

Brothers All,

This is short note of encouragement to continue doing your part for the children at St. Jude

2018 was another great year for this campaign but there is always room for improvement. I would like to see **100% participation by all active SWP chapters**. The SWP has always been a leader in this effort in previous years and I want to make sure that we continue to lead the fraternity in raising money and awareness for St. Jude.

Each chapter is being asked to name a Chapter Coordinator for St. Jude, primarily to organize at least one Sunday of Hope for your chapter and/or any other fundraising activity to benefit the hospital. **Please keep in mind also that if your chapter plans to participate in this year's Membership Training Academy your chapter must also schedule and host a Sunday of Hope or St. Jude fundraising activity. This is not a request, this is a requirement.** In addition, each chapter will have its own, Sunday of Hope team page complete with your chapter logo. You can use this webpage to promote online giving. It is very user friendly and no additional fees are included when giving online. Click below to visit the SWP Team page.

## **[SWP Sunday of Hope Team Page](#)**

The goal for each chapter is \$1000 but no amount is too small and no effort is unappreciated. Just as we did last year we will post a "tote board" on the SWP website to keep a running tally of our fundraising efforts.

**UNDERGRADS!** If it is difficult to secure a partner church on your own you have several options available to you.

- A. Partner with your assigned advisory alumni chapter for their Sunday of Hope
- B. Host a chapel service on your campus during your chapter's "Kappa Week" and ask students
- C. Earmark a portion of the proceeds from your next big party for St. Jude
- D. Promote your chapter's St Jude team page via social media to boost online giving

Lastly it is important to me that your chapter and partner church receive full and proper credit for your fundraising efforts. If you raise money for St. Jude but fail to register your church ahead of time, it will be very difficult to track your donation so that it is credited properly. Which means that **your partner church MUST be registered with your regional St. Jude representative so that materials (DVD, envelopes etc.) can be ordered and sent to the church in time.**

Let's get every chapter in the "Mighty" Southwestern Province on the board this year!

If you have questions for me my email is [b-latt@att.net](mailto:b-latt@att.net) and my phone is 214.280.7431

Yours in the BOND,  
Byron Lattimore (Dallas (TX) Alumni)  
SWP St Jude / Sunday of Hope Coordinator