

Kappa Delta VP-Public Relations

October 2011 Newsletter

As always, feel free to contact me – initiativescomm@kappadelta.org or 901.748.1897, ext. 208

Tips from a fellow VP-PR ...

Hear from Lauren Sibley, a wonderful VP-PR from Epsilon – Louisiana State University. She can be reached at lsibley@drsibley.com.

At Epsilon, we have a close relationship with the Girl Scout community and always look forward to the events held each semester. International Girls Day, however, is simply the highlight of these events. All girls in Baton Rouge and surrounding areas are invited to our event that lasts an entire afternoon. Our IGD committee works very hard to plan the event and secure sponsorships, like Smoothie King, that make the day extremely fun and successful. An added benefit is that our sponsors typically provide giveaways to the girls. Last year, Epsilon Chapter had the LSU Cheerleaders help teach a fun dance and the local hospital educated the girls both on how to choose healthy snacks and how to maintain healthy relationships. “She Can Do Anything” is a broad, but so important theme for International Girls Day. No matter the event, adhering to this theme is vital because that is what the girls will remember.

As VP-Public Relations for our chapters, it is our job to make these facts known to our sisters. We have a responsibility to excite them in a quest to help others and encourage community participation. Make banners, T shirts, posters and send press releases—pull out all the stops! International Girls Day is meant to be fun for them and for us!

PR Shout Outs:

So many of your chapters got positive news coverage during IWFM! Congrats to [Gamma Delta \(East TN State\)](#), [Zeta Alpha \(TX Tech\)](#) and [Epsilon Omega \(Kentucky\)](#) for coverage of the “You Make Me Smile” campaign.

Epsilon Rho (Rochester) was on their [local news](#) promoting their Shamrock 5K.

Reminders/Announcements:

- You will receive a package in the mail from HQ within the next week or two with posters promoting a distracted driving campaign called [Decide to Drive](#). Initiated by one of our national philanthropies, the American Academy of Orthopedic Surgeons, the campaign encourages people to spread the word about practicing safe driving by avoiding distractions. We hope you will participate by hanging the posters around your chapter meeting location and campus before students leave campus for fall break. Also, educate your members!
- Plans should be well underway for International Girls Day –a required Girl Scout event. It is your VP-CS’ job to plan the event, but it’s YOUR job to promote it and the holiday. Look for an email from me mid-Oct. with reminders and suggestions!



To Do:

- ☒ Don’t forget October reports – KD Did It Photos/Captions & Monthly Photos are both due 10.15!
- ☒ Missed the webinar? Watch it online [here](#), password is KDpr1897. Please email me to let me know you watched; points will be deducted from overall PR grade for chapters that don’t watch (either live or recorded).
- ☒ Remember - Founders’ Day is October 23. Make sure your ch. is doing something to commemorate!

“Leadership is practiced not so much in words as in attitude and in actions.”