC/LFAC member): Coordinates all aspects of tours of the facility – including a team of collegians who can help. Also consider reaching out to a university representative to plan a campus tour. 	<p>Alumnae chapter president, AHC president, LFAC member, collegiate chapter president</p>		

Milestone Anniversary Event Planning Guide

One to Two Years in Advance Continued

<ul style="list-style-type: none"> <input type="checkbox"/> Technology Chairwoman (collegian): Coordinates updating the collegiate chapter's website regularly with event activities and details. Prepares a slideshow or other multimedia presentation to be shown at the event from pictures/items that have been gathered. <input type="checkbox"/> Volunteer Coordinator: Manages all volunteer positions including sign-ups, role assignments and onsite management. 			
<p>Create an Event Committee</p> <ul style="list-style-type: none"> <input type="checkbox"/> Create and distribute a committee sign-up form that explains committee roles. <input type="checkbox"/> Review and select the event committee. <input type="checkbox"/> Identify an event chairwoman (recommend an alumna for consistency). <input type="checkbox"/> Announce committee members at the next chapter meeting. 	<p>Alumnae chapter president, AHC president, LFAC member, collegiate chapter president</p>		
<p>Schedule Committee Meetings Meetings should occur monthly/bi-monthly once committees are formed, and increase in frequency as the event nears.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Create a calendar that shows the dates, times and locations for all meetings and give it to the committee in advance so they know up-front what level of commitment is expected. <input type="checkbox"/> Email reminders before each meeting. <input type="checkbox"/> Designate a minute taker responsible for distributing a summary to committee members post meeting. 	<p>Event chairwoman</p>		
<p>Create a Budget (See Appendix B)</p> <ul style="list-style-type: none"> <input type="checkbox"/> Identify event costs. <input type="checkbox"/> Identify projected number of attendees (collegians, non-local alumnae, local alumnae, alumnae chapter members, AHC/LFAC, significant others, etc.). <input type="checkbox"/> Determine what ticket prices need to be to keep on budget. 	<p>Event chairwoman, treasurer</p>		

Milestone Anniversary Event Planning Guide

One to Two Years in Advance Continued

<p>Determine Event Type (e.g., banquet/gala dinner, dessert/hors d'oeuvre reception, facility/campus tour, social or combination of events)</p> <p><input type="checkbox"/> Will your celebration be multi-day?</p> <p><input type="checkbox"/> What will it include?</p> <p><input type="checkbox"/> Will you need to secure a local hotel block for your event?</p>	Event committee		
<p>Select and Secure Event Location/Date</p> <p><input type="checkbox"/> Make sure the date does not conflict with any collegiate chapter/campus events (recruitment, philanthropy, homecoming game, etc.).</p> <p><input type="checkbox"/> Meet with venue staff at the location to secure the event space and date (see Appendix C for helpful questions and things to consider when booking a venue).</p> <ul style="list-style-type: none"> • Consider hosting the event on your campus. Can you use a banquet room on campus? Give a facility/campus tour? • Look into venues that are near campus so traveling alumnae will feel connected to the area. • Ask questions – what is the venue’s catering policy, audio/visual needs, maximum capacity, etc.? Will the venue be able to meet all of your event needs? 	Alumnae chapter president, AHC president, LFAC member, collegiate chapter president		
<p>Travel Accommodations</p> <p><input type="checkbox"/> Secure a block of rooms at a special rate at the event venue or a local hotel for out-of-town guests (see Appendix D for tips and things to consider when securing a room block).</p>	Event chairwoman, event committee		
<p>Start Event Promotion*</p> <p><input type="checkbox"/> Add a Save the Date section to your newsletter, include on your website and social media and email to your alumnae, current chapter members and special guests.</p> <p><input type="checkbox"/> Create one event on social media that alumnae chapters, the collegiate chapter, area alumnae and the AHC/LFAC can use to invite** members to attend.</p>	Event chairwoman, marketing/PR chairwoman		

One to Two Years in Advance Continued

<p><i>*Keep the information minimal – date/venue/reason. More information can be added later – registration, cost, etc. This is just to get sisters excited and to save the date.</i></p> <p><i>** A social media event should not be used as a formal invitation or a reliable RSVP source, but may serve as a way to communicate about and promote the event.</i></p>			
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Milestone Anniversary Event Planning Guide

One Year in Advance

Task	Person(s) Responsible	Due Date	Date Completed
<p>Organize and Update Your Address Database</p> <ul style="list-style-type: none"> <input type="checkbox"/> Create a list of invitees, including addresses and emails. <input type="checkbox"/> Utilize Member Search. <input type="checkbox"/> Reach out to area alumnae to update their addresses via social media and newsletters. 	Event chairwoman, marketing/PR chairwoman		
<p>Identify the Event's Program <i>(The following are common event activities.)</i></p> <ul style="list-style-type: none"> <input type="checkbox"/> Guest speaker <input type="checkbox"/> Remarks from the International President <input type="checkbox"/> Music performance or other entertainment <input type="checkbox"/> Remarks from the current collegiate chapter president <input type="checkbox"/> Remarks from one or more chapter alumnae <input type="checkbox"/> Video, slideshow or multimedia presentation <input type="checkbox"/> Milestone anniversary gift presentation <input type="checkbox"/> Meal or hors d'oeuvres <input type="checkbox"/> Consider ways to include current collegiate members of the chapter 	Event chairwoman, program chairwomen		
<p>Review Logistics <i>Take your ideas from the previous task and analyze them. Determine how to successfully execute them.</i></p> <ul style="list-style-type: none"> <input type="checkbox"/> How many volunteers are needed to make your event program successful? <input type="checkbox"/> Does the venue have any policies in place that hinder your plan? <input type="checkbox"/> What items or people are needed to implement your program? <input type="checkbox"/> What kind of audio visual equipment will need to be secured? 	Event chairwoman, program chairwomen		

Milestone Anniversary Event Planning Guide

One Year in Advance Continued

<p>Communicate with Collegiate Chapter</p> <p><input type="checkbox"/> Communicate with the collegiate chapter regularly about the event progress and their involvement.</p> <p><input type="checkbox"/> Will this event be mandatory for collegiate members to attend? Can they bring a guest?</p> <p><input type="checkbox"/> Let the collegiate chapter know how they can assist in event planning and execution.</p> <ul style="list-style-type: none"> • Provide examples of how collegiate members can assist (e.g., create slideshow; gather historical items to be displayed at event; escort alumnae to their seats; sit at tables with alumnae; set-up and clean-up duties; etc.). 	<p>Event chairwoman, collegiate chapter president</p>		
<p>Determine Number of Invitations Needed</p> <p><input type="checkbox"/> How many alumnae addresses do you have?</p> <p><input type="checkbox"/> How many current collegians are there?</p> <p><input type="checkbox"/> What area alumnae (AHC/LFAC members, volunteer leaders, advisors) from nearby collegiate chapters need to be invited?</p> <p><input type="checkbox"/> International President invitation.</p> <p><input type="checkbox"/> International Council invitations.</p> <p><input type="checkbox"/> Foundation Trustee invitations.</p> <p><input type="checkbox"/> Facility Management Company Board of Managers invitations.</p> <p><input type="checkbox"/> Extra invitations for late address updates/returned invitations.</p>	<p>Event chairwoman</p>		
<p>Invitation and Save the Date Design</p> <p><input type="checkbox"/> Review the designs available on GammaPhiBeta.org for save the dates and other event marketing and collateral.</p> <p><input type="checkbox"/> Provide the needed information to International Headquarters to create your invitation and save the date.</p> <p><input type="checkbox"/> Create an RSVP method (cards, email?).</p> <ul style="list-style-type: none"> • If serving a meal with multiple options, be sure to include that information. <p><input type="checkbox"/> Identify a registration/payment method.</p>	<p>Event chairwoman, program chairwomen, marketing/PR chairwoman</p>		

Milestone Anniversary Event Planning Guide

One Year in Advance Continued

<input type="checkbox"/> Locate a printing company that can produce your printed items.			
<p>Send a Save the Date</p> <input type="checkbox"/> Send a Save the Date to all alumnae and collegians on your mailing list, as well as other sisters who should be invited (International President, advisors, volunteer leaders, etc.). This step should be completed early so members may plan their travel accordingly. <input type="checkbox"/> An electronic Save the Date can be sent to members as well.	Event chairwoman, program chairwomen, marketing/PR chairwoman		
<p>Continue Event Promotion</p> <input type="checkbox"/> Continue including a Save the Date section on your website, social media and in newsletters or other communications. <input type="checkbox"/> Encourage sisters to spread the word on social media.	Event chairwoman, marketing/PR chairwoman		

Milestone Anniversary Event Planning Guide

Nine Months in Advance

Task	Person(s) Responsible	Due Date	Date Completed
<p>Contact Speakers</p> <p><input type="checkbox"/> Coordinate the logistics of all speakers.</p> <ul style="list-style-type: none"> • Give speakers an estimated speech length. • Provide talking points that need to be covered. • Supply a tentative program schedule in order for speakers to see a projected timeframe. • Provide speakers with a deadline to submit their speeches for review. <p><input type="checkbox"/> Discuss any travel logistics and special needs with the speaker.</p> <p><input type="checkbox"/> Confirm participation.</p>	Event chairwoman, program chairwomen		
<p>Secure Additional Entertainment (optional)</p> <p><input type="checkbox"/> Will the event have additional entertainment beyond speakers?</p> <ul style="list-style-type: none"> • Music? • Video? • Activity? (For examples of activities, please see Appendix F.) <p><input type="checkbox"/> Coordinate logistics of all additional entertainment.</p> <ul style="list-style-type: none"> • How long is the performance? • Are there any special song/performance requests? • If there is a video, begin gathering photos, footage, etc. • Who will facilitate the activity? • Do you need to sign a contract and/or supply a deposit? 	Event chairwoman, program chairwomen		
<p>Revisit the PR Plan</p> <p><input type="checkbox"/> Has the event been advertised to potential attendees?</p> <p><input type="checkbox"/> Has event buzz been created?</p>			

Milestone Anniversary Event Planning Guide

Nine Months in Advance Continued

<input type="checkbox"/> Is the event posted on the collegiate chapter's website? (Consider having a page for potential attendees to see with updates.) <input type="checkbox"/> Create/update Facebook event to help with promotion. <input type="checkbox"/> Post information about the milestone event on multiple social media platforms. <i>Include Facebook, Twitter, Instagram, Snapchat and Pinterest, as your potential attendees will each have their favorite platform.</i>			
<p>Continue Event Promotion</p> <input type="checkbox"/> Continue including a Save the Date section on your website, social media and in newsletters or other communications. <input type="checkbox"/> Encourage sisters to spread the word on social media.	Event chairwoman, marketing/PR chairwoman		
<p>Continue Gathering Addresses</p> <input type="checkbox"/> Make updates to your master contact list. <input type="checkbox"/> Connect with alumnae to further update the contact list.	Event chairwoman		

Milestone Anniversary Event Planning Guide

Six Months in Advance

Task	Person(s) Responsible	Due Date	Date Completed
Food and Beverage <input type="checkbox"/> Contact the caterer for food/beverage options. <input type="checkbox"/> Determine menu choices within the budget.	Event chairwoman, program chairwomen		
Decorations <input type="checkbox"/> Determine decoration theme. <input type="checkbox"/> What items are needed? <input type="checkbox"/> What is your budget for decorations? <input type="checkbox"/> Does the chapter have anything that can be used?	Event chairwoman, event committee		
Party Favors (optional) <input type="checkbox"/> Determine a party favor. <input type="checkbox"/> What is your budget for party favors?	Event chairwoman, event committee		
Finalize invitations <input type="checkbox"/> Finalize the event invitation text with International Headquarters. <i>Make sure there is a way for attendees to RSVP/register for the event.</i>	Event chairwoman, marketing/PR chairwoman		
Send invitations <input type="checkbox"/> Send invitations to addresses on file.	Event chairwoman, marketing/PR chairwoman		

Milestone Anniversary Event Planning Guide

Four Months in Advance

Task	Person(s) Responsible	Due Date	Date Completed
<p>Signage</p> <p><input type="checkbox"/> Determine what signage is needed for the event.</p> <ul style="list-style-type: none"> • Banners • Directional signs within venue <p><input type="checkbox"/> Check with the venue to see what signage they can provide, as many hotels can assist with signage (directional or other).</p> <ul style="list-style-type: none"> • Table numbers (venue provided?) • Name cards • Menu selection cards • Allergy cards <p><input type="checkbox"/> What items need to be ordered in advance? (Identify an order-by date.)</p>	Event chairwoman, program chairwomen, marketing/PR chairwoman		
<p>Hire a Photographer</p> <p><input type="checkbox"/> Determine your photography needs.</p> <p><input type="checkbox"/> Do you have a budget for a photographer?</p> <p><input type="checkbox"/> Is there a sister who is a professional photographer?</p>	Program chairwomen, marketing/PR chairwoman		
<p>RSVPs</p> <p><input type="checkbox"/> Create a list of RSVPs/check registration system for number of RSVPs. <i>Make a personal connection – consider calling/ emailing sisters you have not yet heard from to increase your RSVP count. Receiving incorrect addresses? Identify a way to identify correct addresses.</i></p> <p><input type="checkbox"/> Check with hotel to see how the room block is progressing (if you have one).</p>	Event chairwoman		

Milestone Anniversary Event Planning Guide

Two Months in Advance

Task	Person(s) Responsible	Due Date	Date Completed
<p>RSVPs</p> <p><input type="checkbox"/> Continue logging RSVPs/checking registration system for number of RSVPs. <i>Continue to follow up with sisters via phone and email to increase your RSVP count. Resend invitations to new addresses received on returned mail.</i></p> <p><input type="checkbox"/> Send out event reminders on social media and email.</p> <p><input type="checkbox"/> Check with hotel to see how the room block is progressing (if you have one).</p>	Event chairwoman		
<p>Signage</p> <p><input type="checkbox"/> Order signage.</p>	Event chairwoman, program chairwomen, marketing/PR chairwoman		
<p>Party Favors (optional)</p> <p><input type="checkbox"/> Order party favors.</p> <p><input type="checkbox"/> Consider providing welcome bags at the hotel with your room block with local goodies.</p>	Event chairwoman, program chairwomen, marketing/PR chairwoman		
<p>Decorations</p> <p><input type="checkbox"/> Order decorations. <i>It's great to have these in advance so there are not last-minute trips to the party store.</i></p>	Event chairwoman, program chairwomen, marketing/PR chairwoman		
<p>Meet with Collegiate Chapter</p> <p><input type="checkbox"/> Set up a time to meet with the collegiate chapter to engage and excite members about this milestone celebration.</p> <p><input type="checkbox"/> Have sign-up sheets for volunteering at the event.</p> <p><input type="checkbox"/> If there is a facility, work with the chapter to create a facility-tour plan, including tour guides. Also consider contacting university personnel to plan a campus tour.</p> <p><input type="checkbox"/> Create a plan to have the facility cleaned prior to facility tours.</p> <p><input type="checkbox"/> Create a plan to train tour guides at your facility.</p>	Event chairwoman, AHC/LFAC member, collegiate chapter president		

Milestone Anniversary Event Planning Guide

Two Months in Advance Continued

<input type="checkbox"/> Create a food/beverage plan for facility tours.			
<input type="checkbox"/> Provide images/video footage that needs to be in slideshow/multimedia presentation (optional). <ul style="list-style-type: none">• Consider scanning and providing digital copies if you received hard copies of items to ensure originals are not lost in transition.			

Milestone Anniversary Event Planning Guide

30 Days in Advance

Task	Person(s) Responsible	Due Date	Date Completed
Food and Beverage <input type="checkbox"/> Contact the caterer and coordinate logistics. <ul style="list-style-type: none"> • Confirm when final head count on meals is due. • Set the time for when the meal will be served and provide them with a tentative program outline. • Identify a system for food allergies, prominent attendees, etc. Share this with the venue. • Review room/table layout. • Appoint venue chairwoman (or another volunteer) to be the day of contact to streamline any communications between catering and the committee. 	Event chairwoman, program chairwomen, venue chairwoman		
Venue <input type="checkbox"/> Contact venue and secure audio/visual needs. <input type="checkbox"/> Provide a detailed day-of plan for all setup, program schedule and tear down logistics. <input type="checkbox"/> Check with hotel to see how the room block is progressing (if you have one).	Event chairwoman, program chairwomen		
Signage <input type="checkbox"/> Print/pick up printed items/signage for event. <input type="checkbox"/> Identify and order any additional items needed.	Event chairwoman, program chairwomen, marketing/PR chairwoman		
Decorations <input type="checkbox"/> Pick up and identify any additional decorations needed. <input type="checkbox"/> Order flowers, if necessary.	Event chairwoman, program chairwomen, marketing/PR chairwoman		
Meet with Collegiate Chapter <input type="checkbox"/> Follow up with collegiate chapter on the previous plans. <input type="checkbox"/> Practice house tours with tour guides. Provide them cards with recommended topics for the tour.	Event chairwoman, collegiate chapter president, AHC/LFAC member		

Milestone Anniversary Event Planning Guide

30 Days in Advance Continued

<input type="checkbox"/> Connect with the facility director to ensure tasks are being completed. <input type="checkbox"/> Ensure slideshow/multimedia presentation is in process.			
Communication <input type="checkbox"/> Post a reminder to social media and send an email to your invite list with a reminder about event details and the last day to RSVP for the event.	Event chairwoman, marketing/PR chairwoman		
Speakers <input type="checkbox"/> All speeches should be submitted at this time for review and edits. Create a plan for a run-through on site with your speakers and special guests.	Event chairwoman, program chairwomen		
Ritual <input type="checkbox"/> Appoint a member to assist with the Anniversary Celebration Ritual ceremony and make preparations for the ceremony. (See appendix E.)	Event chairwoman, program chairwomen		
Entertainment (optional) <input type="checkbox"/> Coordinate logistics with entertainers. <ul style="list-style-type: none"> • Confirm participation • Determine special requests (i.e., songs). • Inquire about time needed for set-up, sound needs, etc. • Create a plan for arrival/unloading/etc. 	Event chairwoman, program chairwomen		
Photographer <input type="checkbox"/> Coordinate logistics with photographer. <input type="checkbox"/> Create a plan for arrival. <input type="checkbox"/> Provide a list to the photographer of must-have photos (i.e., speakers, decade photos, etc.). <input type="checkbox"/> Provide them with a day-of schedule.	Program chairwomen, marketing/PR chairwoman		

Milestone Anniversary Event Planning Guide

One Week in Advance

Task	Person(s) Responsible	Due Date	Date Completed
Food and Beverage <input type="checkbox"/> Give your meal count/attendee count to your caterer. (Timeframe may vary based on plan created with caterer.) <input type="checkbox"/> Provide any special meal requests/allergies and go over the plan to execute them properly.	Event chairwoman, program chairwomen		
Signage <input type="checkbox"/> Print/pick up printed items/signage for event.	Event chairwoman, program chairwomen, marketing/PR chairwoman		
Communication <input type="checkbox"/> Post a reminder to social media and send an email to your guest list with event details	Event chairwoman, program chairwomen, marketing/PR chairwoman		
Facility Tours <input type="checkbox"/> Ensure all items needed for house tours are in place: volunteers, signage, clean facility, food/beverage, etc.	Event chairwoman, collegiate chapter president, AHC/LFAC member		
Vendors <input type="checkbox"/> Call and/or email all vendors: venue, catering, audio/visual, entertainment, speakers. Ensure everyone knows when to arrive, what their role is, what the event needs are, etc. Go over all details and unclear items.	Event chairwoman, program chairwomen		
Volunteers <input type="checkbox"/> Call and/or email all volunteers. Ensure everyone knows when to arrive, what their role is, what the event needs are, etc. Go over all details and answer any event logistic questions that volunteers may have.	Event chairwoman, program chairwomen		

Milestone Anniversary Event Planning Guide

Two Days To Go!

The following list identifies items that may be needed during the milestone anniversary celebration. Make sure to gather and pack items a couple of days before to save time the morning of the event!

Make sure any items that are being shipped in for the event arrive well in advance. If anything is wrong with a shipment, you will need more than two days to reconcile the problem.

Suggested Items to Have on Site

- Master list of all event committee members, volunteers and vendors with contact information
- Master attendee list
- Volunteer schedule and check-in sheet
- Event schedule timeline
- Printed materials, such as table numbers, name badges programs, etc.
- Signs for venue/presentations
- Event/venue permits, if applicable
- Decorations
- Any historical items to be displayed
- Tables and chairs for registration and meal service
- Sound system/PA system
- A/V equipment (if applicable, such as a dongle to connect a laptop to the projector)
- Party favors, if applicable
- Hotel welcome bags, if applicable
- Photography equipment (if you did not hire a professional photographer)
- Clipboards
- Music/Playlist
- Pens/highlighters/sharpies
- Scissors
- Tape
- Calculator
- Batteries
- Paper
- Power cords for computers, if applicable
- Refreshments
- Water/Snacks for volunteers
- Cash boxes and starting cash if collecting money at the event
- First-aid kit

Milestone Anniversary Event Planning Guide

Important Read this prior to the big day!

The following day-of timeline can help guide you during the planning process. This should be adjusted to fit the celebration planned. Ensure volunteers are scheduled and all items are on hand.

Task	Person(s) Responsible
<input type="checkbox"/> Arrive at location	Meet vendors and volunteers in person on-site to answer questions and assist.
<input type="checkbox"/> Make sure all event equipment is on hand	Revisit the suggested items list in the previous section. Ensure all items needed are on site/packed to be on site. If a needed item(s) is missing, assign a designated committee member to get the item(s). The event chair should not be running errands to prevent any event delays.
<input type="checkbox"/> Set-up	Have a registration table. Make sure that the correct signage is in place. Assign set-up tasks to your committee to help with smooth set-up.
<input type="checkbox"/> Registration Table	Think of the registration table as the main hub for all information for the milestone anniversary event. Ensure volunteers are able to direct attendees to where they need to be – whether it's their table at a gala or the time of a facility tour. Extra party favors, master volunteer list, master attendee list, first aid kit(s), crisis communication plan, parking information, schedule of events, a lost and found box, etc. should all be located at the registration table for easy convenience.
<input type="checkbox"/> Signage, Decorations and Props	During set-up, ensure all signage and decorations are in place prior to attendees arriving.
<input type="checkbox"/> A/V Testing	All AV should be set-up and tested prior to the event. This includes lighting levels, microphones, slideshows, PowerPoints, etc. Set your playlist to run on a loop.
<input type="checkbox"/> Event Run-Through	Meet with your speakers to designate their seating locations and to have them practice walking to the stage and testing the microphone. If they will be advancing slides, have them test this, too.
<input type="checkbox"/> Food and Beverage Set-up	A plan through the venue's approved caterer should have already been created. Make sure the catering team knows who their point of contact is for any food/beverage questions.
<input type="checkbox"/> Photographer	A plan for when your photographer should arrive and what pictures are must-haves should already be completed. Consider having a volunteer/committee person stay with the photographer throughout the event to ensure the photographer is getting desirable images.
<input type="checkbox"/> Clean-up	Part of the event is a successful clean-up. Create a plan and ensure you have sisters and volunteers to help!

Milestone Anniversary Event Planning Guide

Immediately Following Event

Task	Person(s) Responsible	Due Date	Date Completed
Event Expenses <input type="checkbox"/> Finalize expenses. Ensure all bills are paid.	Event chairwoman, Treasurer		
Stewardship <input type="checkbox"/> Send thank you notes to all who helped make the event happen. <ul style="list-style-type: none"> • Special guests • All sponsors and donors, if applicable • Collegiate chapter members (this can be done at chapter) • Committee members • Additional volunteers, facility director and advisors who helped • Vendors (key venue staff, entertainment, etc.) 	Event chairwoman		
<i>The Crescent</i> <input type="checkbox"/> Send information and pictures about your event to <i>The Crescent</i> . (See <i>The Crescent</i> section in Appendix A.)	Event chairwoman, marketing/PR chairwoman		

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.*

SETTING YOUR BUDGET

Creating a budget for the collegiate chapter's milestone anniversary is important. There are many costs involved when planning a large-scale event and they should be outlined at the beginning stages of your planning.

Common costs

The following are common costs associated with planning an event. Note that additional costs may occur that are event-specific. Be sure your event committee creates a list of predicted costs for your event.

- Venue rental
- Food and beverage (including sacks for volunteers)
- Printed materials (menus, programs, invitations, RSVP cards, thank you cards, envelopes, name badges, menu cards, allergy cards, table numbers, etc.)
- Postage for invitations and other correspondence
- Signage (banners, directional signs within venue, table numbers, photo backdrops, etc.)
- Decorations (room decorations, table centerpieces, flowers, etc.)
- Guest speakers
- Entertainment
- Party favors and welcome bags
- Photographer/videographer
- Thank you gifts/cards for volunteers
- International President transportation/flight, hotel and meals
- Parking for event volunteers

Budget Logistics and Determining Ticket Prices

After the event committee has identified the costs associated with the event, it's time to determine the realistic projected number of attendees in order to determine a price to attend the event. The price should cover the costs to host the event, making it important to identify what that price should be based off a lower attendance rate.

Don't forget that businesses involved with the event may require deposits. For example, a venue or caterer may need a deposit prior to event tickets going on sale. For this reason, during the initial stages of planning, look at the local AHC, alumnae chapter and collegiate chapter budgets to determine who can cover these costs until they can be reimbursed after collecting ticket sales.

If you sell enough tickets to cover the event costs and are continuing to sell tickets, the extra monies collected should go toward sponsoring collegiate members or sisters in need to attend, a gift to the Gamma Phi Beta Foundation, a scholarship for members of the collegiate chapter, etc.

Example (Note: the numbers presented here only sample numbers and should not be an indication of how you price your event. Your available event budget, needs and consideration of what is affordable/reasonable for your attendees should be taken into consideration).

Goal: We want to host a gala with a sit-down dinner in a banquet facility. We'd like to keep ticket prices under \$50.

Outcome: We found a venue and catering company that would be able to meet our needs for \$40/person. We decided to charge \$48/person so that the additional \$8 could go toward additional costs, such as printed materials and decorations.

QUESTIONS TO ASK WHEN BOOKING A VENUE

Venue and Logistics

- Is the space available on our desired date?
- Can the space accommodate our guest count and desired seating arrangement? Can you provide a sample diagram?
- Will there be other events at the venue?
- Is the location convenient for guests?
- How many hours do you offer for set-up?
- Do you allow signage/displays? Are there fees for this? Rules?
- Is there an on-site printer? Color printer?
- How many hours do you offer for break down?
- Can we ship to or drop things off at the venue beforehand? Are there fees?
- How many days prior to event can we ship/drop things off?
- Is there an office/storage space available for use during the event?
- What staffing is included in the venue rental?
- What additional staffing do you require during private events?
- What furniture is included in the venue rental?
- Do you have additional furniture on-site available to rent or use (i.e., chairs)?
- Are linens included in the rental fee? What colors do you have, or can we order special colors? What are the additional costs?
- Are there any decoration restrictions or limitations?
- Are lights on dimmers?
- Does your venue provide in-house A/V equipment, technicians and support, or will this need to be rented elsewhere?
- What kinds of Internet capabilities does your venue have available for guests?
- Is guest parking available? If so, is it free? Self or valet parking?
- Do you have security on property? Is it included in the rental fee?
- What additional insurance, if any, does your venue require for private events?
- Do you have any construction planned? If yes, what and when?
- Do you have any important policies to know about?

Food and Beverage

- What is the food and beverage minimum?
- What happens if we do not meet our food and beverage minimum?
- Does your venue offer in-house catering?
- Do you have a list of preferred suppliers/vendors?
- Is there a fee for bringing in a vendor not on the list?
- Can we have a food truck on the premises?
- Is there a cake cutting fee?
- How accommodating are you for people with special dietary restrictions? What measures do we need to take to provide you with dietary requests?

Payment and Event Budget

- What is the cost to rent the venue for our event's date and time? Is it negotiable?
- Is there a food and beverage minimum?
- Is there a cost difference between peak season and off-season?
- Is there a payment scheduling option available?

- What kind of deposits are required?
- Do you take credit cards? Are there additional fees involved to pay with a credit card?
- Are there hidden costs like a service charge, gratuity, cleaning fees or overtime charges?
- What is your policy regarding last minute changes or cancellations due to weather or other unexpected events?
- Do you include any freebies or services with the venue rental fee?

Hotel-Specific Questions

- With a block of rooms, or food and beverage minimum met, will the meeting space rental fee be waived?
- Do you have a shuttle service?
- What amenities are available for my guests?
- Are concierge upgrades available? Room upgrades?

BOOKING A HOTEL

Things to look for when reviewing a hotel contract for a room block and/or space

- Ensure all contact information, dates and timing are accurate.
- Review the negotiated guest room rates to ensure they are accurate for your requested room types and corresponding nightly rates. Please note that the rates do not include applicable taxes and miscellaneous fees.
 - {HINT}** Consider negotiating complimentary suites to be allocated for VIPs (like the International President) or for use as a hospitality space for your planning committee and volunteers.
- Review the number of sleeping nights you are committed to, and your agreed upon room night revenue.
 - You should be getting a 20 percent attrition rate. That means if you book less than your agreed upon room nights or revenue, you have a 20 percent cushion before you will be penalized for the empty rooms.
 - Ensure that there is a clause in the contract that the hotel will resell any unused rooms in your block and you will be credited if these unused rooms in your block are resold.
- Ensure that the agreed upon room block cutoff is correct. This is usually two to four weeks prior to your event (with two weeks being ideal).
 - {HINT}** Double check that the hotel has provided you with a booking website or phone number with your applicable group name or special identification code.
- Make sure that the hotel knows which charges go on the master account and which ones will be covered by the individual at their own expense.
- Provide the hotel with a basic schedule of events and make sure that this is reflected in the contract. This should include dates, event start times, event end times, the name of the function, the room assigned, the setup required and the estimated guest count. Please make sure you have accounted for adequate setup and teardown in your listed event times.
 - {HINT}** Hotels may include a clause that meeting rooms cannot be guaranteed and are subject to change. Make sure that you have them add a clause that states that no changes can be made without discussing with the client.
- Ideally, you should not be paying a room rental fee. This is something that many hotels will waive with a food and beverage minimum.
- Make sure that the agreed upon food and beverage minimum is accurate. This quoted amount is usually negotiable if needed. Also, please note that this figure does not include service charges and taxes. Please take this into account when figuring out your minimum costs.
 - {HINT}** Ask to review the hotel banquet menus prior to agreeing on a food and beverage minimum. Make sure that your estimated attendance multiplied by their menu costs (plus service charge and taxes) is of equal or lesser value than the minimum required.
 - {HINT}** Menu prices are negotiable. Tell them what you want to spend per person and see if this is feasible before signing a contract. Make sure you are comfortable with the menu pricing before signing a hotel contract that will hold you accountable to a minimum spend.
- Review and understand the schedule of penalties should you cancel. The percentage owed is usually dependent on how far out you cancel. This varies from hotel to hotel.

- Ensure that the billing procedures and deposit schedule are accurate and that you understand how they will be processed. Are you paying by credit card? Direct bill? When is the deposit due? When is the final payment due?
{HINT} Final bills are typically paid 10-14 business days post contract.
- Are shipping policies and pricing listed in the contract? If not, be sure and ask about these handling/storage costs and see if they can be waived.
- Make sure the contract includes a Relocation/No Walk clause, a Construction/Remodel clause and Force Majeure clause. These clauses will serve to protect your event and your guests. If you don't see them, ask for them to be added.
- Other helpful hints:
 - Ask the hotel if they would like to be included on communications with your invitees. This is helpful to keep them in the loop on when to expect an influx of room reservations.
 - Negotiate a discounted rate on your audio-visual equipment if you use the in-house provider. This is usually anywhere between 10 and 25 percent. You will contract these needs directly with the supplier. Be up-front with your budget as they are usually willing to help you out with costs as much as they can.
 - If you would like to bring a special cake or desert in from an outside source, please make sure you receive permission from the hotel.
 - Take note of hotel logistics so that you can prepare your guests accordingly and respond to questions when asked.
 - General helpful hotel knowledge: check-in time, departure time, parking fees, available valet, luggage storage, coffee shop hours, available food/beverage outlets and their operating hours, airport or area shuttle availability, hotel amenities (e.g., pool, etc.), location of restrooms (when onsite), where to access the banquet space, etc.

ANNIVERSARY OF COLLEGIATE OR ALUMNAE CHAPTER INSTALLATION SERVICE

The Anniversary of Collegiate or Alumnae Chapter Installation Service was written in 2004 by Elizabeth Sloan Phillips (Washington University), director of ritual 1997-2008. The service was first seen in the 2004 Ritual Manual and was revised in 2012. Please note that this version differs slightly from the version in the 2012 Ritual Manual, and includes additional instructions and options for the execution of the service.

This service may be performed if uninitiated new members or guests will be present, or if the service will be held in a public venue with doors that cannot be closed or locked.

Timing

- This service is designed to celebrate the yearly anniversary of the installation of a collegiate chapter, or the installation of an alumnae chapter.

Location

- This service may be held in a public venue, with room to accommodate the number of participants.

Participants

- Mistress of ceremonies*
- Initiated collegiate and alumnae members
- Uninitiated new members and guests may attend

**If planning a chapter anniversary or milestone celebration event, consider asking a visiting International Council member, volunteer leader, distinguished alumna, etc. to serve as the mistress of ceremonies for this service. The mistress of ceremonies does not have to be your event emcee.*

Attire

- Collegiate and alumnae members wear business casual (dresses, skirts or dress pants – no jeans, shorts, sweat pants, cut-offs, flip flops, etc.).
- Membership badge, or new member pin, should be worn.

Properties

- Table
- White tablecloth
- Commemorative guest book
- Pen
- One pink carnation (fresh) for each charter member present; vase with four pink carnations if no charter members are present
- Pre-prepared newspaper quote from the time of the chapter installation, or solicited quotes from alumnae who may remember the installation of the chapter
- Chairs for attendees

Appendix E

Milestone Anniversary Event Planning Guide

Service

Mistress of ceremonies: “The Four Founders banded themselves together that, through mutual help, they might cherish the ideals of culture, moral strength, and true womanhood. All unconscious of the future of their organization, these women laid a sure and a permanent foundation. Their principles and their purposes were so well defined and so enduring that they made it possible for Gamma Phi Beta to grow into an international Sorority with a chain of chapters from the Atlantic to the Pacific.*”
**The Crescent, June 1908*

While some things have changed over the years, their spirit and enthusiasm for Gamma Phi Beta’s ideals and values lives on and is fulfilled by our membership.

In (month, year), the following women (list names of chapter charter members) became charter members of _____ Chapter of Gamma Phi Beta at (school/location of alumnae chapter). As I read your name, please come forward and accept a pink carnation.**

Present each chapter charter member in attendance with a pink carnation.

If no chapter charter members are present, you may place four carnations in a vase on the table and replace the last sentence above with, **We honor these members with pink carnations, the official flower of Gamma Phi Beta.

Mistress of ceremonies: Today, we celebrate the _____ anniversary of the day that those (number of chapter charter members) women were gathered together to receive their charter and to be installed as _____ Chapter of Gamma Phi Beta Sorority.

In January 1875, the news of Gamma Phi Beta became public with this announcement in the Syracuse University student newspaper: “A new ladies’ society made its appearance at the close of last term, and is to be known as Gamma Phi Beta. This name was suggested by Chancellor Haven.”

“The badge is a monogram with these three letters in gold with a dark enameled crescent...it is one of the most tasty badges we have seen... We are informed that the ladies of this society will hold their sessions in the afternoon rather than in the evening, thereby avoiding the necessity of being on the street at a late hour. The ladies have started on the right principle, are select in the choice of members, and we see no reason why a prosperous future is not in store for Gamma Phi Beta.”

The following are quotes from (the school newspaper, local alumnae, etc.) to provide you with historical perspective of the time.

Read aloud pre-prepared newspaper quote(s) from the time of the chapter installation, or solicited quotes from alumnae who may remember the installation of the chapter.

Appendix E

Milestone Anniversary Event Planning Guide

Mistress of ceremonies:	In the _____ years that have passed since the installation of _____ Chapter, we have been joined by many more sisters, both new collegians and new alumnae to the area. Would each of the attendees please now come forward and sign our commemorative book, starting with any charter sisters in attendance today?
All attendees:	<p><i>One at a time, walk to the table at the front of the room and sign their name in the commemorative guest book. If there are a large number of chapter members in attendance, the following options are suggested to accelerate this portion of the service and provide an enhanced experience for your guests.</i></p> <ol style="list-style-type: none"><i>1. Have individual pages available for each decade of the chapter's history and provide instructions for members to line up by the decade in which they were initiated and sign the page of their decade so that multiple members may sign at once.</i><i>2. Bring the current chapter president and a charter member (or other distinguished chapter alumna member in attendance) forward to sign the book to commemorate the moment in the service. Adjust the last sentence spoken above ("Would each of the attendees please now...") to call the two signers forward, and then instruct the other members in attendance to come forward at the end of the service to sign the guestbook.</i>
Mistress of ceremonies:	As _____ Chapter celebrates its rich history on the (college or university) campus, Gamma Phi Beta looks forward to continuing our positive contributions to campus life and our community. In closing, Gamma Phi Beta members please stand, and we will join in singing one of our most revered songs, "Fidelity."
All Gamma Phi Beta members:	<i>Sing "Fidelity."</i>
Mistress of ceremonies:	Thank you for joining our celebration!

ACTIVITIES TO ENHANCE MILESTONE ANNIVERSARY CELEBRATIONS

When hosting a milestone anniversary celebration, consider creating ways for sisters to connect. By doing so, it can enhance the event experience and love for our Sorority.

Door Messages

Hosting a facility tour as part of the milestone celebration? Consider this fun activity!

Cover the facility doors with paper so sisters throughout the decades can write messages on them.

- Residential/room doors: How fun will it be for alumnae to connect with collegians who now live in their room?
- Common area doors: Sisters can share memories from what television shows they watched to preparing for recruitments and events.

This simple project gives the opportunity for many memories to be shared between sisters from across the years.

Decade Tables

Whether the event is a reception or a gala, decades tables are a great way to create conversations between sisters. To execute this idea, simply have one table for each decade. On each table, have historical items, apparel and photographs from the respective decade. Consider having a guest book or message board for each table, so sisters can see who else is in attendance from their collegiate years.

The outcome will result in sisters seeing unique items and photos from each decade of their chapter's existence. Beyond being a great conversation piece, decade tables provide the perfect photograph opportunities.

Gamma Phi Beta Songs

A small activity, such as singing Gamma Phi Beta songs, is great way to connect collegians with alumnae. Consider pairing different decades together to sing songs during your event's program.

Position Roll Call

Discover who has held what positions by doing a position roll call. This activity is fun and simple. Simply announce the position (i.e., chapter president, social chairwoman, historian, etc.), and have sisters stand if they held the position.

This activity can also be done with legacies in attendance, as well as Big Sister/Little Sister pairs who are in attendance.

Tell us more!

Have a unique activity planned for a milestone anniversary celebration and want to share? Contact us at gammaphibeta@gammaphibeta.org.



GAMMA PHI BETA

