



Give Thanks | Honor Heroes | Celebrate Greatness

BE A CHAMPION

Parthenon Champions are responsible for developing and implementing the campaign for a Parthenon candidate. On behalf of the Foundation Board, thank you for considering this opportunity.

The Parthenon Society

A membership in the Parthenon Society is the foremost tribute a housing colleague can receive. The Parthenon Award recognizes supreme achievement and enduring contributions to the profession. It is presented to members of the housing, residential life or affiliated professions who exemplify outstanding leadership and outstanding service over time.

Parthenon Award Criteria

- Minimum of 10 years of service in the housing and residential life or affiliated professions
- Minimum of five year's of service at the regional or international level, including Corporate Partners
- Letter of nomination to demonstrate nominee qualification
- Receive approval for Parthenon nomination after submitting nomination letter to Foundation Chair no later than March 1 preceding the Annual Conference and Exposition
- Minimum \$2500 donation to the ACUHO-I Foundation

Shhhhhh... It's a Secret!

Remind everyone involved that the effort should remain totally confidential until your candidate is officially named to the Parthenon Society at the Annual Conference.

Suggested Tips for a Champion

CREATE A TEAM:

Recruit colleagues to assist you in identifying and soliciting potential donors. Possible approaches include:

1. Local Captains: Invite one person from every university where the candidate has history to serve as the local captain for that campus. The local captain can identify and contact potential donors from the campus staff and other associates. Outreach efforts may include the candidate's staff (both students and administrators), supervisor, campus peers and corporate associates. The local captain might also provide the Champion a list of potential contributors who have moved on from the university. Those names and contact information can be sent to the Champion for follow-up.

2. Regional Association Captains: An executive officer or a past president is always a good bet. It's very likely that they know and support the candidate. This person has access to the e-mail list of all the association members and can set the tone in the region.

CAST A WIDE NET:

Group folks and invite 100% participation from the group. Many will be willing to participate in some small way as part of a group, even if they do not know the candidate well. Past successful champions have used these approaches:

Lateral Peers: Identify and contact the candidate's lateral peers (e.g., Boston area housing directors) to encourage them to give individually or as a group to one of their own. The Champion can solicit this group individually, or invite one of them to lead this effort and submit the donation as a group.

Regional Colleagues: Challenge subgroups to support the regional candidate at the following levels:

- New professional - up to \$25
- Mid-level professionals - up to \$35
- Senior-level professionals - up to \$50

Corporate Partners: Leaders in the Housing profession often develop close relationships with corporate partners over time. Work with your solicitation team to identify and solicit this group of colleagues as well.

CHOOSE A MEDIUM:

Successful solicitation methods have included:

- Personal letters (sometimes with stamped, addressed envelopes)
- Face to face requests (again, sometimes providing response envelopes.)
- E-mails
- PDF postcards
- Phone Calls

Champions Checklist

- Set a timeline (Start at least 6 months prior to the annual conference)
- Submit a letter of nomination to the ACUHO-I Foundation chair by March 1
- Recruit "captain(s)"
- Identify list(s) of potential donors
- Choose your medium; develop your message
- Inform potential donors that contributions are tax-deductible
- Periodically confirm campaign progress by contacting the ACUHO-I Central Office
- Thank contributors
- Confirm the candidate's attendance at the annual conference
- Provide a brief paragraph (can be taken from the letter of nomination) for use by the Foundation Board Chair in presenting the Parthenon Award
- Attend the Parthenon Reception at the annual conference