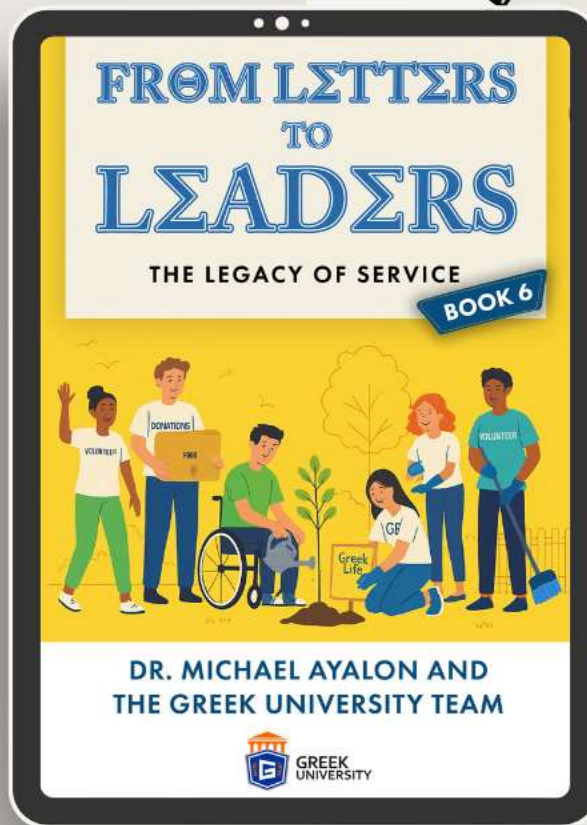




GREEK
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facilitation guide



FOR FRATERNITY AND SORORITY
CHAPTERS, COUNCILS, & COMMUNITIES

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Facilitation Guide for *From Letters to Leaders:* *THE LEGACY OF SERVICE*

Professional Campus Facilitator Edition – Facilitation Guide

INTRODUCTION: The Path to Happiness Is Giving Back

Learning Objectives

- Understand why purpose-driven service improves personal happiness and well-being.
- Explore the connection between service and mental health among college students.
- Recognize community engagement as central to fraternity and sorority identity.

Summary

The introduction draws upon new research from Cornell University showing that purpose—not wealth—drives long-term happiness. Acts of service boost joy, combat loneliness, and strengthen belonging. Sorority and fraternity members have a unique opportunity to channel their Ritual values into meaningful community impact.

Discussion Questions

1. How has serving others changed your perspective or lifted your mood?
2. Why do you think purpose has such a strong impact on mental health?
3. How can your chapter create meaningful, purpose-driven service?
4. What barriers keep students from getting involved in service?
5. What does “giving back” look like for your organization today?

Activity

- *Purpose Mapping:* Students brainstorm all the talents and resources they possess (skills, passions, connections) and map how each could be used in future service projects.

Values Connection

- Service is embedded in every organization’s Ritual — it is a living expression of brotherhood/sisterhood.

Action Step

- Each member writes down one service goal they will complete in the next 30 days and shares it with a partner for accountability.
-

CHAPTER 1: Serving with Identity — Honoring Cultural Heritage Through Community Engagement

Learning Objectives

- Understand the role of cultural identity in shaping service priorities.
- Explore how heritage-based organizations connect service to lived experience.
- Learn to design service that honors community history, values, and leaders.

Summary

Dr. Cristina Luna explores how culturally based fraternal organizations (CBFOs) serve with a unique sense of purpose rooted in culture, history, and justice. Service becomes more than obligation — it becomes a continuation of ancestral resilience. Members learn to uplift their communities through intentional, values-driven action.

Discussion Questions

1. How does your personal identity influence the causes you care about?
2. What community issues connect most deeply to your heritage?
3. How does your organization's history shape the way you serve?
4. What makes service “purposeful” instead of performative?
5. How can your chapter honor community leaders who paved the way?

Activity

- *Identity-Based Service Brainstorm:* Students list social issues affecting communities they identify with and select one to design a culturally grounded service idea.

Values Connection

- Service linked to heritage deepens understanding of your Ritual and strengthens cultural pride.

Action Step

- Partner with a culturally based campus organization to co-sponsor a service event addressing shared community needs.
-

CHAPTER 2: Impact Over Image — Redefining What Service Really Means

Learning Objectives

- Distinguish between meaningful service and image-based volunteering.
- Reflect on motivations and desired outcomes for service projects.
- Prioritize impact, sustainability, and community partnership.

Summary

Trevon Bryant challenges students to move beyond service done for optics or social media posts. True service is driven by humility, consistency, and impact. Chapters must shift from “recognition-based service” to “relationship-based service,” building trust and change over time.

Discussion Questions

1. What drives your chapter to serve — impact or image?
2. How do you know whether a project is actually helping the community?
3. What’s the difference between charity and empowerment?
4. How does intention matter in service leadership?
5. How can your chapter evaluate whether a service idea is meaningful?

Activity

- *Impact Audit:* Review your last three service events. Identify what worked, what didn’t, who benefited, and how impact could be strengthened.

Values Connection

- Genuine service aligns with ethical leadership — a central tenet of Greek life.

Action Step

- Create criteria your chapter will use to evaluate future service ideas (relevance, sustainability, partnership, impact).
-

CHAPTER 3: Why We Serve — The Heartbeat of Brotherhood and Sisterhood (and How to Sustain It)

Learning Objectives

- Connect service to lifelong membership values.
- Understand how community engagement builds unity within chapters.
- Explore strategies to keep members consistently invested in service.

Summary

Dr. Kim Bullington explains that service is the emotional and historical core of fraternity and sorority life. It strengthens bonds, creates shared memories, and honors founders' values. True commitment requires regular reflection, education, and purpose—not just checking hours.

Discussion Questions

1. What motivates you to serve?
2. How does service deepen your bond with your sisters/brothers?
3. What makes service meaningful instead of transactional?
4. How do founders' values show up in your service work today?
5. How can your chapter make service central to your culture?

Activity

- *Values Alignment Workshop*: Match your organization's values to community needs and plan a service initiative that reflects them.

Values Connection

- Ritual teaches that service is not optional — it's a lifelong commitment.

Action Step

- Establish a chapter service motto or guiding phrase connected to your Ritual.
-

CHAPTER 4: Service and Philanthropy — Pledged to Make an Impact

Learning Objectives

- Differentiate between philanthropy and community service.
- Learn to build long-term, sustainable partnerships.
- Reflect on how philanthropy communicates your organization's values.

Summary

Eddie Francis explains that philanthropy is not just raising money — it is taking responsibility for societal issues. Effective philanthropy blends education, fundraising, and meaningful community engagement.

Discussion Questions

1. What distinguishes philanthropy from service?
2. How can fundraising events be more mission-centered?
3. Why should chapters focus on long-term partnerships?
4. What makes a philanthropic event meaningful?
5. How can your chapter elevate your national philanthropy's visibility on campus?

Activity

- *Philanthropy Redesign*: Students choose one chapter philanthropy event and work in teams to redesign it for greater impact and awareness.

Values Connection

- Philanthropy reflects compassion, responsibility, and leadership.

Action Step

- Identify one new community partner to build a sustained relationship with this year.
-

CHAPTER 5: Fail Forward — What We Learn When Service Projects Don't Go as Planned

Learning Objectives

- Embrace failure as a learning tool in leadership.
- Identify common obstacles that derail service plans.
- Cultivate a resilient, adaptable service culture.

Summary

Jen Ruiz teaches that mistakes are not setbacks — they are stepping stones. Failed projects reveal blind spots, spark creativity, and strengthen teamwork. What matters is how a chapter responds, adapts, and grows.

Discussion Questions

1. Describe a service event that didn't go as expected. What happened?
2. How did your chapter respond to the setback?
3. What did you learn about leadership from that experience?
4. How can failure actually improve service efforts?
5. How can you encourage a growth mindset within your chapter?

Activity

- *Failure Analysis*: Students break into groups, each choosing a past failure. They identify causes, emotional reactions, and lessons learned.

Values Connection

- Resilience and humility are key components of leadership development.

Action Step

- Create a “lessons learned” document for every service event to pass down to future officers.
-

CHAPTER 6: Greek Unity in Action — Collaborating Across Councils for Greater Good

Learning Objectives

- Understand the value of cross-council collaboration.
- Explore ways to unify Greek organizations around shared causes.
- Strengthen interfraternal relationships through service.

Summary

Sarah Callazzo and Edson O’Neale highlight how service can unify IFC, NPC, NPHC, NALFO, NMGC, and other councils. Working together builds empathy, trust, and collective power. Unified service creates broader visibility and greater impact.

Discussion Questions

1. What barriers exist between councils on your campus?
2. How can service bridge those divides?
3. What joint issues affect all Greek-letter organizations?
4. How could pooled resources amplify impact?
5. What successful cross-council service projects have you seen or heard of?

Activity

- *Council Summit Planning:* Students design a collaborative, campus-wide service event involving at least three councils.

Values Connection

- Unity reflects the shared mission of leadership, service, and community uplift across all Greek organizations.

Action Step

- Schedule a monthly inter-council service committee meeting to build ongoing collaboration.
-

CHAPTER 7: Amplifying Voices — How Chapters Can Advocate for Causes Beyond Their Walls

Learning Objectives

- Understand advocacy as a form of service leadership.
- Learn how to elevate important causes using chapter platforms.
- Develop confidence to speak out on community issues.

Summary

Dr. Kim Bullington, Roderick Williams, and Cindy A. Jones teach that service is not only physical — it can also be vocal. Chapters can use their collective influence to champion important causes, offer education, and advocate for reform.

Discussion Questions

1. What issues matter most to your chapter's members?
2. How can advocacy complement hands-on service?
3. What are risks and responsibilities when speaking publicly about issues?
4. How can you elevate marginalized voices respectfully?
5. What advocacy partnerships exist on campus?

Activity

- *Advocacy Plan:* Students select one issue and draft a chapter-wide advocacy strategy (awareness campaign, teach-in, social media plan).

Values Connection

- Advocacy embodies courage, justice, and loyalty to community.

Action Step

- Identify one campus partner (resource center, cultural office, nonprofit) to co-host an advocacy event.
-

CHAPTER 8: Expanding Horizons — How International Service Transforms Leadership

Learning Objectives

- Explore global citizenship through international service.
- Understand how cross-cultural experiences build empathy and perspective.
- Reflect on how global service strengthens campus leadership.

Summary

C. Kelsey Ryan shares how traveling and serving abroad can reshape worldview, deepen gratitude, and expand leadership capacity. International service reveals interconnectedness and inspires lifelong humanitarian commitment.

Discussion Questions

1. How does experiencing another culture change your understanding of service?
2. What global issues are connected to your national philanthropy?
3. Why does stepping outside your comfort zone create growth?
4. How can international service experiences shape campus leadership?
5. What obstacles keep students from pursuing global service?

Activity

- *Global Service Map*: Students identify countries or regions where their organization's philanthropy has connections and brainstorm potential international service ideas.

Values Connection

- Global perspective strengthens empathy — essential to fraternal purpose.

Action Step

- Attend or host a study-abroad info session focused on international service programs.
-

CHAPTER 9: Roots Before Branches — Growing Service Within the Chapter

Learning Objectives

- Strengthen internal service culture.
- Create systems that make service exciting and meaningful for members.
- Explore ways to embed service into chapter operations.

Summary

Sarah Callazzo encourages chapters to build strong “roots” before expecting external growth. True service culture begins inside the chapter — through education, intentionality, and shared motivation.

Discussion Questions

1. How would you describe your chapter’s current service culture?
2. What internal practices motivate members to serve?
3. How can you integrate service into recruitment, new member education, or sister/brotherhood events?
4. What internal obstacles weaken service engagement?
5. What does “roots before branches” mean to you personally?

Activity

- *Chapter Culture Audit:* Students evaluate current service traditions and identify three new ideas that could strengthen internal engagement.

Values Connection

- A strong internal culture reflects unity, commitment, and shared purpose.

Action Step

- Introduce a monthly “Service Spotlight” where members share personal volunteer stories.
-

CHAPTER 10: The Reflection Room — Using Service to Spark Chapter-Wide Dialogue

Learning Objectives

- Understand reflection as a critical part of meaningful service.
- Learn reflection strategies that deepen empathy and understanding.
- Facilitate chapter-wide discussion after service events.

Summary

Edson O’Neale teaches that unreflected service loses its transformative potential. Creating “reflection rooms” — structured spaces to share experiences — helps chapters process emotion, connect work to values, and strategize improvements.

Discussion Questions

1. Why is reflection essential after service?
2. What emotions did you experience during your last event?
3. How did the community partner shape your perspective?
4. What surprised you about the experience?
5. How can reflection deepen commitment to service?

Activity

- *Guided Reflection Circle*: Use John Dewey’s model (What? So What? Now What?) to lead a structured conversation after a service event.

Values Connection

- Reflection strengthens meaning and reinforces alignment with Ritual.

Action Step

- Establish reflection as a required element of every service initiative your chapter completes.
-

CHAPTER 11: Leadership Won't Build Itself — Growing Better Members Through Service

Learning Objectives

- Explore service as a leadership development pathway.
- Identify leadership roles within service planning and execution.
- Encourage members to grow through responsibility and initiative.

Summary

Eddie Francis emphasizes that leadership is built through action. Service provides countless opportunities for planning, coordination, communication, and problem-solving — all transferable leadership skills.

Discussion Questions

1. What leadership skills did you use during your last service event?
2. How does service develop both humility and confidence?
3. Why does leadership require initiative?
4. How can service roles prepare members for officer positions?
5. What leadership strengths do you bring to your organization?

Activity

- *Leadership Skill Match:* Students list leadership skills and match each with a service project responsibility (logistics, partnerships, budgeting, storytelling).

Values Connection

- Leadership grounded in service is the purest expression of fraternal values.

Action Step

- Build a “Service Leadership Ladder” — a progressive set of leadership opportunities from new member to senior year.
-

CHAPTER 12: Service That Sticks — Designing Projects with Longevity

Learning Objectives

- Learn to design sustainable, long-term service initiatives.
- Explore what makes service meaningful year after year.
- Build systems for continuity during officer transitions.

Summary

Alison Hornung teaches that long-lasting service requires planning, community partnership, and intentional design. Sustainable projects outlive any single officer's term — becoming traditions that define a chapter's legacy.

Discussion Questions

1. What makes a service project “stick” over time?
2. How can you build relationships with community partners that last?
3. What logistical tools help ensure consistency?
4. How do you build continuity during officer transitions?
5. What long-term service traditions could your chapter create?

Activity

- *Longevity Blueprint*: Students outline a multi-year plan for sustaining a current or new service project, including goals, partners, and timeline.

Values Connection

- Longevity reflects commitment — a key aspect of brotherhood/sisterhood.

Action Step

- Create a shared digital folder with budgets, contact lists, timelines, and materials for future officers.
-

CHAPTER 13: Enough with the Dance Marathons... Go Pick Up Some Trash

Learning Objectives

- Challenge stereotypes about service and philanthropy.
- Encourage humility and hands-on, unglamorous service work.
- Reflect on the purpose behind community engagement.

Summary

Dr. Louis Profeta offers a direct message: not all service has to be extravagant or flashy. Sometimes the most meaningful impact is in simple, humble actions like cleaning neighborhoods or helping individuals directly. Service is not performance — it's purpose.

Discussion Questions

1. Why do chapters gravitate toward flashy service events?
2. What value can be found in simple, physical acts of service?
3. How does pride influence service choices?
4. What unglamorous needs exist in your community right now?
5. How can humility lead to deeper impact?

Activity

- *Service Real Talk*: Students list service events that are flashy vs. simple and discuss the true impact of each.

Values Connection

- Ritual calls for humility, sacrifice, and sincere service.

Action Step

- Plan a simple but meaningful service initiative this semester (community cleanup, food pantry sorting, neighborhood assistance).
-

CHAPTER 14: Officer Transitions — Passing the Community Service Baton with Purpose

Learning Objectives

- Learn best practices for effective officer transitions.
- Understand how continuity impacts service quality and community trust.
- Build structures that ensure future leaders are prepared and supported.

Summary

Sarah Callazzo emphasizes that transitions are critical moments. Without intentional handoffs, service traditions can weaken or disappear. Strong transitions ensure that values, partnerships, and expectations endure across generations.

Discussion Questions

1. What information is often lost during officer transitions?
2. How can outgoing leaders prepare new leaders for success?
3. What should be included in a transition binder?
4. How can mentorship support leadership development?
5. What transition challenges has your chapter faced?

Activity

- *Transition Toolbox*: Students draft a list of transition resources (contacts, timelines, budgets, reflection notes) needed for a smooth community service handoff.

Values Connection

- Stewardship ensures the longevity of your chapter's impact and upholds the responsibility embedded in Ritual.

Action Step

- Require a structured transition meeting and shared documentation at the end of each officer term.
-

CHAPTER 15: Measuring Impact — Turning Service into Storytelling

Learning Objectives

- Evaluate service using outcomes, not just hours.
- Understand the importance of storytelling in demonstrating impact.
- Learn how to document and share success effectively.

Summary

Dr. Michael Ayalon shares that the future of Fraternity and Sorority Life depends on how well chapters showcase their real contributions. Measuring growth, change, and community outcomes allows organizations to build credibility, inspire members, and influence campus culture.

Discussion Questions

1. How can you measure community change beyond hours served?
2. What role does storytelling play in shaping public perception?
3. How can you capture emotional impact (reflections, quotes, photos)?
4. Why is documentation essential for transitions and partnerships?
5. How can your chapter elevate your storytelling this year?

Activity

- *Impact Story Workshop*: Students practice interviewing each other about service experiences and crafting short impact narratives for social media or chapter newsletters.

Values Connection

- Storytelling honors the chapter's legacy and reinforces a shared sense of purpose.

Action Step

- Collect member reflections immediately after each service event and compile them in a “Service Impact Archive” for future storytelling.
-

CALL TO ACTION: Building a Legacy of Service

Learning Objectives

- Commit to sustaining meaningful service year after year.
- Inspire members to take ownership of their chapter's community impact.
- Understand how service builds long-term pride, connection, and legacy.

Summary

The legacy of service extends far beyond one event or one year. It becomes part of your chapter's identity, history, and reputation. Your job is not only to serve — but to inspire future members to continue serving. The world needs your compassion, your leadership, and your commitment.

Discussion Questions

1. What will your chapter be known for long after you graduate?
2. How can you ensure this year's service projects create lasting impact?
3. What is one service tradition you want to build or strengthen?
4. What does a "legacy of service" mean to you personally?
5. How will you measure your impact over time?

Activity

- *Legacy Commitment:* Each member writes one long-term impact goal they want the chapter to achieve in the next five years. Compile them into a shared "Legacy of Service Vision Board."

Values Connection

- Leaving the world better than you found it is woven into every fraternal Ritual.

Action Step

- Meet with chapter leadership to set annual measurable service goals that can be tracked and shared as part of your chapter's legacy.

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