



# **Delta Sigma Pi**

## **CHAPTER OPERATIONS MANUAL: Fundraising**

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# Fundraising

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## **INTRODUCTION**

This guide to Fundraising is designed to help assist collegiate and alumni chapters in developing and coordinating fundraising events. It will provide the necessary tools, techniques, examples and methods to sponsor an exciting and profitable event that all chapter members will want to support.

## **GOALS**

- Contribute funds for philanthropic efforts.
- Improve campus/community image.
- Increase Delta Sigma Pi visibility within campus/community.
- Cultivate positive relations with area businesses/corporations.
- Enhance relations with other Greek and non-Greek organizations.
- Strengthen positive relations with campus faculty and administration and community organizations.
- Recruit new members.
- Establish an annual fundraiser to perpetuate these benefits.
- Raise money.

## **RESPONSIBILITIES**

### **The President and Vice President - Finance**

Organizing and planning a successful fundraiser is an on-going year-round project. As Chapter President or Vice President - Finance, you are responsible for guaranteeing the success of the chapter's fundraiser. For this reason, you must ensure that a responsible, detail-oriented and enthusiastic chapter member fills the yearlong position of Fundraising Chair.

### **Fundraising Chairman**

A successful fundraiser not only offers your chapter the chance to help others, but also extends a valuable opportunity to promote a positive image of Delta Sigma Pi. The position of Fundraising Chairman offers the opportunity for a rewarding experience and the chance to develop lifelong leadership skills as you help others.

As Fundraising Chairman, your ultimate responsibility is to sponsor an impressive and rewarding event that will generate funds to help your chapter grow. Housing an effective event takes organization, commitment, attention to detail, and enthusiasm.

To aid in this endeavor, the Fraternity provides this guide. The Guide to Fundraising is a summary of techniques used by Delta Sigma Pi collegiate and alumni chapters who have completed profitable fundraisers. The tips presented are proven. Use these techniques when planning your chapter's event.

The Fundraising Chairman should:

1. Organize and utilize the Fundraising Committee. Establishing a committee to aid the Fundraising Chairman is imperative. As director of the project, you should lead and organize the committee. To effectively utilize the committee, appoint each committee member to direct one aspect of the fundraising project.
  - o For example, this guide offers six steps to plan a project. One committee member could organize each step. For instance, step two is determining a location for the event, while step four is publicizing the event.
2. Inform the chapter of all planning and organizing details. When members help plan an event, they develop a vested interest in the project. As a result, members are more likely to enthusiastically support a fundraiser that they have helped plan.
3. Motivate and inspire all members to promote and participate in the event.
4. Direct the planning process from start to finish. You should make all the decisions, in cooperation with the Executive Committee and the Fundraising Committee.
5. Delegate the implementation of decisions. Members of the Fundraising Committee should execute all but you must ensure that they are implemented effectively.
6. Ensure the success of the Fundraising efforts.

### **Fundraising Committee**

The primary responsibility of each committee member is the implementation of decisions. Members should manage the specific details of planning and organizing the event as delegated by the Chairman. Beyond organizing the event, all committee members and all chapter members should participate in the fundraising activity.

## **CHOOSING THE RIGHT FUNDRAISING PROJECT**

Before a fundraising project is selected, some basic questions must be answered. Answering these questions will help the chapter select the "right" fundraising questions.

- How much money do we NEED/want to make?
- Hint: look at the Budget and Financial Statements, special project, and chapter goals.
- How much money do we have to INVEST? Does the project require any investment? How much can be spent on marketing and publicity?
- Realistically, how much MANPOWER do we have available?
- What groups/people are we TARGETING?
  - o Alumni?
  - o Fellow students?
  - o businesses?
- What INCENTIVES are we providing our members? Where is the money going?
- What MARKETING/SALES plan have we developed?
  - o to the chapter?
  - o to our target market?

- How much additional RISK can we afford?
  - money, time, energy, etc.
- Have we calculated our break-even point?
- Is this a project that could be held each term or on an annual basis?

When you have found a fundraiser that will meet a campus or community need, ask chapter members their opinions of the project. You might find members will not wash another car, but will help organize a softball tournament. If members find the selected project unacceptable, they are unlikely to support the fundraiser. Without enthusiastic support of chapter members, the event is unlikely to reach its potential for success.

## **PLANNING THE FUNDRAISER**

To aid in your development of a successful fundraiser, this guide supplies a step-by-step guide to organizing an event. The information provided in this section supplies you with easy to follow guidelines for any fundraising activity. Because every fundraiser is unique, you will find aspects of your event too specific to be covered in this guide. For this reason, use this step-by-step handbook as a *guide* for the initial planning and implementing stages of your own fundraiser.

### **STEP ONE: SETTING A DATE**

When determining a date for a fundraiser, many variables must be considered.

Consider the type of fundraiser in relation to the season of the year.

- Review weather conditions. In many parts of the country, the weather varies from day to day. Rain and snow can spoil the best-planned events. Plan for possible rain dates or inside locations.
- Consider the influence of similar events scheduled near the date of your fundraiser. If another organization on your campus or in your community hosts an annual "5k walk, run, jog" during the first week in April, sponsor your "5k walk, run, jog" during the first week in March. In this case, contestants will likely enter both contests, whereas, if the two events were closer together, participants might be inclined to choose only one event. Also, this should provide enough time between each event for both activities to be newsworthy.
- Take into account the impact other scheduled community or campus activities will have on your fundraiser. If students are preparing for final examinations, it is unlikely that they will have time to compete in a charity event.
- Contemplate the influence holidays will have on the selection of the date of the event.

### **STEP TWO: FINDING A LOCATION**

When choosing a location for the fundraiser, consider the following:

- The location must be appropriate for the event.
- When scheduling the event, review set-up and clean-up costs and time involved.
- Plan for rain. If the event will occur outside, establish a contingency plan for rain. Should you set a rain date or is it possible to move the event inside?
- Consider the quality of the facilities. Is there ample seating, lighting, ventilation/heating, electricity, water, restrooms, concessions, etc.
- Does the choice of location provide everything that you need? Does the chapter need to bring anything?

### **STEP THREE: GENERATING FUNDS**

Securing local, area and national businesses as event sponsors is the most effective way to raise a large sum of money. A business becomes a corporate sponsor when it donates money, time or effort in return for publicity. The amount of money businesses donate varies. Much of this variance depends on the following items:

- *Event Type* - Attract businesses, which sell items specific to your event, to sponsor the fundraiser. If your chapter sponsors a bike-a-thon, contact your local bike stores, sporting goods stores and regional bicycling magazines. However, once a company becomes a sponsor, do not solicit sponsorships from competing businesses.
- *Profile of Attendees and Participants* - Companies direct advertising to certain groups within society and spend their advertising dollar accordingly.
- *Event Longevity* - If this is the fifth straight year for your car wash, then stress this fact to potential sponsors. The event is a proven success.
- *Competition* - Assure business managers/owners that their business will be the only company, which sells a particular product to sponsor your charity. Cultivate businesses that do not compete with one another as sponsors.
- *Charity* - Tell business managers/owners of the positive effect their donation will have upon the charity. In addition, remind them of the positive influence donating to charity will have upon the public's perception of the company.
- *Affordability*-Sell potential donors on the affordability of your "advertising." Often chapters publish the names of corporate sponsors on programs, T-shirts, flyers, banners, newspaper advertisements, letters to other organizations, signs, newsletters, etc.

Prepare a list of various ways in which corporate sponsors will be promoted and an accompanying price list. Show this to business managers/owners when soliciting for donations.

- For example, if a company donates \$25, the company will be listed in the program. However, if a company contributes \$200, the organization's logo will be published in the program and on all publicity materials, including free T-shirts to contestants.

Sometimes, companies prefer to donate a service rather than money. Many chapters accept this type of payment.

- For example, a pizza place pays for the printing cost of tickets for a specific event. On the back of the ticket is a discount on pizza at their location. Since this "donation" saves the chapter \$200, the chapter has no problem with the pizza place's name on the back.

## **STEP FOUR: PUBLICIZING THE EVENT**

Using publicity tools will help reach potential sponsors, participants, community members and campus organizations. This endeavor requires much time and effort, but is an effective way to increase fundraising profits. One fundraising committee member should direct all public relations activities. This member should plan a publicity calendar that coincides with the deadlines for your fundraiser.

Positive public relations for Delta Sigma Pi are the most effective when it demonstrates the Fraternity's keen awareness of its social and moral responsibilities. Publicizing the many fundraisers conducted by Delta Sigma Pi members accomplishes this imperative task.

- Well-planned publicity can gain recognition for your fundraiser.
- A positive perception of Deltasigs will be developed at the community and campus level to promote cooperation and mutual support.
- On campus, Delta Sigma Pi will earn recognition for activities that benefit others.

Include publicity in the planning stages of any fundraiser. As you plan for your fundraiser, select the most appropriate public relations tools from this list of options. Use those techniques that best fit your chapter's event and budget.

- Print Advertisements
- Public Service Announcements
- Window Displays
- News Releases
- Flyers
- Banners
- Table Tents
- Creative Ideas
- Posters
- Window Cards
- Door Hangers

Clear content and appropriate formatting are essential components of any effective publicity tool. Before beginning, ask these questions:

- Who is the audience?
- What is the message?
- What response is sought?
- How will the finished product be distributed?

Taking all of these factors into consideration and developing a consistent theme can help direct communication, increase its effect and make it more memorable. The explanations and samples that follow should help you get started.

### **Print Advertisement**

Even though print advertising can be expensive, sometimes it pays to advertise. Because print advertising is purchased, the timing, placement and content of the ad is guaranteed. Consider these points when designing a print advertisement:

- Keep the message clear and brief.
- Identify the target audience and write the ad accordingly.
- Include the necessary information (5 W's - Who, What, Where, When, Why).
- Make the ad eye-catching, with white space surrounding the copy.
- Type all copy.
- Be sure the final artwork is clean.
- Clearly mark the layout to accompany the material.
- Select graphics or visual materials that support the verbal message.

Sometimes, businesses sponsor or share the cost of a paid ad. Be sure to consider whether the product reflects a desirable image. Stay with neutral sponsors like pizza parlors, copying services, and sports stores.

### **Flyers and Posters**

Flyers and posters are relatively inexpensive and effective publicity tools. Determining how many flyers or posters are needed before printing will help contain costs further. To do this, plan locations and distribution in advance. Flyers are adaptable to innovative distribution methods; such as taped to the tops of pizza boxes delivered by the local pizza business.

Eye-catching colors, identifying logos, and a large headline or teaser near the top of the flyer or poster will attract attention. Using the theme of the fundraiser or Delta Sigma Pi's coat of arms and corporate identity logo on flyers and posters will establish the organization's identity with upbeat, well-designed, informative public relations pieces. These graphics are available on the Fraternity web site.

### **Banners**

Big events on campus call for large-scale displays of copy and artwork. To call attention to the activity, banners fill the bill. They are useful as a background for publicity photographs and television coverage, as well as advance notice. Keep the message simple and the design striking.

### **Window Cards and Displays**

Window cards and window displays may be particularly useful for publicity purposes when local merchants are located near campus. Placement of window cards, which are created like a flyer, at local businesses, provides an opportunity to present a positive image to local business persons and representatives of the community.

Sometimes, store owners will donate an entire window display area to promote an important community or campus related project. Placement of a window display should only occur with a business that reflects well upon the image of Delta Sigma Pi.

## **Table Tents and Door Hangers**

Table tents and door hangers are simple and effective public relations tools to use on campus. Table tents and door hangers should be printed on durable paper so they are stiff enough to sit upright on tables or hang in place when slipped over doorknobs. Obtain permission from the dining room manager before placing table tents in student dining locations. Making arrangements with campus staff is yet another opportunity to develop positive public relations through personal contact. Door hangers have a direct, personal appeal since they welcome returning students to their rooms. They should be printed in bright colors and written with a personal tone. Request permission before placing any door hangers.

## **News Releases**

The news media (newspapers, magazines, television and radio) represent a free opportunity to publicize and promote your fundraiser. To obtain the best press coverage, identify your "media contacts." Call local newspapers, TV stations and radio stations directly and ask for names of reporters who would be interested in your story.

The standard news release format is streamlined to simplify the reading, editing, processing and filling of copy. Send releases two to three weeks before the event.

### *Sample News Release*

FOR RELEASE: OCTOBER 20-25

CONTACT:     Richard Michaels  
                  Delta Sigma Pi Fundraising Chairman  
                  2332 Rose Drive  
                  Town, USA 98764  
                  123 -555-7091

"Karaoke Night" will feature amateur singers competing for prizes at the University Student Union at 8:00 p.m., November 3. Organized by the local chapter of Delta Sigma Pi, this special benefit will help assist the Society of Needy Children.

The evening will begin with professional singer Michael Jackstone entertaining the audience and emceeding the amateur competition. Amateur singers from the community will compete throughout the evening for a \$500 prize.

If you would like to register for the competition, call Delta Sigma Pi at 555-1907. Funds raised from entry fees and ticket sales will benefit SNC and Delta Sigma Pi. The public is invited to attend. Tickets will be available at the door for \$5. Donations for SNC will be accepted throughout the evening.

Delta Sigma Pi is America's foremost professional fraternity for men and women pursuing careers in business.

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## **Public Service Announcements**

Probably the best opportunity available in the broadcast media is the public service announcement or PSA. Public Service Announcements are FREE 10, 20, 30 or 60 second radio and television/cable spots. Since there is strong competition for PSA spots, the quality and interest of contributed material will determine whether yours is selected.

Submit copy for a PSA to the station's program director as far in advance as possible (a minimum of four weeks). Copy preparation for a PSA is similar to preparation for a news release.

CONTACT: Richard Michaels  
Delta Sigma Pi Fundraising Chairman  
2332 Rose Drive  
Town, USA 98764  
123-555-7091

RELEASE DATE: December 1-12

### STUDY TIPS

#### 30 SECONDS

When preparing for final exams, use these helpful study tips.

- Study in short 1-3 hour sessions
- Avoid cramming
- Study difficult or boring subjects first
- Hang a "Do Not Disturb" sign on your door
- Study in the library
- Take five minute breaks every hour
- Avoid distractions from the radio and TV

This public service message is brought to you by Delta Sigma Pi business fraternity. Stop by the student union to purchase a finals survival kit.

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## **STEP FIVE: PLANNING THE EVENT**

After selecting a fundraiser, setting a date, finding a location, generating funds and selecting publicity tools, plan the specific details for the activity. Fundraising events require well organized and thorough plans. As Fundraising Chairman, you must be informed of everything that will happen before, during and after the event. See Appendix A for checklists.

## **STEP SIX: RETAINING CONTRIBUTORS AND PARTICIPANTS**

Each chapter of Delta Sigma Pi should strive to sponsor an annual fundraiser, which will continue to grow each year. To achieve this end, the chapter must actively retain participation from those who have contributed and participated. Keeping these people informed about your chapter and your fundraiser is essential for retaining participation. This process should begin immediately following the fundraiser and should continue until the next event. Following are ideas to utilize to keep others informed about your activities. Use those ideas that meet your chapter's budget requirements.

### **Immediately Following the Event**

- Send thank you notes to those who participated and to those who contributed.
- Invite major contributors to a special chapter dinner in their honor.

### **Throughout the Year**

Create a newsletter for those involved and interested in your fundraiser.

- Print this newsletter three times each year - once following the fundraiser, once six months after the fundraiser and once prior to the next fundraiser.
- Send the newsletter to participants, contributors, campus and community organizations, campus faculty and administrators, community leaders and those who were contacted for donations but did not contribute.
- In the newsletter immediately following the fundraiser, include news stories about the event, how much money was raised, who benefited from the fundraiser and the chapter.
- Within the newsletter published six months after the fundraiser, incorporate information about any volunteer work the chapter does with the benefiting organization. Also, preview the upcoming fundraiser.
- In the newsletter immediately prior to the next fundraiser, give specific details about the upcoming event. Offer information about how contributors can make contributions and about how participants can register to participate. List those organizations that have already pledged a contribution.

Invite contributors and participants to dinner with chapter members.

### **Prior to the Event**

- Send letters to participants inviting them to take part again. Include a flyer and registration form with all of the vital information.
- Send a letter to sponsors encouraging them to support your fundraiser again. Include a sponsor form to return with their contribution.
- Call all sponsors and participants to follow-up on letters sent.
- Personally visit those past sponsors and participants who did not respond to the letter or phone call.

## **FUNDRAISING EXAMPLES**

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### **DISTRIBUTION FUNDRAISERS**

PROJECT TITLE: Business Advertisement Distribution

CHAPTER: Delta

UNIVERSITY: Marquette University

REVENUE: \$1259.12

EXPENSES: \$405.22

NET PROFIT: \$725.81 (Resident Fee of \$128.09 subtracted)

DESCRIPTION: The fundraiser required distribution of area business advertisements. The chapter distributed 7,000 flyers for each establishment. This event took place from 8:00 a.m. to 1:00 p.m.

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PROJECT TITLE: Mailing and Calls

CHAPTER: Theta Chi

UNIVERSITY: San Jose State University

REVENUE: \$1000.00

EXPENSES: \$20.00

NET PROFIT: \$980.00

DESCRIPTION: The chapter was hired to do mailing (stuff envelopes) and make phone calls to invite people to an October fest Party hosted by Senator Tom Hayes.

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PROJECT TITLE: Direct Mail

CHAPTER: Delta

UNIVERSITY: Marquette University

REVENUE: \$1662.00

EXPENSES: \$446.06

NET PROFIT: \$1033.55 (Resident Life Fee of \$182.39 subtracted)

DESCRIPTION: The chapter contracts area businesses and asks them to advertise through what is known as direct mail. The chapter charges these businesses \$.04 a sheet to distribute. Each business usually is asked to distribute 7,000 flyers.

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## **RAFFLES/AUCTIONS/DRAWINGS**

PROJECT TITLE: Football Raffle  
CHAPTER: Epsilon  
UNIVERSITY: University of Iowa

REVENUE: \$1446.00  
EXPENSES: \$99.45  
NET PROFIT: \$979.22

DESCRIPTION: The chapter sold tickets during the week for a chance of winning one of two footballs autographed by the Iowa football team. Gross revenue = \$1346.55. Taxes of \$67.33 ( $1346.55 * .05$ ) and a \$300.00 charitable donation were subtracted from this number leaving the Net Profit to equal \$979.22.

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PROJECT TITLE: Pearl Badge Raffle  
CHAPTER: Alpha Epsilon  
UNIVERSITY: University of Minnesota

REVENUE: \$678.00  
EXPENSES: \$138.00  
NET PROFIT: \$540.00

DESCRIPTION: The chapter sold tickets for a raffle during the Regional volleyball/basketball tournament. The raffle was for a Pearl Badge which cost the chapter \$138.00.

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PROJECT TITLE: Raffle  
CHAPTER: Iota Chi  
UNIVERSITY: Illinois State University

REVENUE: \$1471.00  
EXPENSES: \$21.00  
NET PROFIT: \$1450.00

DESCRIPTION: The chapter held a raffle consisting of 50 prizes donated by local businesses and professional sports teams. Each brother participated by selling at least 10 tickets. Some of the prizes given away included: two Chicago Cubs tickets, Chicago Bears autographed Media Guide, two Natalie Merchant tickets, and many food gift certificates.

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PROJECT TITLE: Cow Plop Drawing  
CHAPTER: Lambda Sigma  
UNIVERSITY: California State - Fullerton

REVENUE: \$2181.50  
EXPENSES: \$311.50  
NET PROFIT: \$1870.00

DESCRIPTION: The chapter gridded off a lawn into 6 ft. x 6 ft. squares. Each plot of land sold for \$5.00 and then randomly drew tickets corresponded to the grid. Wherever the cow "plopped", the owner of that square received \$500.00 cash. Other drawings were held for gift certificates from event sponsors.

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PROJECT TITLE: Silent Auction

CHAPTER: Mu Chi

UNIVERSITY: University of Colorado - Colorado Springs

REVENUE: \$712.04

EXPENSES: \$119.00

NET PROFIT: \$593.04

DESCRIPTION: The chapter received donations from various local businesses and individuals which were put up for auction. The bidding was done by a written confidential bid, and the highest bid won the prize.

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### **SERVICE FUNDRAISERS**

PROJECT TITLE: Bingo Nights

CHAPTER: Delta Chi

UNIVERSITY: Washburn University

REVENUE: \$9366.91

EXPENSES: None

NET PROFIT: \$9366.91 (6 months worth)

DESCRIPTION: The chapter co-sponsors a bingo night two nights a week for five months allotting 40 activities. This is a very complicated activity that involves a tremendous amount of time and effort.

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PROJECT TITLE: Car Wash

CHAPTER: Theta Sigma

UNIVERSITY: University of Central Florida

REVENUE: \$1515.00

EXPENSES: None

NET PROFIT: \$1515.00

DESCRIPTION: The chapter held a car wash at a local gas station. Money was raised from the actual car washes and from corporate sponsorship.

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PROJECT TITLE: Ushers  
CHAPTER: Mu Chi  
UNIVERSITY: University of Colorado - Colorado Springs  
REVENUE: \$300.00  
EXPENSES: None

NET PROFIT: \$300.00

DESCRIPTION: The chapter helped usher and run security for the "Mighty Man/Mighty Woman" contest held in the City Auditorium. This event was a two-night event that has grown into a semi-annual event for the chapter.

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### **FOOD SALES**

PROJECT TITLE: Concessions - Football Games  
CHAPTER: Iota  
UNIVERSITY: University of Kansas

REVENUE: \$2000.00  
EXPENSES: None  
NET PROFIT: \$2000.00

DESCRIPTION: The chapter worked concessions during the semester at all the KU Football games. There were 5-9 members present at each of the 6 games.

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PROJECT TITLE: Coffee Table  
CHAPTER: Nu  
UNIVERSITY: Ohio State University

REVENUE: \$2708.00  
EXPENSES: \$1116.00  
NET PROFIT: \$1592.00

DESCRIPTION: The chapter conducted a coffee table every school day during the semester in the college. They sold coffee, donuts, gum and candy to students. Each collegiate member was required to work at least one half hour per week.

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PROJECT TITLE: Candy Sales  
CHAPTER: Delta Tau  
UNIVERSITY: Indiana State University

REVENUE: \$1230.00  
EXPENSES: \$630.00  
NET PROFIT: \$600.00

DESCRIPTION: Each member of the chapter was required to sell 60 candy bars (one case). The event lasted two (2) weeks.

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## **PRODUCT SALES**

PROJECT TITLE: T-shirt Sales  
CHAPTER: Alpha Delta  
UNIVERSITY: University of Nebraska - Lincoln

REVENUE: \$3731.75  
EXPENSES: \$1979.95  
NET PROFIT: \$1751.80

DESCRIPTION: The chapter sold T-shirts for one month preceding the final Big Eight Nebraska vs. Oklahoma football game. The chapter designed the shirts and sold them after they were approved by the University.

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PROJECT TITLE: Wilson Coat Sale  
CHAPTER: Alpha Epsilon  
UNIVERSITY: University of Minnesota

REVENUE: \$1500.00  
EXPENSES: None  
NET PROFIT: \$1500.00

DESCRIPTION: The chapter members that participated were paid \$6.00 for completing shifts where they worked the sales floor, bagged, and cashiered. The sale was located on the State Fair Grounds.

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PROJECT TITLE: Directory Sale  
CHAPTER: Alpha Eta  
UNIVERSITY: University of South Dakota

REVENUE: \$8785.00  
EXPENSES: \$4380.50  
NET PROFIT: \$4404.50

DESCRIPTION: The University granted the chapter an exclusive license to publish, print and distribute a Student, Faculty and Staff Directory for the academic year.

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PROJECT TITLE: Carpet Sale  
CHAPTER: Alpha Upsilon  
UNIVERSITY: Miami University

REVENUE: \$4450.00  
EXPENSES: \$375.00  
NET PROFIT: \$4075.00

DESCRIPTION: The chapter held a carpet sale for all incoming freshman at the University. The chapter sold the carpets for \$45.00, and also did some installation.

---

PROJECT TITLE: Tupperware Sale  
CHAPTER: Eta Upsilon  
UNIVERSITY: West Florida

AMOUNT SOLD: \$2471.19  
REVENUE: \$617.80 (25% of \$2417.19)  
EXPENSES: None  
NET PROFIT: \$617.80

DESCRIPTION: The chapter sold Tupperware on an individual basis for a two (2) week time frame.

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PROJECT TITLE: Desk Pad Calendar Sales  
CHAPTER: Theta Tau  
UNIVERSITY: St. Cloud State University

REVENUE: \$5385.00  
EXPENSES: \$3718.31  
NET PROFIT: \$1666.69

DESCRIPTION: The chapter developed, assembled, marketed, sold, and distributed the Delta Sigma Pi desk pad calendar. All brothers in the chapter were involved throughout the completion of this project

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PROJECT TITLE: Pepper Spray Sales  
CHAPTER: Kappa Mu  
UNIVERSITY: California Poly-San Luis Obispo

REVENUE: \$3000.00  
EXPENSES: None  
NET PROFIT: \$1200.00 (40% of \$3000.00)

DESCRIPTION: The chapter sold the pepper spray at a local swap meet and at school in conjunction with the campus police. The faculty and police were very supportive of the event. There was no cost due to the fact that the supplier of the spray took care of all costs.

---

PROJECT TITLE: Gold C - Coupon Book Sales  
CHAPTER: Mu Chi  
UNIVERSITY: University of Colorado - Colorado Springs

REVENUE: \$2400.00  
EXPENSES: \$1348.50  
NET PROFIT: \$1051.50

DESCRIPTION: The chapter participated in a semester long fundraiser by selling coupon books to family, friends, and to the community.

---

PROJECT TITLE: Panama City, Florida Spring Break Trips  
CHAPTER: Alpha Gamma  
UNIVERSITY: Pennsylvania State University

REVENUE: \$680.00  
EXPENSES: \$13.07  
NET PROFIT: \$666.93

DESCRIPTION: The chapter sold spring break trips through the company Inter-campus program. Twenty-four brothers participated in the advertising, selling, mailing forms, and answering questions for reservations. The chapter sold 68 trips and earned \$10.00 per trip.

---

PROJECT TITLE: ABACUS - Daily Planner Sale  
CHAPTER: Zeta Theta  
UNIVERSITY: Western Kentucky University

REVENUE: \$14128.34  
EXPENSES: \$8160.00  
NET PROFIT: \$5968.34

DESCRIPTION: The ABACUS daily planner is sold throughout the campus bookstore. The chapter sells advertisements in the spring semester, works with the publisher over the summer and then sells the final product to the bookstore at the beginning of the fall semester.

---

### **SPORTS/ENTERTAINMENT**

PROJECT TITLE: Miniature Golf Tournament  
CHAPTER: Pi  
UNIVERSITY: University of Georgia

REVENUE: \$1950.00  
EXPENSES: \$1717.50  
NET PROFIT: \$232.25

DESCRIPTION: The chapter sponsored a miniature golf tournament at a local miniature golf center. All the brothers sold tickets to the event and the fund raising committee solicited sponsorship funds from various local businesses, in return for advertisement and a logo to be on the tournament T-shirt which all participants received. The chapter and the miniature golf center split the proceeds.

---

PROJECT TITLE: Ski Trip  
CHAPTER: Alpha Zeta  
UNIVERSITY: University of Tennessee - Knoxville

REVENUE: \$11500.00  
EXPENSES: \$9721.45  
NET PROFIT: \$1778.55

DESCRIPTION: The chapter hosted a ski trip for all chapters in the Southern Province. The trip included lodging, rentals, deposits, food and shirts. This event was highly profitable, but had a high amount of expenses as well.

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PROJECT TITLE: Thurtene Carnival  
CHAPTER: Alpha Chi  
UNIVERSITY: Washington University

REVENUE: \$2750.00  
EXPENSES: \$913.00  
NET PROFIT: \$1837.00

DESCRIPTION: The chapter sold funnel cakes at the student-run carnival.

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PROJECT TITLE: Spacewalk and Amusement  
CHAPTER: Beta Zeta  
UNIVERSITY: Louisiana State University

REVENUE: \$1400.00  
EXPENSES: None  
NET PROFIT: \$1400.00

DESCRIPTION: The chapter assisted with the set-up and take down of the carnival material and also assisted in the running of the activities and games at the Lindsay's Spacewalk and Amusement.

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PROJECT TITLE: 80's Night  
CHAPTER: Epsilon Tau  
UNIVERSITY: University of Dayton

REVENUE: \$1155.35  
EXPENSES: \$114.52  
NET PROFIT: \$1040.83

DESCRIPTION: The chapter held an 80's Night at a local Bar. This event was open to all university students age 18 and over. The chapter charged a \$3.00 entrance fee and all of the money made at the door went to the chapter. The bouncers at the bar put wristbands on those patrons who were 21 years and over.

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PROJECT TITLE: Comedy Show  
CHAPTER: Kappa Omega  
UNIVERSITY: Purdue University

REVENUE: \$1305.00  
EXPENSES: \$469.00  
NET PROFIT: \$836.00

DESCRIPTION: The chapter sponsored a comedy show for the campus at large. The chapter sold tickets for \$4.00 in advance and \$5.00 at the door. The chapter also participated in sales, setup and the cleanup of the show.

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**GIFT PACKAGES**

PROJECT TITLE: Care Packages

CHAPTER: Alpha Iota

UNIVERSITY: Drake University

REVENUE: \$4300.00

EXPENSES: \$1423.55

NET PROFIT: \$2876.45

DESCRIPTION: The chapter mailed order forms to all Drake parents asking them to purchase a snack bag to be delivered to their son/daughter during finals week.

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PROJECT TITLE: Goody Bags

CHAPTER: Alpha Omicron

UNIVERSITY: Ohio University

REVENUE: \$1400.00

EXPENSES: None

NET PROFIT: \$1400.00

DESCRIPTION: The chapter stuffed and delivered over 9,000 Goody Bag envelopes full of 15 coupons and advertisements from 14 area merchants. Each business paid \$100 to have their circular distributed in the Goody Bags.

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PROJECT TITLE: Exam Packages

CHAPTER: Epsilon Kappa

UNIVERSITY: Shepherd College

REVENUE: \$1921.00

EXPENSES: \$922.11

NET PROFIT: \$998.89

DESCRIPTION: The chapter sends letters to all parents of the students living on campus, and asks them to give an exam package to their child. The packages range in price from \$12.00 - \$23.00.

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PROJECT TITLE: Balloon Sale

CHAPTER: Theta Upsilon

UNIVERSITY: Siena College

REVENUE: \$1248.00

EXPENSES: \$231.00

NET PROFIT: \$1017.00

DESCRIPTION: The chapter sent letters to the parents of all new freshmen, asking them to send a balloon bouquet to their son/daughter during the first week of the semester.

## APPENDIX A: PLANNING CHECKLISTS

### Checklist for Activity Pre-Planning

- Organize a Fundraising Committee
  - Establish responsibilities for each member
  - Ensure that all committee members understand their obligations
  
- Choose a fundraiser
  - Evaluate selection
  
- Establish a budget
  
- Establish a calendar with intermediate deadlines to ensure each item in the planning process is completed on time.
  
- Set an appropriate date
  - Consider weather conditions
  - Take into account other events
  - Contemplate holidays
  - Develop a contingency plan for rain
  - Establish possible rain dates or an inside location
  
- Determine a location appropriate for the event
  - Reserve adequate facilities
  - Ensure that the location provides ample heat/ventilation, electricity, lightning, water, restroom facilities, and seating.
  - Facility provides the following additional items:
    - \_\_\_\_\_
    - \_\_\_\_\_
    - \_\_\_\_\_
  
- Cost is:
  
-

- Chapter must provide the following:

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- Secure contributions
  - Secure Sponsorships
  - Entry Fees
  - Selling Tickets
  - Selling Concessions
- Publicize the event
  - Print Advertisements
  - Flyers
  - E-mails
  - Posters
  - Banners
  - Window Cards/ Displays
  - Table Tents
  - Door Hangers
  - News Releases/ PSA's
- Plan the details for the event
  - Prizes (trophies, plaques, gift certificates, etc.)
  - Decorations
  - Audio-Visual Equipment
  - Chairs, Tables
  - Concession Equipment
  - Poster Board, Markers
  - Signs
  - Table Cloths
  - Materials specific to your fundraiser
- Create an agenda for the day of the event
  - Include assigned duties for all chapter members on agenda

### **Checklist for One Week Before Fundraiser**

- Meet with committee members to finalize plans for the event

- Finalize all arrangements with the location
  - Give an appropriate time members will arrive and depart
- Conduct chapter meeting
  - Give each member an itinerary of the activities
  - Discuss assigned responsibilities
  - Answer any questions
- Finalize rental agreements if any

### **Checklist for 24 Hours Prior to Fundraiser**

- Pick up rental equipment and check its performance
- Pick up any prizes
- Purchase any last minute items

### **Checklist for Immediately Following the Activity**

- Are all facilities cleaned?
- Was all rental equipment rented? (if any)
- Are all bills paid?
- Send thank you notes to participants and contributors.
- Create a newsletter. Send it to contributors, participants, campus and community organizations, campus faculty and administrators, community leaders, parents and friends.
- Send a press release to local newspapers detailing the event.