

FINDING THE FUNDS

A GUIDE FOR CHAPTER FUNDRAISING

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GETTING AHEAD WITH FUNDRAISING

Fundraising provides chapters the opportunity to supplement other avenues of revenue with external donations. As many national organizations like the American Heart Association and Boy Scouts of America do, chapters of Alpha Phi Omega can also develop and plan for raising funds beyond traditional income.

If your chapter is unfamiliar with fundraising or the concept of raising funds, let's begin by defining fundraising. Fundraising is the process of collecting voluntary financial contributions to be put toward a specific purpose. Chapters can fundraise to supplement consistent streams of revenue by engaging with the surrounding communities, active members, alumni and more.

Developing a fundraising program or standalone fundraiser should be strategic and well-thought out - just like the chapter's service or leadership program and events!

HOW CAN FUNDRAISING BE HELPFUL TO CHAPTERS?

EXPAND IMPACT OF SERVICE. What could your chapter do with a little extra money each year? Whether it's \$100 or \$1000, chapters can expand the impact of service with more financial support. This can be done through donating funds to a worthy cause or utilizing the additional income to buy more materials for upcoming service events.

IMMERSE CHAPTER IN COMMUNITY. Through fundraising events, a chapter can build community partnerships and relationships with new organizations and people.

LEARN MORE ABOUT FINANCES. Money talks, and fundraising is all about money. Brothers who participate in the development and implementation of a fundraising program can grow their financial literacy by developing a deeper understanding for budgets, revenue and crowdsourcing.

BUILD MORE CONNECTIONS. Fundraising events serve as another medium for members to bond with one another and build connections beyond the chapter network. Methods of fundraising often result in chapters connecting with new people and organizations, and building relationships that last decades.

MAINTAIN EXISTING CONNECTIONS. Chapter alumni near and far often look for ways to stay engaged with their initiating chapter. By developing a fundraising program, the chapter is providing its alumni network the opportunity to financially support the group and institution that fostered the development of their servant leadership journey. Most conveniently, alumni who no longer live near the chapter have a way to participate and stay connected from a distance.



TIPS AND TRICKS FOR A FUNDRAISING PROGRAM

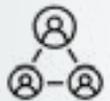
Building and developing a chapter program is exciting, but the idea of building a program from start to finish can also be overwhelming. Whether your chapter has an existing fundraising program or is developing the program for the first time, consider the following to help plan and implement effective fundraising solutions:



Build or develop the fundraising program based on the budgetary needs of the chapter. The chapter's budget should be a driving element of any fundraising program.



Establish goals for the chapter's fundraising efforts. Answer: "What does the chapter want to accomplish through fundraising?"



Utilize resources already available to the chapter. For example, most campuses have funding available for student organizations annually, or upon request.



Be sure all members are aware of safety guidelines associated with in-person or digital financial practices. Member health and wellness is a top priority in all aspects of chapter operations.



Collaborate with other student and community organizations to expand the impact of chapter fundraising efforts. Utilize shared connections to capitalize on funding opportunities.



Evaluate each fundraising effort to maximize gains and eliminate set-backs. Completing this step after each fundraising effort will continuously improve the program along the way.

FUNDRAISING: DEVELOPING THE PROGRAM

Before the chapter works to develop a fundraising program, it's important to identify program responsibilities and the officer in which they fall under. Keep in mind, fundraising responsibilities and who is responsible for them will likely vary from chapter to chapter. The graphic below outlines a recommended chain of command for chapters developing a fundraising program.

TREASURER

- Determines the strategic goals for chapter finances
- Provides direction to the fundraising chair
- Acts as a liaison between the chapter at large, executive committee and fundraising team

FUNDRAISING CHAIR

- Collaborates with treasurer to determine fundraising goals
- Delegates tasks to committee for implementation
- Acts as a liaison between the fundraising committee and the treasurer

FUNDRAISING COMMITTEE

- Plan and implement fundraising events
- Evaluate each fundraising event upon completion
- Communicate achievements and set-backs directly to fundraising chair

In this structure, the treasurer oversees the overall budget of the chapter and the day-to-day allocation of its funds. A sample budget can be found in the appendix of this resource.

A fundraising chair would work in tandem with the treasurer position to determine how much, if any, funds need to be raised by the members to ensure the chapter can participate in projects, cover costs, order chapter merchandise, and much more.

The fundraising committee would be responsible for the planning and implementation of fundraising events for the chapter at large to engage in throughout the academic year. Keep in mind, there are variations of how a chapter goes about delegating tasks among the positions in this structure to support the fundraising goals of the chapter.

When budgeting, it is important to consider what is a need of the chapter versus what is a want of the chapter. A need could include paying national dues, purchasing supplies for service projects, or funding a chapter membership retreat to keep the community of the chapter growing year to year. A want could consist of the chapter providing new Alpha Phi Omega paraphernalia for members, supplying scholarships for member fees, or participating in celebratory events such as formals, semi-formals, or banquets.

FUNDRAISING: MAPPING OUT THE PROGRAM

The leadership structure previously mentioned may not fit the needs of your chapter - and that's okay! Utilize these steps to identify the fundraising program structure including leadership, goals and impact.

WHO WILL LEAD THE EFFORT OF DEVELOPING THIS YEAR'S PROGRAM?

WHAT CHALLENGES AND OPPORTUNITIES MAY THE CHAPTER FACE?

HOW MANY EVENTS WILL MAKE UP THE PROGRAM?

WHAT ARE AT LEAST TWO SMART GOALS FOR THE PROGRAM?

WHAT ARE THE NEEDS OF THE PROGRAM?

HOW WILL THE PROGRAM SERVE THE NEEDS OF EACH MEMBER LEVEL?

NEW MEMBER _____

NEWER ACTIVE MEMBERS _____

VETERAN ACTIVE MEMBERS _____

WHO WILL PLAN THE EVENTS?

EVENT INFORMATION WORKSHEET

After identifying the fundraising program details, fill in the worksheet below with individual event details. Share the complete sheet with brothers before the event to set expectations and to establish a program timeline.

EVENT DETAILS

1. Activity Name:
2. Credit Toward Member Reqs:
3. Date/Time:
4. Location

LEARNING OBJECTIVES

PLANNING TEAM

Committee Members

Contact Information

PURPOSE STATEMENT

REQUIREMENTS

1. Before Event:
2. During Event:
3. After Event:

GOALS

How will success be measured?

VIRTUAL EVENT DETAILS OR SOCIAL DISTANCE GUIDELINES

FUNDRAISING ACTIVITIES AND IDEAS

Brainstorming fundraising events may pose more of a challenge than building a service or leadership program, especially if your chapter is new to fundraising. To best accommodate the needs of your chapter and the campus environment, the activities and ideas below - identified by setting-type - can be great avenues of fundraising.

IN-PERSON OR SOCIALLY DISTANT

- Baked goods sale
- Bottle or can drive
- Bowl-a-thon
- Hack-a-thon
- Car wash
- Carnival
- Chapter awards banquet
- Campus clean-up
- Dance-a-thon
- Dog walking
- Haunted house
- Hotdog or hamburger sale
- Jump-a-thon
- Rummage or yard sale
- On-campus concessions

VIRTUAL

- Alumni sponsorship program
- Cold call collection
- Crowdfunding
- Digital cookbooks
- Digital coupon books
- Domino's Pizza Card
- Facebook Live auction
- General donation letter
- Krispy Kreme Virtual Fundraiser
- Online contest
- Online raffle
- Social media donation campaign
- Sponsor a member
- Streaming a concert
- Online cooking night
- Penny war

HYBRID (VIRTUAL OR IN-PERSON / SOCIALLY DISTANT)

- Auction
- Book donation or sale
- Candy or cookie sale
- Clothing donation or sale
- College idol competition
- Craft fair
- Donations
- Envelope fundraiser
- Game night
- Gaming tournament
- Ink cartridge collection
- Karaoke night
- Merit Badge University
- Pet costume party
- Poster sale
- Raffle
- Trivia night

TIPS FOR SUCCESSFUL FUNDRAISING EVENTS

Fundraising can be a worthwhile option for any chapter to engage in or explore. Following similar event planning models as a service project, fundraisers can become an integral addition to chapter programming. Whether your chapter is new to fundraising, familiar but looking to grow your efforts, or have an established program that may need a couple tweaks, here are a few best practices your chapter can keep in mind as you work towards your goals.



STAY CONNECTED. If your chapter fundraises for donations, send donors updates about the cause(s) they helped support on a recurring basis. By providing information on the impact made by the donations collected chapters may see an increase in recurring donors or even an increase in the amounts donated!



AVOID REINVENTING THE WHEEL. Save time and resources by developing the chapter's recurring donor list. This will allow the chapter to know which past donors to reach out to early when campaigns or events come back around. Like continuous or ongoing recruitment, having a recurring donor list is an essential practice for developing a strong program.



BE MOBILE FRIENDLY. Remember to optimize fundraising campaigns for phone and tablet use when utilizing online donation pages. Many people access websites on their mobile devices first and may not remember to visit a desktop to get a proper view of the page if they experienced an error on their mobile device.



UTILIZE SHARED CONNECTIONS. These causes are important to the donors who support them so who better to spread the word about them? When thanking someone for donating, ask them to share a picture on social media about the cause they are supporting.

THE APPENDIX

CHAPTER SAMPLE BUDGET

Since the chapter fundraising program should be contingent upon the chapter budget, it's important for the chapter to have a budget adopted before building the fundraising program. Establishing a budget first will assist the chapter with properly allocating funds to the various areas of chapter programming, including fundraising. Without a budget, officers can over or under-estimate chapter expenses.

When establishing a new chapter program that requires funding, consider all means of revenue and expenses to identify a budget surplus. Once a surplus has been determined, utilize those funds to allocate money to the new program.

Budget Range: 08/01/2020 - 05/31/2021

Adopted: 05/25/2020

<u>INCOME</u>	<u>AMOUNT</u>	<u>QUANTITY</u>	<u>TOTAL</u>
Active Member Dues	\$60	40	\$2,400
Student Activity Grant	\$500	1	\$500
Pledge or New Member Dues	\$40	20	\$800
Initiate Dues	\$40	20	\$800
Concession Stand Income	\$800	1	\$800
		<u>TOTAL INCOME:</u>	\$5,300

<u>EXPENSE</u>	<u>AMOUNT</u>	<u>QUANTITY</u>	<u>TOTAL</u>
Active Membership Dues (Nat'l/R/S)	\$40	40	\$1,600
Pledge or New Member Dues (Nat'l)	\$31	20	\$620
Initiate Dues (Nat'l)	\$35	20	\$700
Office Supplies	\$50	2	\$100
Rush Materials	\$300	2	\$600
Service Program	\$200	1	\$200
Student Activity Fair Fee	\$10	1	\$10
		<u>TOTAL EXPENSE:</u>	\$3,830

2020-2021 Budget Surplus: \$1,470



SAMPLE GENERAL DONATION

[Insert Date]

Dear [Potential Donors' Name],

My name is [Full Name], and I am the [Leadership Position] of [Greek Name] Chapter of Alpha Phi Omega. Since the chapter's founding in [Charter Year], members have consistently supported the efforts of many local organizations like [Partner Organization(s)]. Engaging with other servant leaders has enriched our members' experience in Alpha Phi Omega and now we are looking to increase our connections and contributions beyond the donation of our time and energy.

Our [Campus/Community/Chapter/Nation] is facing [Problem(s) the chapter is working to solve/cause(s) the chapter is advocating for]. While we are actively doing our best to [Insert possible solutions/methods of advocacy], we need your help to increase our efforts and leave a greater impact on the world in which we live.

If you are able, the chapter would appreciate your financial support in the amount of [Donation Amount] to help achieve the chapter's mission and further develop servant leaders across the world.

Listed below are methods offer financial support to [Greek Name] Chapter:

- Make a secure donation online at [URL]
- Call the chapter at [Phone Number]
- Text [Keyword/Code] to [Text-to-Give Phone Number]

Thank you for your time and consideration.

Sincerely,

[Signature of Chapter Leader]

[Printed Name of Chapter Leader]



SAMPLE DONATION THANK YOU

[Insert Date]

Dear [Donor Name],

My name is [Full Name], and I am the [Leadership Position] of [Greek Name] Chapter of Alpha Phi Omega. I am writing to sincerely thank you for your generous donation of [Donation Amount/Item] in support of the chapter's endeavors to [Explain where donated funds have been allocated]. Your contribution has helped the chapter [Achieve/Exceed] a goal of [Financial Goal]!

We are fortunate to have your support, which will help us continue our great mission. Your investment in the chapter helps provide a level of support people have come to know and expect of Alpha Phi Omega.

Please join the chapter in celebrating its accomplishments throughout the upcoming year by following us on Instagram at [Insert @ChapterHandle] or joining the chapter Facebook Page, [Insert Page Name].

Once again, thank you for your kind and generous support.

Sincerely,

[Signature of Chapter Leader]

[Printed Name of Chapter Leader]