



CHAPTER CHALLENGE

Purpose

To involve the National Alumni Association and the alumni of the 2008 School of the Month (SOTM) partners in the Tom Joyner Foundation SOTM initiative.

Criteria for Chapter Challenge

- All active alumni chapters associated with the SOTM partner schools are encouraged to raise a minimum of \$5,000 per chapter. All donations raised, no matter the amount, will benefit the SOTM overall goal.
- The donations raised through this initiative can be solicited from alumni, friends, community affiliations and churches in the community of the alumni chapter.
 - A conference call between The Tom Joyner Foundation and the National Alumni Association president can be held to promote the SOTM partnership and encourage involvement from the National Alumni Association.
- All donations **should** be made payable to "The Tom Joyner Foundation." All donations received through the Chapter Challenge initiative will be forwarded to the school for scholarship support.
 - All donations submitted to the schools for this effort should be forward to the Foundation for reconciliation. A donor report should also be submitted with the funds from the partner school.

Recognition

All alumni chapters that raise a minimum of \$5,000 per chapter will be included in the alumni association donor roll call announced by Tom during the Tom Joyner Morning Show during the last week of the SOTM awareness month. Additionally, any additional chapter challenge funds that come into the Tom Joyner Foundation office following the assigned SOTM awareness month will be announced during the general Chapter Challenge Roll Call in December.