



**STRIVE**<sup>SM</sup>  
FOR COLLEGE  
COLLABORATIVE

# CHAPTER MANUAL

Pretty Much Everything You Need to Know to Start a Strive Chapter

## CONTENTS

<i>INTRO</i>	Letter from Our Founder
1.	Strive in Short
2.	Your Team
3.	Getting Started
4.	Finding Partners
5.	Recruiting Mentors
6.	Logistics
7.	Training Mentors
8.	The Curriculum
9.	Holding a Session
10.	Strive Online
11.	Publicity & Marketing
12.	Fundraising
13.	National Conference
14.	Reporting
15.	Timeline / Deadlines
16.	Thank You!

---

## CONTACT US

Jacob Stiglitz  
Chief Operations Officer  
jstiglitz@striveforcollege.org  
(347) 8-STRIVE (787483)

# Letter from Our Founder

**Michael J. Carter**  
**Founder & CEO**

Dear Chapter Founder :

It is with great pleasure that I welcome you to Strive for College. You are about to embark on a journey filled with hard work, fun and ultimately success. In less than a year from now, you will have helped dozens of low-income high school students through their college journey and rallied your school community around the concept of service.

Three years ago, I founded the first chapter of Strive. I could have never predicted the impact it would have on my fellow college students and the success it would bring the high school students we were serving. Today, we are recreating the successes of our first chapter and subsequent chapters across the country. You are an invaluable part of that effort.

I commend you for choosing to be a part of our movement. You are now a member of the Strive for College family, and we are grateful for the opportunity to help you successfully build your own chapter of Strive for College. We are here to support you in any way we can, so please do not hesitate to e-mail any of us. If you are not sure who your question or concern should be sent to, please send an e-mail to [questions@striveforcollege.org](mailto:questions@striveforcollege.org) and we will find the right person to answer your question.

As a member of the Strive family, we also expect you to contribute towards making Strive for College great. You will need to work hard to ensure that the needs of your mentors and students are met. Additionally, you need to keep us updated on what you are accomplishing and provide us with feedback in order to help us continually improve our programs. Strive is only as strong as its chapters, and as such you should aim to be the best chapter possible.

I am always here as a resource for you, so do not hesitate to e-mail me directly. On behalf of all of us at Strive for College Collaborative, welcome to our family. We look forward to Striving with you!

Best regards,

Michael

# 1. Strive in Short

## Welcome to Strive for College.

### Strive in Numbers

**New Chapter Goal in 2010:** 20

**People on National Staff:** 5

**College Mentors on a Chapter  
Executive Board:** 5

**Mentors per Chapter:** 30-40

**Students per Chapter:** 30-40

**Semesters:** 2 (Jan. – Dec.)

**Sessions:** 16 or more, 8 per  
semester

**Hours of Mentoring:** 32, 2 per  
session

Welcome to Strive for College. We're glad to have you on the team, and we're looking forward to helping you set up a Strive Chapter on your campus. Your leadership and dedication has the potential to help hundreds of students fulfill their potential and achieve their dreams. Before anything else, always remember the most important parts of Strive for College: the students and you.

Our mission is to help qualified high school students successfully navigate the college selection, application and financial aid processes and ultimately enroll at their best-fit college, all through the service of college students. In the process, we aim to create a movement of college students committed to service, prepared to take on the nation's most pressing problems.

As you set up and run your chapter, our national staff will be available every step of the way to provide support, resources and guidance. Strive for College provides training; a curriculum developed with help from admissions experts, counselors and financial aid consultants; professional marketing and fundraising materials; and the support of a national organization with top professionals from every field. Strive will provide a growing number of additional incentives for you and your mentors such as a national conference and access to exclusive internship opportunities.

Every year, more than 400,000 low-income high school students graduate qualified to attend a four-year college - but don't. You and your team of Strive Chapter Directors across the country are going to significantly change that. This guide will help you do it.

## 2. Your Team

Strive Chapters are the foundation of Strive for College. Your chapter makes our mission possible. Students from your college or university will become mentors, role models and friends to local high school students, guiding them through the admissions and financial aid processes and encouraging them to reach their true potential.

Each chapter is overseen by an **Executive Board** of five students and a **Faculty/Staff Advisor**. Each of the Executive Board members will oversee his or her own committee responsible for all of the different aspects of ensuring that Strive is successful. As the Executive Director, it is your responsibility to assemble this team early in the chapter startup process to help you with the remainder of the startup phase. You can recruit friends, co-workers or others - just be sure that your team is committed and reliable.

**The average time commitment for executive board members is 40 hours/semester** (8 hours of executive board meetings + 8 hours of committee meetings/execution + 8 hours of session preparation + 16 hours for sessions = 40 hours).

### CHAPTER EXECUTIVE BOARD

**Executive Director/Executive Board** oversees all elements of the Strive for College chapter and program including recruiting members for and running the Executive Board. The Executive Director sets goals, assigns tasks, directs executive board meetings, and serves as a liaison between the chapter and Strive's national leadership. At the end of the year, the Executive Board will elect members to replace those who need to step down.

**Director of Internal Relations/Internal Relations Committee** manages all work related to on-campus activities including founding and maintaining Strive as an official student organization, recruiting and managing student mentors, coordinating schedules, and building relationships with other student groups. Other possibilities include helping to secure academic or volunteer credit for mentors, faculty and staff relations, preparing other mentor activities, etc.

*Qualities to look for :*

- Well-organized, punctual
- Good at connecting with other college students
- Well-connected on campus or good at building new relationships at the university

**Director of External Relations/External Relations Committee** manages each chapter's relationships with outside groups: high schools, nonprofit organizations and local officials/community leaders. He/she works with the high school to schedule Strive sessions, and coordinates the logistics of each session including timing, transportation, rooms/spaces and food.

*Qualities to look for :*

- Well-organized, punctual
- Good at connecting with adults and administrators
- Good organizer/planner; thinks ahead

*(continued on next page)*

## **CHAPTER EXECUTIVE BOARD** *(continued)*

**Director of Curriculum/Curriculum Committee** is responsible for the actual content of the Strive for College program. The Curriculum Committee prepares a plan for each session and trains the other Strive mentors on each session's content. The Committee is also responsible for developing any locally-relevant content (local schools, college-fairs, scholarships, etc.). The Director of Curriculum works with the national curriculum staff to keep content up-to-date and works with the rest of the committee to provide feedback after each session. The Director of Curriculum also runs the major parts of each Strive session.

*Qualities to look for :*

- Determined and devoted
- Well-organized and efficient
- Interested in college access, education or mentoring
- Good presenter/speaker – Leadership skills
- Creative

**Director of PR, Marketing & Fundraising/PR, Marketing & Fundraising Committee** is responsible for all communications/public relations and fundraising efforts for the chapter. This includes working to apply for and receive student activities funds; holding benefits and/or fundraising drives (at least once a semester), and seeking donations from local businesses/foundations; directing publicity and outreach efforts on campus to recruit mentors and in the community to gather support; and serving as primary contact for student and local press covering Strive for College. The Director of PR, Marketing & Fundraising will appoint a treasurer within this committee.

*Qualities to look for :*

- Creative
- Interesting in public relations, marketing, communications or fundraising
- Good speaker/charismatic

## **FACULTY / STAFF ADVISOR**

A faculty or staff advisor is also necessary to begin building your Strive Chapter. This faculty or staff member will be a great asset when navigating your school's student organization creation process and creating a partnership with a local high school.

You are welcome to have any faculty or staff member act as your advisor (and you may have more than one if you wish). However, if you don't have a particular faculty or staff member in mind, Strive recommends reaching out to a faculty member (preferably department head) of the education or social work departments or the Dean of Admissions. Any of these individuals will be able to greatly assist you in many different aspects of maintaining a successful Strive Chapter.

Once your executive board is assembled, you should begin the process of founding your chapter (see section 3: Getting Started).

# 3. Getting Started

Starting right makes your chapter more efficient and effective. This section gives you an overview of the steps you will need to take to set up and implement your chapter.

## 1. Contact Us

Please contact Jacob Stiglitz at [jstiglitz@striveforcollege.org](mailto:jstiglitz@striveforcollege.org). Jacob will assign you a dedicated Chapter Manager who will work with you through the startup process.

## 2. Assemble Your Team

As you start to form your chapter, you will want a reliable team of fellow students and a faculty or staff advisor to help to start and run the chapter. Section 2 outlines the Executive Board.

Fully utilizing your executive board is essential for a successful chapter. Many tasks can be handled collectively or by other members of the board. Delegation will accelerate the process and reduce the burden on you, the Executive Director. **Strive for College recommends that your Executive Board meet in person at least once per week.** This ensures constant communication and preparedness.

## 3. Make Strive for College an Official Organization

The first official step is to make Strive for College an official student organization on your campus or integrate within an existing organization. The process for doing this varies by university, so work with your Director of Internal Relations and Advisor to complete this step.

Most universities require some of the following: student signatures, an official charter, a proposed budget, and a faculty advisor. Your Chapter Manager can help you with some of these items - Strive for College provides boilerplate charters, chapter budgets and sustainability plans.

## 4. Find a Partner School

Finding a partner high school is one of the most important part of the chapter set-up process. Work with your Director of External Relations and Advisor to determine which local high schools are good candidates and contact them directly. You and/or your Director of External Relations will meet with high school administrators to formalize the partnership and then set a schedule and select students. Key considerations that should go into selecting a partner school:

- Distance of school from university (the nearer the better)
- Percentage/proportion of students on free/reduced lunch (a minimum of 50 per class, but keep in mind that some will not be qualified to attend college)
- Cooperation of school administrators

## 5. Build Support in the Community

To recruit mentors, receive financial support and build a strong community, your chapter will also need partnerships with other organizations. This includes both on-campus student organizations, academic programs and university initiatives as well as local businesses and non-profits with similar goals. See section 4 for more information.

## 6. Recruit Student Mentors

Student mentors are the power behind the Strive program. Your chapter will not be successful without committed students serving as mentors, and recruiting these students is a central goal that continues throughout the life of your chapter. See section 5 for more information.

# 4. Finding Partners

Partners are a vital part of your chapter without which Strive for College would never be possible.

## FINDING A HIGH SCHOOL

Mentoring high school students requires high school students you can mentor. To find them, you need a high school.

Finding a partner high school is one of the most important parts of the chapter set-up process. You and your Director of External Relations will need to research and contact local high schools to identify a potential partner school for your chapter. Consider asking your Advisor if they know anyone who works at a local high school. You and your Director of External Relations will then meet with high school administrators to set a schedule, select students and formalize the partnership.

### **There are several key considerations that should go into selecting a partner school:**

- Distance of school from university (the nearer the better)
- Percentage of students on free/reduced lunch (keep in mind that not all students be qualified to attend college)
- Cooperation of school administrators

The participation and involvement of a high school's administrators and principal is vital to your chapter's success. Coordinated efforts achieve greater and more efficient results. At Strive for College's pilot model in St. Louis, Missouri, just 1 of Welston High School's 30 graduating seniors in 2006 went on to a four-year college or university. With Strive for College, 24 of 27 graduating seniors in 2008 attended four-year institutions. The support and efforts of Superintendent Charles Brown were critical to this success.

At first, many high school administrators may be wary of Strive for College. With more information, more involvement and reassurances that you, your team and our national staff are competent and committed, most will welcome Strive for College into their schools and put their full support behind your efforts.

### **When working with high schools, it is most effective to stress that:**

- Strive mentors are meant to supplement the efforts of the high school college counselor, not replace them
- Strive for College has the unique advantage of connecting students to undergraduate student mentors
- Strive is supported by a national staff and top advisors
- The Strive for College curriculum is developed and maintained with the collaboration of top admissions experts, counselors and financial aid consultants
- Strive for college is free to schools and students

A sample initial email to the high school is and the required High School Agreement are provided in the Director of External Relations Handbook.

# 5. Recruiting Mentors

Student mentors are the essential ingredient to our success. As you are undoubtedly aware, college students have many demands on their time and many activities from which to choose. Your job (and your Director of Internal Relations' job) is to make Strive for College a popular choice.

When talking with and recruiting college students, we have found it most effective to use the following key messages:

## **KEY MESSAGES FOR COLLEGE STUDENTS**

### **1. This is big.**

Strive for College is a national program with limitless potential. Mentors are more than just members of the local community; they are part of a national community of students dedicated to the cause.

### **2. You've already done it.**

You just applied and were accepted to college. You've already done this, and you can use your experience from the process to help others. With guidance from experts and a national program, your experience is the key to helping more students get to college.

### **3. Change lives without giving up yours.**

Being a Strive mentor only requires a minimum of 16 hours each semester. Strive for College is a small time commitment with huge results.

You will need to have all mentors fill out a **Mentor Application form**, found at: <http://striveforcollege.org/strivewithus/college.html#mentors>

## RECRUITMENT STRATEGIES

You will be given access to marketing files developed by Strive for College. Feel free to use and modify these or develop our own. Your Director of PR, Marketing and Fundraising should assist with this. The goal is to spread the Strive brand and image around campus on an individual level.

- **VIRAL MARKETING** - The value of word of mouth cannot be understated. Have your friends and peers talk to others about Strive for College - and follow through to make sure it happens. Use Facebook, e-mail, call, and talk to people you know. The more the Strive for College name passes through campus, the easier your other efforts will be.
- **ORIENTATION & FAIRS** - Wherever activities' fairs, service fairs and orientations are held, set up tables and visibility events to attract new potential mentors. This will usually require coordination with the university and official organization status, so make sure your Internal Relations staff follows the proper protocols.
- **TABLING** - Where possible, staff a table in/around the student activities center to increase visibility and recruit mentors.
- **CLASSES** - Arrange with professors to speak briefly about Strive for College in front of large classes before they begin. This can be an effective way to reach a captive audience of students in a short amount of time.
- **FLIERS** - Before each major Strive event (organizational meeting, first training, first mentor session), distribute fliers about Strive for College wherever possible. Templates for these documents are provided.

## FINDING CAMPUS PARTNERS

Partnerships with your university, academic programs and other student groups will help you form a stronger chapter and recruit mentors more easily. On a college campus with so many busy students and so many ways for them to spend their time, having connections and a visible presence is key to rising above the rest.

In the early stages of your chapter, you and your team should work to build as many on-campus relationships as possible.

## MEET WITH UNIVERSITY ADMINISTRATORS

University administrators can provide invaluable support in the form of funds, connections, advisors, mentor recruitment and access to campus services. Key university personnel to contact:

- **Presidents & Chancellors** - can provide name recognition and top-level support; bring on other administrators and community members; connect you to others in the community and education world.

- **Vice Presidents for Student Affairs** - can connect you to influential student groups, community service offices and service-learning programs. Where bureaucracy can make things difficult to move from your position, vice presidents can put weight behind your efforts and move things along.
- **Office of Admissions** - Deans of Admission and Admissions Officers are intimately familiar with the community around your school, its academic and high school status, college-going rates and trends and where help is most needed. Admissions offices also have a vested interest in Strive for College producing results - as it results in more applications from more qualified students for them. Make sure you seek advice and help from admissions offices.

## CONNECT WITH PUBLIC SERVICE PROGRAMS

Most universities have an Office of Community Service, a Public Service Scholars program, other service organizations, and service-learning programs. Without the support of these outlets, you are likely to miss a large body of students active in public service.

- **Get college credit** - mentor recruitment and retention improves dramatically when students are able to receive credit hours (usually 1/semester) for their participation in Strive for College. Work with your service-learning program, community service office, administration and undergraduate studies program to make this happen.
- **Make Strive official** - most service programs and service offices have a list of approved or suggested service organizations. Put Strive for College on that list, and take advantage of the community service office's e-mail lists, printed advertisement venues, mailers and contacts in the community.

## USE AND FIND OTHER STUDENT GROUPS

Working with other student groups interested in service provides an easy pool from which to recruit mentors, and improves your chapter's standing in campus life with ease.

- Partner with service-learning - many schools have a student-run service-learning program where students sign up to take service trips (often for Habitat for Humanity, community development programs, international development, and so on). Making Strive for College a local project of these groups can provide you with a dedicated core group of mentors.
- Become organizations' service project - fraternities, sororities, political groups, even sports teams often have required community service programs. Instead of a 1K run for a local charity, have fraternities and sororities mentor Strive students for two semesters or hold a benefit.
- Use other groups' e-mail listservs and contact lists to reach targeted groups of students to recruit mentors.

# 6. Logistics

## SETTING A SCHEDULE

Before you can hold your first session, you need to have a schedule that your chapter and the high school both agree to follow. The schedule should include a time and the place where each of the eight sessions will occur. Work with the Director of Internal Relations, the Director of External Relations and the high school to find a schedule that best fits everyone's needs.

**Strive for College requires that you submit each semester's schedule before the semester begins.**

### **Some things to remember when creating a proposal schedule:**

- Eight sessions, two hours each
- Be mindful of the high school's and your university's breaks, vacations and exam periods
- Try to spread sessions out over the calendar - about one every other week
- Don't forget the possibility of weekends

Creating a proposed schedule as early as possible is very important to a successful semester. The sooner sessions are on the calendar and confirmed, the more likely it is that all participants will be able to attend.

## LOCATION

The location of sessions is another important factor to consider and set up ahead of time. Work with the high school to reserve a space for each of your sessions that can accommodate all of your mentors and students at the same time.

**Generally, the high school's library or computer lab is the best place to host Strive sessions.**

## TRANSPORTATION

Consider the following suggestions when planning each session's transportation:

### **When mentors are traveling to the high school:**

- Use public transportation where it is available
- Coordinate a carpool for mentors to meet on campus and drive together

### **When students are traveling to campus (campus visit):**

- Use public transportation where it is available
- Ask the school district or mayor's office to charter/coordinate a bus for students to travel to campus

**\*NOTE: Mentors MAY NOT give high school students rides in their cars.** This creates legal liability for mentors, your chapter and Strive for College.

# 7. Training Mentors

## INTRODUCTORY TRAINING

Before your chapter's first session, you will need to hold a training session for all new mentors. This first training focuses on helping new mentors learn effective mentoring techniques, teaching practices and basic information on the college selection, application and financial aid processes.

Strive for College provides a framework for this training as part of the curriculum materials, giving you and your Director of Curriculum an overview of what to cover and what to say.

**In addition to the framework provided by Strive for College, your chapter should invite admissions officers, university administrators, guidance counselors, admissions/financial aid experts or mentoring experts to contribute.** Bringing in these outside sources lends legitimacy and adds value from experienced professionals who know one or many sides of the mentoring and college application equation.

**Before the training, have mentors read through the entire curriculum.** Strive for College provides a short quiz to ensure that all mentors understand the material and are ready to act as mentors.

## PRE-SESSION MEETINGS

**You will also need to hold all-chapter pre-session meetings with mentors to review the upcoming session's content and goals.** The Director of Curriculum should review the content with mentors and add any localized content necessary at each of these meetings. Mentors should read the upcoming session's content and familiarize themselves with it before each of these pre-session meetings.

# 8. The Curriculum

The Strive for College curriculum consists of the following three components:

- **Mentor Training Guide** – this must be completed by all potential mentors before they are permitted to act as mentors.
- **Student Handbook** - a guide for students to understand and successfully complete the college selection, application, and financial aid processes. The handbook is designed to be useful both during and outside of Strive for College sessions, and includes both session materials and other helpful resources.
- **Mentor Guide** - the all-inclusive guide to Strive for College’s 16 sessions. This is the book mentors will use during sessions, which includes the Student Handbook with additional examples and activities to accompany it.

Students and mentors will be able to access the Strive for College curriculum through Strive Online (covered in section 10).

## PREPARING FOR EACH SESSION

Your chapter should hold all-chapter pre-session meetings. For more information about these meetings and mentor training, see Section 7. You and your Executive Board should also be well-versed in the Strive for College curriculum prior to each session.

## CURRICULUM COMMITTEE

Each chapter’s Curriculum Committee will manage the development and implementation of the Strive for College program (See Section 2). Directors of Curriculum will have access to national Operations and Curriculum staff, who will provide resources, support and guidance.

The Curriculum Committee is responsible for preparing each session’s material and topics, and for familiarizing all other mentors during these all-chapter pre-session meetings.

## LOCAL CURRICULUM CONTENT

Because college applications and the college process varies by state and region, local information is a vital part of the Strive for College curriculum. Strive for College’s national curriculum books reference local content where appropriate such as in sessions on college selection and financial aid.

**In cases where Strive for College has not yet developed the appropriate local information, it will be your Curriculum Committee’s responsibility to research and develop the information into usable lesson plans.** This is a unique and important contribution to Strive for College’s national program: the local information you develop will be used by other chapters and incorporated into our national curriculum.

# 9. Holding a Session

## PREPARING & TRAINING

As mentioned above, your chapter should hold a meeting prior to each session to review the upcoming session's content.

**Mentors should be provided with any relevant local content for each session at least one week in advance.** This ensures mentors will have time to prepare adequately.

## SCHEDULING AND CONFIRMING

In the week prior to each session, you and your Executive Board should:

- Check in with the high school to confirm student attendance and location availability
- Check with mentors to confirm their availability

Despite the schedules decided upon at the beginning of each semester, conflicts often arise and sometimes mentors, schools or students will cancel without letting you know. **You must check in with these participants and ensure their attendance.**

## LEADING THE SESSION

The curriculum provides an estimated time for each section of each session. However, the Curriculum Committee will set the final agenda for each session. It is the Director of Curriculum who has responsibility to make sure sessions flow smoothly and that mentors and students are covering the appropriate topics at each session.

**Mentors and students should be given the freedom to work at their own speed and on the topics the student needs, but be sure to provide some guidance to the session as a whole.**

**Sessions will usually involve at least group activity or presentation, which is meant to be used as a launching pad for mentors' one-on-one work with their students.**

Following the curriculum guide should provide adequate structure while leaving your chapter room to try to ideas and give mentors flexibility.

# 10. Strive Online

Your chapter manager will create an account for you on Strive Online, an interactive website designed specifically for Strive to help you manage your chapter and the students you are mentoring.

The first thing you should do with Strive Online is create new mentor accounts for your executive board. Do this by clicking on My Chapter, then New Mentor. Fill in all of the information requested for each user, and give members of your executive board 'chapter leader' permissions.

Your executive board can now create accounts for the rest of the mentors, who should be given 'mentor' permission.

At your first session, each mentor can create a student account for his or her student. This is done in the same way the mentor accounts were created, just select 'New Student' instead of 'New Mentor.'

**NOTE:** If a student does not have an email account, help him or her create an account with GMail, Hotmail, or Yahoo!.

**All of your students and mentors must have accounts in order to be able to access Strive's Curriculum.**

Now that your student has an account, he should log in and fill out his or her profile. By storing information such as GPA and standardized test scores in the profile, you as a mentor can refer back to that information later in order to help your student select colleges and find scholarships opportunities that best match your student.

Students can also create "applications" for each school he wants to apply for on Strive Online. Strive Online will remind you and your student of upcoming deadlines. You can also add what are called 'tasks' to your student's applications. These tasks represent the various parts of the applications that your student needs to fill out, such as essays, short statements, and extracurricular activities. Your student can work on filling out this information during and in-between sessions. When your student clicks the "save and submit to mentor" button. You will receive an email/text message asking you to review your student's work and provide some feedback. This allows you and your student to work on his college application in between sessions.

This is just the tip of the iceberg for Strive Online. To learn more about what you can do with Strive Online, visit the site and play around, ask your chapter manager. If there are any features that you would like to request, that you think would help you manage your chapter or help your students, please do not hesitate to let us know.

# 11. Publicity & Marketing

Along with the mentor recruitment strategies in Section 5, there are several other important elements of Strive for College's chapter marketing strategy which you should implement on your campus.

## **CHAPTER PUBLICITY KIT**

Strive for College will provide you with a chapter publicity kit, which includes:

- Word document templates for fliers, quarter-sheet handbills, session schedule sheets for mentors and students
- Art files including the Strive for College logo in various sizes, including for Facebook
- Electronic versions of Strive for College informational brochures
- Strive for College mentor recruitment pamphlets

## **THINKING OUTSIDE THE BOX**

We encourage you to think outside the box with marketing strategies. Unique opportunities and ideas will present themselves over the course of your chapter's development. Take advantage of them. On a campus with many activities competing for attention, being different matters. Consider:

- Publicity stunts like dances, mimes, street performers, costumes
- Promotional events like concerts, field days, carnivals

## **CAMPUS MEDIA**

Chapters will also work with national staff to advertise in local and student media, both with earned media in press stories and through paid media.

- **FACEBOOK** - Use not only to organize your chapter and mentors, but also to advertise and increase awareness. Strive for College will be a listed nonprofit in the "Causes" application that lets users donate to and support nonprofit causes. Strive participants will also invite all of their friends to learn about Strive and join a group indicating their support for Strive.
- **STUDENT MEDIA** - As your chapter opens and begins recruiting, you will work with the national team to get stories placed in all available student media.
- **LOCAL PRESS** - National staff will work with local press to attract coverage of the new Strive chapter and build interest in the community.
- **CAMPUS ADVERTISING** - Some colleges and universities have closed-circuit student activities TV, online activities listings, and other places for student groups to advertise. Where possible, take advantage of these tools.

# 12. Fundraising

Each chapter will **be responsible and commit to reach an annual fundraising goal**. Chapter fundraising efforts cover the costs of operating your chapter – including printing and events – as well as annual dues which contribute towards national efforts such as curriculum development and your national conference (once in a year).

Your chapter will have an annual fundraising goal to be determined by our national staff based on your chapter's operating budget and fundraising potential. You will be notified of this goal at the beginning of the Chapter creation process.

## FUNDRAISING EVENTS

Each chapter will be required to complete two unique fundraising events, **one per semester**. Both of these events will be coordinated and completed by all chapters across the country, raising awareness and funds for Strive for College. An information packet will be available for your Director of PR, Marketing & Fundraising.

- **Climb for College** (held in March) is a fundraising drive where students and mentors will get pledges from friends, family, and community members to run a certain number of stairs at a local/campus sports arena.
- **Strive Night** (held in October) will raise money in a variety of ways – auctioning off **student art and other donated goods, student performances such as musical acts, lectures from professors, etc.**

## STUDENT ACTIVITIES FUNDS

Most colleges offer student activities funds to student organizations active in the campus community. Usually, a budget and application is required from your chapter's treasurer (PR, Marketing & Fundraising Director). Our national staff has pre-calculated chapter budgets, and can assist in this process. Students activities funds might be able to cover or largely offset all operating costs.

## OTHER FUNDRAISING STRATEGIES

If additional funds are necessary, you and your Director of PR, Marketing & Fundraising are encouraged to pursue additional methods of fundraising, such as:

- Partnering with other campus organizations, such as performance groups and fraternities / sororities, to host joint benefit events (Step concerts, a cappella concerts)
- Having other groups fundraise for you: dance marathons, running events, fraternities/sororities, sports teams - any organization that does local philanthropy
- On-campus loose change drives
- Local business partnerships

# 13. National Conference

Every year, Strive for College hosts a national conference to bring together mentors and chapter directors by invitation to meet with our national staff, advisors, and experts on college access from across the country.

The goals of the conference include:

- Helping to build a sense of family among Strive participants at every level
- Reflecting on the previous year and gaining feedback from all participants on what went well, what could have gone better, and how Strive can improve in the coming year
- Give mentors from around the country a chance to connect with one another
- Provide advanced training opportunities
- Give mentors and chapter directors the opportunity to hear from top speakers and network with future potential employers
- Give awards for displays of outstanding leadership

The National Conference will be sponsored and planned by the Strive for College national team. However, **transportation and accommodation costs associated with attending the conference will need to be covered either through fundraising or individually.** Travel and/or accommodation grants will be available for those students who have demonstrated significant achievements.

The conference will normally be held in May of each year. Details will be released as they become available.

# 14. Reporting

In order for the Strive for College national team to stay informed of your chapter, we ask that you keep in regular contact with us and your Chapter Manager. **In addition to emails and phone calls, we also ask that you and the other members of your executive board to regularly send in reports updating us on various aspects of your chapter's progress.**

In order to avoid making these reports tedious or burdensome, we have attempted to design these reports to act as milestones through the lifespan of your chapter. **Please see Appendix C for a breakdown of the timeline/deadline and a complete list of reports that you will need to submit to us.**

The benefits of filling out these reports are many – they allow us to aggregate the successes of all of the chapters nationally to determine the impact that Strive for College is having. This information, in turn, will be available for you to use when requesting funds, recruiting mentors, or reaching out to potential high school partners. Additionally, it allows us to improve our programs for future years, ensuring the work that you do lasts beyond your time serving as Chapter Director.

Finally, it allows us to get a sense of how your Chapter is doing. If your chapter is struggling in anyway, these reports will provide us with early warning signs and will allow us to work with you to get everything back on the right track.

**As Chapter Director, you will ultimately be responsible for making sure your chapter accomplishes all of the milestones and submits all of the accompanying reports.** Many of the reports will need to be completed by other members of your Executive Board, but it is your duty to ensure that they do so accurately and on time. **In return, you and your chapter will have access to all of Strive's national offerings, such as the National Conference and Internship Program.**

# 15. Timeline/Deadlines

A general timeline is provided in this section. While each chapter will be unique, this timeline should be a useful guideline for all operating chapters. At the end of most bullet points, you will find brackets letting you know how to inform us of your progress or completion of each goal. **You are required to complete each of these tasks. If you are not going to complete one of the milestones for some reason, you will need to get in touch with us to provide with your reasoning and/or what you will be doing instead.**

Owners of milestones other than you are listed in parentheses in italics. The report needs to be submitted as in the format listed in brackets in bold. Strive Online and Dropbox accounts will be created for you.

## **SET-UP OF A CHAPTER (1-4 weeks)**

- Staff Report – upon executive team completion, provide names and function **[email]**
  - Signed Chapter Director Agreement – Appendix B **[email]**
  - Signed Advisor Agreement – Appendix B **[email]**
  - Club Establishment – proof of your official recognition **[email]**
    - Copy of Bylaws (template provided)
    - Copy of Charter
    - Outline of School’s funding opportunities and restrictions
- \* NOTE:** We understand this process varies widely from campus to campus. If you cannot establish as an organization within this timeframe, please provide us instead with a plan for establishment and temporary operation.

## **High School Partnership Set-up (Dec/Jan)**

- Potential high school list (*External Relations Committee*) **[email]**
- Outreach (*External Relations*)
- Signed High School Agreement – Section 4 **[Dropbox]**
- Schedule Set **[Strive Online]**

## **Mentor Recruitment (Dec/Jan)**

- Outreach plan (*Internal Relations Committee*) **[email]**
- Mentor signup form – Section 5 (*Mentors*) **[form]**
- Training
- Final mentor list **[Strive Online]**
  - Mentors join committees

## WORKING CHAPTERS: (Jan – Dec)

### FIRST SEMESTER:

#### Session 1 – Within first month of term starting:

- Student signup form – Section 4 **[form]**
- Student and mentor individual pictures. For national's and your promotional materials, be creative with group photos! (*Marketing Committee*) **[Dropbox]**
- Student accounts **[Strive Online]**
- Post-session review **[email]**

#### Before session 3:

- Fundraising goal and timeline (*Fundraising Committee*) **[email]**
  - Organize at least one fundraising event
    - Climb for College (required, March) – Section 12
    - Create your own
  - Post-event report (*Fundraising Committee*) **[email]**

#### Before last session of first semester:

- Second Semester Action Plan **[email]**

#### After last session of first semester:

- Post-First Semester Feedback Form (*Student/Mentor*) **[form]**

### MAY CONFERENCE – Organized by Strive:

- Apply in April **[form]**
- Attend in May

### SECOND SEMESTER:

#### On first session – as soon as both schools terms have begun:

- Pre-Second Semester Feedback Form (*Student/Mentor*) **[form]**

#### Before session 3:

- Fundraising goal and timeline (*Fundraising Committee*) **[form]**
  - Organize at least one fundraising event
    - Strive Night (required, October) – Section 12
    - Create your own
  - Post-event report (*Fundraising Committee*) **[email]**

#### Succession Planning: (Nov – Dec)

- Select new Chapter Director and appoint new executive board members **[email]**
- Training (including transfer of files, etc)

#### Before last session:

- Last Session Feedback Form (*Student/Mentor*) **[form]**

### ONGOING:

- Post-session curriculum update (*Curriculum Committee*) **[Dropbox]**
- All funds requested, granted, and spent (*Treasurer*) **[email]**
- Any student awards given for Strive related activities **[email]**

## **POST-CHAPTER YEAR (MAY, FOLLOWING YEAR)**

- Post-Acceptance Session and Report [**email**]

Strive Chapter sessions end in December, but there is a follow-up session required after acceptance letters are sent out to help students make final decisions, congratulate them, and report acceptances.

# 16. Thank You!

Your Strive for College chapter has the potential to positively impact hundreds of lives in just a few years.

Building strong community roots is an important part of making your work last. As Strive for College becomes an institution on campus and in the local community, influential community leaders will support it and help to ensure its success, just as students will come to see it as a regular part of campus life.

As you move forward, keep in mind that you are not building simply a club: you are building an organization with tremendous potential, and while we are helping you through the process and providing the support of Strive for College at the national level, it very much belongs to you and your community.

Good luck, and thank you.