THE GREEK CAMPAIGN
ACADEMIC ACHIEVEMENT
LEADERSHIP DEVELOPMENT
COMMUNITY ENGAGEMENT
A Rape on Campus

Jackie was just starting her freshman year at the University of Virginia when she was brutally assaulted by seven men at a frat party. When she tried to hold them accountable, a whole new kind of abuse began.

A Rape on Campus, Sabrina Erdely, November 19, 2014, Rolling Stone
Chapter Presidents
01.4 // FRATERNITY MASTER BRAND & SUB-BRAND RELATIONSHIPS

Pi Kappa Phi is an organization dedicated to bettering the world through the development of young leaders. To best serve our brotherhood, the fraternity has several sub-brands and programs in addition to our endorsed brand, The Ability Experience.

Endorsed brands are independent sub-brands supported by the master brand (Pi Kappa Phi). This relationship is vital because, while The Ability Experience is an important part of Pi Kappa Phi and benefits from its association to the fraternity, there are situations where it needs to be its own brand, especially in certain fundraising capacities.

The chart to the right shows how the brand, endorsed brand and sub-brands are organized and their relationships to each other.

When appearing in communications, all endorsed brands, sub-brands and programs should be identified in mark or word as Pi Kappa Phi offerings.
We are STRONGER
than the stereotypes...

- Helping to provide educational
  scholarships for students.

- Raising awareness and promoting
  diversity and inclusion.

- Organizing community service
  events and volunteer opportunities.

- Supporting mental health
  initiatives and awareness.

- Celebrating cultural
diversity and traditions.

- Empowering students
to reach their full potential.

- Building strong
relationships and
connections within the
community.

- Advocating for
change and progress.

- Creating a safe
and inclusive
environment.

- Promoting leadership
opportunities and
growth.

- Encouraging collaboration
and teamwork.

- Fostering a sense
of belonging and
community.

- Inspiring students
to make a difference.

- Building bridges
between different
cultural backgrounds.

- Creating a
supportive
environment.

- Promoting academic
success and
well-being.

- Encouraging personal
growth and
development.

- Building
community
connections.

- Fostering
communication
and
understanding.

- Encouraging
inclusivity and
equality.

- Promoting
resilience and
strength.

- Inspiring
students
to be
leaders.

- Providing
care and support
for all students.

- Advocating
for
change.

- Building
relationships.

- Creating
opportunities.

- Promoting
resilience.

- Fostering
compassion.

- Encouraging
inclusion.

- Providing
resources.

- Building
community.

- Promoting
leadership.

- Encouraging
empowerment.

- Building
networks.

- Promoting
communication.

- Fostering
collaboration.

- Encouraging
inclusion.

- Providing
opportunities.

- Building
connections.

- Promoting
relationships.

- Encouraging
development.

- Building
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- Promoting
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- Fostering
collaboration.

- Encourage
We are STRONGER than the stereotypes...
...we need your **HELP** to get rid of them...
To cultivate a fraternity and sorority community of excellence with a particular focus on the areas of academic achievement, leadership development, and community engagement.

By developing these skills, we hope to empower our students to conduct themselves in a manner that reflects the values and standards associated with membership in a fraternal organization, while complementing and enhancing the educational mission of our institution.

Be apart of your students’ experience through college and Greek Life! To contact for more information on how to get involved with local fraternities and sororities, please visit wmu.edu/activities/greek.
...because this is what we **REALLY** do!

Being student leaders that make a difference all over campus.
Holding themselves to a higher standard of scholarship.
Bringing water to our neighbors of Flint, MI.
Raising over $17,000 for the Wounded Warrior Project.
Directly impacting the WMU Invisible Need Project with donations and volunteering.
Getting to grant our own Make-A-Wish kid their own wish for multiple years in a row.
Raising funds for the Kalamazoo Ark Shelter for homeless youth.
Empowering men and women of color.
Supporting our members who identified as a part of the LGBT community.
Spreading awareness for those with disabilities and autism.
Servicing the Kalamazoo area through service and philanthropy.
FRATERNITY & SORORITY LIFE
WESTERN MICHIGAN UNIVERSITY

To show that we are scholars, leaders, and a community...

To uphold a values-driven community of excellence with a particular focus on academic achievement, leadership development, and camaraderie.

By adhering to these values, we hope to empower our students to construct lives that impact the world and contribute to the lives of others.

To support our students, we have partnered with a network ofPhi Kappa Psi and Kappa Sigma to provide additional resources and opportunities.

For more information on how to get involved or to contact local fraternities, please visit our website at www.PhiKappaPsi.com.
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Fraternity & Sorority Life
Western Michigan University
We are STRONGER than the stereotypes...

Being student leaders that make a difference all over campus...

IDIOTS SEXIST HAZING

Holding themselves to a higher standard of scholarship...

DITSY CLIQUEY ALCOHOLICS

COCKY

Bringing water to our neighbors of Flint, MI...

PREDATORS

SEXUAL ASSAULT