



2018 20K AND 50K CLUB'S

Brainstorm Notes and Fundraising Tips





ABOUT

WHO, WHAT, AND WHY:

This document was created and curated by Sigma Chi's top fundraising chapters at the 2017-2018 20K and 50K clubs' brainstorm session. Representatives from the top fundraising chapters had the opportunity to sit down, collaborate, and share what made their fundraising so successful this past school year. Ranging from small universities and chapters to large universities and chapters, the brothers identified that while fundraising looks different on every campus and within every community, the principles behind the tips shared at the meeting were universally relevant and extremely beneficial.

**THE 20K AND 50K CLUBS
RAISED MORE THAN
\$1.1 MILLION
OF THE
\$1.9 MILLION
THIS YEAR**

BEST PRACTICES



BROTHER INVOLVEMENT:

- It all starts with recruitment. Let PNMs know how and why you fundraise for Huntsman Cancer Institute.
- Try to build a tradition. Include in your by-laws that everyone must fundraise a certain amount. It is great if you can leverage their fundraising against attending formals/social events. A typical requirement would be that every brother must fundraise or personally donate \$100 in order to attend formal events.
- Connect mandatory community service hours with fundraising events. Include your executive board in the planning process. Listen to what they have to say. Consider having a Vice Derby Chairman. Have it be someone who you are grooming to take over the position next year. This will make the transitional period much easier as well.
- Assemble a Derby Days Committee. If you have a large goal you are going to need help along the way.
- Create a strategic booklet that you can hand off to the next Derby Days Chairman.
- Pick the right Derby Chair. Do not have it be an unmotivated underclassman that falls into the position. It can be an underclassman, but make sure the person cares about the cause and wants your chapter's philanthropy to be successful.
- Give incentives to the highest fundraising brothers. Give the person who raises the most in your chapter the opportunity to have a free formal, discounted dues, etc. If you can make it into a competition that's even better.

BEST PRACTICES



SORORITY INVOLVEMENT:

- Make sure you also include sororities in the planning process. They often have valuable insights and can help you best market Derby Days to the Panhellenic community.
Speak with Panhellenic while you are planning your events. They want to help you be successful too!
- Be strategic and pick the best sorority team captains possible. You can go to sororities and ask them who they would like to be their captains. This makes them feel involved and more willing to participate!
- Attend the sororities' philanthropy! Sororities will only support you if you support them!
- Give sororities a chance to share as well. You can ask a member from each sorority to share a little bit about their experience with cancer. This can be filmed and placed into a promo video or you could do it live at one of your events.
- Everyone attending has likely been touched by cancer and you want to give them an outlet to share their story.

COMMUNITY/ALUMNI INVOLVEMENT:

- Involve your parents/friends. They have a massive network and are willing to help. You just need to ask!
- Engage your alumni. They want to give back and get involved again. What better way to show them the health of your chapter than by raising money for philanthropy.
- Do your part! Send some emails and make some phone calls. Get the ball rolling and motivate your chapter to do the same.
- Involve more than just the sororities. Remember the three C's: community, campus, and chapter. You can host a Derby Days week where the sororities are the focus but also host community wide events outside of Derby Days.
- Fundraise year-round. It is unrealistic to think you can raise your goal in a week. Break it off into manageable chunks and take it a day at a time.

BEST PRACTICES



EMPHASIZE THE CAUSE:

- Focus on the why. Where is the money going? Who is it helping?
- Educate people about what HCI does. Let people know who they are donating their money to and why they should want to.
- Make a large memorial sign, picture, mural, etc. Let everyone who has a personal connection to cancer sign it or write a small message.
- Let everyone know that all of the administrative costs have been covered, which means that 100% of every dollar donated goes directly to cancer research.

CORPORATE SPONSORSHIP:

- Have a plan or a template with how you are going to reach out to corporate sponsorships. We would be happy to provide this to you, just ask!
- Apartment complexes are a great place to look for corporate sponsorships. They want to be involved in the community as well as advertise their name.
- Establish a WIIFM (What's in it for me) for corporate sponsorships. Prove to them that a donation to your cause is beneficial for both parties.
- Find as many places as possible to market for them. Advertise their name at your events, put their logo on a t-shirt or banner, offer to use their services in the future (example: if you are working with a print shop tell them you will print your next order of t-shirts with them).
- Stay in touch with businesses who have donated before. It is much easier to keep a business donating than to find a new one.
- Reach out early on! Create a list of past sponsors and their contact info.

BEST PRACTICES



UTILIZE THE TOOLS AVAILABLE:

- Use Huntsman Cancer Foundation's website (derbychallenge.org) to fundraise. It's the best and simplest way for your chapter to donate money and to get credit.
- Go to derbychallenge.org and create team pages for your chapter as well as for the sororities.
- The website makes it really easy to track your progress. You can create teams for pledge classes and hold a competition for who can raise the most.
- Use the Tools tab on the website to find promotional materials, video resources, etc. to help your derby days be successful. Use the templates on the website when you are reaching out to friends/family/alumni/businesses. Do not forget to personalize the templates!
- Connect with the Huntsman Cancer Foundation team - they are a huge help and their contact information is available on the website.

PLANNING DERBY DAYS:

Try to structure your Derby Days so that it is a friendly competition. Make sure to evenly distribute points. Diversify yourself. Emphasize something unique that no one else at your school does. People get tired of going to the 10th poker night of the year. Make a budget for fundraising events. Have a certain amount of money allocated to hosting quality events. Once you have planned your events, sit down and figure out how much money each team or individual can reasonably raise. Have an ambitious yet realistic goal and host events that will allow you to reach/exceed your goal.

BEST PRACTICES



PLANNING DERBY DAYS:

- Recruit some help planning and form a committee. Seek advice from participants, and to try to plan an event they would be excited about.
- Do not try to do it alone. Planning a successful fundraiser/derby days is a huge undertaking and something you should not do by yourself.
- Do not use GoFundMe, Facebook, CrowdRise, or other fundraising platforms. They take a percentage of your donations for their administrative costs. In some cases, this has prevented chapters from reaching their goals. Donations through these websites are also very hard to track and give your chapter credit. Rather, use the derbychallenge.org website. It is Sigma Chi's own platform and 100% of donations go directly to cancer research.
- Strategically plan your events. Choose times and dates where most people will be available. That being said, try not to schedule multiple events on the same day.
- Do not put all your eggs in one basket, i.e. relying on a corporate gift match. Although gift matches can be awesome, chapters have seen them fall through making them come short of their fundraising goals.
- Hold fundraising events all year long. It helps to have multiple events throughout the year so that fundraising opportunities are maximized.
- Do not put the all of the fundraising responsibility on others. Expect your brothers to do their part and fundraise for your philanthropy. No one will want to donate to your cause if you do not support it yourselves.
- Make sure you coordinate with Interfraternity Council and Panhellenic about dates. Try not to schedule your Derby Days during another sorority or fraternity's philanthropy event.
- Do not ignore other groups on campus. Look beyond other fraternities and sororities, get other organizations like sports teams and social clubs involved.



2017-2018'S TOP FUNDRAISING CHAPTERS



50K CLUB

GEORGIA SOUTHERN UNIVERSITY

UNIVERSITY OF UTAH

TULANE UNIVERSITY

GETTYSBURG COLLEGE

UNIVERSITY OF CALIFORNIA DAVIS

BUTLER UNIVERSITY

20K CLUB

THE UNIVERSITY OF CHICAGO

ELON UNIVERSITY

LOYOLA UNIVERSITY CHICAGO

CENTRAL MICHIGAN UNIVERSITY

UNIVERSITY OF CALIFORNIA SAN MARCOS

UNIVERSITY OF CINCINNATI

AMERICAN UNIVERSITY

UNIVERSITY OF ARIZONA

UNIVERSITY OF CALIFORNIA SANTA
BARBARA

NORTHERN ARIZONA UNIVERSITY

BAYLOR UNIVERSITY

UNIVERSITY OF RICHMOND

SOUTHERN UTAH UNIVERSITY

UNIVERSITY OF TEXAS AT AUSTIN

BRYANT UNIVERSITY

INDIANA STATE UNIVERSITY

FLORIDA ATLANTIC UNIVERSITY

CORNELL UNIVERSITY

ROCHESTER INSTITUTE OF TECHNOLOGY

BENTLEY UNIVERSITY

TEXAS A&M UNIVERSITY

FURMAN UNIVERSITY

UNIVERSITY OF NEW HAVEN

BOISE STATE UNIVERSITY

CALIFORNIA STATE POLYTECHNIC
UNIVERSITY, POMONA

KENT STATE UNIVERSITY

OREGON STATE UNIVERSITY

PURDUE UNIVERSITY

MISSISSIPPI STATE UNIVERSITY

WAKE FOREST UNIVERSITY

KETTERING UNIVERSITY A