

**IMMEDIATE RELEASE**

Sigma Phi Epsilon

Local Address

Contact: Local Spokesperson

Spokesperson e-mail

Spokesperson Phone

Local website

www.sigep.org

 **(School Name) chapter recognized as one of Sigma Phi Epsilon’s best**

City, Date: (Chapter designation), of (school) was recently named one of Sigma Phi Epsilon’s best chapters in the nation and recognized with the coveted Buchanan Cup. The Buchanan Cup, an award for outstanding chapter performance, is named after the fraternity’s former Grand President Edwin Buchanan. It is bestowed every two years for chapters excelling in all areas of chapter operations and leadership including volunteer support, recruitment, member development, academics, fiscal health and faculty engagement.

This marks the (first, fifth?) time the (school) chapter has won the Buc Cup. For the rigorous application process, the chapter noted a number of efforts designed to make it a high performing chapter among the 240 SigEp chapters across the country.

**[Insert a paragraph here about the chapter’s programming and philanthropic efforts. Include a few accomplishments that contributed to your selection. It might sound like this:** The chapter outlined its efforts to engage faculty directly into the chapter’s programming and to serve in campus leadership roles like this year’s student government president. It included details about the Habitat for Humanity initiative launched by the chapter during an alternative spring break last fall as well as an academic Fantasy Football competition which helped raise the chapter’s GPA by .15.]

SigEp’s Executive Directory Brain Warren said, “Buchanan Cup-winning chapters are SigEp’s very best. Their members set an example for others to emulate. They challenge us to be better men, to be balanced men. Their work is shifting the stereotypes of fraternity from drinking and parties to development and leadership.”

Sigma Phi Epsilon, established in 1901, is one of the nation’s largest fraternities, with over 15,000 undergraduates on 240 campuses across the United States. Its mission is building balanced men, which is achieved through a continuous member development program that has contributed to a fraternity-wide GPA of over 3.0, a focus on the principles of Sound Mind and Sound Body, and service learning efforts that allow members to develop leadership skills while giving back to the community.

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Buchanan Cup

Press Release Pitching Tips

1. Identify specific reporters at your campus and local newspaper to e-mail. At the local paper, contact the local news, travel or feature editor.
2. Send them the press release you have customized.
3. Practice a pitch with one of your brothers acting as the reporter.
4. Create a single statement that captures how the Institute impacted you.
5. Share the key messages about the program:
	1. Only the very best chapters in the nation are recognized
	2. Chapters may need to work on improving every aspect of their operation and leadership efforts.
	3. Chapters that receive the Buc Cup know they are providing the kind of experience that makes a significant difference in the lives of men on campus.
6. Follow up with a phone call to the reporter.
7. Make your pitch. Speak slowly, clearly and concisely.
8. Listen for directions the reporter may want to take the story.
9. Let me know if the reporter plans to do a story so we can track it.

Questions you should prepare an answer for:

* Why were you chosen?
* What did you do to prepare
* How is your chapter improved?
* What will you do to continue winning?
* What was it like to win the award?