

BORRADAILE CHALLENGE

	OUTSTANDING	EXCEEDS EXPECTATIONS	MEETS EXPECTATIONS
MEMBERSHIP	Top 15 percent of chapters ranked based on the ratio of chapter size to their campus average size.	Top 33 percent of chapters ranked based on the ratio of chapter size to their campus average size.	Chapter must reach 100 percent or more of campus average size.
RECRUITMENT	Top 15 percent of chapters ranked based on the ratio of members recruited and initiated to their chapter size.	Top 33 percent of chapters ranked based on the ratio of members recruited and initiated to their chapter size.	Chapter must recruit and initiate 33 percent of chapter size.
LEADERSHIP DEVELOPMENT	Chapter must host one Building Men of Character Retreat once every four years and have the following member attendance at the appropriate leadership development program: Regional Conference: six members, National Convention: two member OR Conclave: one member, Leadership Academy: two members, Presidents Academy: one member		
COMMUNITY SERVICE	Chapter must average 35 hours per man with a minimum of three SeriousFun volunteers.	Chapter must average 20 hours per man with a minimum of one SeriousFun volunteer.	Chapter must average 15 hours per man.
PHILANTHROPY	Chapter must average \$130 raised per man to any philanthropy with a minimum of \$2,500 contributed to SeriousFun Children's Network.	Chapter must average \$75 raised per man to any philanthropy.	Chapter must average \$40 raised per man to any philanthropy.
ALUMNI ENGAGEMENT	Chapter must produce four alumni publications (newsletters, thank you notes, etc.) and host four alumni events.	Chapter must produce three alumni publications and host three alumni events.	Chapter must produce two alumni publications and host two alumni events.
SCHOLARSHIP	Chapter GPA must be at or above 3.2 OR; Chapter GPA must be at or above 3.0 and .2 over campus average GPA. Chapter must have an approved scholarship program.	Chapter GPA must be at or above 3.0 OR; Chapter GPA must be at or above 2.85 and .1 over campus average GPA. Chapter must have an approved scholarship program.	Chapter GPA must be at or above 2.75 and at or above campus average GPA. Chapter must have an approved scholarship program.
FINANCES	Chapter must submit two annual budgets and the IRS-990 form. Chapter must remain in good financial standing throughout the calendar year.		
RISK PREVENTION	Chapter must not have any risk management violations and all risk management seminars and reports must be submitted on time.		
RETENTION	Chapter must have a 95 percent graduation rate. Chapter must have 95 percent associates recruited initiate per calendar year.	Chapter must have a 90 percent graduation rate. Chapter must have 90 percent associates recruited initiate per calendar year.	Chapter must have an 85 percent graduation rate. Chapter must have 80 percent associates recruited initiate per calendar year.
MEMBERSHIP DEVELOPMENT	Chapter must host a Ritual Workshop and host or attend three additional personal/professional Development workshops.	Chapter must host a Ritual Workshop and host or attend two additional personal/professional Development workshops.	Chapter must host a Ritual Workshop and host or attend one additional personal/professional Development workshops.
CAMPUS AND COMMUNITY INVOLVEMENT	80 percent of chapter membership must be active members of another campus or community organization. 20 percent of chapter membership serve in a leadership position in another campus or community organization.	66 percent of chapter membership must be active members of another campus or community organization. 10 percent of chapter membership serve in a leadership position in another campus or community organization.	50 percent of chapter membership must be active members of another campus or community organization. A chapter member must serve in a leadership position in another campus or community organization.
COMMUNICATION	Chapter must create and post 12 original multi-media features on a chapter public social media account. Chapter must post a news story to national website. Chapter social media must be branding and style compliant.	Chapter must create and post nine original multi-media features on a chapter public social media account. Chapter must post a news story to national website. Chapter social media must be branding and style compliant.	Chapter must create and post six original multi-media features on a chapter public social media account. Chapter must post a news story to national website. Chapter social media must be branding and style compliant.