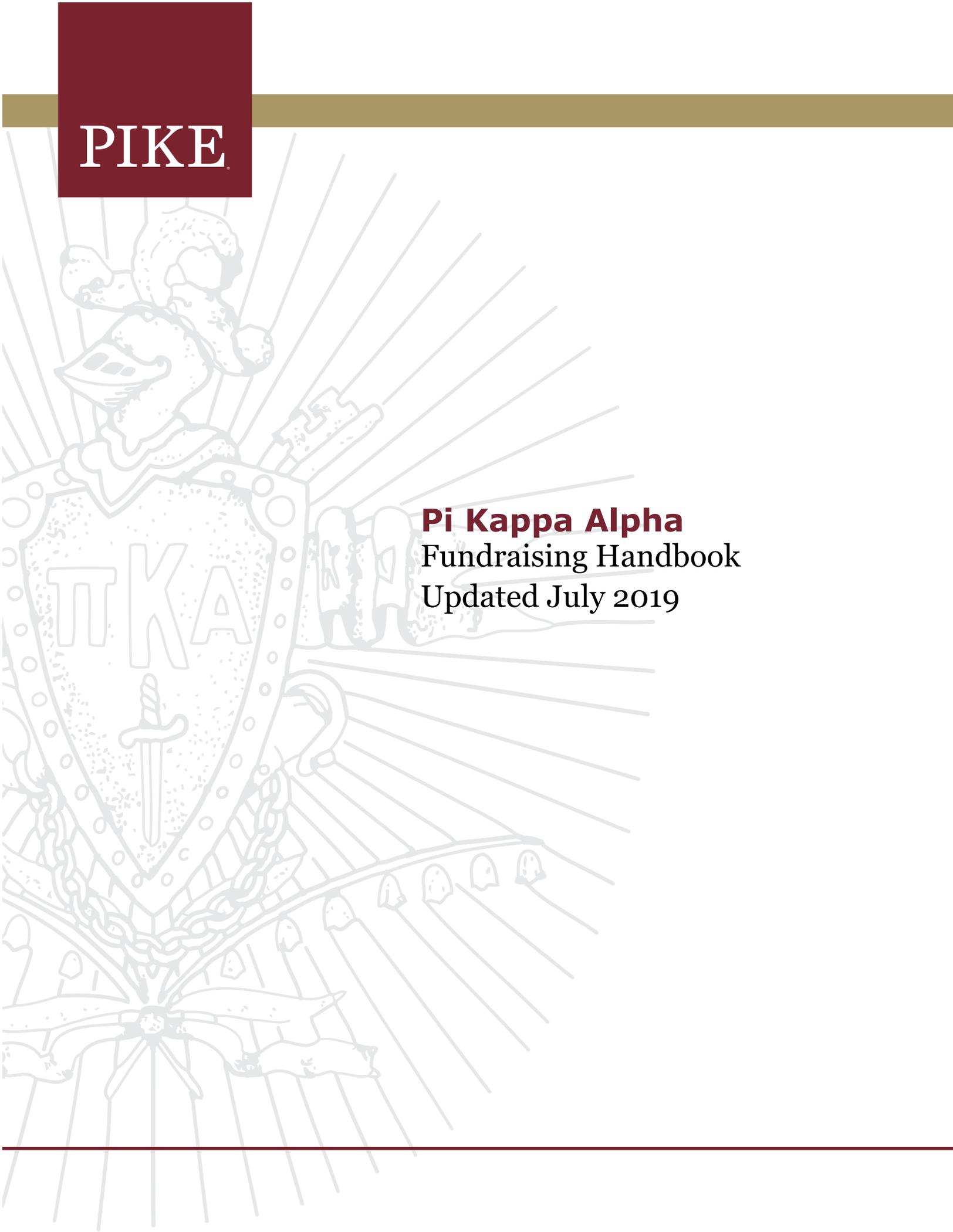


PIKE



Pi Kappa Alpha
Fundraising Handbook
Updated July 2019

FOREWORD

The contents of this handbook are the result of a compilation of information from various chapters and various brothers affiliated with the Pi Kappa Alpha Fraternity for the use by any chapter which is interested in establishing or improving its programming.

It should be understood that each chapter is self-governing and solely responsible for its day-to-day, week-to-week and month-to-month operation and nothing herein is intended as or should be deemed as supervision, direction, monitoring, oversight or as an effort to control the local chapter by the Pi Kappa Alpha Fraternity, which is a fraternal affiliation of over 220 chapters, over 15,000 active undergraduate members and over 300,000 alumni and several nonprofit corporations, including, but not limited to Oak Service Corporation, a Tennessee nonprofit corporation which serves as a clearinghouse and an administrator for purposes of organizing meetings and conventions, publishing fraternal publications and performing other functions for the entire Fraternity.

This handbook is an educational guideline only which contains suggestions and recommendations developed by various chapters which were able to develop successful programs. It is published and available to any chapter through the clearinghouse in Memphis as a form of brotherly advice for whatever use one wants to make of it.

All ideas herein are optional, and nothing is mandatory. Participation is by the voluntary choice of each chapter and each member with the understanding that one generally gets out of something what one is willing to put into it. Thus, any language contained herein which could possibly be construed as “mandatory” such as “do this” or “do that” is only in the form of a recommendation that if one wishes to get the most benefit out of using the suggestions in the handbook, then the suggestions can be utilized with the understanding that any handbook is, at most, a guide and that the users should substitute their own experience and judgment to use, adapt or modify the suggestions and recommendations contained herein. In other words, the handbook is a guide from which the users can use to establish, improve or build their own programs, using their own knowledge, common sense, ideas and experience and to assist the users from time to time as a reference for ideas and suggestions. In turn, each chapter is encouraged to share good ideas with other chapters by advising the administrative clearinghouse for possible inclusion in future publications.

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Overview of Handbook

It is important to follow a few recommendations when reading through this handbook. The first recommendation is to think of this handbook as a guide while you are fundraising chairman. This handbook is laid out in a fashion so that as you progress through the year, you will then advance to the next segment of the handbook. However, you do not have to read this handbook sequentially just because of that. If you only want a certain aspect of the handbook for reference, simply skip ahead to that part of the book. Also, you do not have to do everything exactly as this handbook states, but this handbook outlines some of the best practices being used today. Again, this handbook is simply a reference tool, so use it as such. If anything in this handbook does not sound familiar to you, some reevaluation and changing of processes may be in order, which leads to the next recommendation.

Do not let unfamiliarity or tradition keep you from implementing the ideas in this handbook. It is very easy to go through and simply read this handbook for general knowledge and understanding of the position. Unfortunately, things will not change or get better in your chapter unless you take action. In order to get the most out of this handbook and to make the greatest impact on your chapter, it is recommended to take the ideas in this handbook and put them into action. By taking action, you will get the most out of your position, which leads to the final recommendation.

Enjoy your position! No matter what reason you had for taking this position, make sure you fulfill your duties to the best of your ability. Much like the undergraduate fraternal experience, your tenure in this position will be very brief so do your best to make a positive impact and better the overall chapter. If you work your hardest to ensure this happens, you will truly have a rewarding undergraduate fraternal experience. Good luck!

Understand Your Position

Purpose of Fundraising

The purpose of fundraising is to give the chapter the ability to more easily make large purchases with minimal effort.

Job Description

As the fundraising chairman, you are the primary organizer and overseer of the fundraising program within the chapter.

***** The following lists are examples and are not intended to be exhaustive or exclude other responsibilities as determined by the chapter. *****

Goals

- ◆ Ensure that the chapter is given the opportunity to raise extra revenue for unexpected large purchases with minimal effort by the chapter members.

Weekly Tasks

- ◆ Hold weekly fundraising committee meetings
- ◆ Attend and give a report at weekly committee chair and chapter meetings
- ◆ Work to fulfill goals related to fundraising
- ◆ Manage the fundraising budget
- ◆ Identify and evaluate potential fundraising activities

Semester/Quarter Tasks

- ◆ Structure and organize a fundraising committee
- ◆ Set goals related to fundraising
- ◆ Set the fundraising budget
- ◆ Organize and hold one fundraising event
- ◆ Create and maintain a uniform fundraising handbook including guidelines, ideas, and suggestions for future fundraising chairman
- ◆ Assist in the completion and submission of a Year End Summary

Completion of Position

Review position with the new fundraising chairman and provide written notes to successor and any other materials that were developed during your tenure as fundraising chairman including a uniform fundraising handbook with guidelines, ideas, and suggestions for future fundraising chairman

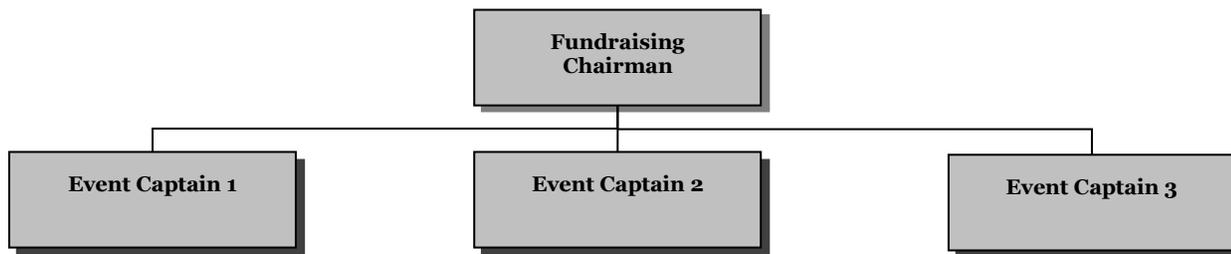
Create the Plan for Your Position

Organize the Committee

In order to more effectively accomplish your duties as fundraising chairman, it is important to form a fundraising committee. The steps involved with forming your committee are: (1) determining who is interested in being involved with the committee and (2) which positions each person should hold in the committee.

The first step to forming the fundraising committee is determining who wants to be involved with the committee. In order to get the best response for involvement, you want to engage the chapter membership through numerous avenues, typically via electronic communication such as e-mail or Facebook as well as in person during the chapter meeting or a separate meeting. Prior to sending out communication asking for help from chapter members, you want to make sure you have a way to meet with all of those interested and delegate responsibilities, typically through a meeting on campus or in the chapter house (if applicable). Once the meeting location is finalized, you simply want to engage the chapter by telling those who are interested about the meeting time and location. Ask for chapter members to hold up their hands if interested when in chapter and to respond if sent out over e-mail. This is to ensure you have interest from the members since otherwise you will have to appoint and ask certain members to help with the committee. Once you have verified involvement from chapter members and informed them of the meeting, you may now determine the best method to delegate responsibility within the committee.

The purpose of the meeting with the chapter members who will be involved is to give each person a role, a goal, and a title since this will be the best way to engage each person. Prior to holding the meeting, you want to ensure you have a good understanding of the way you will delegate responsibilities. After receiving initial interest responses from or identifying certain chapter members, you will now have a good idea of how many people will be involved with the committee. Depending on the number of people involved, the fundraising committee is typically composed of many undergraduate members.



The number of undergraduate members will vary depending on the number of fundraising events you choose to have. A brief job description for these positions is listed below along with a full-page overview for these positions which can be given to each member of the committee and can be found starting on the next page in this handbook.

Event Captain(s) –the primary organizers of the various fundraising events. There should be an event captain for each fundraising event.

These are typically the positions involved with the fundraising committee. However, if you are unable to identify enough chapter members to be involved with the committee and oversee each event, it is

recommended to work to combine the outlined positions so that every event will have oversight and be successful. For example, if you only have five chapter members involved for ten events, you can then combine the responsibilities of two events to each individual in the committee. Also, if you can identify more than enough chapter members to be involved with the committee, you may work to add positions so that you are not turning away help. For example, if you have twelve chapter members involved, you can give each person oversight of an event and add more positions such as another event captain for each big event you have to ensure these bigger events are successful. As you can see, the committee structure is very flexible and primarily used to ensure all the responsibilities associated with the fundraising program are completed. If you ensure that all responsibilities are accomplished and you are effectively engaging more chapter members, the fundraising committee and program will be successful.

Once you have created the fundraising committee, you will want to be continually updated on progress with tasks that the committee members are charged with, so it is recommended to hold weekly fundraising committee meetings. During these meetings it is important to allow every person in the committee (or at least those who are relevant to those events at that time of the year) to detail what it is they have done in the past week, what they failed to do in the past week, and anything that they plan to do or major events that are taking place in the near future. It may even be helpful to utilize and expect a report from each committee member, like the one outlined on page 9. These meetings should not take long but it is a simple way to help ensure all necessary work is completed while also effectively delegating responsibilities.

Event Captain

Job Description

As an event captain, you are the primary organizer of a specific fundraising event. There should be an event captain for each fundraising event.

***** The following lists are examples and are not intended to be exhaustive or exclude other responsibilities as determined by the chapter. *****

Responsibilities/Duties

- ◆ Scheduling and organizing fundraising event
- ◆ Budgeting for the costs of event
- ◆ Notifying membership of event

Goals

- ◆ Complete scheduling and organizing of event at least two weeks prior to the event
- ◆ Notify membership of event at least two weeks prior to the event
- ◆ Document attendance at event
- ◆ Document dollars raised at event

Weekly Tasks

- ◆ Continually maintain the budget for the event
- ◆ Continually evaluate options for holding the fundraising event

Semester/Quarter Tasks

- ◆ Schedule and organize one fundraising event
- ◆ Notify membership of event in order to increase attendance
- ◆ Document attendance at event
- ◆ Document dollars raised at event

Completion of Position

- ◆ Review position with the fundraising chairman and return at least written notes to successor and any other materials that were developed during your tenure as event captain for future use

(PLEASE REMOVE AND PROVIDE TO APPOINTED CHAPTER MEMBER)

Sample Weekly Committee Member Report

Please provide a 2-3 sentence answer for each question.

What have you done in the past week?

What have you failed to do in the past week?

What do you plan to do in the upcoming week?

What other upcoming events take place soon?

Do your events/activities cost any money?

(PLEASE REMOVE AND PROVIDE TO APPOINTED CHAPTER MEMBER)

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Set the Goals for your Position

Once you have the committee formed, the next responsibility as the fundraising chairman is to determine and set the goals for your position. When setting goals for any position, you should always determine the metric that you can use to appropriately determine success or failure with your work. Since the objective as fundraising chairman is to ensure that the chapter is given the opportunity to raise extra revenue for unexpected large purchases with minimal effort by the chapter members, you must determine metrics that will allow you to determine success or failure when your position is complete in addition to giving status updates while performing the duties as fundraising chairman. With that being said, you want to determine how you can best judge whether you are accomplishing this objective.

You can easily assume that providing at least one opportunity for most members to participate in fundraising is a good determinant of the status of accomplishing this objective. If you can secure a weekend where there are not many other time commitments for chapter members, you should be able to accomplish this task.

This leaves you with your goal for the fundraising chairman position and allows you to easily get a weekly update on how the chapter is performing with the fundraising program so that you may make changes or corrections if necessary. You should take note of this goal that you have now set and continually revisit it on a weekly basis. Again, the goal you have set is:

- ◆ Organize and hold at least one fundraising event per semester/quarter

Now that you have set the goals for your position, you can now set the overall financial goal so that you may successfully accomplish the goals for fundraising.

Set the Budget for your Position

When setting the budget for fundraising, you must take into consideration all the possible expenses that may be incurred during the program and then work with the treasurer to allocate the correct amount of the budget to fundraising. You can first begin to think of all the expenses that will be incurred during the program.

After reviewing the expenses of fundraising, you can determine that most of the expenses will be incurred primarily if you need to purchase any materials for the event(s). However, there are quite a few fundraising events that should give you the ability to raise money without any initial investment. Nonetheless, depending on the number of fundraising events you hold, the list of expenses can then look something like this:

- ◆ Supplies for raffle
- ◆ Supplies for service event
- ◆ Supplies for golf tournament

Once you have determined what the expenses will be, you can then begin to work with the treasurer to ensure the correct amount is allocated to the fundraising budget. The best way to go about working with the treasurer is to submit this information with the approximate corresponding amounts into the treasurer on the committee budget request form. This form can be found online at www.pikes.org in the financial documents of the officer resources. It would be beneficial to practice working with this document to make sure you fully understand how it works before developing your fundraising budget with the document. After entering this information, the document you submit to the treasurer should look something like the table listed below:

ΩΩ Chapter of The Pi Kappa Alpha International Fraternity

Fundraising Budget Request Form

Event/Activity (see detail pages for more)	Amount	
Supplies for Raffle	\$	200
Supplies for Service Event	\$	200
Supplies for Golf Tournament	\$	1,000
Total Budget Request	\$	1,400

Once you have submitted this document, after approximately a week the treasurer should have a fully developed budget and the amount you requested should be fulfilled. If there are any discrepancies, make sure to work with the treasurer to resolve any issues. The budget is now set to enable you to accomplish the goals set for fundraising. You are now able to move on to planning the tentative fundraising schedule for the year.

Sample Committee Request Form

<Chapter Name> Chapter of The Pi Kappa Alpha International Fraternity

<Insert Committee Name>

Line Item Details with Monthly Breakdown

Event/Activity	Line Item Details	Total Cost	Jan	Feb	Mar	Apr	May	Jun
<Activity 1>		\$ -						
		\$ -						
		\$ -						
		\$ -						
		\$ -						
Event/Activity Totals		\$ -						
<Activity 2>		\$ -						
		\$ -						
		\$ -						
		\$ -						
		\$ -						
Event/Activity Totals		\$ -						
<Activity 3>		\$ -						
		\$ -						
		\$ -						
		\$ -						
		\$ -						
Event/Activity Totals		\$ -						
<Activity 4>		\$ -						
		\$ -						
		\$ -						
		\$ -						
		\$ -						
Event/Activity Totals		\$ -						
<Activity 5>		\$ -						
		\$ -						
		\$ -						
		\$ -						
		\$ -						
Event/Activity Totals		\$ -						
<Activity 6>		\$ -						
		\$ -						
		\$ -						
		\$ -						
		\$ -						
Event/Activity Totals		\$ -						
<Activity 7>		\$ -						
		\$ -						
		\$ -						
		\$ -						
		\$ -						
Event/Activity Totals		\$ -						
<Activity 8>		\$ -						
		\$ -						
		\$ -						
		\$ -						
		\$ -						
Event/Activity Totals		\$ -						

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Plan the Event Schedule for the Year

Planning the event schedule for your tenure as fundraising chairman should be simple. There is a minimum of one fundraising event that you should plan to fit into the chapter calendar. This means that one fundraising event should be included on the chapter calendar, but all the other chapter events on the calendar take precedence over holding any more fundraising events. The reason for this is that the men in the chapter joined the Fraternity because they were able and willing to have a complete fraternal experience, not because they wanted to have a fraternal experience but did not have the money. The reality is that if a member of the Fraternity cannot pay for dues, then it is not our responsibility to make up for his lack of funds. He must be both willing and able, including financially able, to experience the Fraternity.

Since you only must plan for one fundraising event, you should first work to identify the length of time that the event will last. It is best to keep the fundraising event to a minimum amount of time since it is not a priority for the Fraternity, so it will be best to keep the event to span just a weekend timeframe.

Once you have finalized how long the fundraising event will last, you can then choose which weekend the event will take place. This is a fairly simple process and it should be completed during the chapter goal-setting retreat and/or executive council retreat, well in advance of the actual event. If it has not already been planned, pick a weekend when there are not many other events or commitments by chapter members. If the event has been identified far enough in advance, there should be plenty of time to properly plan and execute the event.

Again, it is not necessary to hold more fundraising events after you have held one. If you do choose to hold more fundraising events though, you can go through a similar process when planning the other events.

Identify Potential Areas of Focus

To first identify areas in which the chapter should focus on, the chapter must be aware that it is best to do low cost events that do not require them to front the money for any part of the event. This protects chapter funds from being lost in an event that has little or no success. Additionally, it is important for the chapter to realize that there is a limited amount of time to accomplish these activities, so it is best to focus on short events with large fundraising capability. Examples of such events include the following areas:

- ◆ Concerts and Sporting Events
 - Work at concession stands
 - Security for events
 - Umpire little league baseball games
 - Direct parking
 - Run a haunted house
- ◆ Food Related Events
 - Restaurant discount days
 - Cookouts with donated food
 - Pig roasts
- ◆ Raffles
 - Signed memorabilia
 - Gift cards
 - Half-pot at various events
 - Parking spots at the house
- ◆ Alumni and Parents

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- Mother's Day
- Golf Tournaments
- Parent's Club
- Silent Auctions

Identify and Plan Events

Now it becomes your responsibility of deciding which events to do and how to plan them. There are three areas of focus that will be useful to every chapter. Whether a new or old chapter, every chapter has the capability to do these three events if planned and organized correctly and efficiently. Also, notice that all of these events include some sort of event summary form. A chapter can create a simple form themselves detailing the timeline of planning, date, time, location of the event, and its overall success in regards to fundraising for the chapter. Our examples include raffles, service events, and alumni golf outings.

Raffles are the easiest and least time consuming fundraising technique. Before the checklist, it is important to address what the chapter has to offer or what to raffle off. This can include gift cards, signed memorabilia, or a half pot at one of the ready-planned events.

- ◆ Decide what to raffle off and where to hold the raffle
- ◆ Purchase the tickets and appoint someone to collect the money and hand out tickets
- ◆ Appoint someone to handle and distribute the prize
- ◆ Fill out an event summary form detailing all that was planned and accomplished

For those chapters that want to take fundraising to another level, we suggest using a service event. These events are of no cost to the chapter, therefore they are an excellent way to expand chapter effort without incurring the risk.

- ◆ Assess the willingness of the chapter in accomplishing a fundraiser and complete a sign-up list with those that will participate
- ◆ Contact local business and sports venues to inquire if they need any help with their events
- ◆ Once a date and event are assigned; arrange for travel to and from the event
- ◆ Appoint someone from the executive board to collect the money
- ◆ Complete an event summary form detailing everything but most notably the contacts and phone numbers used during the planning

The most complicated and time consuming fundraiser is the alumni golf outing. This event should be reserved for chapters with an active alumni pool to draw from and planned months in advance.

- ◆ Set time, date, and location of the event six months away and secure a quote or cost per member of the event
- ◆ Collect an alumni list from the International Fraternity and begin to contact alumni to assess their willingness to be involved after offering them the quote of cost
- ◆ Notify alumni when you have the involvement level the chapter requires (usually 20+)
- ◆ Three months out from the event secure and reserve the golf course and begin work on the award for the winner
- ◆ Reserve a local bar or restaurant for the men to go too after the event
- ◆ Fill out an event summary form detailing all that was accomplished and used to plan the event

As you may have noticed, the more complicated events are only successful if a great deal of effort and foresight is given to them. Plan events weeks or months in an advance to ensure that there is enough time to correctly plan the event.

Execute the Plan for Your Position

Organize and Hold Events

You just covered a quick and easy way to plan events. These lists are in no way exhaustive and as you begin to create larger and larger events, you will soon realize that more planning is needed to have a successful event. Now that you have the supplies, location and personnel for the event, you have to organize a layout and timeline for the event. Ask yourself, where is the event; what is the layout; and how long do I plan to host the event? The answers to these questions will create the groundwork for holding the event.

For alumni events, plan to have as much of the active chapter at the location as possible. This means notifying the membership much earlier than a week before. Organize personnel to handle supplies, to cook if necessary, or to speak with the alumni or parents. Once the positions are detailed, we can discuss the timeline of the event. For alumni and parent driven fundraising, you must plan a block of between two and four hours for activities with an hour between to socialize. These activities may include eating, games, raffles, or golf outings. Finally, be sure to list an end time to the event to ensure that the function can be shut down in a timely matter, with members of the chapter that have been designated to do the cleanup.

To recap, the most important things that go into holding an event are personnel, location, and timeline. Once these are established in advance of three weeks before the event, you finally secure a successful and functional event for all members. For service-based fundraising, these things can be provided for you by the organization you are helping.

Enhance the Plan for Your Position

Review of the Program

Once your tenure as fundraising chairman has been completed for the year, it is important to get feedback from your committee and any other member of the chapter that may be able to help better the fundraising programming. This may be accomplished by numerous different methods.

It is important to get input from the fundraising committee since they were involved with the process. Hold a meeting with the committee like normal and ask for feedback from the men. Also, announce in chapter meeting and over e-mail to the general membership that you would like to receive feedback about the fundraising programming. You can communicate to the chapter members that they may submit recommendations through e-mail or on paper in person.

It may be beneficial during all discussions with members to list out discussion points of the fundraising programming such as specific events and any other fundraising activities to ensure that feedback is constructive and on point. Make sure that all feedback is captured and documented so that it may be added to the fundraising documentation and the programming may be improved in the future.

Ensure a Successful Transition for your Successor

It is vital to the performance of your chapter that there is some transfer of knowledge to the next fundraising chairman when your tenure is complete. This knowledge should be communicated in person and in writing through physical documentation.

The purpose of the physical documentation is to ensure that information is available for the new fundraising chairman to easily reference during his tenure in the position. Documentation to include would be anything that could help your successor including but not limited to the fundraising chairman handbook, agendas for committee meetings, fundraising event planning and execution materials, documentation of previous fundraising issues, slideshows, e-mail correspondence, notes to successor, etc. Ensure that every event that is completed with the position has an accompanying event summary as well. This includes all committee meetings, any fundraising documents, fundraising event planning and execution materials, pictures of fundraising activities, etc. Any activity that you organized and completed during your tenure as fundraising chairman should have an accompanying event summary. A sample event summary can be found on page 18 of this handbook. A sample contact list can be found on page 19 of this handbook. A sample notes to successor can be found on page 20 of this handbook. Again, the physical documentation pertains to anything that would help your successor transition more easily into his new position, so please ensure the physical documentation is organized.

Once the physical documentation is compiled, then you will be able to sit down with your successor to have a transition meeting. During this meeting, you want to make sure to describe the overall position (including the purpose of the position, the goals, weekly tasks, semester/quarter tasks, successes and failures, recommendations) and detail the physical documentation. Communicate anything to your successor that will be helpful and may be difficult to understand in the physical documentation. It is beneficial to review the goals that you set as fundraising chairman, to help the new fundraising chairman set goals, and to discuss any points that may be of difficulty during his tenure or that affected you while holding the position. Taking notes during this meeting will ensure that everyone is aware of what was discussed on the development of fundraising programming.

You will ensure a successful transition for your successor if you are able to transfer physical documentation and conduct an in-person transition meeting. By ensuring proper transfer of knowledge takes place, the chapter will be able to continually develop better performing fundraising programming.

Event Summary

Date _____

Event _____

Committee and Chairman _____

Date and Time of Event _____

Description _____

Steps in Planning _____

Needed Supplies, Cost, Attendance, etc., _____

Persons to Contact, Addresses, Phone Numbers _____

Suggestions for Improvement _____

Your Name _____

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Contacts

Phone _____

Name _____

Organization _____

Address _____

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Frequently Asked Questions

Why fundraise?

Fundraising is a good way for a chapter to collect extra revenue that can be used for a specific cause such as a new television for the living room or to remodel the house.

How many fundraisers should the chapter do in a year?

For a chapter that is beginning to fundraise, it is recommended that they try to do one once a semester or twice a year. This is an easy way for the chapter to get up and running with fundraising.

How does the chapter get money from alumni?

It is important to know that you should not immediately ask alumni for contributions. If you have events for the alumni on a consistent and regular basis, they will be willing to give of their own accord. Hassling alumni for funds right off the bat will instantly deter them from giving.

Can the chapter raise money for charity and keep it?

Besides being immorally wrong, this is also illegal. If the chapter states that the money will be going to a good cause, then they should not and cannot keep the money for themselves.

What is the difference between philanthropy and fundraising?

Philanthropy denotes the efforts of a chapter to collect money that will then be contributed to another organization of good works. Fundraising is raising money for the sole purpose of keeping the money and using it to buy things for the chapter.

Why have separate philanthropy and fundraising chairmen?

It is recommended that the chapter have two separate chairmen for several reasons. These reasons include separating the funds collected, separating time and responsibility, and to give an opportunity for more leaders in the chapter. Additionally, since fundraising results in money going towards the chapter, it is best to separate that with philanthropy so there is a clear line of distinction between philanthropy money and fundraising money.