



CHAPTER BEST PRACTICES

Community Service Projects

Overview

Chapters of Virginia Tech Alumni Association embrace the university motto of *Ut Prosim* (That I May Serve) throughout the year by hosting a variety of community service events. Each chapter selects activities that are relevant and make an impact in their communities. Some chapters hold community service events throughout the year, while others select a specific timeframe for their activity.

The key to success is planning and communication. From a marketing standpoint, chapters should use the email and print templates found in the [Chapter Database](#). Additionally, chapters should utilize social media, their own website and local press releases to get the word out.

The Big Event

Each April, chapters are encouraged to hold a "Big Event" in their local area in conjunction with the student project on campus. If a chapter decides to participate, they register with The Big Event at alumni@vtbigevent.org and place an order for t-shirts by March 15th.

Please take photos and send the details in to Ginny Ritenour at ginnyrit@vt.edu. For more information about The Big Event, visit <http://vtbigevent.org/> or contact [Katie Marquis](#).

Hokie Nation Serves

As an added incentive for your community service volunteers, Hokie Nation Serves t-shirts are available through our office. To place an order, visit the [Chapter Database](#) and log in. Please be aware that we may have limited supplies at times, but will do our best to fill your entire order.

Additionally, we ask for a picture of the group wearing the shirts **in action** at your community service event, as well as the submission of an event report through our chapter database.



Remembrance Activities

Many of our alumni chapters hold events in remembrance of the tragedy that occurred on April 16th. While the campus hosts a 3.2 for 32 Run in Remembrance, many of our chapters also host similar runs in their own community. If you plan to do this, please work with your chapter liaison or contact Kelly McCann to ensure your activities are in line with our mission.

Details for your remembrance events will be included on the [We Remember website](#) and should be submitted to [Ginny Ritenour](#) in early March. For more information about the campus run and to see a time-lapsed VT created by the runners, visit the [Run in Remembrance website](#).



VirginiaTechforlife
ALUMNI ASSOCIATION

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Recommendations for Community Service Events

Below is a list of recommended community service events. Contact your liaison for more information.

- Salvation Army Bell Ringing
- Book Drive - Hokies for Literacy
- HokieBird Fights Hunger Canned Food Drive or Hokies vs. Hoos Food Fight
- Food Bank Volunteering
- Christmas Packages for the Troops
- Big Event Community Volunteer Project
- Habitat for Humanity
- Virginia Tech for Life Blood Drive
- Adopt-a-Highway Cleanup
- Ronald McDonald House Volunteering
- Toys for Tots Collection/Donation
- Homeless Shelter Collection/Donation
- Sponsored Family Donations for Holidays
- 3.2 for 32 Memorial Run/Walk
- Sock Drive for Rescue Mission
- Beach or Lake Clean Up
- Nature Preserve Volunteering
- Tree planting/gardening/clean up
- Adopt-A-Stream
- Salvation Army Easter Basket Creation
- Back to School Supply Drive
- Water station at a 5K
- Blanket collection for the homeless during winter
- Backpacks for Kids
- Children's Hospital Toy Collection
- VT Alumni Relay for Life
- Collection of supplies for victims of a fire or other disaster
- Meal Delivery to homebound individuals
- Chow Drive – donation of pet food and supplies to animal shelters
- Special Olympics volunteering



Central Pennsylvania Hokies boxed over 13,000 pounds of food for the Central PA Area Food Bank



The Tampa Bay Chapter participated in a community service project with Metropolitan Ministries in Tampa, FL



The Knoxville Chapter models their Hokie Nation Serves t-shirts while working their quarterly clean-up