

Convention Release

For Immediate Release

Beta Sigma Phi of (City) Host Area Convention

_____ members of Beta Sigma Phi, a women's social, service and cultural organization, will be welcoming sorority sisters from all over _____ to the convention, to be held at the _____ on _____ (date).

Beta Sigma Phi is the largest women's organization of its kind in the world and has grown in its lengthy history from one chapter of seven women in Abilene, Kansas to a total membership of more than 165,000 women, who are active in over 20 countries around the world.

Beta Sigma Phi is recognized internationally for its philanthropic work, but the main goal of the organization is learning and friendship for its members. Begun in 1931, Beta Sigma Phi was originally designed to provide an outlet for women who, during the Depression, could not attend college and were obliged to stay home and support their families. Beta Sigma Phi provided these women with a program of cultural study so they could experience intellectual and social growth.

Since that time, Beta Sigma Phi has grown into an international organization that is proud to call people, like Hillary Rodham Clinton and Barbara Bush, members. These "sorority sisters" devote much time to service – so much that there is hardly a charitable, health or cultural group in existence today that has not been assisted in some way by Beta Sigma Phi.

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A survey of the membership reveals that chapters give between 200,000-300,000 hours of time each year to charitable causes and raise between \$1-2 million for these causes annually.

Cultural and social growth remain high on the Beta Sigma Phi agenda. Each year, members organize programs that enhance cultural understanding. Members also plan socials for themselves and their communities.

A highlight of the year is the area convention. Some of the events local chapters are planning for their sorority sisters include _____ (insert convention highlights here). Some of the projects members are involved in locally include _____ (insert local project information here).

For further information, contact: _____ (local chapter or council president and phone number).

For further information, contact:
Editor, The Torch of Beta Sigma Phi
Beta Sigma Phi International
1800 West 91st Place
Kansas City, Missouri 64114-0500

(816) 444-6800 • fax: (816) 333-6206 • e-mail: torch@betasigmaphi.org

Founder's Day Release

For Immediate Release
Beta Sigma Phi Celebrates Its Anniversary

Beta Sigma Phi, the largest Greek letter women's organization in the world, is celebrating its many years of sisterhood. Began in 1931, the organization is devoted to service, social and cultural projects of all kinds. It is not a secret group, nor is it connected with any school or college, and is non-political and non-sectarian.

Members are women of all ages, from all walks of life. Beta Sigma Phi has a membership of more than 165,000 women in over 20 countries throughout the world. The first Beta Sigma Phi chapter was founded in Abilene, Kansas in the midst of the Depression. At that time, many women who ordinarily would have gone to college were obliged to remain home and help support their families. Beta Sigma Phi provided these women a chance to have intellectual and social experience among themselves.

What ordinarily began as a social and cultural group soon turned into a service group, as well. Today, our members have given more than \$2 million through their International Endowment Fund, which provides financial support to a wide variety of health research and charitable organizations. Locally, chapters donate hundreds of thousands of service hours and millions of dollars annually. Chapters have also created special funds to which they contribute. These include the International Loan Fund, through which members help each other; the Breast Cancer Research Endowment Fund; and a college scholarship fund for members or their children and grandchildren.

Of course, cultural and social activities are an integral part of every chapter. Each year, members participate in programs that enhance cultural understanding. Members also plan social events throughout the year.

Membership in Beta Sigma Phi is by invitation only. Women seeking more information about Beta Sigma Phi may contact: _____ . (Insert name of publicity chairperson or a member who is available to take phone calls; or you may have media contact the International office.)

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Proclamation

Whereas, in honor of Beta Sigma Phi, the world's largest Greek-letter women's service, cultural and social organization with many chapter in the City/State of _____, the day of _____ has been designated Beta Sigma Phi Day; and

Whereas, Beta Sigma Phi is an organization that has grown to include more than 165,000 members representing over 20 countries across the world; a group of women who have worked for nearly every known charitable, health and cultural organization, raising money and donating time and effort to those in need everywhere; and

Whereas, the badge of the organization shall signify life, learning and friendship by its Greek symbols, Beta Sigma Phi; and

Whereas, it is sincerely believed to be a worthwhile act that would benefit its many members around the world, with a lifetime of association with the finest people;

Now, therefore I _____ Mayor/Governor of the City/State of _____, do hereby proclaim _____ (Date)

Beta Sigma Phi Day

And ask that other Beta Sigma Phi members everywhere join with _____ (Name of Chapter/Council) of _____ (City/State) in saluting Beta Sigma Phi Day.

In testimony whereof, I have hereunto set my hand and caused to be affixed the seal of the (City/State) _____ this _____ day of _____ (Month/Year).

(Mayor/Governor)

How to Get Media Coverage

1. Hand deliver your media materials, if at all possible.
2. Invite members of the press to your social outings. If you and Beta Sigma Phi are familiar to them, they may be more apt to use your material.
3. Inform the press of upcoming events about two weeks in advance. Community service projects will be of particular interest.
4. Use your local radio, television and cable stations. They have Public Service Announcement slots that they must fill to fulfill FCC regulations. These are broadcast free of charge.
5. Always take lots of pictures of your event. Most newspapers prefer to take their own, but a great picture may convince them to use a piece they might ordinarily pass over. Most newspapers will need clear, high-contrast, black-and-white photos.
6. When sending out a press release or PSA, be sure to include the dates that you wish the material to be printed or broadcast.
7. Most importantly, keep your name out there. Make efforts to maintain your media contacts and to keep your organization's name circulating.

Beta Sigma Phi Fact Sheet

Description International women's social, cultural and service organization.

International Headquarters Beta Sigma Phi International
1800 West 91st Place
Kansas City, Missouri 64114-0500

Founded 1931, by Walter W. Ross in Abilene, Kansas with seven members.

Purpose To provide women with a social outlet, a cultural forum, and service opportunities.

Population More than 165,000 active members. Chapters are located in more than 20 countries, with chapters in all states of the U.S. and all provinces of Canada.

Service Chapters donate between 200-300,000 hours of time each year to charitable causes and raise more than \$2 million yearly. Internationally, chapters contribute to several special funds. These include:

- International Endowment Fund –Donated to health research groups and charitable organizations.
- Disaster Relief Fund –Aids members that are victims of natural disasters.
- Breast Cancer Research Endowment Fund –Supports research organizations.
- Scholarship Fund –Awarded to members, their children and grandchildren.

Other Facts Largest Greek-letter women's association in the world. Not a secret group, non-sectarian, non-political, and not affiliated with any school or university. Members have included: Hillary Rodham Clinton, Barbara Bush, Ginger Rogers, Eleanor Roosevelt and many other outstanding women.

For further information, contact:

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Sample Cover Letter

KKFI Radio
111 East 1st Street
Neverland, NE 11111

Dear (Use the station manager's name):

Thank you for taking the time Tuesday to discuss broadcasting an announcement regarding our upcoming Walk-A-Thon to benefit the Muscular Dystrophy Association. As per our conversation, I have enclosed the necessary information. I hope it will be appropriate to fill your time slot.

Beta Sigma Phi is an international women's organization dedicated to friendship and self-improvement. We are the largest women's organization in the world, and our service projects raise more than \$2 million annually for a variety of worthy causes.

Thank you again for your time and cooperation.

Sincerely,

Jill Jackson
Publicity Chairperson
(Chapter Name, Chairperson's Phone Number)

Sample PSA:

The (name of chapter) of Beta Sigma Phi is sponsoring a Walk-A-Thon to benefit the Muscular Dystrophy Association. The event will be held at 9:00 a.m. at the Green Tree State Park June 9th. Walkers should meet at the east gates at 8:30 a.m. All are invited to participate in raising funds for this worthy cause by Beta Sigma Phi, an international, social, cultural and service organization for women. For further information, call Jill Jackson at (321) 555-7890.

The Story of Beta Sigma Phi

We would like to take this opportunity to introduce ourselves and our organization.

Usually, a Greek-letter organization brings to mind a college or university, fraternity or sorority. Beta Sigma Phi is much more than that. In the dictionary, “sorority” literally means a sisterhood. That is what Beta Sigma Phi is all about!

In 1931, a man by the name of Walter W. Ross saw a struggle for fulfillment in hundreds of young women who needed an organization to belong to, an avenue for their own growth and self-development. In spite of economic depression, Mr. Ross made a dream come true with the founding of Beta Sigma Phi. He shared his dreams with Leona Schroers and Sally Rogers McSpadden (will Rogers’ sister), who were both very active in the National Federation of Women’s Clubs. These two women helped him with the program planning and chapter organization. They adopted a motto – “Life, Learning and Friendship” – and found that the three Greek words Bios, Sophia and Philos, which mean life, learning and friendship, begin with the Greek letters Beta, Sigma and Phi. That is how the name was chosen for what has become the largest women’s organization of its kind in the world. His vision and the vision of the first members have captured the imagination of millions of women around the world.

The first chapter of Beta Sigma Phi was established in 1931 in Abilene, Kansas with 7 members. Since that time, Beta Sigma Phi has grown to more than 165,000 members in over 20 countries around the world. Beta Sigma Phi offers its members a balanced program of socials, educational programs and service. Walter Ross believed in his dream – an organization that would offer wider knowledge, deeper cultural experiences, and the comforting warmth of close and lasting friendships. Through Beta Sigma Phi, women can find the support they need in today’s complex society!

The purpose of our organization is three-fold: It is a social outlet, a cultural forum, and an opportunity for service. Beta Sigma Phi is dedicated to giving women an opportunity to grow, both in mind and in spirit. Since its founding, Beta Sigma Phi has taken its place among the most successful women’s organizations in the world. To meet the needs of various age and interest groups, there are chapters in six degrees.

Beta Sigma Phi is not a secret group, nor is it connected with any school or college, and is non-political and non-sectarian.

Why Beta Sigma Phi?

Beta Sigma Phi provides an atmosphere for self-development.

What does it mean to be a Beta Sigma Phi?

Any Beta Sigma Phi will have a different answer. It is many things to many people. It helps us discover the beauty and the potential within ourselves, and helps us to widen our interests. It gives us the opportunity to do what we might not contemplate doing alone, the opportunity to express ourselves in ways we might never have thought of before, and the opportunity for security within. As long as we keep the magic formula of success – life, learning and friendship – we are rich! No one can ever take away what we are inside, the beauty that makes us who we are! Beta Sigma Phi is devoted to the development of a better self and, consequently, a better world.

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Why is Beta Sigma Phi important to women?

To lead a full, rich life women need something that is just for them. Most women have a number of roles to play in life. In order to be happy with others, we first must be happy within ourselves. Each of us has our own goals and desires. Beta Sigma Phi is for that part of us. It allows us to develop ourselves, to become more interesting to those around us, and to become people more interested in life. Without balance in our roles, we can become overworked, under-stimulated and taken for granted. Balance creates harmony. As in all things in life, what you put into Beta Sigma Phi is what you get out of it.

Socials are an important part of Beta Sigma Phi because friendship and support are the key aspects of our organization. Members also share cultural programs developed from materials supplied by the International office. Members have a large assortment of topics to choose from to ensure they give programs that will be of interest to their chapters. Many Beta Sigma Phis are dedicated to service. Over the years, our organization has given much needed support to many worthwhile causes on the local, state and international level. There is a scholarship fund for members and for the children of members. There is the International Loan Fund, which provides free-of-interest emergency loans to members with an illness or who have been involved in an accident. There is a Legacy program for the daughters of members, which helps young women affiliate with a Beta Sigma Phi chapter when they become adults. Other programs include travel opportunities for members, a bed and breakfast program, and online membership activities on the World Wide Web.

Still, the key element of Beta Sigma Phi is friendship! Finding new friends is the stimulation that makes all other growth possible. The Beta Sigma Phi experience helps build friendships within a network of women that is local, national and international. Many of the most renowned women of our time are international honorary members of Beta Sigma Phi. Here are just a few: Nancy Reagan, Eunice Kennedy Shriver, Barbara Bush, Ginger Rogers and Hillary Rodham Clinton. Beta sigma Phi is by invitation only. Members of Beta Sigma Phi select women, who wish to get the most out of their lives, to join them.

We are happy to have been able to tell you a little about ourselves and our organization. If you have any questions or would like to know more about us, we would be happy to tell you. We are proud to be Beta Sigma Phis!

For further information, contact:

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