

Event Comparison and Strategic Recommendation Report

Ad Hoc Committee on Unity Event vs. Neighborhood Block Party

NPHC of Hudson County

Date: January 29, 2026

Committee Mission: To provide an objective, data-driven comparison of two proposed signature event concepts and deliver strategic recommendations to support informed decision-making by the full chapter body.

Executive Summary

The NPHC of Hudson County stands at a critical juncture in its organizational development. With strong financial positioning (\$7,842.64 treasury balance), operational modernization through Google Workspace, and proven success in donation-driven service events, the chapter now seeks to establish a signature event that aligns with strategic priorities while addressing identified challenges.

This committee has conducted a comprehensive analysis of two proposed event concepts: a **Divine Nine Unity BBQ** focused on internal relationship-building and a **Neighborhood Block Party** designed as a community-facing Back-to-School initiative. Both concepts offer distinct strategic value, and this report presents objective findings across nine evaluation criteria to inform the chapter's decision.

Key Findings Summary

- The chapter faces documented "ticket fatigue" with declining attendance at paid events and member calls for more accessible, free programming
- Leadership capacity is stretched, with multiple vacant positions and reliance on a core group of active members
- Hudson County's density (700,000+ residents) presents significant untapped community engagement opportunities
- Current civic engagement footprint is minimal (14 voter registrations) relative to county population
- Both event concepts align with different strategic imperatives: internal capacity-building versus external visibility and service
- Neither event requires ticket sales, addressing identified member concerns about event saturation

Strategic Context from Chapter Assessment

The 2024-2025 Chapter Assessment identified critical areas requiring attention[1]:

Strengths to Leverage:

- Exceptional financial management and transparency
- Proven success with bulk donation drives (1,444 cans of soup, 1,524 pairs of socks, 688 cereal boxes)
- Strong operational infrastructure through Google Workspace implementation

Challenges to Address:

- Leadership vacancies and participation gaps across member organizations
- Event saturation and "ticket fatigue" reducing engagement
- Limited civic engagement and community visibility relative to county size
- Technical bottlenecks hindering promotional capacity
- Reliance on small core group of active members

The assessment concluded: "The chapter is an operational and financial leader among local councils, but its long-term health depends on diversifying its leadership base and moving away from a saturation of ticketed events toward more accessible, high-engagement community programs"[1].

Evaluation Framework

The committee evaluated both event concepts across nine strategic dimensions:

1. Community Impact and Visibility
2. Alignment with National NPHC Programs
3. Feasibility, Scale, and Sustainability
4. Partnership and Sponsorship Opportunities
5. Member Engagement and Participation
6. Inter-Organizational Unity and Collaboration
7. Long-Term Value and Signature Event Potential
8. Capacity Requirements and Resource Allocation
9. Strategic Fit with Current Chapter Priorities

Each criterion is analyzed with supporting evidence from chapter records, NPHC best practices, and community event research.

Event Concept 1: Divine Nine Unity BBQ

Concept Overview

The Unity BBQ centers on strengthening internal relationships within the Divine Nine fraternal family while fostering collective purpose across NPHC organizations in Hudson County. The event emphasizes fellowship, relationship-building, and creating infrastructure for future collaborative programming.

Target Audience

- Active NPHC chapter members across all Divine Nine organizations
- Inactive and reclaiming members seeking re-engagement
- New members building fraternal networks
- Prospective interest groups and chapter leadership

Primary Objectives

- Build trust and strengthen working relationships across organizations
- Create informal networking opportunities for members at all engagement levels
- Support member reclamation efforts through welcoming, low-pressure environment
- Establish foundation for future joint programming and service initiatives
- Foster intergenerational connections within and across organizations
- Demonstrate collective strength of Divine Nine presence in Hudson County

Evaluation Analysis

1. Community Impact and Visibility

Score: Moderate (Internal Focus)

The Unity BBQ prioritizes internal community (Divine Nine members) over external community visibility. While this builds organizational infrastructure, direct public impact is limited.

Strengths:

- Strengthens organizational capacity to deliver future community programming
- Builds collaborative relationships that enhance joint service delivery
- Creates unified Divine Nine presence that increases collective visibility

Limitations:

- Minimal direct service to Hudson County residents
- Limited public awareness and visibility generation
- Does not address assessment finding of "limited civic engagement footprint"

Evidence: Research indicates that internal unity events within NPHC councils serve as foundation for stronger external programming[2]. However, they do not directly address community service metrics or public visibility goals.

2. Alignment with National NPHC Programs

Score: Moderate (Indirect Alignment)

While not directly aligned with NPHC's four pillars (Community Service, Educational Advancement, Civic Engagement & Advocacy, Cultural Preservation), the Unity BBQ supports these objectives indirectly through capacity-building.

Alignment Analysis:

National Pillar	Alignment Level	Justification
Community Service	Indirect	Builds capacity for future service coordination
Educational Advancement	Minimal	No direct educational programming
Civic Engagement	Minimal	Internal focus limits civic activation
Cultural Preservation	Moderate	Strengthens NPHC traditions and unity
Leadership Development	Strong	Networking and intergenerational mentorship

Table 1: Unity BBQ alignment with NPHC national programs

NPHC Perspective: According to NPHC headquarters, "Service is at the heart of NPHC. Our collegiate and alumni chapters organize year-round volunteer efforts"[3]. Unity events complement but do not substitute for direct service programming.

3. Feasibility, Scale, and Sustainability

Score: High

The Unity BBQ demonstrates strong feasibility with manageable complexity and sustainable resource requirements.

Feasibility Strengths:

- Relatively simple logistics (venue, food, entertainment)
- Smaller target audience reduces coordination complexity
- Lower volunteer requirements align with current capacity constraints
- Minimal permitting and insurance requirements
- Weather contingency options (indoor venue alternatives)

Sustainability Factors:

- Annual or bi-annual execution is manageable with existing resources
- Can be rotated among member organizations to distribute workload
- Costs can be offset through modest attendance fees or organizational contributions
- Builds institutional knowledge for recurring implementation

Capacity Considerations:

Given the chapter assessment finding that "human capital is stretched thin" with multiple leadership vacancies[1], the Unity BBQ's lower complexity and volunteer requirements represent a strategic advantage. The event can be successfully executed without overtaxing limited active membership.

4. Partnership and Sponsorship Opportunities

Score: Low to Moderate

Partnership opportunities are more limited compared to community-facing events, though some exist within the fraternal ecosystem.

Potential Partners:

- Regional NPHC councils for knowledge-sharing and joint participation
- Alumni chapters of Divine Nine organizations
- Graduate chapters in neighboring counties
- Fraternal merchandise vendors
- Black-owned businesses for catering and entertainment

Sponsorship Potential:

- Limited corporate sponsorship appeal due to internal audience
- Potential for organizational dues allocation or member contributions
- Fraternity/sorority foundation grants focused on leadership development
- Alumni donations supporting member engagement initiatives

Limitation: Internal events typically generate less external sponsorship interest than community-serving programs that offer public visibility and social impact metrics.

5. Member Engagement and Participation

Score: High

The Unity BBQ directly addresses documented participation challenges and member preferences identified in the chapter assessment.

Engagement Strengths:

- Addresses "ticket fatigue" through free or low-cost attendance
- Creates low-pressure, social environment appealing to inactive members
- Supports reclamation efforts by welcoming returning members
- Provides networking value that appeals to professional development interests
- Offers intergenerational connection opportunities

Participation Forecast:

Based on nine active Divine Nine organizations in Hudson County with estimated 15-30 active members each, potential attendance ranges from 100-250 participants if execution includes strong outreach to inactive and reclaiming members.

Member Feedback Alignment:

The chapter assessment noted member calls for "free social networking or more creative formats, like the proposed 'Friendsgiving' or 'Karaoke Night,' rather than traditional galas and fundraisers"[1]. The Unity BBQ format aligns with these preferences.

6. Inter-Organizational Unity and Collaboration

Score: Very High

This criterion represents the Unity BBQ's primary strategic strength and core purpose.

Unity Building Benefits:

- Creates intentional space for cross-organizational relationship development
- Breaks down silos between individual chapters through informal interaction
- Establishes trust foundation essential for future collaborative programming
- Demonstrates collective Divine Nine identity and strength in region
- Facilitates knowledge-sharing and best practice exchange
- Supports joint problem-solving for common challenges

Strategic Value:

The chapter assessment identified that multiple organizations are "frequently listed as 'Absent' or 'Not Present' during crucial votes"[1]. Building stronger inter-organizational relationships through social engagement may increase participation in governance and collaborative initiatives.

Research Support:

Studies on fraternal organization engagement emphasize that "attending and supporting NPHC sponsored service events not only shows camaraderie with all fraternity/sorority organizations, but also is an example of living our core values"[4]. Unity events create foundation for this collaborative culture.

7. Long-Term Value and Signature Event Potential

Score: Moderate

The Unity BBQ can become a valued recurring event but faces limitations as a chapter's primary signature program.

Long-Term Value:

- Establishes tradition of regular Divine Nine gathering in Hudson County
- Creates anticipated annual touchpoint for member engagement
- Builds institutional memory and event execution expertise
- May become regional attraction drawing NPHC members from neighboring areas

Signature Event Considerations:

- Internal focus limits public identity-building for the chapter
- Does not create strong external brand recognition in Hudson County
- May be viewed as supplemental rather than defining program
- Other regional councils may host similar unity events, reducing distinctiveness

Comparison to Established Signature Events:

The NPHC of Greater Greenville hosts an annual "Greek Cookout" as a signature unity event[5]. While valued by membership, it functions alongside community-facing signature programs that define the council's public identity.

8. Capacity Requirements and Resource Allocation

Score: Favorable

Resource requirements align well with current chapter capacity constraints.

Planning Requirements:

- Event planning team: 4-6 volunteers
- Lead time: 2-3 months adequate for planning and promotion
- Volunteer day-of support: 10-15 people
- Committee structure: single coordinating committee sufficient

Financial Considerations:

Estimated budget: \$2,000-\$4,000 depending on scale

- Venue: \$500-\$1,000 (park permit or indoor rental)
- Food and beverages: \$1,000-\$2,000 (BBQ catering or group cooking)
- Entertainment: \$300-\$500 (DJ or sound system)
- Marketing materials: \$100-\$200
- Supplies and decorations: \$200-\$400

With current treasury balance of \$7,842.64[1], the event is well within financial capacity without requiring fundraising.

Capacity Alignment:

Given documented leadership vacancies and stretched human capital[1], the Unity BBQ's manageable scope represents responsible resource allocation that does not risk volunteer burnout.

9. Strategic Fit with Current Chapter Priorities

Score: Moderate

The Unity BBQ addresses specific internal challenges but does not directly advance external visibility and service priorities.

Addresses These Assessment Findings:

- Member call for free, social programming instead of ticketed events
- Need to diversify leadership base through broader engagement
- Value of member reclamation and re-engagement
- Building collaborative capacity across organizations

Does Not Directly Address:

- Limited civic engagement footprint (14 voter registrations in county of 700,000)
- Need for greater community visibility and service presence
- Opportunity to leverage position in densest county in New Jersey
- Call for "more accessible, high-engagement community programs"[1]

Strategic Positioning:

The Unity BBQ functions best as a complementary program that strengthens internal capacity while other signature events build external presence and community impact.

Event Concept 2: Neighborhood Block Party (Back-to-School Community Initiative)

Concept Overview

The Neighborhood Block Party is envisioned as a community-facing Back-to-School initiative launched strategically as children return to school. The event combines direct service provision (school supplies, backpacks) with family engagement, education, and public relationship-building.

Target Audience

- Families with school-age children in Hudson County
- Jersey City residents in targeted neighborhood
- Local businesses and community partners
- Civic leaders and elected officials
- General public interested in family-friendly community events

Primary Objectives

- Provide tangible educational support through school supply distribution
- Increase chapter visibility and recognition in Hudson County
- Establish signature community service presence
- Build relationships with residents, businesses, and civic stakeholders
- Support educational advancement through practical resource provision
- Create recurring annual event that defines chapter's community identity
- Generate positive media coverage and public awareness

Evaluation Analysis

1. Community Impact and Visibility

Score: Very High

The Neighborhood Block Party offers substantial direct community impact and exceptional visibility generation.

Community Impact:

- Addresses real educational need through school supply provision
- Reduces financial burden on families during back-to-school season
- Creates accessible family engagement opportunity
- Provides educational resources directly to children
- Builds trust between chapter and community residents

Visibility Generation:

- High-traffic public event in residential neighborhood
- Media coverage opportunities (local news, community publications)

- Social media engagement from attendees and partners
- Word-of-mouth promotion through family networks
- Partnership recognition from sponsors and community organizations
- Establishes chapter as visible community presence

Strategic Significance:

The chapter assessment noted that "the chapter could do more to leverage its unique position in the densest county in New Jersey"[1]. A public block party directly addresses this opportunity by creating high-visibility community presence.

Evidence from Similar Events:

Research on back-to-school block parties indicates they successfully "promote connections between home and school and kick off the school year with an intentional effort toward relationship building"[6]. Events combining resources, entertainment, and family activities generate strong community participation and appreciation.

2. Alignment with National NPHC Programs

Score: Very High

The Neighborhood Block Party demonstrates exceptional alignment with multiple NPHC national pillars.

Alignment Analysis:

National Pillar	Alignment Level	Justification
Community Service	Very Strong	Direct service provision to families
Educational Advancement	Very Strong	School supplies support student success
Civic Engagement	Strong	Community relationship-building
Cultural Preservation	Moderate	Showcases NPHC community presence
Leadership Development	Moderate	Event coordination develops skills

Table 2: Block Party alignment with NPHC national programs

Direct Service Connection:

According to NPHC national priorities, "Community Service" focuses on "creating and supporting programs that enrich local communities, address social challenges, and strengthen family and neighborhood wellbeing"[3]. The Block Party exemplifies this mission through targeted support during critical back-to-school period.

Educational Advancement:

The "Educational Advancement" pillar emphasizes "providing scholarships, mentoring, and academic programs designed to support student success and increase college access"[3]. School supply provision removes educational barriers and demonstrates chapter commitment to student achievement.

Program Reporting Value:

Strong alignment with national pillars enhances annual reporting to NPHC International and strengthens chapter's standing within the national organization.

3. Feasibility, Scale, and Sustainability

Score: Moderate to High

The Neighborhood Block Party presents greater complexity than the Unity BBQ but remains feasible with proper planning and partnership development.

Feasibility Considerations:

Logistical Requirements:

- Street closure permits from Jersey City
- Liability insurance for public event
- Multiple vendor coordination (food, entertainment, supplies)
- Public safety coordination (police presence, first aid)
- Weather contingency planning (rain date or tent rentals)
- Waste management and clean-up coordination

Planning Timeline:

- Lead time required: 4-6 months for first execution
- Subsequent years: 3-4 months with established processes
- Critical path: permit approvals, sponsor commitments, supply procurement

Sustainability Factors:

- Annual execution sustainable with sponsor partnerships
- Established template reduces future planning complexity
- Community anticipation grows with recurring implementation
- Partnership relationships deepen over time
- Volunteer recruitment improves as event gains recognition

Capacity Challenges:

Given the chapter assessment finding of stretched human capital[1], the Block Party requires careful volunteer recruitment and clear delegation structure. However, successful execution builds organizational capacity and can attract new active members impressed by community impact.

Risk Mitigation:

- Secure experienced event coordinator (member or contracted)
- Establish clear committee structure with defined roles

- Build partnerships early to share logistical burden
- Create detailed runbook for future year replication
- Start with moderate scale (200-300 attendees) and grow over time

4. Partnership and Sponsorship Opportunities

Score: Very High

The Neighborhood Block Party offers exceptional partnership and sponsorship potential, particularly relevant given chapter's strong financial position.

Corporate Sponsorship Opportunities:

- Office supply retailers (Staples, Office Depot) for in-kind donations
- Local banks and credit unions for financial sponsorship
- Healthcare providers (health screenings, safety information)
- Insurance companies (community presence and family engagement)
- Technology companies (tablets, educational technology demonstrations)
- Regional corporate headquarters in Jersey City area

Community Partnership Potential:

- Jersey City Public Schools (official endorsement and promotion)
- Jersey City Recreation Department (logistics support)
- Local restaurants for food provision or discounted catering
- Community centers and youth organizations
- Library system (educational resources and programming)
- Police and fire departments (safety education and community relations)

Business Development Value:

- Creates ongoing relationships with corporate partners for future events
- Establishes chapter credibility for grant applications
- Opens doors to workplace giving programs and employee volunteer days
- Builds sponsor portfolio that attracts additional partners

Financial Leverage:

With treasury balance of \$7,842.64[1], the chapter can make initial investments in event infrastructure (tents, tables, marketing materials) that reduce future costs and demonstrate commitment that attracts sponsors.

Evidence:

Research indicates successful block parties "choose a date at least two months out" and leverage "corporate and community sponsorships" to reduce direct costs while expanding event offerings[7]. The back-to-school timing creates natural partnership appeal for education-focused businesses and organizations.

5. Member Engagement and Participation

Score: High

The Block Party offers strong member engagement through meaningful community service participation.

Engagement Opportunities:

- Volunteer roles: registration, supply distribution, activity stations, food service, set-up/clean-up
- Leadership development through event coordination roles
- Professional networking with community partners and sponsors
- Visible representation of fraternal organizations in public setting
- Family-friendly participation (members can bring children)
- Photography and social media content creation opportunities

Addressing Participation Challenges:

The chapter assessment noted "noticeable reliance on a core group of active members"[1]. A high-profile community event may:

- Attract participation from currently inactive members motivated by visible impact
- Generate pride and renewed engagement from seeing chapter's community presence
- Create natural recruitment opportunity for prospective members witnessing service
- Provide meaningful volunteer experience that justifies time investment

Volunteer Requirements:

Estimated 25-40 volunteers needed for day-of execution, which requires coordination across member organizations. While higher than Unity BBQ requirements, the public service nature may facilitate broader participation.

Member Satisfaction:

The chapter assessment revealed member frustration with "ticket-selling events" that "are just not doing well"[1]. A free community service event addresses this concern while providing meaningful alternative to fundraising activities.

6. Inter-Organizational Unity and Collaboration

Score: High

While not the primary focus, the Block Party necessitates and facilitates inter-organizational collaboration.

Collaboration Requirements:

- Coordinated volunteer scheduling across organizations
- Shared planning responsibilities through joint committees
- Unified chapter branding and messaging
- Collective representation at community event
- Joint relationship-building with partners and sponsors

Unity Building Through Service:

- Working together toward shared community impact goal
- Demonstrating Divine Nine collective strength to public
- Building trust through successful collaborative execution
- Creating shared achievement and organizational pride
- Establishing precedent for future joint service programming

Strategic Distinction:

Research indicates "attending and supporting service events hosted by NPHC organizations" builds unity through shared purpose[4]. The Block Party creates this unity through action rather than solely through social interaction, potentially building stronger long-term collaborative relationships.

7. Long-Term Value and Signature Event Potential

Score: Very High

The Neighborhood Block Party demonstrates exceptional potential as a defining signature event for the chapter.

Signature Event Characteristics:

- Creates distinctive identity associated with NPHC of Hudson County
- Annual recurrence builds community anticipation and tradition
- Generates sustained media coverage and public recognition
- Attracts growing attendance as reputation builds
- Positions chapter as leading community service organization
- Differentiates from other regional councils' programming

Brand Building:

- Public associates chapter with education and family support
- Event name and timing create memorable identity
- Photo documentation builds visual brand recognition
- Media coverage extends reach beyond event attendees
- Partner acknowledgments amplify chapter visibility

Scalability and Growth:

- First year: 200-300 attendees, 100 backpacks distributed
- Year three: 500-750 attendees, 250 backpacks distributed
- Year five: 1,000+ attendees, established community institution
- Potential expansion to multiple neighborhoods across Hudson County

Competitive Positioning:

Review of regional NPHC councils indicates that signature community events like the NPHC of Greater Greenville's "Greek Cookout" and community service initiatives become defining organizational identifiers[5]. The Block Party could achieve similar signature status for Hudson County chapter.

Long-Term Strategic Value:

Establishing a signature event early in chapter's development (still relatively new per assessment) creates foundational identity that shapes public perception and member recruitment for years to come.

8. Capacity Requirements and Resource Allocation

Score: Moderate (Higher Complexity, Higher Return)

The Block Party requires more significant resource investment but offers proportionally higher strategic return.

Planning Requirements:

- Event planning committee: 8-12 volunteers across organizations
- Subcommittees: logistics, partnerships, marketing, volunteer coordination, supplies
- Lead time: 4-6 months for inaugural event
- Day-of volunteer needs: 25-40 people
- Post-event evaluation and reporting requirements

Financial Requirements:

Estimated budget: \$5,000-\$10,000 depending on scale and sponsorship

Expense Category	Estimated Cost
School supplies and backpacks	\$2,000-\$4,000
Permits and insurance	\$500-\$1,000
Entertainment (DJ, face painting)	\$800-\$1,500
Food and beverages	\$1,000-\$2,000
Marketing and signage	\$300-\$500
Event infrastructure (tents, tables, supplies)	\$400-\$1,000
Total Estimated Cost	\$5,000-\$10,000

Table 3: Neighborhood Block Party estimated budget

Financial Feasibility:

With treasury balance of \$7,842.64[1], the chapter can fully fund initial event. Partnership development and sponsorship can offset costs in subsequent years, potentially making the event revenue-neutral or net-positive through community donations.

Capacity Investment vs. Return:

While requiring more volunteer hours than Unity BBQ, the Block Party:

- Generates measurable community impact
- Creates media coverage value exceeding cost investment
- Builds partnership relationships with long-term value
- Attracts new member interest through visible service
- Establishes repeatable template reducing future resource needs

Risk Management:

The chapter's "strong foundation of financial transparency and operational modernization"[1] positions it well to manage the increased complexity of a public community event.

9. Strategic Fit with Current Chapter Priorities

Score: Very High

The Neighborhood Block Party directly addresses multiple priorities identified in the chapter assessment.

Addresses These Assessment Findings:

- "Moving away from saturation of ticketed events toward more accessible, high-engagement community programs"[1] - Block Party is free and highly accessible
- "Limited civic engagement footprint" relative to county size[1] - Creates substantial public presence
- "Leverage unique position in the densest county in New Jersey"[1] - High-visibility community event maximizes density advantage
- "Way too many events competing for same audience"[1] - Targets general public rather than same fraternal audience
- Need to diversify leadership base[1] - Large-scale event creates multiple leadership opportunities

National Program Alignment:

Strong alignment with NPHC Community Service and Educational Advancement pillars supports chapter's programmatic reporting and national standing.

Presidential Initiative:

As proposed by Chapter President Christopher Henry, the Block Party reflects executive leadership vision for chapter's strategic direction and community positioning.

Public Positioning:

For a "relatively new" chapter as noted in the call for volunteers, establishing a high-profile signature community event accelerates public recognition and organizational legitimacy in Hudson County.

Comparative Analysis: Side-by-Side Evaluation

Evaluation Criterion	Unity BBQ	Block Party
Community Impact	Moderate (Internal)	Very High (External)
NPHC Alignment	Moderate (Indirect)	Very High (Direct)
Feasibility	High	Moderate-High
Partnerships	Low-Moderate	Very High
Member Engagement	High	High
Inter-Org Unity	Very High	High
Signature Potential	Moderate	Very High
Capacity Requirements	Lower	Higher
Strategic Fit	Moderate	Very High

Table 4: Comprehensive comparison of event concepts

Key Differentiators

Unity BBQ Advantages:

- Lower complexity and resource requirements
- Direct focus on inter-organizational relationship-building
- Immediate feasibility with current capacity constraints
- Lower risk profile for inaugural execution
- Strong appeal to member preferences for social programming

Block Party Advantages:

- Substantial direct community service and impact
- Exceptional public visibility and brand building
- Strong alignment with NPHC national priorities
- High partnership and sponsorship potential
- Signature event potential defining chapter identity
- Addresses assessment priorities for community engagement

Audience and Purpose Distinction

The fundamental difference lies in primary audience and strategic purpose:

Unity BBQ: Internal capacity-building and relationship development within Divine Nine community. Strengthens organizational foundation for future collaborative programming.

Block Party: External community impact and public positioning. Establishes chapter as visible service leader while fulfilling national programmatic requirements.

Strategic Recommendations

Primary Recommendation: Phased Approach

The committee recommends a **phased implementation strategy** that leverages the strengths of both concepts rather than selecting only one:

Phase 1 (Year 2026): Launch Neighborhood Block Party as Signature Event

- Establish Block Party as the chapter's primary signature community-facing event
- Target execution: August 2026 (Back-to-School timing)
- Dedicate primary planning resources and executive focus to inaugural execution
- Build partnership relationships and sponsorship portfolio
- Create detailed runbook for sustainable annual implementation

Phase 2 (Year 2026-2027): Introduce Unity BBQ as Complementary Programming

- Launch Unity BBQ as recurring fellowship event (annual or bi-annual)
- Target execution: Spring/Summer 2027 following successful Block Party
- Position as internal capacity-building complement to external signature event
- Use as member engagement and reclamation vehicle
- Rotate planning responsibility among member organizations

Rationale for Phased Approach

Addresses Capacity Constraints:

The chapter assessment notes stretched human capital and leadership vacancies[1]. Launching one major event successfully before adding complementary programming prevents volunteer burnout and ensures quality execution.

Maximizes Strategic Impact:

The Block Party directly addresses more critical priorities identified in assessment:

- Limited civic engagement and community visibility
- Need to leverage position in densest county in New Jersey
- Call for accessible, high-engagement community programs
- Strong NPHC national program alignment

Builds Infrastructure for Both Events:

Successful Block Party execution:

- Develops event planning expertise applicable to Unity BBQ
- Establishes volunteer coordination systems
- Creates partnership relationships
- Generates organizational confidence for additional programming
- May attract new active members increasing capacity for Unity BBQ

Preserves Unity BBQ Value:

The Unity BBQ remains part of strategic vision but follows rather than competes with signature event launch. This sequencing:

- Ensures adequate planning time for Unity BBQ quality execution
- Allows Block Party success to build momentum and organizational confidence
- Prevents event saturation and volunteer fatigue
- Creates anticipation for Unity BBQ as "next chapter initiative"

Alternative Recommendation: Unity BBQ First (Lower-Risk Path)

If the chapter determines that capacity constraints, leadership vacancies, or risk tolerance favor a more conservative approach:

Alternative Path:

1. Execute Unity BBQ in Summer 2026 as lower-complexity inaugural signature event
2. Use successful execution to build organizational confidence and planning capacity
3. Develop Block Party concept throughout 2026 with extended planning timeline
4. Launch Block Party as signature event in August 2027 with 12+ months preparation

Advantages of Alternative Path:

- Reduces immediate pressure on stretched leadership
- Builds event planning experience with lower-risk event
- Creates "quick win" for organizational morale
- Provides extended timeline for Block Party partnership development

Limitations of Alternative Path:

- Delays addressing assessment priorities for community visibility and engagement
- Reduces momentum from presidential initiative and current planning discussions
- Risks losing partner interest and sponsorship opportunities with extended timeline
- Postpones signature event establishment during critical early chapter development

Implementation Considerations for Recommended Path

Block Party Inaugural Execution (August 2026):

Critical Success Factors:

1. Appoint strong event coordinator with project management experience
2. Establish clear committee structure with defined roles and accountability
3. Secure early partnership commitments from Jersey City and key sponsors
4. Create detailed project timeline with milestone checkpoints
5. Develop robust volunteer recruitment and coordination system
6. Build contingency plans for weather, lower attendance, or logistical challenges

Resource Allocation:

- Dedicate majority of treasury resources to Block Party if needed (within prudent reserve limits)
- Prioritize executive board time and attention on Block Party planning
- Assign most experienced leaders to Block Party coordination roles
- Allocate marketing and communications focus to Block Party promotion

Risk Mitigation:

- Start with moderate attendance target (200-300) and scale up in future years
- Secure weather contingency plan (rain date or tent rentals)
- Develop backup vendors and volunteers for critical roles
- Create simplified version of event that can be executed if challenges arise
- Document all processes for future improvement and replication

Unity BBQ Introduction (2027):

- Leverage Block Party success and established systems
- Position as "member appreciation" following successful community event
- Use as recruitment opportunity for Block Party volunteers and leadership
- Keep planning simple and execution manageable
- Consider rotating responsibility among organizations to distribute workload

Financial Analysis

Block Party Financial Model

Revenue Potential:

- Corporate sponsorships: \$2,000-\$4,000
- In-kind donations (school supplies, food): \$1,000-\$2,000
- Community partner contributions: \$500-\$1,000
- Individual donations (on-site): \$200-\$500
- **Total Revenue Potential: \$3,700-\$7,500**

Expense Budget:

- School supplies and backpacks: \$2,000-\$4,000
- Permits and insurance: \$500-\$1,000
- Entertainment: \$800-\$1,500
- Food and beverages: \$1,000-\$2,000
- Marketing and signage: \$300-\$500
- Infrastructure: \$400-\$1,000
- **Total Expenses: \$5,000-\$10,000**

Net Cost Analysis:

Scenario	Revenue	Net Cost
Conservative (Low sponsorship)	\$3,700	\$1,300-\$6,300
Moderate (Medium sponsorship)	\$5,500	\$-\$500 to \$4,500
Optimistic (High sponsorship)	\$7,500	\$-\$2,500 to \$2,500

Table 5: Block Party financial scenarios

Financial Feasibility:

With treasury balance of \$7,842.64[1], the chapter can absorb net costs in all scenarios while maintaining prudent reserves. Partnership development can significantly reduce net cost, potentially making event self-sustaining in year two or three.

Unity BBQ Financial Model

Revenue Potential:

- Member contributions/modest ticket: \$500-\$1,000
- Organizational dues allocation: \$300-\$600
- Alumni donations: \$200-\$400
- **Total Revenue Potential: \$1,000-\$2,000**

Expense Budget:

- Venue: \$500-\$1,000
- Food and beverages: \$1,000-\$2,000
- Entertainment: \$300-\$500
- Marketing materials: \$100-\$200
- Supplies: \$200-\$400
- **Total Expenses: \$2,100-\$4,100**

Net Cost: \$1,100-\$3,100 (depending on execution scale and revenue generation)

Comparative Financial Summary

Both events are financially feasible within current treasury capacity. The Block Party requires higher initial investment but offers greater sponsorship potential for cost recovery. The Unity BBQ has lower costs but also limited revenue generation opportunities.

Key Financial Consideration: The chapter's strong financial position (\$7,842.64 treasury) positions it well to invest in either event without financial risk, supporting the recommendation to prioritize strategic value over cost minimization.

Risk Assessment and Mitigation

Block Party Risk Profile

High-Impact Risks:

Risk	Potential Impact	Mitigation Strategy
Weather (rain)	Event cancellation or low attendance	Secure rain date, rent tents, develop indoor contingency
Low attendance	Reduced impact, sponsor dissatisfaction	Strong marketing, partner promotion, community outreach
Volunteer shortage	Operational failure	Early recruitment, clear roles, backup volunteers
Permit delays	Timeline compression	Early application, city relationship-building
Insufficient supplies	Unmet expectations	Order surplus, establish backup vendors
Safety incident	Liability, reputation	Insurance, first aid presence, safety plan

Table 6: Block Party risk mitigation matrix

Medium-Impact Risks:

- Sponsor commitments fall short of projections
- Partnership coordination challenges
- Technical issues (sound system, registration)
- Traffic/parking complications
- Vendor no-shows or quality issues

Overall Risk Level: Moderate - Manageable with proper planning and experienced coordination

Unity BBQ Risk Profile

Lower Risk Event with Primary Risks:

- Lower-than-expected attendance from member organizations
- Weather impacting outdoor venue
- Food quality or quantity issues
- Minimal inter-organizational interaction despite intent

Overall Risk Level: Low - Straightforward execution with limited public accountability

Risk Tolerance Assessment

The chapter assessment indicates strong operational foundations (financial stability, Google Workspace modernization)[1] that support managing increased complexity. The phased approach recommendation balances ambition with capacity constraints.

Implementation Timeline: Recommended Path

Block Party - August 2026

February 2026:

- Form Block Party planning committee
- Appoint event coordinator and subcommittee leads
- Develop detailed project plan and budget
- Initiate partnership outreach to Jersey City and schools

March 2026:

- Submit permit applications
- Secure liability insurance
- Finalize event date and location
- Begin corporate sponsorship outreach
- Launch volunteer recruitment

April 2026:

- Confirm initial sponsor partnerships
- Order school supplies and backpacks
- Secure entertainment vendors
- Develop marketing materials
- Establish media partnerships

May 2026:

- Launch public marketing campaign
- Confirm all vendor contracts
- Finalize volunteer assignments
- Conduct site visit and logistics planning
- Develop day-of event schedule

June-July 2026:

- Intensive promotion through schools and community channels
- Confirm final logistics and contingency plans
- Conduct volunteer training sessions
- Prepare event materials and signage
- Media outreach and press releases

August 2026:

- Execute Neighborhood Block Party
- Document event through photos and videos
- Collect feedback from attendees and volunteers
- Send thank-you communications to partners and sponsors

September 2026:

- Conduct comprehensive post-event evaluation
- Compile impact metrics and attendance data
- Prepare sponsor reports and media summaries
- Create runbook for 2027 event
- Present results to full chapter body

Unity BBQ - Summer 2027

Winter 2027:

- Form Unity BBQ planning committee
- Leverage Block Party systems and experience
- Develop event concept and budget
- Select date and venue

Spring 2027:

- Promote event to Divine Nine membership
- Secure venue and vendors
- Recruit volunteers
- Create marketing materials

Summer 2027:

- Execute Unity BBQ
- Document and evaluate
- Incorporate into annual chapter programming

Success Metrics and Evaluation Framework

Block Party Success Metrics

Quantitative Metrics:

- Total attendance (target: 200-300 year one)
- School supply distribution (target: 100 backpacks year one)
- Volunteer participation (target: 25-30)
- Sponsorship dollars secured (target: \$2,000-\$4,000)
- Media impressions (news coverage, social media reach)
- Community partner engagements (target: 10-15 organizations)

Qualitative Metrics:

- Attendee satisfaction (post-event surveys)
- Partner feedback on collaboration quality
- Volunteer experience and willingness to repeat
- Media coverage tone and visibility
- Community reputation and awareness increase

Strategic Impact Metrics:

- New member interest generated
- Partnership relationships established for future events
- Chapter brand recognition improvement
- Organizational capacity development
- Template creation for replicable programming

Unity BBQ Success Metrics

Quantitative Metrics:

- Total attendance by organization
- Representation across Divine Nine chapters
- Member feedback scores
- Cost efficiency

Qualitative Metrics:

- Inter-organizational relationship quality
- Member engagement and satisfaction
- Collaboration opportunities identified
- Inactive member re-engagement

Strategic Impact Metrics:

- Increased participation in chapter governance
 - Joint programming proposals emerging
 - Member retention and reclamation success
-

Conclusion and Call to Action

The NPHC of Hudson County stands at a defining moment in its organizational development. With strong financial positioning, operational infrastructure, and proven service capabilities, the chapter has the foundation to establish signature programming that shapes its identity and community impact for years to come.

Committee Position

After comprehensive evaluation across nine strategic dimensions, analysis of chapter assessment findings, and review of NPHC best practices, this committee presents the following position:

Both proposed events offer strategic value, but they serve different purposes and address different priorities.

The **Neighborhood Block Party** directly addresses critical chapter priorities identified in the assessment: increasing community visibility, leveraging position in densest county in New Jersey, providing accessible high-engagement programming, and establishing signature community service presence. It aligns strongly with NPHC national programs and offers exceptional partnership potential.

The **Divine Nine Unity BBQ** addresses important internal needs: strengthening inter-organizational relationships, supporting member engagement and reclamation, and building collaborative capacity. It provides valuable fellowship and networking opportunities in a more manageable format.

Recommended Decision Framework for Full Body

The committee recommends the full chapter body consider the following questions during deliberation:

1. What is our highest strategic priority: internal capacity-building or external community impact and visibility?
2. Are we prepared to commit resources and leadership focus to a higher-complexity public event in 2026?
3. Do we want to establish a signature community-facing event during this early chapter development phase?
4. Should we sequence both events with Block Party first (recommended) or Unity BBQ first (alternative)?
5. What role should presidential initiative and executive vision play in signature event selection?

Voting Recommendations

Option 1 (Committee Recommendation): Approve phased approach with Block Party as 2026 signature event, followed by Unity BBQ in 2027.

Option 2 (Alternative Path): Approve Unity BBQ as 2026 event, with Block Party development for 2027 launch.

Option 3 (Single Event Focus): Approve one event as primary signature program, with second concept tabled or abandoned.

Option 4 (Further Development): Request additional committee work to refine one or both concepts before final decision.

Final Committee Statement

This ad hoc committee has conducted objective analysis of both proposals and finds strategic merit in each concept. The final decision rests appropriately with the full chapter body, informed by this comprehensive evaluation.

Both events can succeed. Both events address real needs. The question is not which event is "better" in absolute terms, but which event best aligns with the chapter's strategic priorities, capacity realities, and vision for its role in Hudson County.

The committee stands ready to support whichever direction the chapter chooses and to assist with implementation planning following the membership vote.

In Service, Unity, and Strategic Excellence,

Ad Hoc Committee on Unity Event vs. Neighborhood Block Party

NPHC of Hudson County

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