



ALPHA CHI *Announcement*

ALPHA CHI OMEGA WINS SEVEN FRATERNITY COMMUNICATIONS ASSOCIATION AWARDS

APRIL 29, 2022 – Alpha Chi Omega’s marketing and communications department took home seven awards at the 2022 Fraternity Communications Association (FCA) annual conference in Cincinnati, Ohio. FCA is a professional association composed of fraternities and sororities that exists to enhance fraternity communications through the exchange of ideas, experiences and information.

The awards competition is open to all dues-paying member groups of FCA and recognizes work done the previous calendar year. Alpha Chi Omega earned seven awards for work in 2021; a list with descriptions and links to pieces follows.

EXCELLENCE IN DIGITAL INTEGRATED MARKETING – FIRST PLACE

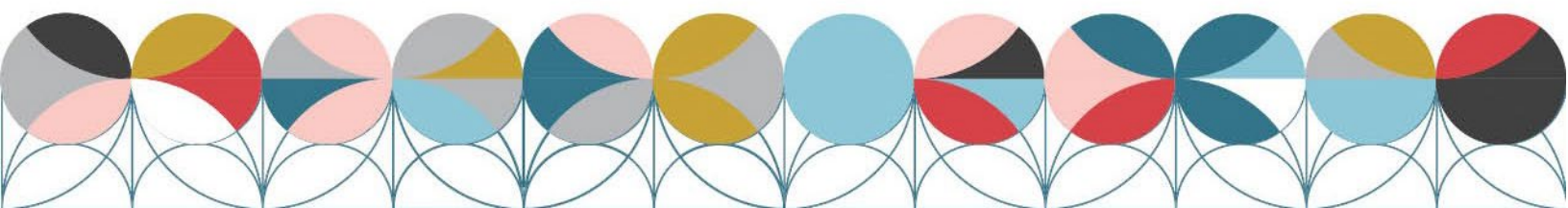
This category judges one specific campaign managed by the headquarters staff or volunteers. The campaign must include social media or digital components.

Alpha Chi Omega’s **diversity, equity and inclusion campaign** is made up of intentional highlights focused on honoring and learning about our diverse membership. Member features, education and updates about the organization’s DEI work are shared via social medias, blogs, e-newsletters and the magazine. View [some of our communication pieces](#) on our website, and find our [DEI-related social posts](#) in our Instagram highlights.

PUBLICATION IMPROVEMENT – PRINTED MATERIALS – FIRST PLACE

This award honors outstanding efforts to improve an existing printed material other than a magazine. The piece must have undergone significant change during the calendar year of 2021.

As part of Alpha Chi Omega’s **new member education program**, the [MyJourney facilitation guide](#) (viewable by members after logging in to My Alpha Chi) is an in-depth piece that was designed to aide the facilitator in delivering extensive information over the course of multiple months. It was updated in 2021 for new branding, as well as incorporating the use of our learning management system in new member education.



ANNUAL/BIENNIAL REPORT – FIRST PLACE

This award honors outstanding efforts in presenting material for an annual/biennial report. Entries should display organization, attractiveness and relevance to the intended audience and purpose.

The **Alpha Chi Omega Foundation’s Impact Report** highlights the generosity of our donors and the difference they are making with their gifts. With quotes and data to visualize the impact, [this concise, branded piece](#) delivers on thanking donors for giving and inspiring them to continue to make an impact.

FRED F. YODER AWARD FOR OVERALL EXCELLENCE – SECOND PLACE

This award is given for overall excellence of a total publication as demonstrated in a magazine. Every issue published within the judging timeframe of the 2021 calendar year must be submitted.

Combining a consistent and refreshed brand with compelling member stories and organization updates, **The Lyre quarterly magazine** is a treasured tradition for Alpha Chi Omega, as well as a key member engagement tool. You can view the winning 2021 issues on the [Lyre page of our history website](#).

WRITING – LONG FEATURE – SECOND PLACE

This award honors outstanding writing, on any topic, that is more than 1,000 total words.

For the Collegiate Corner feature, a collegiate member shared her experience living abroad and competing for the Greek national fencing team, all while being a full-time student and chapter president. Read “**Messages from a Multinational Machine**” in [the summer 2021 Lyre](#) on our history website.

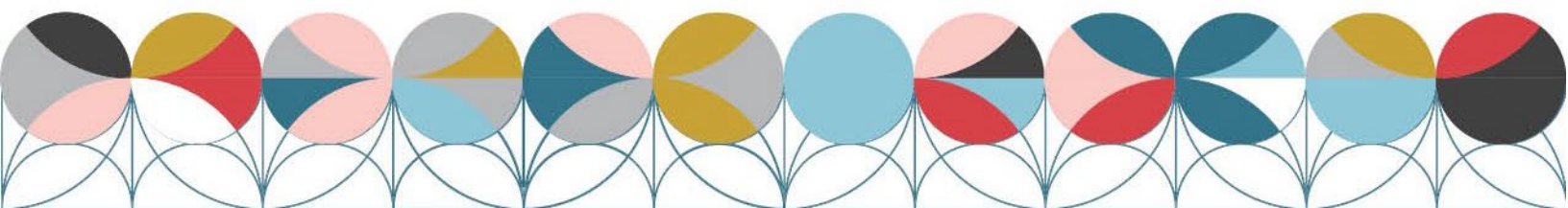
CRITIC’S CHOICE – DESIGN – TWO-PAGE SPREAD – THIRD PLACE

The entry should be from a magazine, tabloid, or other similar spread created during the calendar year 2021. This is one of only four awards that was judged by FCA members via the online voting gallery.

To invite readers into the cover story for the fall 2021 *Lyre*, a two-page spread was designed to feature a collegiate member’s story of her culture and impact. Bright colors, beautiful photography and compelling copy encourage members to keep reading. See the Real. Strong. Woman. feature, “**Her Culture, Her Commitment,**” in [the fall 2021 Lyre](#) on our history website.

SOCIAL MEDIA – ENGAGEMENT – THIRD PLACE

This category judges overall engagement across a group's social media platforms, regardless of the organization's size and which platforms are used. Entries should provide relevant analytics that



demonstrate how much engagement your platforms receive as well as a few examples of successful posts.

Alpha Chi Omega's tagline is Real. Strong. Women.®, and an intentional effort is made to draw that brand through our communication efforts, including social media. View our posts for our **“celebrating real, strong women campaign”** on [Facebook](#) and [Instagram](#).

