

How To's

Sigma Chi Fundrasing

First Steps

While you are looking through this guide and planning your events, always have these things in mind.

1. Is this an event that our audience (campus community, parents, sororities, etc.) would want to attend?
2. Is this type of event allowed under current university and local regulations and restrictions?
3. How best can we adapt this idea to fit our chapter, while maximizing fundraising and making the event worth it?

These three questions are a great way to ensure that all of your hard work will result in success. These simple ideas provided are meant to be adapted! It is best to put together a Derby Days committee and then pick some of your favorites. Then combine your ideas and adapt the events to work best for your chapter and community. This is also a great way to involve your chapter Sweetheart!

Other Tips

1. **Online donations.** The best way to raise the most money is through online donations on our site (huntsmanchallenge.org).

All top fundraising schools attribute this to be the biggest reason for their success. Host an email-a-thon and have all brothers participate.

2. **Focus on the why.** While planning, think of creative ways you can include personal stories of participants that have been affected by cancer, and why cancer research matters.

For the latest information, breakthroughs, and facts, visit <https://healthcare.utah.edu/huntsmancancerinstitute/news/press-kit.php>

3. **Build momentum.** This can be done by doing your email-a-thon or another event before Derby Days. You can have this be a great way for a Derby Days team to get a head start too!

Car Wash

A classic car wash is a great way to get brothers engaged and unified by working together in a socially distant way. One of the best aspects of a car wash, is you can have as many locations as your chapter size and community allow. You can divide by pledge class, friend groups, or have each brother "sponsor" a sorority to get them points for derby days by competing on the sorority's behalf. The group that raises the most money- gets a special prize or points!

You can determine a set price, or have it be donations only. Finding a good location, and then marketing it all of your social circles, is the key to success. The more people you have going through, the better! It's a great way to get local community to support and show your chapter off in a positive light. Be sure to make a banner or have brothers standing outside with letters saying that the car wash is for cancer research.

Tips

- Ask local companies, even big brand stores, for the supplies to help reduce costs.
- If allowed by space, invite local food trucks or sell concessions yourselves to those waiting for their car to get done.
- Invite your campus or local police department to stop by! If selling concessions, tell them they'll get a free soda or hot dog if they get their car washed.

Drive or Walk-In Movie

This event, also called "Sigma Chi Cinema" is a great socially distant event. It can be held anytime, but the colder months you'll need to find a large gym big enough for people to still socially distant. Your chapter can have an earlier showing for families, and a later showing for the campus community. This also lets you invite food trucks, local businesses, or sell concessions yourselves to raise even more money!

This event is a great event to hold outside of Derby Days, but can easily be incorporated to have Derby Days participants help sell tickets. You can have people decorate card-board cars and have a mini "drive in" movie with winners for most creative car. Or utilize your tailgating or favorite parking spot and have an actual drive in!

Before each movie, you can play your chapter's Derby Days video, or commercials for your sponsors. As always, be sure to get all permits and follow your local and university regulations for events.

A fun alternative to this event is a "Dive in Movie" where you rent out a local pool and people can show up with their favorite floaties and watch a movie in the water!

Tips

- Find a location and movie materials well in advance. Do a practice screening to make sure audio and video arer working.
- Market the event by posting on social media, hanging fliers, and sending emails to family and friends.
- Reach out to local businesses to see if they would be willing to sponsor the event with food, providing the location, the movie screens, etc.
- Please make sure the movie and venue choice is appropriate for all viewers. If doing a family show, market it to local youth groups, churches, and schools.

Fundraising Kick Off Session

An opening ceremony is a great event allowing you a chance to go over all the events of the week, but more importantly reemphasize the meaning behind the week. Feel free to invite women into the event to introduce Sigma Chi's new pledge dedicated toward research and wellness for women's cancers. Reach out to Huntsman Cancer Foundation (sigmach@huntsmanfoundation.org) to ask for tips, talking points, pictures, slide decks, etc.

This type of event is a great way to initially bring your campus community together and explain the 'WHY' behind fundraising for cancer research. Invite the campus leadership, perspective members, any sponsors, and even the press to attend. This can easily be done in-person or virtually. You can even prerecord it and post it with a link for views to asks questions.

This may not be an event where you do a lot of fundraising, but instead you raise awareness for future events. Let your community know what your chapter is doing and why it is so important to Sigma Chi. The passion your chapter shows at this event will spark inspiration and passion in others to support and help make a difference in the fight to end cancer.

Tips

- Plan ahead! Invite and confirm speakers as early as possible and secure a date, time, and location for the event.
- Increase attendance size by handing out pre-ordered merchandise, offering refreshments, having a raffle prize, or take attendance for Derby Days competition points.
- Have a photo booth where attendees can take photos, write who they're fundraising for and share it on their social media with their donation links to the huntsmanchallenge.org website.

Zoom Lip Sync

A zoom lip sync is a creative alternative to replace a dance contest, talent show, etc, and is probably the most entertaining virtual event we've seen! You can have it be "live" or pre-recorded. Have three judges give remarks after each performance to have more interactions. Select a campus official, local celebrity predominant alumni etc. You can also sell tickets to watch, or even have the "audience" vote through donations (each dollar is a vote).

This event will take place in real time over Zoom. Make sure you pick a night to host the event that works well for your community to ensure you have the best turn out that watches live. Be sure to go over how the winner will be selected (by judges, by donations, a mixture of both, etc.)

This event is directed specifically for Derby Days participants to join and create dances, however, don't let that limit you. Invite other organization to join if they wish! Include your brothers to participate as well while the totals are being calculated!

Tips

- Make sure this event is well marketed to your community so they know when, where and how to participate.
- Incorporate the 'WHY' behind your fundraising event by expressing the importance of cancer research. Have members of your chapter, sorority women and others in your community share how cancer has affected their own lives and what Derby Days means to them.

Rubber Duck Derby

A rubber duck derby is a fun event where participants purchase and decorate a rubber duck and then race them down a local river. The winner of the race can receive some sort of prize or gift card. You can also have different competitions for best decorated, last place, etc. This is a fun and interactive social distant event that can be held during your Derby Days.

The main purpose of this event is to fundraise money for your campaign through an easy, low effort event. It's an easy way to extend it beyond just your campus community to virtual anyone across the globe. (If you go this route, you might not be able to do the decorating portion. But then you can reuse the duckies for next year!) On race day, you can livestream the event for those who are watching at home. Note, you'll want to number the bottom of the duckies, and have a corresponding spreadsheet for who is with what number to contact the winners in case they aren't watching.

Having a rubber duck derby is a perfect event during your Derby days, however it can easily be a stand-alone event because the event itself will have a clear winner. Choose a moving body of water that has an easy "dump spot" and a place where you can easily identify the finish line and then catch them when it's over. It's a great excuse to have brothers through on some fly fishing pants and act as the duck hunters.

As always, make sure you go through the proper channels to secure event permits. And follow local and university regulations with crowd gatherings.

Tips

- If you have any local connections with schools, youth groups, etc. this is a fun way to have them join in on the fun!
- Have a predominant alumni challenge other alumni to buy a rubber ducky for each of their children, grandkids, etc.
- Make sure to secure your location well in advance and market the event so people know when and where to meet for your rubber duck derby.

Cow Pie Bingo

The idea is pretty straight-forward. An enclosed area in a field is marked off into a grid of squares. Each square is given a number and participants buy a square. When enough of the squares are sold a cow or other farm animal is allowed onto the field. Spectators wait until the cow splats. The owner of the square that receives the winnings.

The best way to do this is to mark off a corresponding grid of squares on a large piece of cardboard or have a virtual rendering. People can then select their own lucky square and enter their name and phone number. Choose a price per square that works for your event and the prize being offered.

This is a creative and interactive way to raise money that doesn't require participants to interact. It can be done completely virtual and livestreamed. Cow pie bingo is a great event to do during your Derby Days, because it doesn't require much work from the sororities giving them a needed break in the week. It is also a fun addition to a "Western" themed week or event!

The biggest part of the event is finding a location and animals to use. Reach out to locals who own cows, horses, etc. and have a field that could be made into a grid. See if your school would have an agricultural center, or even just an older practice field you can use.

Tips

- Talk to the owner of the animal, and select a time that they usually go and be sure to feed them well before the event.
- Be sure to have written out the protocol for a tie breaker.

Online Auction

In any year, an online auction is a great way to get your extended community involved in Derby Days! To host an auction first reach out to family, friends, and local businesses asking for donations for the auction. Once you have collected all of your items decide if you will use an online auction site or keep track of the bidding yourself. Before your event, set the starting bid. Once the auction ends the item will be delivered or mailed to the highest bidder.

Another option is to do a raffle. Participants will purchase a ticket or entry for \$5 and place their ticket into a raffle for a specific prize. The individual who is drawn will receive the item.

An online action is a great alternative to traditional events that you typically hold during Derby Days, and is a fast way to raise a lot of money if you get good donations. This is a fun way to get family, friends and alumni involved who may not live near campus and still want to participate in your events. After the auction is over, livestream the results and let the winners know they have won.

Tips

- Reach out to family, friends, alumni and local business for items to donate well in advance. Even if the item is small, you can put it with other like items and create a basket.
- Market your event on social media, fliers, etc. Make sure it is well known and chapter brothers are spreading the word.
- Have a set cut off time when it will end, and be sure to market all the items in advance so people know what is being auctioned and for how long.
- Send a follow-up thank you card to each donor, with a total of how much you were able to raise. Save their information for next year's Derby Days chair to follow up and see if they would be willing to donate again.

Venmo Bingo

Venmo Bingo easy and interactive way to utilize social media to fundraise for cancer research. Members from your chapter and other participants will post a template of a bingo card on social media with dollar amounts listed. As that person receives a Venmo they mark off their board, usually with the handle of the donor, and try to get bingo or a blackout.

This activity is a great way to fundraise while being in a virtual world. Social media has a large reach and with the help of everyone in your chapter this event has the ability to fundraise a significant amount for your campaign. This is a great kick-starter to your Derby Days, and can be very successful if you get all Derby Days participants to get all their members on board.

Anyone can donate and participate in this event. Have your chapter brothers post the bingo card on their social media. For an incentive to participate provide gift cards, Derby Days shirts, or other prizes for those who receive bingo. This can also be a fun way to involve sororities and create a friendly Derby Days contest.

Tips

- Create a bingo card template that is specific to your chapter, community, etc.
- Track individuals who participate in this event and how much they raise so all the Venmo donations can be collected and donated.

March Madness Bracket

A March Madness bracket is possibly the easiest event to do, because of the familiarity and access to third party sites that can track the scoring for you. The only planning required is procuring the winning prizes, and marketing. This also allows creativity for various brackets. You can have an alumni bracket, campus community bracket, sorority bracket (a great way to give bonus points to the winner for an upcoming Derby Days), etc.

Marketing the prize and setting an accurate price to enter will be the biggest factors on how big you can get the tournament. If working with alumni, utilize an email list, facebook group, and word of mouth. If focusing on campus community, see if you can set up a table on campus or hang up fliers to expand your audience.

Tips

- Reach out to campus athletics to see if they can donate anything for the winner(s).
- You can have people sign up by donating directly to the HuntsmanChallenge.org website.
- If the only prize is bragging rights, have a lower price to enter than if the prize is bigger.

Silent Auction

A great way to raise money virtually is to do a silent auction. This can be done in a variety of ways, but one of the easiest is to set up a facebook album with each item. Establish a cutoff time and post each picture with a short description of the item. You can have the winner of each item donate directly to your chapter's page at HuntsmanChallenge.org.

In preparation for the event, delegate some brothers to stop by local businesses and ask for donations. Most businesses can donate small things like gift cards, but others will donate larger amounts. A great incentive for businesses to donate is offering to put their logo on a banner along with all the other companies that contributed. You can also ask alumni and parents if they can donate anything for it. The more donations, and the larger audience you have looking at the items, the more you can raise.

Tips

- Recruit Derby Days participants to help get items and have their social network also participate in the auction.
- If done before Derby Days, you can also auction off head starts or bonus points for each of the Derby Days competitions.

Video Game Tournament

One of the best options for a virtual event is doing a video game tournament. This can be done 100% virtually, allowing for a bigger number of teams and participants that can be located anywhere. When setting up the tournament, send out invites to chapter brother's entire social network. It can also bring in many other organizations and campus community members that don't typically participate in philanthropic events.

A video game tournament can be a great stand-alone event, and doesn't require much planning. This is a great way to raise some money and build momentum before Derby Days. The rules of the tournament depend on the game, but keeping the bracket organized and updated on social media the results of each game will keep participants engaged. You can break down the tournament to last over the course of a few days if needed. The keys to success for this type of event is to have a sought-after tournament prize and well-managed rules in place.

Tips

- Do a practice tournament within your chapter to work out any problems.
- Try hosting different games on different days, to appeal to a wider audience or to have repeat participants.
- Because of the mass appeal, set up fliers across campus highlighting the prize to incentivize more participants.

Carnival

A Carnival is a great idea if your school allows for in person events, because it allows for social distancing and cleaning each station after someone stops by. It does require quite a bit of creativity coming up with each station, so first you need to establish who your intended audience is then cater to what will they like. Be sure to find a good location that would have enough space for each station.

If doing this during Derby Days, you can have each station be worth a point for the overall winner of the day. That way, you can have participants buy a lot of tickets to have multiple attempts on winning. A few ideas can be a dunk tank, a timed obstacle course, a putting green, Frisbee targets, etc. You can also have fun stations like puppy petting, a picture station with the campus mascot, or baked goods.

Tips

- Be sure to have enough brothers and cleaning items assigned to each station to make sure things are running smoothly.
- Have a white board at each station with the current winner and prize will be.
- This is a great event to include a raffle where people can enter to win small prizes or even Derby Days points