



10 Minute Guide to Double Your Chapter's Fundraising

derbychallenge.org

OR

huntsmanchallenge.org

How to use this 10 minute guide



The purpose of this guide is to provide you with ideas on how to make your chapter's Derby Challenge the best it can be! All of the events and ideas presented in this guide are suggestions. Feel free to customize them and get creative with your own ideas as well.

Focus on the WHY I RAISE MONEY with someone in mind. This is one of the most powerful motivational factors you can inject into your efforts. If you can remind your audience from the get-go that this is about becoming THE GENERATION TO END CANCER, you will be much more effective. If you can identify someone with a connection to the chapter who has a history with cancer, it will turn a bake sale into a cause. This can change your support from your immediate circle of friends to anyone who has been touched by cancer. A person's cancer story is an intimate experience, so use your best judgment when contacting or sharing information. Feel free to reach out to us for more information. We have opportunities for honoring these individuals further and advice on how to do this.

Now let's Derby!

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Marketing

Sigma Chi Fundraising Video

Creating a video is one of the best ways to build a movement in your community that will continue to grow and support your efforts even outside of your circle of influence. When starting to plan your video think about the "Who, What, When, Where, Why, and How".

Who: Who are you making this video for? Probably for your brothers, campus, alumni, sororities, and potential donors. Try to appeal to your target audience when you are creating the video. It works well to include personal stories with people afflicted by cancer in your fraternity, other sororities, parents, friends, or anyone who has a story and wants to share.

What: What is the video about? What is Derby Days? Talk about your Derby Days, what your chapter has done in the past (we can provide this info upon request).

When: Talk about when you are going to be hosting your events, this is not necessarily a platform for you to list specific events or times, that will detract from your opportunity to connect with your audience. A statement like: "This fall we are working to reach our goal of \$____, and we need your help to get there."

Where: Include that research at Huntsman Cancer Institute (HCI) shared with cancer research centers around the world. A dollar donated to HCI helps not only your local community but the entire world. There is no cause more local than supporting cancer research that benefits loved ones where you live.

Why: Talk about the WHY behind Derby Days. This can be included in your interviews, but make sure to make this the emphasis. Sigma Chi's have pledged to become the generation to end cancer, and are asking the audience to help them with that mission. When Sigma Chi's put their mind to something, there is no stopping them from achieving their goals.

How: Include your fundraising goal and what steps you plan on taking to get there. Maybe you are going to be hosting a nice dinner with a silent auction, maybe you will have brothers go out to try to solicit business sponsorships, maybe each brother will pledge to raise \$200 in whatever ways they can. Get creative and try to inspire others to follow in your footsteps.



Events

Email-A-Thon

- **Proposed Budget:** \$0
- **Timeline to Plan:** 1 Week
- **Target Market:** Friends, family, sorority, alumni, businesses
- **About:** Have each sorority make a team on the website. Use the links on the website to have sororities send out emails to potential donors. Award points for every email sent as well as points for who raises the most money.

Gala/Formal Dinner

- **Proposed Budget:** \$500 - \$1,000
- **Timeline to Plan:** 3 - 6 Months
- **Target Market:** Alumni, local businesses, university employees, chapter member parents
- **About:** A gala or formal dinner is the perfect event to get alumni, parents and the community involved. You can plan this as a stand-alone event in the middle of the semester or at the end of your chapter's philanthropy week. Formal events bring in a substantial amount of money through tickets, special tables, on-site donations, silent auctions, drawings and entertainment.
- **Things to Note:**
 - Make sure to involve your Tribune/Alumni Chairman in this event. He will need to be communicating with alumni for months leading up to the event to ensure their attendance.
 - Silent auctions and raffle drawings add extra revenue to your event through community sponsorships and donations from local businesses.
 - Reach out to businesses to see if they will donate goods to auction.



Memorial Event

- **Proposed Budget:** \$100-\$200
- **Timeline to Plan:** 1 month
- **Target Market:** University community, greek community
- **About:** A memorial event for a brother who has passed into the Chapter Eternal from cancer (or another member of the community) is a powerful motivator for any Derby Days week. This event will bring the cause back into focus for your Derby Days and can take many forms, including a walk and candlelight vigil.
- **Things to Note:**
 - If the venue or weather won't allow for real candles to be used then try using small electric tea candles. Tea candles can be reused for other events.

Talent Show/Dance Competition

- **Proposed Budget:** \$100 - \$300
- **Timeline to Plan:** 1 -2 Months
- **Target Market:** Campus community, greek community
- **About:** A talent show/dance competition between competing sororities or campus organizations can get some friendly competition going while raising money through admission tickets and at-the-door donations.
- **Things to Note:**
 - Make sure to give participants enough time to plan, practice, and execute their routines. If you have Sigma Chi captains for each team, make sure they are helping out wherever possible.
 - Work closely with your university while you plan this event. Many universities give large discounts to student groups when they utilize auditorium/stage spaces and A/V.
 - Invite community members, corporate sponsors, or cancer survivors to help judge the various groups. Give them a score sheet to help guide their scores.



Sports Tournament

- **Proposed Budget:** \$300 - \$500
- **Timeline to Plan:** 1 -3 months
- **Target Market:** Other fraternities, sororities, athletes, campus community
- **About:** A sports tournament (hockey, basketball, flag football, dodgeball, etc.) will help you involve groups who do not normally participate in Derby Days. Registration fees and ticket sales can add an additional boost to your fundraising efforts.
- **Things to Note:**
 - Pay referees to ref the event. They will know the rules and will avoid bias that may frustrate the participating teams. You can usually hire refs through your school's intramural program.
 - Putting together a Sigma Chi team will help get other fraternities involved because they will want to play and beat you- the tournament hosts.

Service Day

- **Proposed Budget:** \$100 - \$500
- **Timeline to Plan:** 1 month
- **Target Market:** University community, greek community
- **About:** A service day can help emphasize the importance of Derby Days, raising money for cancer research, and service. Working with a local hospital to make chemo bags for cancer patients is always a hit. The important thing is to make the event open to as many people as possible.
- **Things to Note:**
 - Call your local hospital's volunteer service staff to identify a project.



Field Day

- **Proposed Budget:** \$100 - \$500
- **Timeline to Plan:** 1 - 3 months
- **Target Market:** Sororities
- **About:** A field/competition day will give your program a dose of healthy competition while bringing everyone outside for a day of fun. Having the sororities (and their Sigma Chi captains) compete in everything from tug of war, to an obstacle course, to a water balloon toss is exciting and an easy way to give out a lot of points.
- **Things to Note:**
 - Make sure that the events are well-monitored and kept free of insults and profanity. Healthy competition is great. Mean spirited bullying is not.
 - Renting out your school's intramural field is a cost effective way to do this event. Check in with your intramural program or campus recreation center to get prices and availability.

Snap A Sig

- **Proposed Budget:** \$0
- **Timeline to Plan:** 2 weeks
- **Target Market:** Sororities, social media
- **About:** Snap A Sig is a strong addition to any Derby Days program. It is a low-cost event that raises awareness and can be a good source of points. The basic premise of the event is that Derby Days participants take a picture with Sigma Chi brothers and then post it on Instagram. How you choose to do the rest of the event is up to you. One way is to have participants tag your fraternity's official instagram and #hashtag their sorority, organization or team name and then count the number of total posts.
- **Things to Note:**
 - This event provides an opportunity to market your Derby Days by flooding Instagram with tagged photos.



Casino Night

- **Proposed Budget:** \$300 - \$700
- **Timeline to Plan:** 1 - 3 months
- **Target Market:** Sororities, greek community
- **About:** A casino night will bring people together for a fun night of faux gambling and spending time with friends. Sororities can score points by having the most chips at the end of the night.
- **Things to Note:**
 - Encourage everyone to bring dates. This brings in more money for the event and can increase participation from non-sigs who were invited to attend.
 - Consider catering for this event. Be sure to check with your university's dining services before having an outside group do the catering.

Concert/Music Festival

- **Proposed Budget:** \$1,000 - \$50,000+
- **Timeline to Plan:** 6 months+
- **Target Market:** Sororities, greek community, university community, alumni
- **About:** A concert/music festival can be a big money maker; however, it is also cost- and planning-heavy. Your concert could be anything from a few local acts (much more viable for smaller chapters) to a nationally known act (for chapters with large budgets). Events like this bring in people from all over the university community as they do not apply to just one specific group.
- **Things to Note:**
 - Book a venue ahead of time. It can be difficult to find a venue that is the size you need in the last few months leading up to the event.
 - If you will be serving alcohol at your event, make sure you have a third-party vendor, security, and proper protocols for how to handle issues that arise.
 - If your event is outdoors, food truck sponsors are a fun way to serve your attendees.
 - Make sure you find out all the expenses and see if the revenue potential is worth it.



5K Walk/Run

- **Proposed Budget:** \$500 - \$1,500
- **Timeline to Plan:** 3 - 6 months
- **Target Market:** Local community, running clubs, campus community
- **About:** A 5K walk/run will help involve the local community in your fundraising efforts. 5K runs are great for all ages and can raise money through entrance fees, sponsorships, and on-site donations.
- **Things to Note:**
 - Start planning early. Permits for this kind of event can take months to have approved. Check to see if your city has a special events application/guide to assist with planning.
 - 5Ks can be big or small. Sometimes they can be followed up by a small party in a park or another venue. If you choose this fundraiser, make sure the event does not cost more than you end up raising.
 - 5Ks are especially effective if your chapter struggles to get the community involved.



Appendix

So, you can only have a 3-Day Derby Days?

What should you do?

8 ways to maximize your fundraising in a small amount of time

1. Use derbychallenge.org to measure your fundraising efforts, and to send out emails for online donations (most chapters raise the bulk of their funds through online donations).
2. Plan and execute three larger events (rather than 5 or 6 smaller ones) that will help you raise money.
3. Don't limit your fundraising events to ONLY Derby Days- have more scattered throughout the year.
4. Set goals for each event or strategy, and come up with a list of ways you can achieve those goals. Then make assignments to ensure those goals are met.
5. Find local businesses to sponsor events, match donations, donate money, or make a gift for an auction/drawing.
6. Plan different events that target specific demographics. Not everyone is going to want to go to a tournament, fitness class, concert, date auction or bake sale. Include formal or memorial events that people other than just the sororities would be interested in attending and/or sponsoring.
7. Larger events require more planning; have a team of people you trust that can take on larger assignments so you can reach your goals.
8. Help every member of the chapter take ownership for raising money; whether it's an internal competition between brothers, fundraising requirements or responsibilities at certain events, give them responsibilities so they will have a stake and sense of pride in their contributions.



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