



# ALPHA PHI ALPHA®

*Elevating the Alpha Spirit*

## APA Kickstart Program

Created By: Brother Jarvis P. Prewitt

65<sup>th</sup> Southern Regional Assistant Vice President



# Overview of Content

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- **Chapter Restoration Initiatives**
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# What is APA Kickstart Program?

- The **APA Kickstart Program** is a “**Chapter Restoration Initiative**” designed to revitalize and increase both **College** and **Alumni** chapter’s presence by providing strategic guidance and valuable resources.
- Aimed at fostering progression, the initiative focuses on empowering chapters of **Alpha Phi Alpha** to thrive and contribute meaningfully to the fraternity and communities we serve.



# Chapter Restoration Initiatives



## What's the Idea?

**Recruitment & Engagement, College & Alumni Relations, and Membership** are three focal areas that we will focus on and breakdown as it relates to the future of our existence.

**Recruitment & Engagement**

**College & Alumni Relations**

**Membership**





# Recruitment & Engagement

## Marketing & Promotional Strategies

**Does the Chapter have a Website, Instagram, Facebook and Etc.?**

**Are you active on these platforms and posting content?**

**Evaluate your current platforms and identify what areas are lacking**

**Understand the power of the tech industry and incorporate it**

**Train brothers on how to engage & communicate with potential prospects**

## Chapter Events

**What is the Chapter's Vision? (What do Brothers want to see?)**

**Does your programming attract your environment? (Campus, Community & Etc.)**

**Understand what works and use those ingredients to build your programming**

**Identify a venue that works for your audience**

**Have the participants/attendees evaluate the event**





# Recruitment & Engagement Cont.

## ☐ Identify Target Audience

Where are the potential prospects? (Athletes, SGA, Community Leaders, Co-Workers or Etc.)

Ask yourself can they be the leaders or change agents we need?

Are they of moral character?

Can they contribute to our fraternal Vision?

Have a clear tactic of approach (It's a conversation, not an interrogation)

## ☐ Define the Brand

How is the Chapter's Brand? (What can you all do better?)

How do the brother's carry themselves? (Attire, Involvement, Character & Etc.)

Are you investing and giving back to the community? (Time, Monetary & Etc.)

Does the Chapter's Brand adhere to our Fraternal Brand?



# College & Alumni Relations



## Attend Events & Meetings

Do you have College and Alumni representation at Events and Chapter Meetings?

Does the Alumni Chapter have a Budget for overseeing College Chapter(s)?

Are the College Chapter(s) giving a report at Alumni Chapter Meetings?

Extend an invitation (Someone has to do it)

## Collaborate

Be willing to join efforts (Events, Service, Time & Etc.)

Break the barrier of not collaborating

Chapter(s) who have a great College & Alumni Relations tend to perform better

## Network & Connect

Collaboration leads to Networks & Connects which lead to opportunities

Have conversations w/ Alumni Brothers for potential Job Offerings



# Membership



## Chapter Resource Documents

Review the following links for Chapter's Success

(The four links below can only be accessed if the brother has the "**Leadership Portal**" Tab in AlphaMx)

**Special Event Checklist Link** (Used for any Chapter Event(s) that need insurance)

**Requests-For-IMDP Link** (Apply to have Intake)

**IMDP-Certification-List Link** (View Brothers who are IMDP Certified)

**Manage-My-Chapter Link** (Mange Documents, Chapter & Events, Pay Invoices)

Click this link for important Forms & Documents **Forms and Documentation - Alpha Phi Alpha (apa1906.net) Link**

Locate section titled "**Member Documents**" (Parental Consent, Grievance & Discipline Forms)

Locate section titled "**Alpha University Documents**" (Advisor & Officers Trainings, Awards Handbook, Chapter Operations & Etc.)

Locate section titled "**Online Membership Application Resources**" (Application Guidance for Interested Members)

Locate section titled "**Chapter Administration Documents**" (Chapter Operations Resources)

Locate section titled "**Insurance & Risk Management Admin. Documents**" (Insurance, Risk Management & Officers Resources)

Locate section titled "**Special Request Documents**" (Appearances Request & Etc.)







# Membership Cont.

## Chapter Resource Documents

[Constitution & By-Laws Link](#)

[Chapter Constitution & By-Laws Draft Template Word Link](#)

[Chapter Constitution & By-Laws Draft Template PDF Link](#)

[IMDP Standing Orders \(Information & Guidelines for IMDP\) Link](#)

Update AlphaMX Profile & Add Chapter Officer Titles

Identify Chapter Delegates

Click this link: [AlphaMX Training Modules Link](#) (Parliamentary Procedures, Certifications, Trainings & Etc.)

Once prompted to the direct link, ensure you are Logged In

Then look for the tab titled “**Catalog**” (You should see all availabilities)

[Chapter Evaluation Checklist Link](#)

[APA Fraternal Structure Link](#)





# Membership Cont.

## ☐ National Programs & Special Initiatives Guide

Click this link: [Forms and Documentation - Alpha Phi Alpha \(apa1906.net\) Link](#)

Then look for the section titled “**National Program Documents**”

*For more information contact your District and Regional or General Chairman*

## ☐ General Level Committees Directory

Click this link: [Committees - Alpha Phi Alpha \(apa1906.net\) Link](#) or [General Committees Link](#)

If interested in serving, reach out to the Chair of the respective Committees

## ☐ General Board of Directors Directory

Click this link: [Our Leadership - Alpha Phi Alpha \(apa1906.net\) Link](#) (Who represents the Brotherhood?)





# Membership Cont.

## Brotherhood Career Development

[Career Preparedness Guide Link](#)

## Collegiate Fraternal Leadership Development

[Role of Regional Assistant Vice President Link](#)

[Role of Assistant District Director Link](#)





# Membership Cont.

## Chapter Dues & Budget

What are the Chapter's Dues and is it feasible for Chapter Operation?

Has the Chapter created a Budget for the Fraternal Year?

Is the Chapter properly documenting all expenses during the Fraternal Year?

Identify methods to raise funds and grow Chapter Account

Does the Chapter have a Bank Account?

Does your Chapter accept virtual payments? (Zelle, CashApp, PayPal & Etc.)

[GRIP Template Link](#)

[GRIP Implementation Guide Link](#)

## Policy & Procedures Manual

[Official Membership Polices & Procedures Link](#) (Guidance on Code & Conduct & Etc.)

## Identify Communication Method

What Communication Method works best for the Chapter? (Email, Text, Phone & Etc.)

Ensure a plan is in place for Senior Brothers





# Membership Cont.

## Fraternal Alignment w/ Institution

Ensure Advisor(s) understand the Institution's Polices & Procedures

Ensure the Fraternity is aware of Institution's Changes

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

Uphold the Institution's Contract

Identify Alpha's within Institution

## Relations w/ Institution's Greek Org. Governing Body

Identify a contact for Institution's Greek Organization Governing Body

Attend Meetings to ensure the Chapter is compliant

Inquire if assistance or aid can be given to chapter (Travel, Conferences & Etc.)

Inquire about Institution's Requirements for *intake* and *good standing*





# Key Takeaways

- Attend District Conferences & Regional/General Conventions**
- Speak at Special Events/Occasions**
- Attend College & Alumni Chapter Meetings**
- Create Programming Initiatives to aid in Academic Success, Leadership Development & Chapter Success**
- Check your Emails regarding Fraternal Updates/Announcements**
- Reach out to Brothers or Leadership to aid you**
- Create a Winning Environment**





# Key Takeaways Cont.

- ❑ **Communicate & Collaborate w/ Chapters in your Area & District**
- ❑ **Complete your Chapter Evaluation Report**
- ❑ **Regularly meet w/ your Area, District, & Regional Leadership**
- ❑ **Complete Officer Trainings**
- ❑ **Join District, Regional, & General Committees**
- ❑ **Run for Board of Director Positions (i.e. District Director-Alumni, Assistant District Director-College, Regional Vice President-Alumni, Regional Assistant Vice President-College, & General President-Alumni)**





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**THANK YOU!**

**Questions?**

**Email Brother Jarvis P. Prewitt:**

**[jprewitt1906@gmail.com](mailto:jprewitt1906@gmail.com)**



**ΑΦΑ** GENERAL OFFICE