



ALPHA PHI ALPHA®

Elevating the Alpha Spirit

Regional Assistant Vice President (RAVP) Informational Guide

Presented By: Commission on College Brother Affairs



Overview of Content

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



Who is the Regional Assistant Vice President (RAVP)?



- The prefix “**Assistant**” before a position within the Alpha Phi Alpha Fraternity, Inc., denotes “College Brother” position.
- There are five (5) Assistant Regional Vice Presidents that represent each of the following regions: Eastern, Midwestern, Southern, Southwest, and Western.
- The Assistant Regional Vice President is the **Highest Position** a **College Brother** can hold in Alpha Phi Alpha Fraternity, Incorporated.



Duties of the Regional Assistant Vice President (RAVP)



The Regional Assistant Vice President shall:

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



Duties of the Regional Assistant Vice President (RAVP)



The Regional Assistant Vice President shall:

- Recommend Brothers to standing and special committees.
- Join with the Regional Vice Presidents in making recommendations to the Regional Convention on how funds are to be used.
- Assist in preparations for convention in their respective regions.

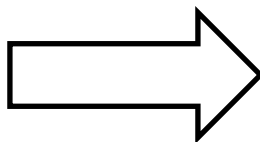




RoadMap to Becoming the RAVP

Step 1: Decision to Run

- Things to Consider
- Platform Development
- Find a Mentor

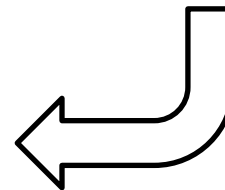
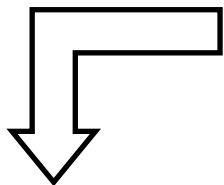


Step 2: Building A Campaign Team

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

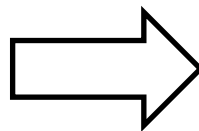
Step 3: Marketing Strategies

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



Step 4: Acquiring Votes & Endorsements

- Visit Chapters & Attend Conferences & Events
- Seek Endorsements from Leaders
- Identify Regional Delegate Strength



Step 5: Securing the Role

- Know your Platform & How the Fraternity Operates
- Prepare Speeches for Regional 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 Districts

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

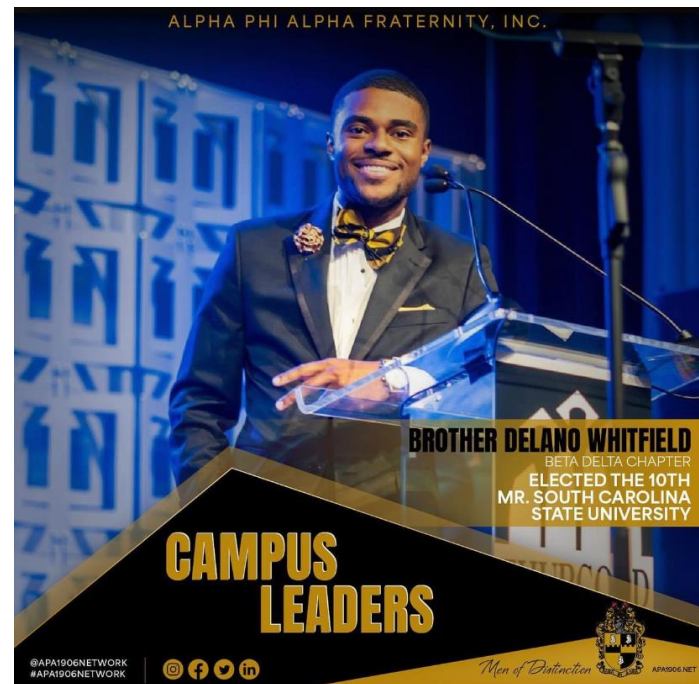
Twitter

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 Regional Delegate Strength

Create a Registry of all Chapters in your Region





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 Regional Convention

Write your Nomination Acceptance Speech in advance

Have your support pitch to each district ready before District Caucuses

Be prepared for a Campaign Debate

□ Identify Nominators for Election

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





Pros vs. Cons of RAVP Role

Pros

- Personal & Career Development
- Travel Opportunities
- Highest Ranking College Brother in your Region
- Stipend Provided
- Board of Directors Member & Influencer

Cons

- Time Commitment
- Missing Classes & Special Events
- Reduced involvement on Chapter Level
- Unscheduled Fraternal Meetings
- 1 Year Tenure





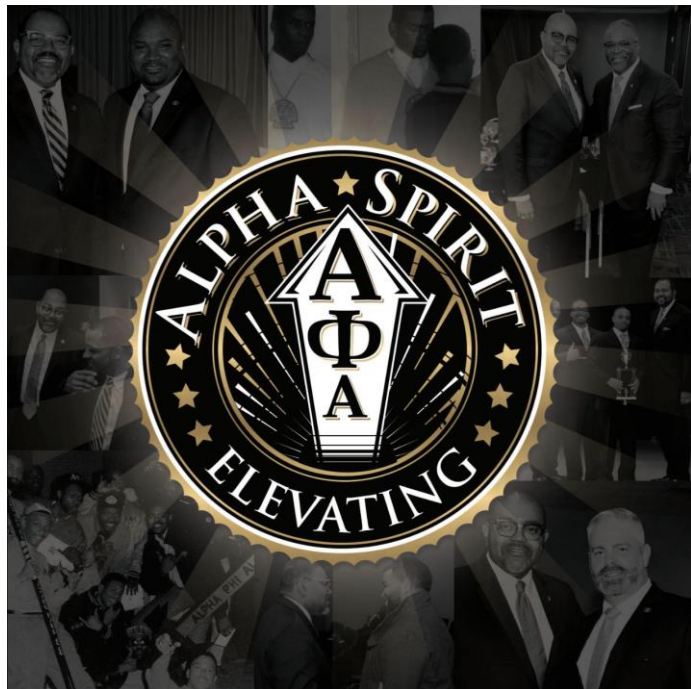
Benefits of RAVP Role

- ❑ **Attend District Conferences & Regional/General Conventions**
- ❑ **Speak at Special Events/Occasions**
- ❑ **Plan the Regional College Brothers Retreat**
- ❑ **Create Programming Initiatives to aid in Academic Success, Leadership Development & Chapter Restoration**
- ❑ **Appoint Brothers to Regional & General Committees**
- ❑ **Assist in Planning the Regional Convention**
- ❑ **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?

