



Best Practices for Fundraising Events

Fundraising is a key way that Chapters raise money to supplement the income brought in by dues and fund the activities and events that are integral to their organizations. Most Chapters have a Fundraising Chair whose job is to plan and execute fundraising events, often with the help of a committee of volunteers. Here are some fundraising strategies to support your Chapter's financial goals while involving all Members in bringing money and positive PR to the Chapter:

1 Get Member Input

Holding a Chapter brainstorming session is a great way to get ideas and ensure strong participation in fundraising events. Follow up with the Committee to narrow down the ideas to a few that will be easiest to accomplish and offer the greatest return on investment. Events with minimal upfront costs will help you maximize your profits.

2 Plan Ahead

It's important to give you and your Committee ample time to plan a fundraising event. You also want those who plan to participate to have plenty of notice. Getting the event on the Chapter and school calendars early is key! Stay organized by keeping all planning details in a place that is easy for Committee Members to access.

3 Evaluate Your Success

Following the event, discuss what worked well, what did not and what specifically you would change for next time. Consider the amount raised but also the overall execution of the event.

Fundraising for Visibility

For Chapters that struggle with campus visibility, holding successful fundraising events can be a means by which to get Phi Sigma Pi's name out on campus.

Here are some of the keys to utilizing fundraising to improve visibility:

- Host fundraisers that are open to the entire campus
- Utilize varied methods for advertising, including social media and campus newsletters
- Utilize your on-campus network to get the word out about your upcoming event and the Fraternity
- Host the same events every year to create a buzz about what's coming up
- Make a great presentation with a table that is nicely decorated and includes clear signage to promote PSP
- Wear your letters whenever you are tabling for PR and at the event