

# Phi Theta Kappa Regional Convention 2009

Alpha Xi Eta  
Team Fundraising



# How To Plan A Fundraiser:

- Identify Fundraiser
- Identify Target Audience
- Set Up Committees
  - Delegate Assignments/Specific Committees
    - Advertise
    - Acquire Donors/Collect Donations
    - Event Setup
  - Set Goals and Time Limits
- Record and Analyze Success



# Fundraising Ideas (1)

- **Pie The Professor:** Gather a group of professors to participate and inform the student body that if \$X are raised by each individual professor then students will have the opportunity to pie that professor at the conclusion of the fundraiser.
- **Sales:** Sale items that people want, which members can take with them anywhere. **(i.e. Lollipops)**



# Fundraising Ideas (2)

- **Silent Auction:** Have local businesses donate merchandise or gift certificates that can be auctioned off at school.
- **Pre-Sold Bake Sale:** Have members bake items that can be sold for either a pre-determined price, or on a donation only bases. (Great to do before Thanksgiving and Christmas.)



# Target Audience

- **Decide who will be interested**
  - Students
  - Faculty
  - Community Members
  - Local/Corporate Businesses
- **What Do They Want?**
  - Students: Extra credit, free food, free prizes, and recognition.
  - Faculty: Recognition, pride for students, and personal satisfaction.
  - Local/Corporate Businesses: Recognition, advertisement, and tax right-offs



# Advertising Committee

- **Committee should consist of individuals with strengths in design and written communication**
  - Advertise everywhere possible
  - Make announcements before class sessions
  - Post flyers on campus and throughout community
  - Notify faculty via email or letter
  - Local newspaper and radio stations



# Donor Relations Committee

- **Committee should consist of strong verbal communicators**
- **Presentation:**
  - Should be done in person.
  - Clearly explain what Phi Theta Kappa is and why donations are being sought.
  - Prepare a formal letter of request that includes the name of the school, event, and contact info, as well as tax deductible receipt.
  - Offer to advertise donor's business along with their item.
  - Invite donors to attend fundraiser.
  - Send thank you letters to donors.



# Event Committee

- **Should consist of individuals strong in hands-on organization and creativity**
  - Event should appear fun and inviting.
  - Decorations should reflect fundraiser theme.
  - Find suitable location:
    - Speak with group responsible for desired location and discuss time, intentions and clean-up duties
    - Location should be large enough for anticipated number of attendees



# Record and Analyze Success

- **Record**

- Committees need to record, and report both achievements and difficulties throughout the fundraiser process.
- Keep records of those who donated to build a network for future fundraisers

- **Analyze** (record assessment for future officers)

- Was awareness raised for fundraiser's cause?
- Were all deadline and goals met?
- **Did everyone have fun?**

