

ALPHA PHI ALPHA FRATERNITY, INCORPORATED.



How to Develop Souvenir Journals

Brother Brian David Williams

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Souvenir Journals are More than Ad Books

While one of the main purposes of the souvenir journal is to generate revenue, it can also be a vehicle to share information about your chapter.

Here are the initial questions to ask:

- Who is available to serve on your team, and what are their skills?
- How much time and budget do you have?
- Who is your audience?
- What is your souvenir journal meant to do? Is it primarily a **keepsake**, an **ad book** (for revenue), or a **program guide**?



Build a Good Team

- **Project Lead / Journal Chair** – Ensures the project stays on time and on budget
- **Design Lead** – Confirms the print and design specifications and guides production execution
- **Content Lead** – gathers and proofs all written and editorial content
- **Sponsorship and Ad Lead** – sells ad space, coordinates with sponsors, and follows up on late or missing material



Lock in the Timeline, Specifications, and Budget

- The purpose will determine the design cost, and the sales will determine the revenue and profit.
- Every page has a print cost. Ad book cost can be completely offset by ad sales, but keepsakes might require a higher ad price or volume to offset cost.
- Be clear on when ads are due and sales close, when production needs to end, when the printer needs the files, and when the final product will be picked up or delivered.



Lock in the Timeline, Specifications, and Budget

- **Size and style can also impact cost.**
- Will your journal be half-page (5.5” x 8.5”), full size (8.5” x 11”), or a unique size?
- Will your book be traditional portrait design, or landscape?
- Will it be stapled, or perfect bound?
- Will you include any special features, such as glossy or heavy stock paper, gold foil accents, or embossed text?



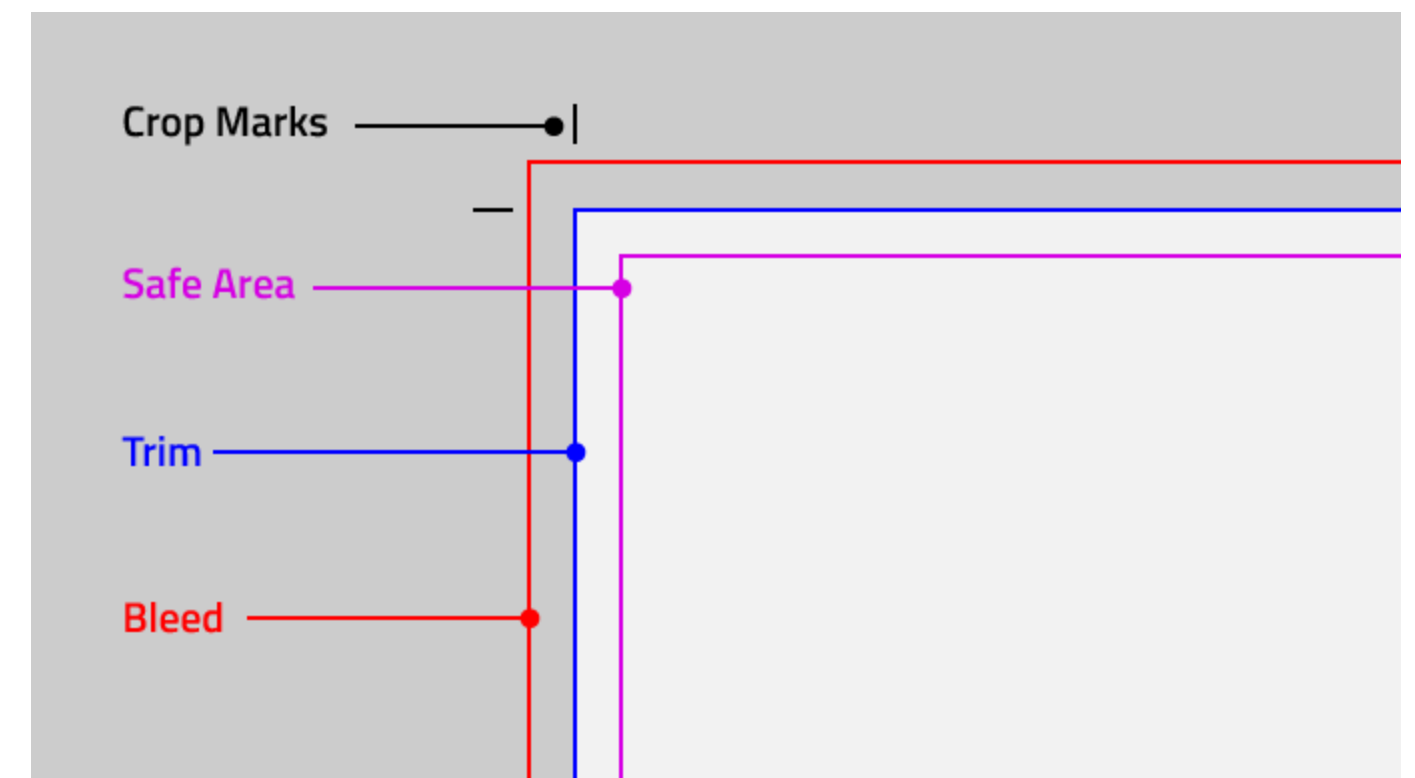
Lock in the Timeline, Specifications, and Budget

- **Print vs Digital Distribution**
- You can significantly reduce your cost by designing for digital delivery.
- Post your souvenir journal to a website and provide a QR Code to access.
- Print a limited number of copies and provide to major sponsors, senior brothers, etc.

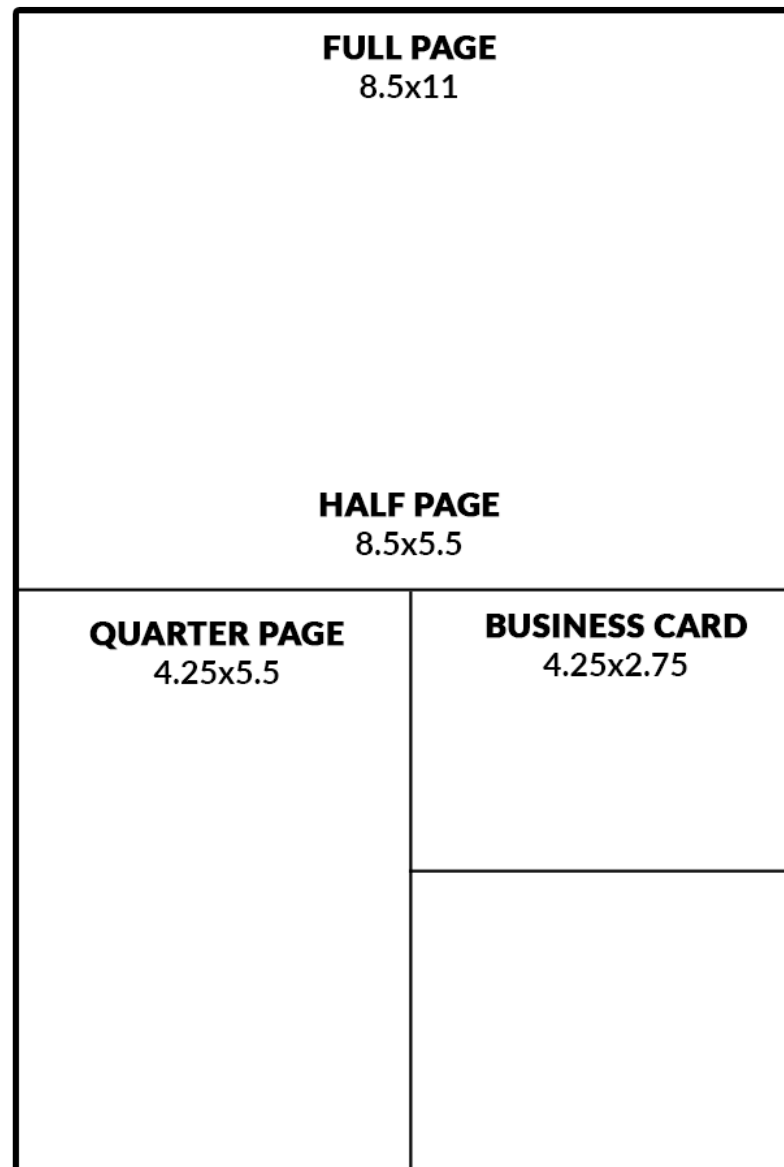


Lock in the Timeline, Specifications, and Budget

- Shop around for printers and lock in their print specifications.
- If you are designing a book that prints edge to edge, the printer will require you to add in **bleed**, which is space outside of the printed area that is trimmed off after printing.
- Once you have the specifications and an idea about the budget, set your ad prices and distribute the ad purchase form (the MW Region uses Cognito Forms).



Lock in the Timeline, Specifications, and Budget



Sample Ad Rates

- Back Cover: \$800
- Inside Front Cover: \$500
- Inside Back Cover: \$500
- Two-Page Spread: \$450
- Full Page: \$250
- Half Page: \$150
- Quarter Page: \$100
- Patron Ad: \$20



Keepsake Souvenir Journal

- Most souvenir journals will include the following:
 - Letters from fraternal, local, state and national dignitaries.
 - Program Agenda
 - Thank you letters and acknowledgements
 - Advertisements
- In addition to these items, make your souvenir journal a keepsake.
- Highlight important people and aspects of your chapter history.



Keepsake Souvenir Journal

- Brief Chapter History
- Charter Members
- List of Past Presidents
- Current Executive Board
- Recent chapter accomplishments and achievements
- Chapter Lineage (plus get ads from all lines)
- Chapter Historical Timeline
- Biographies of prominent members
- Omega Chapter Remembrance
- Historical Ads
- Include the menu (imagine if the founders hadn't recorded the first initiation banquet menu!)



Founders of Chapter

- *J. H. Alexander
- *C. H. Campbell
- *U. S. Carey
- *E. J. Checks
- *P. B. Gamble
- *J. L. Henderson
- C. L. HENDERSON
- *Lindsay Johnson
- CHARLES H. MAHONEY
- *M. E. Morton
- CECIL M. ROWLETTE
- *S. D. Sparks
- CHARLES ROXBOROUGH

*Deceased Brothers

Brothers Who Passed into Omega Chapter - 1958

Brother William Postles
Brother Henry S. Dunbar

GAMMA LAMBDA'S PRESIDENTS



J. L. HENDERSON
GAMMA LAMBDA'S
FIRST PRESIDENT
1919

J. L. Henderson	1919
Cecil L. Roulette	1920
H. B. Taliaferro	1921
J. C. Dancey	1922-23
F. P. Raiford	1924
J. P. Rodgers, Sr.	1925
J. B. Goggins	1926
H. E. Sims	1927
D. J. Grimes	1928-29
C. Henri Lewis	1930-31-32
J. J. McClendon	1933-49-50
P. Piper	1934-35
E. R. Carney	1936-37
Wm. Postles	1938
H. S. Dunbar	1939-40
W. Harmon	1941-42-44-45-46
B. J. Milton	1943
T. M. White	1947
R. G. Robinson	1948
W. Goins	1951
R. Scruggs	1952



R. SCRUGGS
GAMMA LAMBDA'S PRESIDENT
1952



Chapter Officers

President WILLIAM EZELL
 Vice President KENNETH EDWARDS
 Financial Sec'y. GEORGE WEST
 Recording Sec'y. JESSE GOODWIN
 Ass't Recording Sec'y. WILLIAM PATTON
 Treasurer WILLIE ATKINS
 Sgt. at Arms ALVIN BAREFIELD
 Chaplain THOMAS COOTE

Executive Board

ANDREW SMITH JOHN HURSE

Committee Chairmen

Entertainment JACK MADDOX
 Judiciary BARTON MORRIS
 Auditing RALPH RICHARDSON
 Civic Action & Cultural RICHARD ENGLISH
 Education & Scholarship WILLIAM RUBIN
 Economic Action JACQUES EBERHARDT
 Program Planning WALDO SMITH

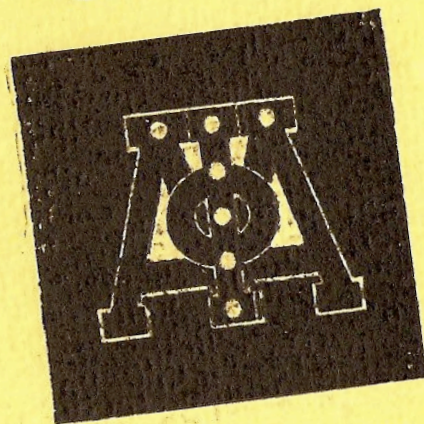


**Brothers who passed into
 Omega Chapter — 1964-1965**

Charles Mahoney — Walter Poole
 Everett Campbell — Frank P. Raiford, Sr.

**ANNUAL
 Founders
 BANQUET**

**GAMMA
 LAMBDA
 CHAPTER**



**Alpha Phi Alpha
 Fraternity**

**Friday, March 18
 1966**

**Raleigh House
 Detroit**

*A Brief History
of
Gamma Lambda Chapter*

Gamma Lambda Chapter was organized in the year of 1919 in the offices of Drs. M. E. Morton and J. Gregory at 1721 St. Antoine Street. The organizers were J. H. Alexander, C. H. Campbell, U. S. Carey, E. J. Cheeks, P. B. Gamble, J. L. Henderson, C. L. Henderson, Lindsay Johnson, C. H. Mahoney, M. E. Morton, C. Rowlette, Charles Roxborough and S. D. Sparks.

James Langston Henderson was elected the first President.

The meeting place was moved to Columbia Community Center at 553 East Columbia Street and it was there in 1920 that the first initiation was held. C. Henri Lewis, Jr., Chester Ames, John Dancey and Grover Lange were inducted, later that year Forester B. Washington, Orin Thompson, Max Johnson, J. W. Willis, Lloyd Loomis and W. H. Plummer were admitted.

Gamma Lambda moved on and in 1922 another initiation swelled the ranks. The meeting place was moved to the Chestnut Community Center and the Chapter met there for several years.

In 1925, Gamma Lambda was host to the National Convention, thirty-six Chapters participating. The activities of the Convention were the most numerous in Alpha's History, and a new period was begun in that respect. Among the highlights were the Prom at the Graystone Ballroom and Banquet at the Y.M.C.A., lavish entertainment was poured out in true Alpha fashion.

The Chapter roster further increased due to the influx of Alpha men from all parts of the country. The meeting place was moved to the Russell House and later to the Knights of Pythias Hall on Adams and Brush Streets. Some of the brothers aroused by the inadequacy of these meeting places suggested that Alpha be housed in suitable quarters, the response was terrific and as the result on May 15, 1939 our present quarters were purchased.

The remodeling of the third floor was done during Brother Milton's administration. Little through the co-operation of all concerned, 293 Eliot Street was moulded into its present home-life atmosphere. Alpha brothers from all over the United States have visited Gamma Lambda's house among which were: Channing Tobias, Raiford Logan, Charles Wesley, the late Robert L. Vann and many others.

Alpha Men are among the most outstanding in the civic, professional and business life of the community

Gamma Lambda has prospered due to progressive leadership and the pride that all Alpha men take in their FRATERNITY.



GAMMA LAMBDA CHARTER MEMBERS



Dr. John H. Alexander
 Birth: April 11, 1884
 Amherstburg, Ontario, Canada
 Omega: March 29, 1951
 Detroit, Michigan
 Physician



Charles H. Campbell
 Birth: May 10, 1885
 Elizabethtown, Kentucky
 Omega: April 20, 1951
 Detroit, Michigan
 Attorney



Ulysses S. Cary
 Birth: August 23, 1888
 Muchakinock, Iowa
 Omega: January 3, 1949
 Detroit, Michigan
 Pharmacist/Probation Officer



Elmer J. Cheeks
 Birth: January 30, 1888
 Arlington, Virginia
 Omega: February 1, 1941
 Cleveland, Ohio
 Electrical Engineer



1916 | The Detroit Urban League office began its work in 1916. At the time, the Detroit Urban League was a clearinghouse for social services among Black men and women, who were part of the great migration of Black families from the rural South. The first community center operated by the Detroit Urban League was the Columbia Community Center, which opened in 1919. This center was an early meeting place of Gamma Lambda prior to the purchase of the Alpha House. Bro. John C. Dancy, Jr. served as Executive Director of the Detroit Urban League



DETROIT URBAN LEAGUE, 1921⁴



STAFF OF DUNBAR HOSPITAL, 1922⁵

1918 | The Allied Medical Society (the precursor to the Detroit Medical Society) was founded on May 20, 1918 by 30 Black physicians, including Dr. Alexander Turner and Dr. James Ames, to provide support and raise funds to establish a hospital of care for the Black citizens of Detroit.

1919 | Members of the Allied Medical Society incorporated Dunbar Hospital, Detroit's first non-profit hospital for the Black community. This hospital, located at 580 Frederick Avenue, was named after the famous poet/novelist Paul Laurence Dunbar. The hospital was later moved to Brush and Illinois and was renamed Parkside Hospital, which operated under that name until 1962. Founding members included Dr. Alexander Turner, Dr. Parker Gamble, Dr. Frank P. Raiford, Dr. Herbert E. Simms, Dr. Moses E. Morton, and Dr. James L. Henderson.

FEBRUARY 1919 | An organization meeting with Alpha Phi Alpha alumni living in Detroit was held on February 1, 1919 at the office of Dr. Moses E. Morton and Dr. James L. Gregory at 1721 St. Antoine Street office. On account of the proximity of Epsilon Chapter at the University of Michigan, Detroit was constantly favored with the presence of many Alpha Phi Alpha Men, and as a result the city could boast of an unofficial chapter prior to its installation. Shortly after, an application for a charter was submitted to the General Organization.



Cornelius L. Henderson
 Birth: December 11, 1887
 Detroit, Michigan
 Omega: July 23, 1976
 Detroit, Michigan
 Civil Engineer



Dr. James L. Henderson
 Birth: January 14, 1886
 Bloomington, Indiana
 Omega: December 5, 1952
 Detroit, Michigan
 Physician



Lindsay E. Johnson
 Birth: April 12, 1882
 Columbus, Mississippi
 Omega: April 15, 1941
 Detroit, Michigan
 Attorney



Charles H. Ma...
 Birth: May 25
 Decatur, Mi
 Omega: Janu
 Detroit, M
 Att

⁴ U-M Library Digital Collections, Bentley Image Bank, Bentley Historical Library
⁵ Harvey C. Jackson Collection, Burton Historical Collection, Detroit Public Library



Summary

- Build a good team
- Lock in the timeline, specifications, and budget
- Include historical information to make it a keepsake
- Communicate and solicit early and often
- Organize sales and completion on the back end
- Follow up and communicate deadlines



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Questions and Open Discussion

