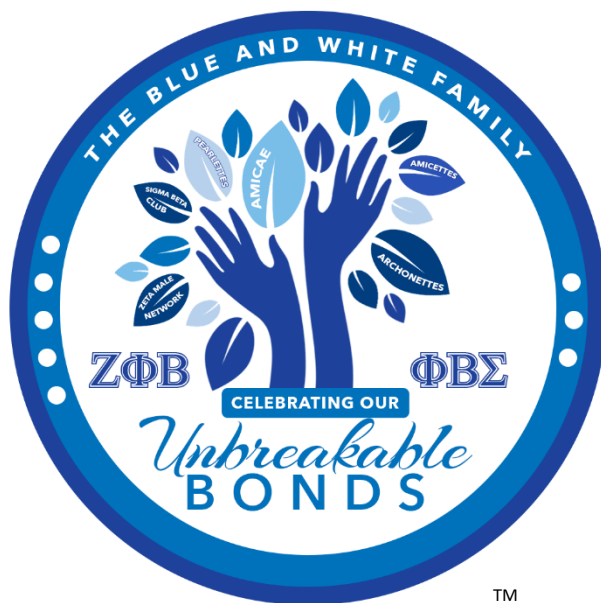




# JOURNEY TO CENTENNIAL

## *2019 YEAR OF THE BLUE AND WHITE FAMILY IMPLEMENTATION GUIDE*



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*25th International President*

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*and*  
*Centennial Commission Chair*

**Denese Wolff-Hilliard**  
*2019 Blue and White Family Chair*



Zeta Phi Beta Sorority, Incorporated

## Overview of the 2019 Year of The Blue and White Family

*Building, Leading, and Celebrating  
the Strength of the Blue and White Family*

Each year leading up to the 100th year celebration of Zeta Phi Beta Sorority, Inc. has had a theme that incorporates one of the founding principles. The Centennial Commission is excited to launch the *2019 Year of the Blue and White Family*, starting on Founders' Day, Wednesday January 16, 2019.



The 2019 focus of the Blue and White Family Initiative is to celebrate the unbreakable bond between Zeta Phi Beta Sorority, Inc., Phi Beta Sigma Fraternity, Inc. and our auxiliaries. The overall goal is to cultivate our existing Blue and White relationships, develop family-friendly programs and relationships for all members and auxiliaries, and create/continue a lasting unbreakable bond across the world. This focus will allow all entities of the Blue and White family to grow together throughout 2019, 2020 and beyond.

To achieve this goal, this Implementation Guide will assist chapters with executing the focus on the 2019 Year of the Blue and White Family.



## Blue and White Family Implementation Guide

This Implementation Guide is designed to assist chapters in organizing their event(s) for Zeta's 2019 Year of the Blue and White Family. Since the 2019 Journey to Centennial focus is "The Blue and White Family," chapters are asked to plan and execute events and projects on January 16, 2019 and throughout the 2019 year in support of our unbreakable bond with the members of Phi Beta Sigma Fraternity, Inc. and our Auxiliaries.

Questions may be sent to: [BlueandWhite@zphib2020.com](mailto:BlueandWhite@zphib2020.com).

### Step 1: Preparation

- **Blue and White Family Coordinator** - If possible, designate a Blue and White Family coordinator to execute this implementation plan. The Coordinator will work with members of Phi Beta Sigma Fraternity, Inc. and Zeta/Sigma Auxiliaries.
- **Possible Activities** – Review the list of the eight (8) suggested activities. The total of "eight" suggested activities is derived from five activities for each Zeta Founder and three activities for each Sigma Founder. The guide includes three levels of engagement, and chapters are encouraged to engage in a *minimum of three activities* from January 2019 through December 2019.
- **Increase Participation/Visibility** - Think of ways to increase public interest in your project, ways such as collaborating with another organization or securing a local high profile individual like a radio DJ, local politician, or celebrity to appear at your events.

## **Step 2: Suggested Activities**

### **January 2019 (Activity 1)**

#### **2019 Joint Zeta and Sigma Founders Day Celebration**

1. Joint Celebration Suggestions
  - a. Chapters can elect to conduct a **one-day, two-day, or three-day** joint celebration anytime during the course of the month.
  - b. Chapters that elect to participate in the **three-day** celebration can have a different focus on each day.
  - c. An example of a 3-day celebration on a weekend can be as follows:
    - i. **Friday Evening - Reaffirmation Ceremony**
      1. Centennial Cocktail Reception
    - ii. **Saturday Daytime - Joint Service Project**
    - iii. **Saturday Evening - Zeta/Sigma Social**
      1. Black Tie Banquet with Live Music, DJ, Open Bar, and Event Memento
    - iv. **Sunday Morning - Joint Worship Activities**
2. Invite all members of the Blue and White Family to the joint celebrations
  - a. Zetas
  - b. Sigmas
  - c. Amicae
  - d. Zeta Youth Affiliates
  - e. Sigma Beta Club
  - f. Zeta Male Network
3. Highlight different branches of the Blue and White Family during the joint celebration and showcase how these individuals exemplify Zeta/Sigma principles.
  - a. Outstanding Zeta
  - b. Outstanding Sigma
  - c. Outstanding Amicae
  - d. Outstanding Youth Affiliate

4. Using the approved hashtags, chapters should upload pictures of the Blue and White Celebrations to the Centennial website, Zeta and Sigma National websites, National, Regional, State and local Facebook pages and other social media.
5. Event Preparations
  - a. Provide
    - i. Hashtags
    - ii. Suggested guidelines for selecting Outstanding Zeta, Sigma, Amicae, & Youth Affiliate
    - iii. Determine the suggested program
    - iv. Certificate of Achievement (refer to sample certificate in the Centennial Academy: <http://www.thecentennialacademy.org/> and customize as appropriate)

### **April Proposed Activity (2)**

#### **US Fish and Wildlife Service (USFWS)**

##### **Zeta Days at the Refuge**

1. Contact your local wildlife refuge or park by February 1, 2019 to confirm a date for your visit. (Some parks do not require a reservation, but it might be helpful to know what they offer before the visit.)
2. Contact your local Sigma chapter to confirm their availability and participation.
3. Arrange to bring youth auxiliaries (if applicable).
4. Each wildlife refuge and park has a variety of activities from kayaking to archery to hiking. Be prepared to explore the refuge or park, get your exercise, and have fun!
5. Using the approved hashtags, chapters should upload pictures of the Blue and White Family Day at the Refuge to the Centennial website, Zeta and Sigma National websites, National, Regional, State and local Facebook pages and other social media.

### **April through June Proposed Activity (3)**

#### **Blue and White Family Walk**

##### **March of Dimes March for Babies**

1. Blue and White Family Walk
  - a. Invite local Zeta and Sigma chapters as well as auxiliaries
2. Blue and White Family T-Shirt: All members wear their shirts in their designated colors.
  - a. Zetas

- b. Sigmas
- c. Amicae
- d. Zeta Youth Affiliates
- e. Sigma Beta Club
- f. Zeta Male Network

### 3. Event Preparations

- a. Reach out to other local chapters at least 8-10 weeks in advance of the walk event to see if they are planning to participate
  - i. Call and/or email the local chapters for Zeta and Sigma, and invite their affiliates (if applicable)
  - ii. Contact the State Director for contact info for local chapters of Zeta and Sigma (if needed)
- b. Pre-arrange a designated time and location to meet and take a Blue and White Family Photo.
  - i. To ensure quality photos, make arrangements with someone who has a high resolution camera, so photos are clear
  - ii. When possible, try to include signage from the walk event, so the public can determine the event you are participating in
- c. Be sure to make a donation towards the walk in either your team's name (e.g., Zeta Phi Beta - XYZ Chapter) or sponsor another Blue And White Family team member.
- d. Upload Blue and White Family Photos
  - i. Include the official hashtags to social media accounts
  - ii. Post within 48-72 hours of the event while they are still relevant
  - iii. Be sure posts/photos are made "Public" so others can see them
- e. **OPTIONAL:** Create and share a press release/photos with local media outlets to promote your group's participation and how much was raised (refer to sample press release in the appendix and customize as appropriate)

## **Early Spring through Late Fall Proposed Activity (4)**

### **Growing the Community**

1. Support Growing the Community by planting foliage (trees, flowers, vegetables, etc.) at a state or city park, community garden, or foliage at a local Zeta or Sigma property (i.e., Zeta House, Zeta/Sigma House)
2. Contact your local City Hall about planting foliage (trees, flowers, vegetables, etc.), and Contact local state or city parks or gardens to confirm dates and regulations.

3. Invite Sigmas and auxiliaries to the Blue and White Family flower planting program throughout the community.
4. Wear the Blue and White Family T-Shirt
  - a. Zetas
  - b. Sigmas
  - c. Amicae
  - d. Zeta Youth Affiliates
  - e. Sigma Beta Club
  - f. Zeta Male Network
5. Event Preparations:
  - a. Arrange transportation if needed
  - b. Specify a meeting date and location
  - c. Advertise the event in local media and social media
6. Using the approved hashtags, chapters should upload pictures of the Blue and White Family community work to the Centennial website, Zeta and Sigma National websites, National, Regional, State and local Facebook pages and other social media.

### **Early Spring through Fall Proposed Activity (5)**

#### **Partner with Habitat for Humanity as Volunteers**

1. Habitat for Humanity is a global nonprofit housing organization working in local communities across all 50 states in the U.S. and in approximately 70 countries. Habitat's vision is of a world where everyone has a decent place to live. This organization has Volunteer Opportunities for youth starting at age 5 and up.
2. Contact your local Habitat for Humanity location to coordinate an activity the can include all members of the Blue and White family. <https://www.habitat.org>
3. Reach out to other local chapters at least 4-6 months in advance of the Habitat for Humanity activity to coordinate their participation.
4. Wear the Blue and White Family T-Shirt: All members wear their shirts in their designated colors.
  - a. Zetas
  - b. Sigmas
  - c. Amicae
  - d. Zeta Youth Affiliates
  - e. Sigma Beta Club
  - f. Zeta Male Network
5. Upload Blue And White Family Photos
  - a. Include the official hashtags to social media accounts
  - b. Post within 48-72 hours of the event while they are still relevant

- c. Be sure posts/photos are made “Public” so others can see them
- d. OPTIONAL: Create and share a press release/photos with local media outlets to promote your group’s participation and the activities that took place. (refer to sample press release in the appendix and customize as appropriate)

### **September Proposed Activity (6)**

#### **Blue and White Family Book Drive**

1. Many local YMCA’s facilitate community book drives. They believe all children should have access to books that will help them learn to read and discover. The Blue and White Family can help by donating new or used books to the YMCA that are suitable for children from infants to third graders. Donated books will support YMCA’s Y Readers, Parents, and Teachers.
2. On the YMCA homepage at <http://www.ymca.net/>, go to "Find Your Y" and input your zip code to search YMCA locations in your area.
3. Contact the National Volunteer Director at the local YMCA.
4. Gather new or gently used books for the Blue and White Family Book Drive
5. Place a “Blue and White Family Book Drive” label in each donated book (See appendix)
6. Chapters should gather as a family, Wear the Blue and White Family T-Shirt and donate the books to their local YMCA program together.
7. Using the approved hashtags, chapters should upload pictures of the Blue and White Family Book Drive to the Centennial website, Zeta and Sigma National websites, National, Regional, State and local Facebook pages and other social media.

### **October Proposed Activity (7)**

#### **Blue and White Family Walk**

#### **American Cancer Society Breast Cancer Walk**

1. Blue and White Family Walk. Include all members in the designated walk.
  - a. Zetas
  - b. Sigmas
  - c. Amicae
  - d. Zeta Youth Affiliates
  - e. Sigma Beta Club
2. Blue and White Family T-Shirt: All members wear their shirts in their designated colors.
  - a. Zetas
  - b. Sigmas
  - c. Amicae
  - d. Zeta Youth Affiliates



- e. Sigma Beta Club
  - f. Zeta Male Network
3. Event Preparations
- a. Contact other local chapters 8-10 weeks in advance of the walk event to see if they are planning to participate.
    - i. Call and/or email the local chapters for Zeta and Sigma and invite their affiliates (if applicable)
    - ii. Contact the State Director for contact info for local chapters of Zeta and Sigma (if needed).
  - b. Pre-arrange a designated time and location to meet and take a Blue And White Family Photo.
    - i. To ensure quality photos, make arrangements with someone who has a high resolution camera so photos are clear
    - ii. When possible, try to include signage from the walk event, so the public can determine the event you are participating in.
  - c. Be sure to make a donation towards the walk in either your team's name (e.g., Zeta Phi Beta - XYZ Chapter) or sponsor another Blue and White Family team member.
  - d. Upload Blue and White Family Photos
    - i. Include the official hashtags to social media accounts
    - ii. Post within 48-72 hours of the event while they are still relevant
    - iii. Be sure posts/photos are made "Public" so others can see them
  - e. OPTIONAL: Create and share a press release/photos with local media outlets to promote your group's participation and how much was raised.

### **All Year Round Proposed Activity (8)**

#### **Voting is a Family Activity**

1. Escort youth to the polls, voter registration drives, and other candidate forums
2. Hold a joint Zeta/Sigma Day at the Capitol. Arrange to bring at least one youth, and include youth in the planning and execution of the day.
3. Include discussions on current events at joint Zeta Youth Affiliates and Sigma Beta meetings
4. Coordinate lunch or a session with youth auxiliaries and Amicae to discuss the importance of civic engagement and how it has changed over the years.
5. Archonettes and Sigma Betas can hold voter registration drives for seniors at local high schools.
6. Include civic engagement topics in local youth oratorical contests.

## **Step 3: Communicate and Market your Activity**

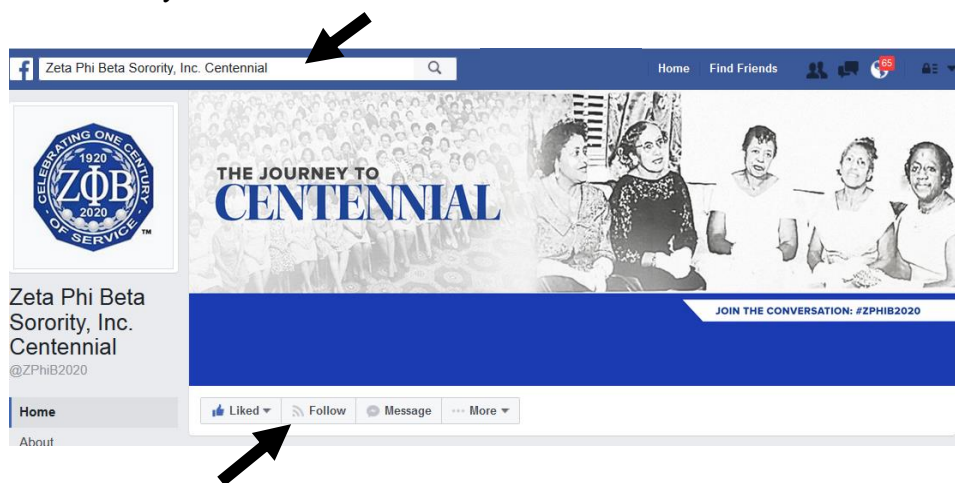
- **Public Relations Team** - Set up a team of sorors to handle the promotion and marketing of your activity (if applicable).
- **Press Release** - Write a pre-event press release about your upcoming event (See Appendix). Distribute your press release via as many communication channels as possible:
  - Post it on your chapter's 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 the event to their community and event boards.
  - Use a press release distribution service like [www.prlog.org](http://www.prlog.org) to send out your press release.
- **Request Interviews** - Contact your local affiliate television stations, radio stations, newspapers (both large and local neighborhood circulars) via email and phone to set up an interview. Request that they do a story and/or set up coverage of your Blue and White Family activity.
- **Order the Blue and White Family T-shirts/Buttons** – (Available September 2018) We would like to show uniformity and support of the 2019 Year of the Blue and White family with our attire. Please purchase a T-shirt and/or button to be worn at your 2019 Year of the Blue and White family events /activities. These items can be purchased at the “Buy Blue” section of the Centennial website. <http://zphib2020.com/buy-blue/>



- **Prepare and Execute Social Media – Use Approved Hashtags in all Social Media (Twitter, Facebook, Instagram, Pinterest) messages:**
  - #WeAreBlue&WhiteFamily
  - #Blue&WhiteFamily
  - #WeAreFamily
  
- **Photography** - Designate a Soror(s) in your chapter to take pictures of your Activities.
  - Please remember, when taking photos during your events, display the Blue and White Family logo.
  - Take High Resolution Photos. At least 300 dpi.
  - Take lots of pictures.
  - If applicable, post a photo release disclaimer at your event so that you may use the photos for your social media postings. (See Appendix).
  - Consider using Facebook Live or creating and uploading short videos of your chapter’s activity.
  
- **Tag the Centennial Facebook page** - Please tag your Chapter’s Activities photos and messages on the Centennial Facebook page.

Steps to Tag the Centennial Facebook page:

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**

- **Repost Retweet and Share** - Be supportive of other chapters by sharing their Blue and White Family posts and asking them to share yours as well. Encourage your circle of influence including the Brothers of Phi Beta Sigma Fraternity, Inc. and other NPHC organizations, family, and friends to share your posts.

## **Step 4: Post Event Activity**

- **Post Press Release** - Write a post-community-service 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, and use a press release distribution service like **www.prlog.org** to send out your press release.
- **Thank the Media** - Contact and thank all media representatives who covered your event as well as any partners who supported the event.
- **2019 Blue and White Family YIR and Anthology Publication** - Submit all activities/service events for the **2019 Blue and White Family YIR and Anthology Publication** using the Guidelines and Submission Forms located at [www.zphib2020.com](http://www.zphib2020.com).
- **Zeta Service Management System (ZSMS)** – If the 2019 Blue and White Family activity is a service event, then a chapter designee should have the activity submitted into the Zeta Service Management System located at [www.zphib2020.com](http://www.zphib2020.com)
- **Strive for Service Chapter/Auxiliary of the Century** - The Top, Youth, Amicae, Graduate, and Undergraduate Chapters with the most service hours entered in the Zeta Service Management System will receive an award for the Top *Service Chapter/Auxiliary of the Century*

### **Dates to Remember**

1/16/2017 – 3/31/2020 Submission Date

1/16/2020 – Top 20 Announced (as of 12/31/2019)

6/2020 – Final Winners Announced at Centennial Celebration

- The award-winning Chapter/Auxiliaries will be recognized during the Centennial Celebration in June, 2020. Each Chapter Member will receive a Centennial Service Chapter Pin.
- Graduate and Undergraduate Chapter Size criteria/categories as of **10/31/2019**
  - 1-4 members
  - 5-25 members
  - 26-50 members
  - 51 + members

- **Centennial Chapter Recognition**

Level 1 - *Family Ties*

Chapters completing at least three (3) activities will be included on a scrolling list on the Centennial website.

Level 2 - *Family Reunion*

Chapters completing at least five (5) activities will be:

- Included on a scrolling list on the Centennial website
- Included in the 2019 Centennial Anthology/Year in Review

Level 3 - *True Blue Family Bond*

Chapters completing all eight (8) activities will be:

- Included on a scrolling list on the Centennial website
- Included in the 2019 Centennial Anthology/Year in Review
- Recognized at the 2020 Centennial Celebration

***THE CENTENNIAL COMMISSION THANKS THE 2019 YEAR OF THE BLUE AND WHITE FAMILY TEAM FOR COMPILING THIS IMPLEMENTATION GUIDE!***

Denese Wolff-Hilliard, Chair

Donnie Faye Hull, Amicae

Renee Byrd, Amicae

JuTun R. Andrews-King, Youth

Virna Elissa Springer, Youth

Nicole Pennington, Zeta Sigma Council

Maryam J. Lynch-Tate, March of Dimes Partnership

Krysta Jones, U. S. Fish and Wildlife

Karen Gipson, Partnerships

# 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]**

#### **Plans \_\_\_\_\_ Event**

[Today's Date] - [Chapter Name, City, and State] will hold a [type of event – Example: Planting Trees] event on [event date and time] at 10:00 am on January 16, 2019 at [event location] in support of the Zeta Phi Beta Sorority, Incorporated - Year of the Blue and White Family. The 2019 Year of the Blue and White Family is a year-long Sorority initiative for 2019 focusing on the Sorority's unbreakable bond with its Constitutionally Bound Brother organization, Phi Beta Sigma Fraternity, Inc., and all of our adult and youth auxiliary groups.

During the event hosted by [Chapter Name], [insert a brief paragraph; no more than 2-3 sentences describing what the chapter members will be doing at the event].

“[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. The Sorority origination evolved from the encouragement and support provided by the men of Phi Beta Sigma Fraternity, Inc. And from the sorority's inception, the members of Zeta Phi Beta and Phi Beta Sigma have successfully collaborated on a variety of community service projects, shared national, regional, state, and local activities. They have also developed and enjoyed the bonds afforded a sisterhood and brotherhood with a shared purpose. Zeta Phi Beta Sorority, Incorporated was the first to form auxiliary groups to include Amicae (Friends of Zeta) which are women who, for various reasons, were not members of any Greek-letter organization, Pearlettes—girls under 9 years, Amicettes—girls 9 to 13 years of age, Archonettes—high-school aged young ladies, and the Zeta Male Network—husbands, fathers, brothers, and friends of Zetas. The members of Phi Beta Sigma Fraternity, Inc. also sponsor the Sigma Beta club for young men between the ages of 8-18. All of the auxiliary groups support the purpose and work of Zeta and Sigma and, in addition, they all serve as resources for future generations of leaders and community service providers. No other two organizations can boast of such a rich, mutually beneficial relationship that has resulted in a complete and comprehensive record of service to the men, women, and children within our communities.

For more information, please visit [www.zphib1920.org](http://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 such purposes as publicity, illustration, advertising, and web content.



# Blue and White Family Book Drive Label

Avery-30sheet-5160

Also located on - <http://www.thecentennialacademy.org/>

