



ALPHA KAPPA ALPHA SORORITY, INC.



Dear Chapter Basilei & Program Chairmen,

Sorors, are you ready to launch? After an unprecedented six months of pre-launch activities, your energy is palpable and we know you are ready to lead your chapters as we embark on a new program year. All sorors are invited to join chapters around the world as we celebrate the official unveiling of “*Launching New Dimensions of Service*.” We are asking each chapter to celebrate the launch during your January chapter meeting. Activities are optional but we are suggesting that each chapter mark the occasion by celebrating the launch.

It is requested that all chapter Basilei and Program Chairmen incorporate a program celebration into their January meeting. Celebrations are to be facilitated by the chapter’s Program Chairman. Celebrations do not have to be extravagant; they can be as small or as grand as you choose.

Suggested activities include, but are not limited to:

- Request that all sorors wear a white top to the chapter meeting, similar to the attire worn during the seventh plenary session at the 2014 Boule in Charlotte, NC. Ask each chapter member to wear her *Launching New Dimensions of Service* pin and scarf or kerchief distributed during the seventh plenary session at the 2014 Boule. Pins and scarves may be purchased by ordering online or in bulk (see flyer below)
- Decorate your chapter meeting location by recycling your festive New Year’s Eve decorations
- Watch special message from Supreme Basileus, Soror Dorothy Buckhanan Wilson and International Program Committee Chairman, Soror Jasmine D. Adkins (to be distributed to all sorors no later than January 2, 2015) during your chapter meeting
- Provide overview of how the chapter will implement and execute the 2014 – 2018 international program
- Announce formally the chapter’s target chairmen and include them in the celebration
- Distribute [executive summary of Launching New Dimensions of Service targets](#) to chapter members
 - o Review local chapter goals for each target: ASCEND Student goal, Think HBCU goal, AKA One Million Backpack goal, Family Strengthening goal, Acts of Green goal and the 1,908 Playground Project goal
- Deliver a call to action: Ask each chapter member to sign-up for the targets they plan on supporting throughout the year
- Toast with a glass of sparkling cider
- Celebrate “pep rally style” with music at the end to celebrate (i.e. “[Ain’t No Stoppin’ Us Now!](#)” or another celebratory song of chapters choice)

Launch celebration checklist:

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| ☐ Pin and scarf and/or kerchief | ☐ Festive New Year’s Eve decorations |
| ☐ Audio/Visual equipment | ☐ Program committee sign-up sheets |
| ☐ Copies of program materials for all Sorors | ☐ Sparkling cider and drink ware |

You are encouraged to post pictures of your launch celebration to our social media channels ([Twitter](#), [Instagram](#), & [Facebook](#)). We will highlight celebrations from around the world throughout the month of January. Additionally, we will profile one chapter from each region that launches the 2014 – 2018 international program in true AKA style in the Spring Ivy Leaf, so join in on the celebration.

Community Impact Day #1:

MLK Day of Service & Action

Also in January, Alpha Kappa Alpha Sorority will honor Dr. King's legacy by participating in a Day of Service and Action on January 19, 2015. Chapters are asked to commit to activities focusing on areas that are in line with Dr. King's vision of creating a Beloved Community. As a "Day on, not a day off" we will perform activities that are in line with our Family Strengthening Target of *Launching New Dimensions of Service* where we will take community action that helps solve social problems facing families around the world.

Suggested activities include:

- **Childhood Hunger Initiatives:** Chapters can partner with local food agencies, food banks and community pantries to conduct food drives, feedings, meal preparation and packaging for families in need – with an emphasis on children
- **Seasonal Wraps:** Chapters can host, or co-host, seasonal wrap drives to collect and donate hats, gloves, socks, scarves, coats, sweaters and other seasonal wraps for families in need
- **Fiscal Responsibility:** Chapters can hold seminars, panel discussions and workshops to increase the understanding of budgeting, basic financial planning and benefits of home ownership for local community families

We are asking that each chapter participate in our MLK Community Impact Day of Action by focusing on any of the areas noted above. We ask that you be visible in your community and engage the local media to spread awareness about your activity. Similar to the program launch, you are encouraged to post pictures of your MLK Day activities to our social media channels.

Thank you so much for joining Alpha Kappa Alpha Sorority in this wonderful program launch and upcoming community impact day!

Sisterly,

Soror Dorothy Buckhanan Wilson

Soror Dorothy Buckhanan Wilson
Supreme Basileus

&

Soror Jasmine D. Adkins

Soror Jasmine D. Adkins
International Program Committee Chairman

INTRODUCING...

THE LAUNCHING NEW DIMENSIONS *Of* SERVICE

Scarf & Pin



Scarf
\$35



Pin
\$30

PURCHASE BOTH FOR \$60

The beautifully-crafted commemorative scarf and pin for Alpha Kappa Alpha Sorority's new **LAUNCHING NEW DIMENSIONS OF SERVICE** administration are here and available for you to order.

For a bold fashion statement, the *Launching New Dimensions of Service* commemorative scarf has shades of pink and green along with the sleek new logo at each end. You'll love the elongated, slender design.

Scarf and pin sale proceeds go to benefit the *Launching New Dimensions of Service* programs of Alpha Kappa Alpha Sorority, Incorporated.®

Hurry! These exclusive items can be purchased in the members-only section of the Alpha Kappa Alpha Sorority website. Chapters are encouraged to purchase both items for members to wear during their local program launch in January 2015. Advance bulk orders received from chapters by December 15, 2014 will be processed for delivery prior to their January chapter meeting.