



# ALPHA PHI ALPHA®

*Elevating the Alpha Spirit*

## Assistant District Director (ADD) Informational Guide

Presented By: ADDs of the Southern Region



# Overview of Content

- **Who is the ADD?**
- **Duties of the ADD**
- **RoadMap to Becoming ADD**
  - ✓ **Five (5) Steps**
- **Pros vs. Cons of ADD**
- **Benefits of ADD Role**
- **Key Takeaways**



# 2023-24 ADDs of the Southern Region



Bro. Jackson Quarles  
**Alabama**



Bro. Anski Saint- Fleur  
**Florida**



Bro. Anthony Mitchell  
**Georgia**



Bro. Tyler Saul  
**Mississippi**



Bro. Brandon Smith  
**North Carolina**



Bro. Kaleb Phelps  
**South Carolina**



Bro. Larry Joe  
**Tennessee**





# Who is the Assistant District Director (ADD)?

- The prefix “**Assistant**” before a position within the Alpha Phi Alpha Fraternity, Inc., denotes “**College Brother**” position.
- There are various Assistant District Directors that represent each of their respective Districts within each Region.
- The Assistant District Director is the **Highest Position** a **College Brother** can hold in his respective **District**.



# Duties of the Assistant District Director (ADD) Cont.



## The Assistant District Director shall:

- Assist the District Director in dealing with College Chapter affairs in their respective districts.
- Perform such other duties as may be assigned to them by the District Director or by the Regional Vice President of their Region.
- Represent all chapters on the District Board of Directors.



# Duties of the Assistant District Director (ADD) Cont.



## The Assistant District Director shall:

- Recommend Brothers to district & regional standing and special committees.
- Join with the District Director in making recommendations to the District Conference on how funds are to be used.
- Assist in preparations for conferences in their respective districts.



# Duties of the Assistant District Director (ADD) Cont.



## The Assistant District Director shall:

- Develop the “College Brother’s Caucus” as a means of promoting togetherness and brotherly accord.
- Work with Area Directors and Assistant Area Directors in facilitating those specific competitive programs mandated for College Chapters by the General Organization.
- Review with District Director annually the Directory and Chapter Report and give feedback to chapters.



# Duties of the Assistant District Director (ADD) Cont.



## The Assistant District Director shall:

- Encourage graduating seniors to affiliate with an alumni chapter upon graduation.
- Plan the District “College Brothers Summit”.
- Work alongside the Regional Assistant Vice President in planning the College Brothers Empowerment.
- Work with College Chapters throughout the District on programming, leadership development, and academic success.



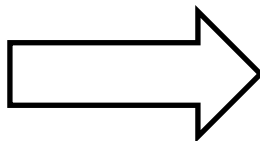




# RoadMap to Becoming the ADD

## Step 1: Decision to Run

- Things to Consider
- Platform Development
- Find a Mentor

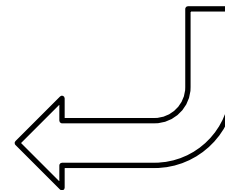
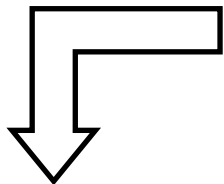


## Step 2: Building A Campaign Team

- Identify Campaign Manager
- Target Alumni & Collegiate Brothers
- Assign Task & Roles

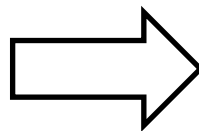
## Step 3: Marketing Strategies

- Create Campaign Material
- Identify Social Media Platform
- Create Chapter & President's Contact List



## Step 4: Acquiring Votes & Endorsements

- Visit Chapters & Attend Area & District Events
- Seek Endorsements from Leaders
- Identify District Delegate Strength



## Step 5: Securing the Role

- Know your Platform & How the Fraternity Operates
- Prepare Speeches for District Conference
- Identify Nominators for Election





# Step 1: Decision To Run

## ☐ Things to Consider

**Time Commitment (School, Alpha, Community & Etc.)**

**Leadership Experiences (Campus, Community, Fraternal & Etc.)**

**Monetary Allocations (Travel, Campaign Material & Etc.)**

**Understand the Fraternity Structure (Districts, Regions & General Level)**

## ☐ Platform Development

**Vision (What would you and Brothers want to see?)**

**Create a Slogan (Something that's unique)**

**Platform Pillars (Look at areas within the Fraternity that can be improved, but be realistic)**



## ☐ Find Mentor

**Identify a Brother who can guide you through the Campaign Process**





# Step 2: Building A Campaign Team

## ☐ Identify Campaign Manager

Oversees the Campaign Process

Direct Contact for Brothers on Campaign Team

Document All Records (Donations, Endorsements & Expenditures Etc.)

## ☐ Target Alumni & Collegiate Brothers

Identify Alumni & Collegiate Brothers to Serve on Team

Have Representation among Areas

Look into Brothers who are Social & Influencers

## ☐ Assign Task & Roles

Identify Campaign Assignments & Duties





# Step 3: Marketing Strategies

## ❑ Create Campaign Material

Identify Promotional Items (Flyers, Wristbands, Pins, & Etc.)

Website

Pulldown/Banner

## ❑ Identify Social Media Platforms

Think about the following: (Some might not be listed)

Facebook

Instagram

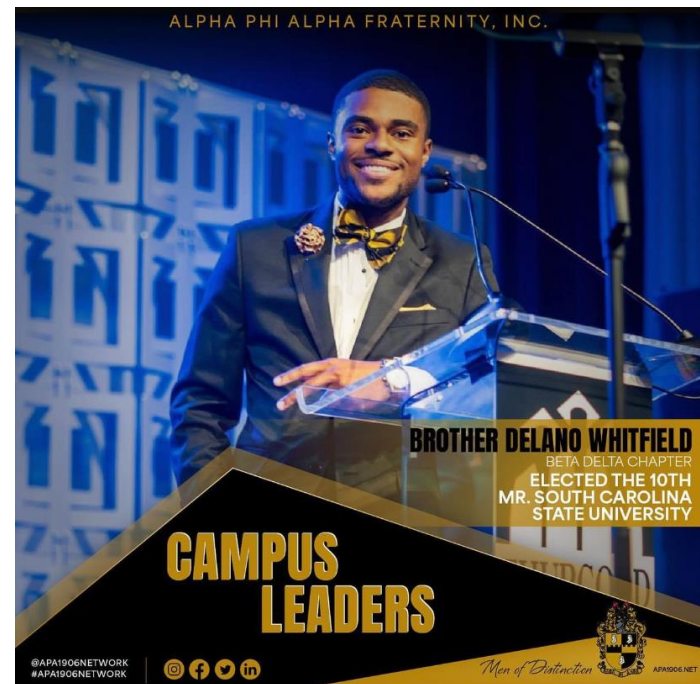
Twitter

LinkedIn

## ❑ Create Chapter & President Contact List

Create an Email List and Server for Communication

Get engaged w/ Group chats to share information





# Step 4: Acquiring Votes & Endorsements

## Visit Chapters & Attend Conferences & Events

Prepare to share your Campaign Platform

Speak to College and Alumni Brothers

Listen to the Needs of the Brotherhood

## Seek Endorsements

Target the following:

Chapters & Presidents

Area, District, Regional & General Leadership

Create a method to showcase support

## Identify District Delegate Strength

Create a Registry of all Chapters in your District





# Step 5: Securing The Role

## □ Know your Platform & How the Fraternity Operates

Understand the Hierarchy of the Fraternity and How it functions

Always know your platform & How your vision can support the Fraternity

Be prepared for the tough questions

## □ Prepare Speeches for District Conference

Write your Nomination Acceptance Speech in advance

Have your support pitch to each area ready before Area Caucuses

Be prepared for a Campaign Debate

## □ Identify Nominators for Election

Identify a College & Alumni Brother to Nominate you (Not from the same area)





# Pros vs. Cons of ADD Role

## Pros

- ❑ Personal & Career Development
- ❑ Accommodated Travel Opportunities
- ❑ Valuable Networking
- ❑ Tangible leadership skills that translate to other leadership roles
- ❑ Attend Alpha Leadership Academy

## Cons

- ❑ Time Commitment
- ❑ Missing Classes & Special Events
- ❑ Reduced involvement on Chapter Level
- ❑ Unscheduled Fraternal Meetings
- ❑ 1 Year Tenure
- ❑ Delayed reimbursements or advances





# Benefits of ADD Role

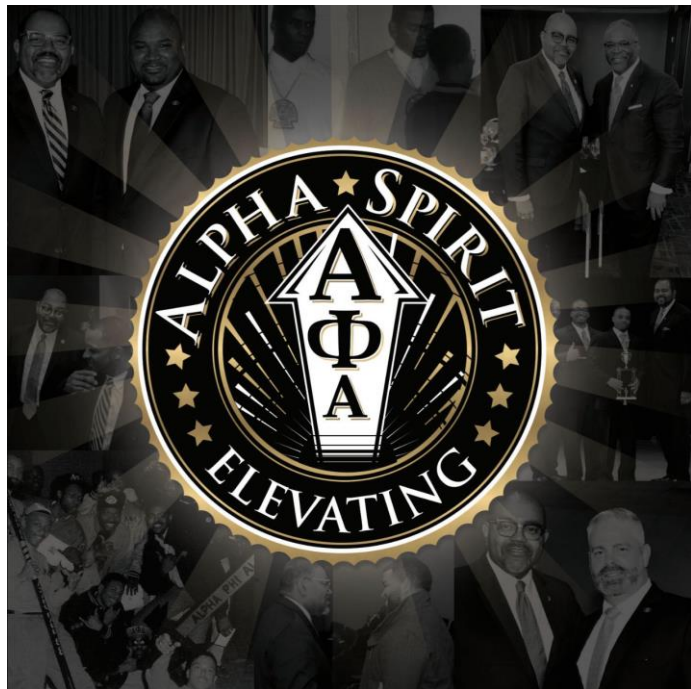
- Attend District Conferences & Regional/General Conventions**
- Speak at Special Events/Occasions**
- Plan the District College Brothers Summit**
- Create Programming Initiatives to aid in Academic Success, Leadership Development & Chapter Restoration**
- Appoint Brothers to District & Regional Committees**
- Assist in Planning the District Conference**
- Creating a Team to aid you in Executing the Affairs of the Office**







# Key Takeaways



**BE AUTHENTIC**

**TRUST YOURSELF**

**KNOW YOUR WORTH**

**BUILD NATURAL RELATIONSHIPS**





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**THANK YOU!**  
**ANY QUESTIONS?**

