



JOURNEY TO CENTENNIAL

2018 YEAR OF SISTERHOOD IMPLEMENTATION GUIDE



Zeta Phi Beta Sorority, Incorporated

Overview of 2018 Year of Sisterhood

Each year leading up to our 100 year celebration has had a theme that incorporates one of our founding principles. The Centennial Commission is excited to launch the

2018 Year of Sisterhood initiative.



This Implementation Guide is designed to assist chapters with planning and executing a “Sisterhood Tea” in support of the 2018 Year of Sisterhood.

Year of Sisterhood Implementation Guide

This Implementation Guide is designed to assist you with organizing your Sisterhood Tea for Zeta's 2018 Year of Sisterhood. Since the 2018 Journey to Centennial focus is "Sisterhood"; chapters are asked to plan and execute a "Sisterhood Tea" event during 2018 in support of our principle of **SISTERHOOD** and promotion of **BRAND ZETA** to the community.

Questions can be sent to: YearOfSisterhood@zphib2020.com.

Step 1: Select your Sisterhood Tea project

- **Coordinator** - Designate a coordinator to ensure your project incorporates the elements of this Implementation Guide.
- **Theme** – “Celebrating Sisterhood on the Journey to Centennial”
- **Event** – Sisterhood Tea
 - If your chapter already hosts an annual tea event, adapt the program to include the 2018 Year of Sisterhood theme and honor a phenomenal woman or group of phenomenal women with Centennial Certificates.
 - Your tea can be a large scale event; a smaller, more intimate event; or a stay at home “Tea For Me.” Some examples: consider researching the accomplishments of the women at your chapter’s adopted elder care facility and host a tea in their honor; put together tea packages and Phenomenal Women Centennial Certificates for the teachers and administrators at your chapter’s adopted school.
- **Guests** – Women’s organizations, other sororities, family, friends, community partners, elder care residents, youth auxiliaries, others
- **Program** – Honor and recognize the contributions of phenomenal women; register the names of honorees on the Centennial website for recognition (system will open Fall 2017) and download Centennial Certificate of Recognition for Honorees; distribute commemorative attendee appreciation card; obtain special branded items from the Commission for your tea
- **Goal** – Present 2,020 Phenomenal Women Centennial Certificates in 2018
- **Host** – Consider co-hosting your tea with one of the following groups: another graduate or undergraduate chapter; Amicae or Youth Auxiliary; Life Members, Legacies, Sisterhood Circles; adopted elder care facilities; adopted schools; other women’s organizations

Step2: Market your Event

- **Public Relations Team** - Set up a team of Sorors to handle the promotion and marketing of your Sisterhood Tea
 - **Press Release** - Write a pre-event press release about your upcoming event (See Appendix). Distribute your press release via as many communication channels as possible - post it to your chapter website; upload it to your social media accounts (Facebook, Twitter, Instagram, etc.); check the websites of your local affiliate television stations, radio stations, newspapers (both large and local neighborhood circulars) and post your event to their community and events board; use a press release distribution service like www.prlog.org to send out your press release.
 - **Promotional Video** – Film a promotional video for posting to your chapter’s social media accounts.
- **Increase Participation / Visibility** - Think of ways to increase the public interest in your project, such as collaborating with another organization; securing a local high profile individual such as a radio personality, local politician, or celebrity to appear at your event; etc.
- **Order Year of Sisterhood branded items:** Your chapter can support the Year of Sisterhood initiative by purchasing branded items as giveaways for your tea; decorations for your event; or for your own personal collection. These items will be available in the “Buy Blue” section of the Centennial website in Fall 2017. <http://zphib2020.com/buy-blue/>
- **Use Approved Hashtag** - The hashtag for the Year of Sisterhood is #YearOfSisterhood.
- **Photography** - Designate a Soror(s) in your chapter to take pictures of your event or if the budget allows, hire a photographer.
 - Take lots of pictures.
 - If applicable, post a photo release disclaimer at your tea so that you may use the photos for your marketing and public relations (See Appendix).
 - Consider using Facebook Live or creating and uploading short videos of your chapter’s community service

- **Be Prepared to Represent**

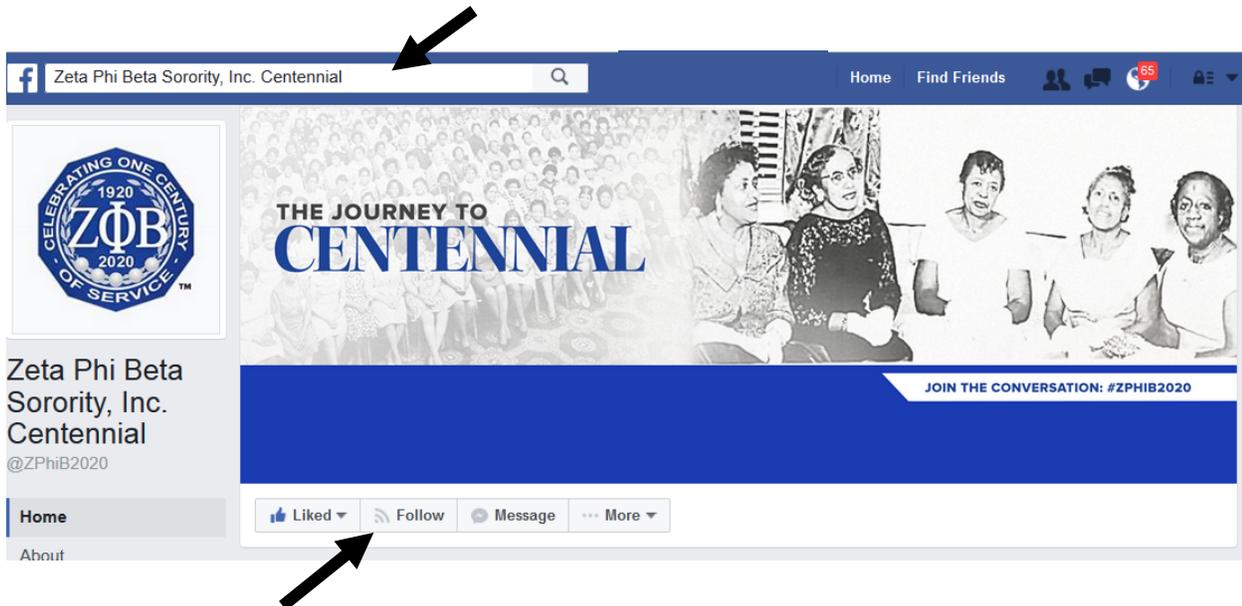
- Execute your service project with professionalism and Finer Womanhood; keeping BRAND ZETA in mind always.

- **Share your Sisterhood Tea event on the Centennial Facebook page**

- Please tag or post your Sisterhood Tea Pictures and messages on the Centennial Facebook page.

Steps:

1. Follow the Centennial Facebook page. Search for “Zeta Phi Beta Sorority, Inc. Centennial” in your Facebook account



2. Select **Follow**

3. When you are posting on your Facebook page be sure to tag us using **@zphib2020**

OR

You may go directly to the Centennial Facebook page and post your message and/or images

(Note: all content will be reviewed and approved prior to posting on the Centennial Facebook page)

- **Support** - Be supportive of other chapters by attending their Sisterhood Tea events as well as sharing their photos and posts. Ask them to share yours as well. Encourage your circle of influence including the Brothers of Phi Beta Sigma, other NPHC organizations, family, and friends to share your posts.

Step 3: Post Event Follow-Up

- **Post Press Release** - Write a post-event press release (See Appendix). Distribute your press release via as many communication channels as possible: Post it to your chapter website; Upload it to your social media accounts (Facebook, Twitter, Instagram, etc.); Check the websites of your local affiliate TV stations, radio stations, newspapers (both large and local neighborhood circulars) and post the event to their community and events board; Use a press release distribution service like **www.prlog.org** to send out your press release.
- **Thanks** - Contact and thank participants and partners

Appendix

Pre-Event Press Release (Sample)

Zeta Phi Beta Sorority, Incorporated

[Chapter Name, City, and State]

[Contact Name and Title]

[Contact email]

[Contact phone number]

For Immediate Release:

Zeta Phi Beta Sorority, Incorporated, [Chapter Name]

Celebrates Sisterhood by Recognizing Phenomenal Women

[Today's Date] - [Chapter Name, City, and State] will host a Sisterhood Tea on [event date] at [event location] in support of Zeta Phi Beta Sorority, Incorporated's 2018 Year of Sisterhood. These Sisterhood Tea events are a part of a year-long campaign for 2018 focusing on the sorority's principle of "Sisterhood" as the organization takes time to recognize phenomenal women doing phenomenal things and continues to mark its journey to Zeta's Centennial anniversary in the year 2020.

During the event hosted by [Chapter Name], [insert a brief paragraph; no more than 2-3 sentences profiling who will be honored at the tea].

“[Insert a quote from a Soror – the event chair, the chapter president, etc. that describes why this is a great event and why the chapter is excited to participate],” said [Name of person quoted], [Title], [Chapter Name].

For more information about this event, contact [Contact Name and Title] at [Contact email] or [Contact phone number].

About Zeta Phi Beta Sorority, Incorporated

Zeta Phi Beta Sorority, Incorporated, was founded in 1920 by five co-ed students at Howard University who envisioned a sorority that would promote the highest standards of scholarship achievement and Finer Womanhood. Headquartered in Washington, D.C., Zeta Phi Beta Sorority, Incorporated, has a diverse membership of more than 120,000 college-educated women with more than 800 chapters in North America, Europe, Asia the Caribbean, Africa, and the Middle East.

For more information, please visit www.zphib1920.org.

Photo Release (Template)

Permission to Use Photograph

Event: (type name of event and brief description)

Location: (type name of venue and address)

By attending this event, I grant to Zeta Phi Beta Sorority, Incorporated, (insert chapter name) the right to take photographs of me in connection with the above-identified event. I authorize Zeta Phi Beta Sorority, Incorporated, its assigns and transferees to copyright, use and publish the same in print and/or electronically.

I agree that Zeta Phi Beta Sorority, Incorporated may use such photographs of me with or without my name and for any lawful purpose, including for example such purposes as publicity, illustration, advertising, and Web content.

Post-Event Press Release (Sample)

Zeta Phi Beta Sorority, Incorporated

[Chapter Name, City, and State]

[Contact Name and Title]

[Contact email]

[Contact phone number]

For Immediate Release:

Zeta Phi Beta Sorority, Incorporated, [Chapter Name]

Hosts “Tea Time” In Support of Zeta’s 2018 Year of Sisterhood

[Today’s Date] – Members of [Chapter Name, City, and State] along with [insert name of event co-hosts] hosted a Sisterhood Tea to recognize the achievements of [name of honorees] as a part of Zeta Phi Beta’s 2018 Year of Sisterhood initiative.

Zeta chapters around the world are hosting “Sisterhood Teas” throughout 2018 as the organization takes time to celebrate one of its founding principles by recognizing phenomenal women who are doing wonderful things in the community.

“[Insert a quote from one of the honorees that describes why this was a great event and why they were excited to recognized],” said [Name of person quoted], [Title], [Organization Name].

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Potential Partner Organizations

Chapters should look to partner with a local chapter of a national / international women's organization such as:

- Sororities
- National Council of Negro Women
- Junior League
- Top Ladies of Distinction

Additional organizations can be found at:

https://en.wikipedia.org/wiki/List_of_women%27s_organizations