

FUNDRAISING



GETTING STARTED

Listed below are nine components of a successful fundraising project. No fund drive should be undertaken without these necessary ingredients for success. If you are raising money for the chapter, keep in mind that the best fundraiser is recruiting additional members.

1. There must be genuine enthusiasm and good spirit for the project.
2. There must be a genuine need to raise money and it must be identified. Make sure that your goals are well established. If you do not know where you are going, you will never know if you've arrived.
3. The actual project to be conducted must be decided upon, i.e., car wash, door-to-door collections, etc.
4. The project must be organized and a chairman must be selected.
5. Chapter members must be trained to properly solicit funds and to explain the purpose of the project.
6. There must be 100% chapter participation. No project will be successful if a few members carry the load. In addition to participation, enthusiasm and dedication is another very important key. It is important that the brothers understand the who, what, where, when, and most importantly, why.

7. The project must be publicized, for the benefit of the public as well as to instill confidence in the chapter members who are working on the project.
8. Recognition must be given to those who excel during the planning and implementation of the project.
9. When finished, as with all projects, make sure that you evaluate your project. If it was a success, determine what made it go so well. Could it have been better? If it was a failure, what went wrong?

There may be other minor ingredients to be considered, but if these nine are not attended to, the probable success of the project is very much in question.

FUNDRAISING IDEAS

Many chapters find fundraising projects to be an aid to the budget and a money source for obtaining needed repairs, improvements, or special chapter projects. Listed below are some suggestions that can be used by the chapter membership. In order to raise enthusiasm for such projects, you might set aside a percentage of the profits and direct it toward a reduction in chapter bills. Good Luck!

- Do odd “handyman” jobs in the community.
- Sell concessions at athletic events or other campus activities.
- Lease vending machines, pool tables, or arcade games for the house (Chapter usually gets part of the profit).
- Clean windows after Halloween night.
- Go around to the residence halls and sell sandwiches and snacks. Caution: Before going into this, check whether you’ll conflict with the contracts of the university food service or vending machine firm. Also check to see if local laws require any more health inspections or license than you already have for your food in the house.
- Rake leaves, clean pools, shovel snow, chop wood, or jump start cars in the winter.
- Pass out flyers or brochures for local businesses.
- Make and sell calendars or campus business maps.
- Sponsor and host an athletic tournament or marathon.
- Sponsor and host a dance marathon.
- Use your property to sell lofts and refrigerators at the beginning of the school year. Also use it for pumpkin or Christmas tree sales.

- Sponsor and host a fashion show, body building contest, or beauty pageant.
- Sponsor a raffle. Get the prize donated.
- Sponsor a Christmas/holiday auction. Invite the moms and have them donate food and crafts. Then auction the items off to the other moms.
- Work with a carnival or circus coming to town. Also, if your chapter is in close proximity to an amusement park, ask them if you can work there on a weekend as a group.
- Paint house numbers on street curbs.
- Recycle scrap metal, aluminum cans, or bottles.
- Sponsor car washes.
- Sponsor an auction of items donated from local merchants.
- Sponsor credit card company's by working the sign-up tables.
- Work as a chapter for a local farmer during harvest time.
- Create T-shirts to sell around campus. Be careful not to use copyrighted or trademarked items.
- Organize a garage sale.

TIPS AND SUGGESTIONS

- Make sure that you do not rely on one person or several people to donate money. Plan ahead.
- If the event was a success, then do it again.
- Make sure that you keep a record of everything. This will help when planning for other events to see who supported past events.
- Always make sure that you thank people for their support and give praise when it is due.
- When asking for a donation, do not ask for a specific amount. Let them donate what they want to donate.
- Always be prepared.
- Always have a goal.
- As with any project, do your best and have fun.

