



SOCIAL ACTION

Since its founding, Zeta Phi Beta Sorority, Incorporated has engaged in social action activities to protect the rights of our communities and promote legislative action. In the 1980s, Zeta increased its visibility on Capitol Hill as more members worked for government agencies. Sorority leadership soon began to meet regularly with government officials, and organize **Zeta Days on the Hill**. Hundreds of members come to Washington, DC each year to voice our community's concerns with our Members of Congress, and learn about pressing issues.

The Sorority's legislative priorities are an extension of our national initiatives. We promote policies that enhance the work of our chapters and our partners. As an organization we are more impactful when our community priorities, chapter experiences, partnerships and legislative work are aligned.

SOCIAL ACTION GOALS

- Discuss key issues
- Develop relationships with elected officials
- Hold voter registration drives and get out the vote activities
- Encourage women and minorities to pursue political and community leadership positions

LOCAL CHAPTER ACTIVITIES

When chapters work to implement the national social action agenda in their local communities, they can start with their chapter programs and add a social action component. Additionally, they can determine statistics around the national priorities that are important to their local community. Chapters should always seek to partner with organizations that are active on similar issues.

Specific activities may include:

- Nonpartisan voter registration drives
- Nonpartisan get out the vote canvasses and phone banks
- Organizing Zeta Days at the State Capital and Zeta Days at City Hall
- Attending nonpartisan candidate forums
- Participating in city council hearings
- Inviting elected officials to local events

PROHIBITION ON LOBBYING AND POLITICAL ACTIVITY

Lobbying

Chapters are prohibited from lobbying on specific legislative proposals, and are encouraged to raise awareness about general issues, which impact our communities.

EXAMPLE: Zeta chapter's social action chair receives an email action alert that HR 1920, which would increase funding for prematurity awareness, is to be debated on the House floor in the coming days. Zeta chapter understands that this is a national priority for the organization. *Yet, they may not contact their Members of Congress in support of HR 1920.*

ALTERNATIVE: Zeta chapter MAY contact their Member of Congress generally explaining how more prematurity awareness is needed to decrease the rates of preterm birth and health defects, and detail the work their Stork's Nest is doing in their local community on prenatal education.

Political Candidates

Chapters are also prohibited from supporting political candidates using official Sorority resources including email listservs, chapter meetings, social media outlets, etc. This also applies when candidates are members of Zeta Phi Beta Sorority, Incorporated.

EXAMPLE: Soror Smith is running for Mayor and sends an email to the chapter Basileus asking the chapter to hold a fundraiser for her and advertise her candidacy on the chapter's social media outlets. This would be prohibited.

ALTERNATIVE: If the chapter wants to hold a candidates' forum and invites all of the candidates in the race, this would be permissible. No candidate or partisan fundraising can be permitted at the event. The chapter may not expressly or impliedly indicate that they support or oppose any candidate.

Additionally, a sitting elected official who is up for re-election may attend chapter events in their capacity as an elected official, but may not campaign.

Individual members are encouraged to lobby and support the political candidates of their choice using their own time and resources, and not in the name of Zeta Phi Beta Sorority, Incorporated.

PROHIBITION ON DIGITAL CAMPAIGNING AND PARAPHENALIA

Digital Campaigning

Chapters are prohibited from posting on their chapter social media platforms campaign materials for candidates. Also, chapters are prohibited from posting information about political organizations, campaigns, and/or events without explicit approval of the International Grand Basileus and the legal council.

EXAMPLE: Zeta chapter's social action chair receives an email about an event with a candidate from a political party. The chapter social action chair may not post the flyer on any of the chapter's social media platforms.

ALTERNATIVE: Zeta chapter MAY organize a similar event with candidates from all political parties and promote that event on the chapter's social media platforms.

Paraphernalia

Members are prohibited from displaying paraphernalia that has Zeta's trademark symbols and political candidates on the same garment. In addition, no election/campaign/partisan paraphernalia shall be created that co-mingles with the trademark symbols of Zeta/Auxiliaries/Partners. Note: any vendors who produce such paraphernalia will be subject to disciplinary action.

EXAMPLE: Zeta member wants a shirt to promote their favorite candidate and proceeds to make a shirt with the candidate's name and Z Φ B (also inclusive of the spelling of our Greek letters). This would be a violation of the Code of Conduct and the Visual Identity Standards.

ALTERNATIVE: Zeta member MAY get a shirt with the candidate's logo WITHOUT Zeta's trademarks (implied as well). The member can also shop with vendors who have made approved social action based paraphernalia.