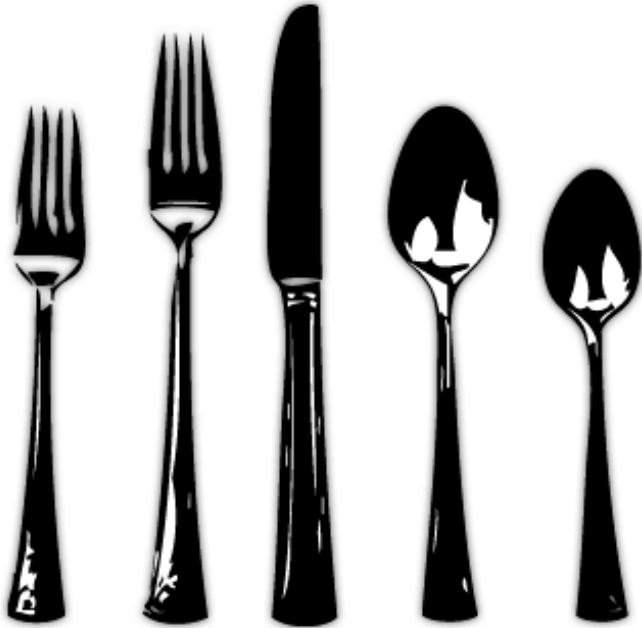


NATIONWIDE EVENT

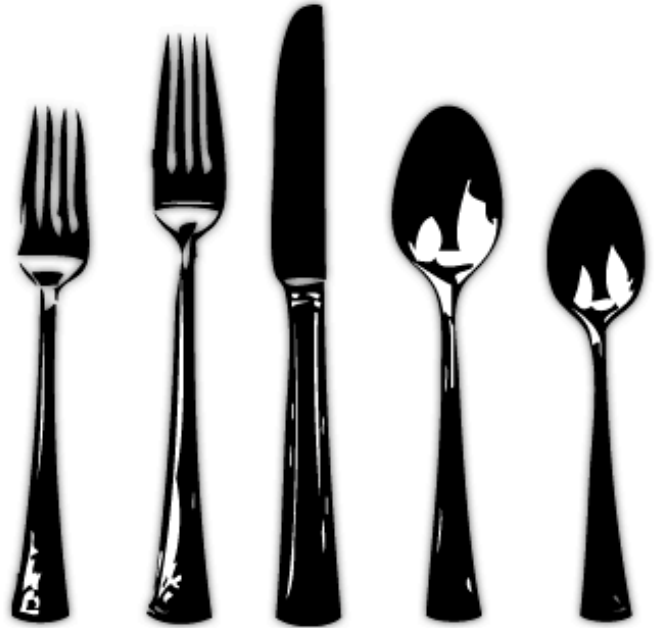


**DINING
WITH THE
KAPPAS**

JANUARY 27, 2010

iKare **HAITI**
THE KAPPA ALPHA PSI HAITI RELIEF INITIATIVE

NATIONWIDE EVENT



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WITH THE
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THE KAPPA ALPHA PSI HAITI RELIEF INITIATIVE

“Dining with the Kappas” Strategic Marketing plan **EFFECTIVE IMMEDIATELY**

- ◆ **IHQ Press Release:** A mass e-mail sent from Kappa Alpha Psi International Headquarters to membership alerting them about the program is sent.
- ◆ **FACEBOOK: (A Major source of National Promotion)**
 - **Unified Profile Picture:** We’ve all made our local chapter events our profile picture to draw attention to it. Now, let’s do it nationally. It is a major statement for Kappas world wide to have one unified profile picture supporting Haiti Relief. Save and upload the “Dining with the Kappas” picture from the “Photos” portion of the “Dining with the Kappas” group.
 - **Facebook Fan Page:** “iKare: the Kappa Alpha Psi Haiti Relief Initiative” is the name of the Fan page on Facebook. Everyone is asked to invite all of their friends to the group so that they can stay in the loop on what Kappa Alpha Psi is doing to assist Haiti. The more people that are fans, the more we spread the message.
 - **“Dining with the Kappas” Facebook group:** This is a nationwide group that everyone is asked to invite all of their friends to in order to spread the word about what undergraduate chapters are doing nationally.
- ◆ **Chapter Press Release (Template Attached):** Once chapters have solidified their restaurant location for January 27th, they insert their local information in the given press release template and distribute it to ALL local media outlets (newspaper, television, etc.) to spread the word about the event. The more coverage the event gets in the media translates into more money to aid Haiti.
- ◆ **Twitter:** To alert people around the world of Kappa Alpha Psi’s efforts, on January 27, 2010 we ask that all brothers who have a Twitter account to tweet using the trending topic (#iKare) throughout the day. Additionally have people at your “Dining with the Kappas” event tweet #iKare. It is the hope and intention that it can become a trending topic where people of the world can click on it and see what Kappa Alpha Psi is doing.

For more information, contact:
Derrick L. Christian II
Social Chair, Kappa Alpha Psi Fraternity Inc., Delta Omega Chapter
DerrickChristian@Gmail.com
Office: (314) 555-5555



FOR IMMEDIATE RELEASE

Kappa Alpha Psi supports Haiti Relief efforts through nationwide “Dining with the Kappas”

(Columbia, MO – January 16, 2010) -- The Delta Omega Chapter of Kappa Alpha Psi Fraternity Incorporated is hosting a “Dining with the Kappas” Fundraiser at Cici’s Pizza (2609 East Broadway, Columbia MO) all day on Wednesday, January 27, 2010 to raise money for the victims of the devastating earthquake in Haiti.

This local event is part of an all day, nationwide “Dining with the Kappas” Fundraiser that Undergraduate chapters of Kappa Alpha Psi across the United States will be hosting on the same day. To raise money and awareness chapters are partnering up with any restaurant of their choice, making a percentage of the total profits of the people they bring to the restaurant and donating 100% of that money to Haiti relief. This event is one of many efforts from the fraternity’s “iKare” (International Kappa Action Relief Effort) initiative which was started to help those in need in response to this natural disaster.

“Everyone from the local community is welcome and encouraged to eat at Cici’s Pizza anytime that day to help do their part,” said Donald Greenlee, Polemarch (President) of the Delta Omega Chapter. “If we unite together as a community we can do many great things for the people of Haiti! This is only the beginning of what Kappa Alpha Psi will personally be doing.”

Members of the Delta Omega Chapter will be dining at the restaurant on that Wednesday from 6p.m. - 9p.m. to promote attendance, but the proceeds from anyone who mentions Kappa Alpha Psi’s name or puts their receipt in the donation box next to the cash register can contribute at any time.

Kappa Alpha Psi Fraternity, Inc. is an international organization founded on the campus of Indiana University, Bloomington, Indiana on January 5, 1911. Since its inception, it has trained over 125,000 men, particularly undergraduates, for leadership roles in their communities and the attainment of a high degree of excellence in their academic pursuits. The International Headquarters is located in Philadelphia, Pennsylvania.

Locally, the Delta Omega Chapter of Kappa Alpha Psi Fraternity Incorporated was chartered on the campus of the University of Missouri October 5, 1960 as the first African American organization, even before the school’s first black government. The chapter has been awarded the Director’s Cup for Innovative Programming two years in a row, the NPHC Excellence Award, and the Diversity Cup among other honors at the University of Columbia Greek Honors Night Awards.

For more information, contact:
(INSERT NAME)
(POSITION), Kappa Alpha Psi Fraternity Inc., **(CHAPTER NAME)** Chapter
(E-MAIL ADDRESS)
Office: **(PHONE NUMBER)**



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FOR IMMEDIATE RELEASE

Kappa Alpha Psi supports Haiti Relief efforts through nationwide “Dining with the Kappas”

((INSERT CITY, STATE)– January (DAY), 2010) -- The **(CHAPTER NAME)** Chapter of Kappa Alpha Psi Fraternity Incorporated is hosting a “Dining with the Kappas” Fundraiser at **(RESTAURANT’S NAME)** **((INSERT RESTAURANT LOCATION))** all day on Wednesday, January 27, 2010 to raise money for the victims of the devastating earthquake in Haiti.

This local event is part of an all day, nationwide “Dining with the Kappas” Fundraiser that Undergraduate chapters of Kappa Alpha Psi across the United States will be hosting on the same day. To raise money and awareness chapters are partnering up with any restaurant of their choice, making a percentage of the total profits of the people they bring to the restaurant and donating 100% of that money to Haiti relief. This event is one of many efforts from the fraternity’s “iKare” (International Kappa Action Relief Effort) initiative which was started to help those in need in response to this natural disaster.

“Everyone from the local community is welcome and encouraged to eat at **(RESTAURANT’S NAME)** anytime that day to help do their part,” said **(INSERT CHAPTER POLEMARCH’S NAME)**, Polemarch (President) of the **(CHAPTER NAME)** Chapter. “If we unite together as a community we can do many great things for the people of Haiti! This is only the beginning of what Kappa Alpha Psi will personally be doing.”

Members of the **(CHAPTER NAME)** Chapter will be dining at the restaurant on that Wednesday from **(INSERT TIME)** to promote attendance, but the proceeds from anyone who mentions Kappa Alpha Psi’s name or puts their receipt in the donation box next to the cash register can contribute at any time.

Kappa Alpha Psi Fraternity, Inc. is an international organization founded on the campus of Indiana University, Bloomington, Indiana on January 5, 1911. Since its inception, it has trained over 125,000 men, particularly undergraduates, for leadership roles in their communities and the attainment of a high degree of excellence in their academic pursuits. The International Headquarters is located in Philadelphia, Pennsylvania.

Locally, the **(CHAPTER NAME)** Chapter of Kappa Alpha Psi Fraternity Incorporated was founded on the campus of the....**(INSERT OPTIONAL BRIEF CHAPTER INFORMATION/BACKGROUND HERE)**.

NATIONWIDE EVENT



DINING WITH THE KAPPAS

JANUARY 27, 2010



**Dining with the Kappas
(Nationwide Event)
JANUARY 27, 2010**

This is a philanthropic spin on a popular organization fundraiser. Partner with a restaurant, host a "Restaurant Fundraiser Night" and the restaurant gives your group a percentage of the sales on a designated night for all the customers that your organization brings to their business.

THE BIG IDEA: On January 27, 2010, the nationally designated "Dining with the Kappas" day, ALL possible Undergraduate/Alumni chapters partner with a restaurant to raise money for Haiti Relief. Once the event is over, the restaurant writes a check to Kappa Alpha Psi and the chapter gives it to the Kappa Alpha Psi Foundation for immediate release to the Haitian relief effort.

FAQs (FREQUENTLY ASKED QUESTIONS)

Q: Why Wednesday, January 27, 2010?

A: Raising awareness and funds are an immediate need in this time of emergency. This is the last week in January which gives the most time for chapters to orchestrate this event while still being timely to the day the Earthquake happened. Also, typically businesses only allow this kind of fundraising event to occur on their "slow days" or week nights and this is one of the latest possible weeknights in January. Choosing a restaurant and filling out an application are the only tasks to make this happen.

Q: Why does a restaurant participate?

A: It encourages the restaurant to fulfill its philanthropic goals; it fills the restaurant on a slow night; and it introduces people to the restaurant that might not visit otherwise. If the restaurant requires a flyer to be presented for your group to receive credit, they will often print those up themselves.

Q: What restaurants hold these type of fundraisers?

A: Numerous restaurants participate in these activities. Applebee's, Arby's, Baja Fresh, Big Boy, Black-Eyed Pea, Boston Market, Burger King, Carl Jr's, Chevy's Mexican Restaurants, Chick-fil-A, Chipotle, Chili's, CiCi's Pizza, Culvers, Fazoli's, Fresh Choice, Friendly's, Fuddruckers, Jack-in-the-Box, Jersey Mike's, KFC, La salsa Fresh Mexican Grill, Loco's Deli, Maggie Moo's, Max & Erma's, McAlister's Deli, McDonalds, Mongolian BBQ, O'Charley's, Outback Steakhouse, Panera Bread, Papa Murphy's, Pizza Hut, Pizzeria Uno, Ponderosa, Rio Bravo, Sonic, Sweet Tomatoes, Subway, Taco Cabana, Tortuga's, TRU, Wendy's, Zany Brainy...just to name a few.

Other Notable Points:

- Checks can be made out to the Kappa Alpha Psi Foundation c/o Haiti
- All money raised/donated will be sent to the Haiti Relief Fund through the Kappa Alpha Psi Foundation
- The 501c3 number is: **23-2205286 (Only to be used for this specific initiative)**