Philanthropy Chair Quick Guide

Foundations of Excellence for ALL Chairs and Officers:

- Hold a transition meeting with previous position holder
- Set SMART Goals for the semester
- Clarify budget with #4
- Have weekly meetings with stakeholders
- Come prepared to Alpha meetings to report
- Communicate appropriately. Older alumni volunteers prefer calls or email. Younger alumni may be fine texting.
- Meet with your Alpha Success Advisor

Fundraising

- Aim for 1 larger fundraising event or 2+ smaller ones/semester
- **Who are you asking for money?**
  - Students generally have less to give than parents, alumni, faculty, etc. but are more accessible.
  - If you are asking post-college adults to donate, the event and/or request needs to be intentional and professional.
- **Smaller events**
  - **On-campus tabling events,** e.g., Pie a Chi Psi, bake sale
  - **Social media campaigns,** e.g., sport finals bracket competitions, "donate a square" campaigns
  - **Partner with local restaurants** for "percentage nights"
- **Larger events**
  - **In-Lodge fundraiser with a cover fee donation –** typically geared toward students, e.g., concert, Haunted Lodge, Waffle Lodge
  - **Silent auction –** a more professional event engaging non-students for potentially much more money raised
    - Source items to auction from Brothers, parents, local businesses, etc., and set them out at the event with pages showing minimum starting bid/increment and spaces for each bid and name.
    - Can be a formal gala in a rented venue or a casual cookout at the Lodge
    - Invite parents, alumni, faculty, campus PD, FSL director

Community Service

- Aim for 2+ service events/semester
- Easy and free to plan with a greater impact than a typical on-campus tabling fundraiser
- **Research volunteer opportunities in your area,** e.g., food banks, animal shelters, river/highway cleanup
- **Mix with a sorority or another fraternity for a service event**
  - Easier to get Brothers to attend, better for building relationships than social mixers, and greater community impact
- **Don't overschedule the Alpha calendar** or else attendance will suffer. Work with your Executive Committee to prioritize service events for weekends without many other events.
- Consider changing up what events (both service and fundraising) you are planning compared to previous years to keep things fresh and encourage participation.

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SMART Goals – Bring structure and accountability into your goals and objectives! Instead of vague resolutions, SMART goal setting creates verifiable trajectories towards a certain objective, with clear milestones and an estimation of the goal's attainability.

Write out one goal for your position using the SMART Goal framework and share it with your Alpha leaders.

SPECIFIC – What do you want to achieve? Be concrete and action-oriented.

MEASURABLE – How will you know when you have accomplished the goal?

ACHIEVABLE – The goal should require work but be reasonably attainable.

RELEVANT – Is this a worthwhile goal or is it the right time?

TIMELY – Set a time limit for accomplishing the goal.