

Phi Sigma Kappa Fraternity Fundraising Manual

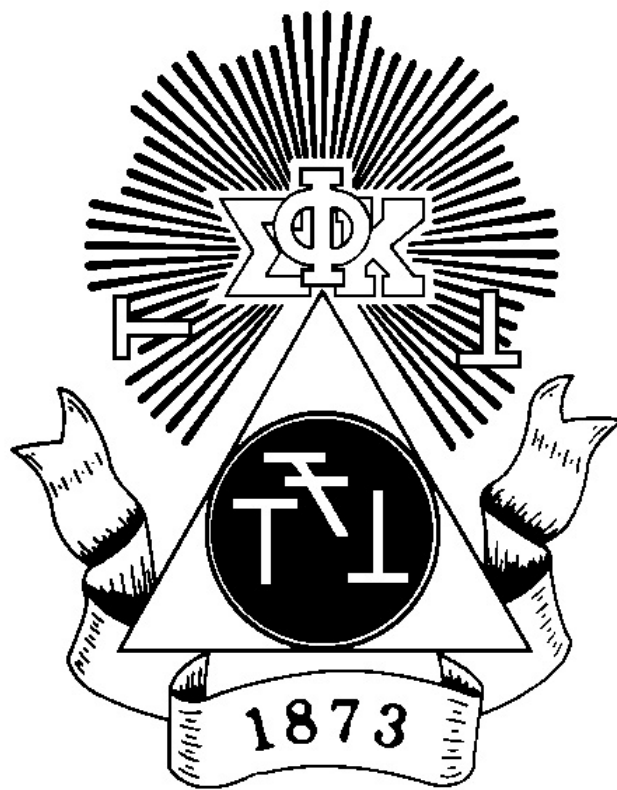


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Introduction

The internet has revolutionized fundraising for many organizations. Where mothers were once expected to bake cakes and organize raffles fundraising companies now offer these services. If you have internet access, you can find the right fundraiser for your chapter.

Basic Truths About Fundraising:

- Fundraising is a constant challenge.
- Organizations are not entitled to support; they must earn it.
- Successful fundraising is not magic; it's simply hard work on the part of people who are thoroughly prepared.
- You don't decide today to raise money and then ask for it tomorrow. It takes time, patience, and planning to raise money.
- The process is a combination of common sense, hard work, preparation, courtesy, commitment, enthusiasm, understanding and a belief in what you are asking others to support.

Part I: Reasons to Raise Money

For an undergraduate fraternity chapter, there are several reasons to raise money. As a philanthropic organization, every chapter should be raising funds for other non-profit groups such as Special Olympics, Phi Sigma Kappa's national philanthropy. Each chapter should also raise funds for the Phi Sigma Kappa Foundation. In 1995, the delegates to the 55th General Convention passed a resolution stating that every undergraduate chapter should conduct an annual fundraiser to benefit the Phi Sigma Kappa Foundation.

Of course, there are other, less noble reasons to raise money. If your chapter has failed to establish an adequate budget and your chapter's expenses are higher than its income, you will find yourself in a position of needing to raise funds just to pay your bills.

To make this type of fundraising more palatable to your potential audience, you may wish to reduce your expenses by raising funds for a specific project, such as attendance at Convention, leadership school, or regional conclaves.

Part II: Communicating Your Need

Every member of the chapter should be able to state the need for your fundraising efforts. Test the members from top to bottom - EVERYONE should be involved in fundraising efforts. Randomly ask individuals to tell you why your chapter is raising money. You may be surprised at how weak the various answers are. If your sellers don't really understand your group's need, then they won't push as hard to meet that need. Getting your need and your offering across to as many potential supporters as possible is the essence of fundraising.

The Phi Sigma Kappa Foundation is a charitable and educational tax-exempt organization, whose express purpose is to promote academic excellence and provide an educational funding resource for members of the Fraternity. The Foundation provides funding for the educational, leadership and scholarship programs of the Fraternity. The Foundation awards more than \$21,000 in scholarships each year to deserving Phi Sigma Kappa brothers. It also funds leadership programs such as the Shonk Leadership School and the Zillgitt Emerging Leaders Institute.

Attendance at Conventions, Leadership Schools or Regional Conclaves - The Shonk Leadership School provides leadership training in chapter management, as well as personal development. It is held annually, usually in August of each year. It allows members to experience premier leadership sessions and learn hands-on techniques for balancing the ever-growing demands of life. Regional conclaves also teach chapter management and personal leadership skills. However, the conclaves are held at various locations across the country to enable as many undergraduate members as possible to receive the training.

Use the information above to communicate your need to raise funds for attendance at these meetings, or if you are conducting a fundraiser for the Phi Sigma Kappa Foundation.

Part III: Publicity

Media Coverage

Newspapers and magazines lives and die by their content. They are constantly looking for an interesting angle. A touching feature story about how the chapter is making a difference in the community would be a win, win for both parties. The media loves a good “feel good” story: how one volunteer has made a difference, how a beneficiary of the chapter’s goodwill is thriving now, etc. The feature story would undoubtedly send more people to an organization’s website.

Every person has a story. Discover the stories behind the brothers in your chapter and make the media aware of them. Pitching a story to the media doesn’t mean you have to write it and offer it in its entirety. When you pitch a story, you simply let your media contact know about it. They’ll decide if it’s a fit and pursue it further.

Why does the public respond more strongly to a feature than an ad? Because appearing in the media provides instant legitimization. People tend to trust the organizations or people they see in the paper or on TV.

Announce everything! The more often the public sees your organization in print or hears about it on the radio or on television, the more likely they will be to consider donating.

Use Your Website

If you don’t have one, get one. Use it to communicate your goals, thank your donors and sponsors, highlight periodic offerings, recognize successes, honor individual contributors, etc. Promote your website on all your printed materials.

Flyers

Hit local mailboxes (follow postal regulations) and car windshields in shopping centers. Give fundraiser details in your flyer in a way that promotes sales and gives contact information.

Posters

- In the dorms
- In the dining halls
- In classroom buildings
- In the student union

Press Releases

Send out press releases to the local media and invite coverage with photo opps at your fun events.

Email Campaigns

- Include other fraternity and sorority members
- Don’t forget university personnel
- Be careful that you are not sending spam!

Bumper Stickers

Sell your organization year ‘round with every fundraiser by offering one that says “Proud Supporter of Phi Sigma Kappa.” Give one to every volunteer and group member and even parents.

Utilize Any Gathering

Make announcements at other events to spread the word, display products, take orders, make sales, and recruit volunteers.

Part IV: Location, Location, Location

Traditionally, fundraising efforts are concentrated on friends, neighbors, relatives and co-workers. Besides the usual suspects, there is a whole lot of money in other places right under your nose. You have to go where the money is!

The big money in fundraising is being located where people are shopping. They are out and about with cash or check-books in hand. There's no better time than that for offering a quality fundraising product at these locations:

Drugstores - Nice entry-level sales spot. Generally have good sidewalk space available.

Home Improvement Stores - Big weekend traffic spots. Lots of do it yourselfers diving in to their next project.

Grocery Stores - Prime hunting grounds for product fundraisers. A small, high quality good item does well here.

Shopping Malls - Hard to get approval for outside space, but a location near the food court is golden.

Wal-Mart - This is the ultimate of all fundraising locations. A day spent fundraising in front of this high-traffic retailer is like being in fundraiser heaven. You'll have more potential prospects than you can shake a stick at.

Because of the sheer volume of Wal-Mart shoppers, you'll need oversize signage to get your fundraising message across quickly before your prospects hurry into the store.

Plan Ahead

You want the best location for your weekend fundraising table. Scope out the lay of the land. Check which entrance gets the most foot traffic.

Find out who is in charge at this location. Often, it's the store manager, but occasionally it might require approval from the regional manager or shopping center management.

Don't wait until the last minute. Don't expect them to drop everything to speak with you. If necessary, make an appointment to seek permission. Be prepared with a two-minute overview of who, what, when and where. Tell them who you are and describe what your fundraiser will involve. Have a primary date and an alternate picked out. Identify the exact spot you would like to use. Give the specific reason you are raising funds and summarize your proposed activities at their location.

It's a good idea to have everything written up in a well-prepared letter. Stick to the basics as described above. If you have chapter letterhead, use it! Make sure that everything will go smoothly. Ask for the name of the contact person for your chosen date. Get permission, preferably in writing, just in case the weekend manager didn't get the memo.

Signage

Look for good places to hang your signs and posters. They should be bright and bold with wording visible from 30 feet away. Highlight major benefits of the product and be sure to identify your purpose!

Table Space

You want a large folding table. Place folding chairs on the side away from the door. Use a full-sized tablecloth to improve presentation.



College Football Game Days

Don't forget the most obvious and easiest of all locations - the tailgating area of a college football game. If your chapter house is relatively close to the stadium, why not charge for parking? Come up with an item to sell and walk around the tailgating areas for big sales.

Part V: Don't Forget to Say Thank You

You know yourself how much a thank you means - and how good it makes you feel when someone says it. Take the time to thank people no matter how busy you are.

Send thank you notes, whenever appropriate, and hand write them! Send them to donors, sponsors, and anyone else who does you a good turn. In this day of form letters and printed receipts, handwritten thank you notes are cherished goodwill builders.

When thanking donors or sponsors, promptness counts. It can even make a difference in how much they'll contribute in the future. A sincere thank you is one of the mightiest marketing and fundraising tools there is. Use its power!

Part VI: Easy Fundraisers

Everybody wants easy fundraisers. The problem is that you also want good results. So, how do you get the best results from an easy fundraiser? There are three things to consider in evaluating fundraisers: (1) effort involved; (2) resources needed; and (3) duration of fundraiser.

Effort Involved

An easy fundraiser shouldn't take a lot of effort, but let's be honest. It is going to take SOME effort. The level of effort is often directly proportional to the size of your group's monetary goal, but not always. That's why you are considering an easy fundraiser in the first place - you're looking for less effort, not more.

Resources Needed

Resources are always a problem in small group fundraising. You can never have too many volunteers and you usually never have enough. For an easy fundraiser, you want programs that don't require an excessive time commitment from a large number of people. You want either a single weekend-only activity or a program that takes only a small amount of time each week. It's easier to get people to help with something that doesn't require more than a two-hour commitment from them. Conserve your resources with an easy fundraiser and you'll have more brothers to draw on later when you really need help.

Duration of Fundraiser

Duration is important. An easy fundraiser that lasts more than a single weekend should not require a lot of attention to keep it productive. Those that only last a single day or weekend shouldn't require a tremendous amount of prep time. So, which easy fundraisers only take a little effort, few resources and have the right duration?

It's easier to stay motivated with clear goals and deadlines. Without clear dates, the campaign tends to drag on and often without direction.

Seasonal Specialty Item Sale

This involves a weekend or two of sales of a specialty item. Examples would include cookie dough, spring flower bulbs, Christmas wreaths, etc.

You'll need a high traffic location (try the local Wal-Mart) and some advance publicity. Your goal is to capture seasonal sales from the general public. Avoid stretching these sales over more than one or two weekends or you'll run into resource issues. Make it quick and keep it fun. Set up on a Friday, sell hard on a Saturday and wrap it up by Sunday afternoon.

Be sure to price everything competitively and offer great customer service.

Cookie Dough Fundraising:
wattsfundraising.com; 800/218-0161
lcdough.com; 888/452-5487

Domino's Pizza Cards

The Domino's Pizza Card Fundraiser is one of the easiest to sell. Everyone on a college campus eats pizza and this card gives something back to its purchaser - free pizza!

Basically, this is a buy one, get one free special, redeemable at participating Domino's. Each card is the size of a credit card and sells for only \$10 and can be used up to 30 times over a one-year period. Your chapter will only pay \$2 for each card. The offer is "Buy one large pizza at regular menu price and receive a medium one-topping pizza free." A person who buys this card will quickly earn his money back.

This is a great fundraiser because it's a win, win for everyone. This is very easy to sell. Who doesn't want to save money? People will buy the card because there is something in it for them!

Call the toll-free number below to see if your local Domino's is a participating restaurant. If not, have the manager or owner sign a merchant agreement form, found on the website listed below. Fax the copy to 865/938-4531. Your group will receive 25 free bonus cards for turning in an agreement form. That's an extra \$250 in profit!

www.americasfundraising.com; 800/936-5538
www.dollarstretchercards.com

Papa Murphy's Peel-a-Deal

Papa Murphy's also has an easy-to-execute fundraising program. It's called the Peel-a-Deal Fundraising Card and it is now available to all fundraising organizations. The plastic card has eight can't miss offers on the pizza chain's most popular pizzas. Each offer is a sticker that can be easily removed and used at participating locations. Fundraising groups sell these cards to raise money for their cause.

Talk to your local Papa Murphy's about your organization. Set the dates of the fundraiser. Complete a Peel-a-Deal agreement and get cards from the local Papa Murphy's. Sell to the local community. Return unused cards and pay for the sold cards.

Pizza Hut Fundraising Cards

The advantage of a Pizza Hut card is that it is a name brand and is popular nationwide. A typical offer on the card could include: Free pizza with the purchase of another pizza of equal or greater value.

Given the cost of pizza these days, an individual who purchases a card can recoup his investment with just one or two pizza purchases. A customer can save money many times over the price of the card before it expires.

www.dollarstretchers.com; 800/369-3991

Subway Card

This concept is similar to the pizza cards described above. The bonus is that there is a Subway on most college campuses across the country and it is a popular meal choice.

www.dollarstretchercards.com; 800/369-3991

Krispy Kreme Fundraising

Krispy Kreme fundraising has been helping schools, youth sports groups and churches raise money since 1937. The doughnut company has three different programs; traditional doughnut sales, gift certificates and partnership cards.

Traditional Doughnut Sales: Doughnuts are made fresh and packaged by the dozen in special fundraising boxes. Customers buy them by the box and your profit is generally 50% or more per box. Pricing and availability will vary.

Gift Certificates: Gift certificates are an alternative to actual product sales. Customers redeem each certificate for one dozen Original Glazed Doughnuts at any participating Krispy Kreme shop. Certificates give the customer the option to help your chapter and pick up their doughnuts at their convenience. However, be careful - a minimum order is required.

Partnership Cards: These cards allow customers to get a free dozen glazed doughnuts with the full price purchase of any dozen of their choice. The punch cards allow the customer up to 10 free dozen doughnuts with the purchase of 10 dozen. (Limit of 3 free dozen per visit with the purchase of 3 dozen.) Pricing allows for 50% profit for each card sold.

www.krispykreme.com; 336/733-3786 - corporate headquarters

Contact your local Krispy Kreme store to learn about local fundraising opportunities

Affiliate Programs

If your chapter has a website, make it earn money for you. With advances in technology a new way to raise funds is to look at net-based programs. Affiliate programs are an arrangement in which an online merchant website pays affiliate websites a commission for sending them traffic. Affiliate websites post links to the merchant site and are paid according to an agreement which can be based on the number of people the affiliate sends to the merchant's site, or the number of visits that result in a sale.

Commission earned can be very generous and little work is required on behalf of the site owner. Consider investigating affiliate programs such as DVD rental, educational, sporting, grocery or everyday items where your organization can earn income from the support of your members.

www.fundraisingideas.com.au/affiliateprograms.htm

Ice Ties

This could be a big hit at college football games in the south or on the west coast, especially at the start of the season. Magic ice crystals are concealed in the casing of a cotton neck scarf. When the scarf is soaked in water, the granules absorb the water, expand, and turn into a crystalline gel. The cotton fabric absorbs water from the gel, then the water evaporates for a cooling effect. Scarves stay cool and moist for hours.

These ties are inexpensive to buy and resell profits are high. They come in a variety of colors and can be supplied in your school colors. Walk through the tailgating areas on a hot day and make big bucks!

Ice Ties: www.iceties.com

Holiday Greenery

Profit Potentials has a lot of products, but one of the easiest and most profitable is Holiday Greenery. Sell items such as wreaths and mailbox swags and watch the money come flooding in. The hardest part of this fundraiser will be finding a good location in the community from which to sell. You could profit up to \$8.50 on each wreath and \$9 on each mailbox swag. After you turn in your order, Profit Potentials will ship your order to your location. Set up a place and time for pick-up, or for real affect, personally deliver your orders.

www.profitpotentials.com; 800/877-8790

Magazine Sales

The ESPN Coaches Fundraising Program offers groups a chance to sell ESPN The Magazine, as well as 12 other titles. The group gets to keep 60% of what they sell. Go to their website at www.coaches.espn.com to sign up for a sales kit.

www.coaches.espn.com; 888/530-3776

Part VII: Not As Easy Fundraisers

Engraved Bricks

Many organizations, including the Phi Sigma Kappa Foundation, have profited from the sale of engraved bricks, tiles, pavers, glass, granite, marble and limestone for their fundraising needs. Churches, schools, libraries, fire departments, parks and hospitals have enjoyed thousands of dollars of profit - all from one this one fundrasier.

This type of fundraiser gives your donor a sense of pride and ownership. Your donor has the ability to personalize a brick for themselves, or choose to remember ones that have passed on. This also allows you to permanently thank your donor by displaying their name.

BE CAREFUL!!! This is not the type of fundraising you want to do to pay for unpaid initiates, or to bail yourself out of an inadequate budget. Your alumni are more likely to support a scholarship program or improvements to the chapter house. You will also have to hire a contractor to install the bricks after they've been delivered.

This can be a very successful program, but it will take a great deal of planning.

Cut in Stone; 866-442-7425; www.cutinstone.biz; Rt. 1, Box 80, Eldorado, TX 76936
Signature Engraving; www.fundraisingbricks.com

Art and Poster Sale

Beyond the Wall is well known and has been received in more than 700 schools, colleges and universities nationwide. Their years of experience with sales held at universities throughout the country places them in an ideal position to select and tailor the inventory to appeal specifically to school communities. Their inventory database gives the company the ability to track trends and spot the best selling printes on college campuses, both regionally and nationally.

The chapter would sponsor the sale and receive either a guaranteed minimum or a fixed percentage of the net sales. It would be the chapter's responsibility to reserve a high traffic location for the sale, reserve tables, and approve of as well as distribute all publicity that was ordered. Publicity is provided by Beyond the Wall free of charge and may include items such as bookmarks, flyers, mini flyers, table tents, newspaper ads, and invitations.

The ideal location would be a room, lounge or lobby adjoining a high traffic area with 12 (or more) tables. Prints and posters are displayed using large vinyl books that enable customers to browse and select from them at their own discretion.

Depending on the location of the sale and the specific agreements with the chapter, Beyond the Wall can direct customers through store cash registers, cover the cost of cashiers employed by the University, and/or provide data terminals or cash boxes to be handled exclusively by Beyond the Wall personnel.

A team of two Beyond the Wall representatives set up and run each sale. In addition to the trained and professional sales representatives, the home office has 25 employees working as a support system in the areas of publicity, purchasing, shipment of prints, taxes and accounting.

Beyond the Wall; 800/598-9848; www.beyondthewall.com

Printer Cartridge/Cell Phone Recycling Program

A recycling program for collecting used printer cartridges costs nothing to put together. All collection boxes and shipping needs are covered by the supplier.

Your effort involves finding businesses to participate in the program, leaving pre-labeled boxes with a site representative, and providing directions for picking up a full box.

A used cartridge is worth between \$1 and \$20, depending on the popularity of the printer and the cost of a new cartridge. Many businesses encourage recycling efforts. For good prospects, check with the leasing manager of large office buildings that house multiple companies. Another good location is an electronics store or office supply retailer. Customers often bring in their old cartridge when shopping for a replacement. You are doing the retailer a service by providing them with an environmentally safe way to dispose of these leftovers. Don't forget university libraries, classroom buildings or dorms.

A good recycling program will cover a couple of dozen sites and not require much work after the initial placement. Over time, working this many sites can produce a considerable amount of funds for your group.

Funding Factory; www.fundingfactory.com; 888/883-8237

C•Rep Fundraising Program; 800/680-0008; www.c-rep.net/nonprof.php

