



## Resources for Effective Philanthropic Events



# GLOBAL SERVICE INITIATIVE

## History, Mission and Goals



### HISTORY

Since 2010, Global Service Initiative (GSI) participants have traveled both within the United States and internationally in multidisciplinary teams to cities and communities to engage in active and meaningful service. These undergraduate brothers have the opportunity to gain new perspectives on a wide range of economic, political, cultural and social issues while meeting the needs of the local area as well as learning about and building upon community assets.

### DELTA UPSILON MISSION

*Building Better Men*

### GSI MISSION

We Change Men Who Change the World.

### GOALS

GSI actively supports the creation of global perspectives, promotes leadership development and generates community-based service-learning opportunities while championing them as integral aspects of Delta Upsilon's Mission, Values and Four Founding Principles.

GSI creates a unique and powerful learning environment by integrating immersion-based experiences with focused and deliberate service and reflection activities. This experience fosters an attitude toward civic engagement, social change and cultural/global understanding and appreciation.

# Gaining Perspective on the Global Service Initiative

There are a number of resources provided by the Fraternity that can give your chapter/colony and your potential donors a better understanding of the Global Service Initiative. Being able to effectively describe why this is a worthwhile cause will go a long way in gaining both member and donor support for your philanthropic events.



## CHAPTER FUNDRAISING PAGES

There are chapter-specific fundraising pages that can be used to enhance and compliment your GSI fundraising efforts. These pages allow you to visually track your fundraising efforts and also make it an easy way to direct potential donors to make gifts.

Find your chapter/colony's specific page here: [duef.deltatau.org/projects/chaptergsifundraising](http://duef.deltatau.org/projects/chaptergsifundraising)



## VIDEOS

Delta Upsilon maintains a YouTube channel that has several GSI-related videos which are great to show during events. Look for the "GSI Highlight" videos, and the "GSI Fundraising" video.

Check out the official channel here: [youtube.com/deltaupsilonmedia](http://youtube.com/deltaupsilonmedia)



## PICTURES

Delta Upsilon also maintains a Flickr account where we compile all the pictures from our various educational programs each year. This is a great place to find GSI photos to include in your promotional efforts to market your events.

Check out the official page here: [flickr.com/deltaupsilon](http://flickr.com/deltaupsilon)



## PERSONAL STORIES

Delta Upsilon created a membership blog where our undergraduate members are invited to write about their individual experiences during their GSI trips. This provides an excellent first-hand account of what the GSI experience and impact is like.

Check out the official blog here: [deltaupsilon.wordpress.com](http://deltaupsilon.wordpress.com)

## FOLLOW US

Check us out on social media for all GSI news and updates.



[facebook.com/deltaupsilon](http://facebook.com/deltaupsilon)



[@deltaupsilon](https://twitter.com/deltaupsilon)



[@deltaupsilon](https://www.instagram.com/deltaupsilon)

# Fundraising Levels and Goals

Each Delta Upsilon Chapter is encouraged to raise a minimum of \$1,000 each year for the Global Service Initiative (GSI). In support of these fundraising efforts, the following levels and awards have been established.

## FUNDRAISING LEVELS

### **\$1,000**

Minimum expectation and recognition at the Leadership Institute GSI Luncheon and in the *DU Quarterly*

### **\$3,000**

One guaranteed participant from your chapter/colony (not including travel expenses) in a global trip and recognition at the Leadership Institute GSI Luncheon and in the *DU Quarterly*

### **\$5,500**

Two guaranteed participants from your chapter/colony (not including travel expenses) in a global trip and recognition at the Leadership Institute GSI Luncheon and in the *DU Quarterly*

### **\$7,000**

Three guaranteed participants from your chapter/colony (not including travel expenses) in a global trip, a customized GSI video featuring interviews with your three participants on side and recognition at the Leadership Institute GSI Luncheon and in the *DU Quarterly*

## AWARDS

### **GSI MOST FUNDS RAISED AWARD**

The chapter/colony with the highest overall fundraising total will be recognized at the Leadership Institute GSI Luncheon and the International Fraternity President will speak on their campus.

### **GSI MOST FUNDS RAISED PER MEMBER AWARD**

The chapter/colony with the highest overall fundraising total per member will be recognized at the Leadership Institute GSI Luncheon and a Delta Upsilon board member or staff member will present the award on campus.





# Effective Event Planning

Effective event planning is what ultimately determines the success of your event. No one plans to fail, but many people fail to plan. You can't leave anything up to chance when you're organizing a large-scale event that requires the participation of your brothers and your community. What follows is an eight-step outline to help you and your chapter/colony plan a successful event.

## 1 CHOOSE YOUR EVENT

Start with a solid idea that everyone in your chapter or colony can get behind. If your brothers buy-in to what you want to do, they'll work hard to make sure your event succeeds.

## 2 KNOW YOUR AUDIENCE

After you have a good idea for an event, identify the people within your community that will want to participate in it. Who is this event geared toward?

## 3 SET GOALS

Once you've selected an event idea and know who will participate, you can set your expectations. How much money do you want to raise? How many people need to participate to reach that amount?

## 4 SECURE VENUE, DATE AND TIME

The next step is to find the best time and place for your event. What venue is appropriately-sized and equipped for your event? What date and time works best for the people you plan to invite?

## 5 CREATE A CHECKLIST

What are all the small tasks that need to be accomplished before the day of the event? Which brothers will work on what? When do they need to have their tasks completed?

## 6 PROMOTE YOUR EVENT

How are you going to invite your target audience to your event? Are they best reached through physical advertising like tabling or flyers? Or, will social media do a better job of getting them to RSVP?

## 7 EXECUTE THE EVENT

It's the day of the event! By working diligently through the previous six steps, your event should run pretty smoothly. And, when minor problems come up, your brothers will be able to problem-solve, rather than scrambling to finish things that should have been completed earlier.

## 8 DOCUMENT THE EVENT

Once your event is over, it's time to process what happened. Was the event successful? If so, what led to your success? Capture all your post-event thoughts in a working manual that future members can utilize if your chapter/colony decides to do this event again in the future. Make sure your efforts are recorded on your Chapter Excellence Plan.

## 9 FOLLOW UP AND THANK YOU

Send a thank you to everyone who helped to make your event a success.

# 1 CHOOSE YOUR EVENT

Identify what type of event will work best for your chapter/colony, and your community. With philanthropic events, there's no need to reinvent the wheel. Take advantage of ideas that have worked for other groups. You can adapt ideas that other DU chapters and colonies have used to fit your campus, or you can ask campus professionals or local alumni for ideas that have been successful locally.

In general, there are four things chapters and colonies can do to raise money for GSI:

## 1. SELL SOMETHING

- ✦ Food and beverages (non-alcoholic)
- ✦ DU apparel
- ✦ Flowers
- ✦ Athletic concessions

## 2. PROVIDE A SERVICE

- ✦ Yard work
- ✦ Deliveries
  - › flowers
  - › candy
  - › songs, etc.

## 3. CONDUCT AN EVENT

- ✦ 5K run/walk
- ✦ Intramural tournament
- ✦ Concert

## 4. SEEK DONATIONS

Send solicitation letters to:

- ✦ local businesses
- ✦ alumni
- ✦ family and friends

Many of the most successful philanthropic events combine elements from each of these types. For example, your chapter/colony could organize a 5K run (Conduct an Event) that has a pancake breakfast at the finish line (Sell Something) where you show a GSI video as the participants eat (Seek Donations).



## 2 KNOW YOUR AUDIENCE



It's important to know who you want to engage and the best way to engage them. There are three categories of people that you can easily engage as a student organization:

### STUDENTS

Students are your biggest audience. Their lives revolve around campus so you can engage them in several ways. If you look back at the four things you can do to raise money, on page six, students can be engaged in four major ways: you can sell something, provide a service, conduct an event, and seek donations.

### FACULTY AND STAFF

Faculty and staff are usually only on campus during business hours, but many are willing to contribute to a student organization's fundraising efforts. They will probably not come to an event unless you have a personal relationship with them, but many are happy to participate if you sell something or provide a service. Also, depending on who you contact, seeking donations can also be successful.

### ALUMNI, FAMILY AND THE LOCAL COMMUNITY

Alumni, family and the local community are rarely or never on campus. But, many of them are enthusiastic to be interested in supporting worthwhile causes, such as the Global Service Initiative that their son supports. This makes them an excellent audience for seeking donations through email solicitations. Whether you send physical letters or choose to use email, giving these groups a personalized request for financial support that includes more information about GSI can work very well.

# 3 SET GOALS

Setting goals will add focus to your event planning efforts. Setting goals will also give the chapter motivation and focus to work hard on planning and organizing the event. It gives you a definitive finish line, and it's a great thing to entice potential donors with their donations. For philanthropic events, there are three important goals to set:

## 1. MONEY

How much do you want to raise? With every event you plan, you should know how much money you're trying to raise. Having a solid number in mind will help motivate your brothers to keep working as you get closer to reaching that goal, and it's a great tactic to tell potential donors that you're 70 percent toward reaching your goal and their support could get you that much closer! Delta Upsilon asks every chapter and colony to raise a minimum of \$1,000 for the Global Service Initiative each year. Many groups hold one philanthropic event each semester with the goal of raising \$500 in the fall and another \$500 in the spring. Successful DU chapters/colonies have raised \$15,000 or more per year.

As your chapter or colony gains fundraising experience, you'll be able to raise more money each year by continually working through these same steps. Set the goal to raise more money than you did last year. Keep everyone bought in by challenging them to do better than they've done in the past.

## 2. PARTICIPATION

How many people do you want to attend your event? Or, how many people do you want to stop by your table? Take into consideration how much you're trying to raise and how much you'll raise per person. From there, it's simple math to calculate how many people you'll need at your event.

## 3. EDUCATION

Will everyone learn more about the Global Service Initiative? As you continue planning, the main goal is to ensure everyone involved learns more about GSI and what we're actually accomplishing during the service events. The people who donate to our cause should walk away knowing what they're supporting and the difference they are making. If someone in your chapter/colony has participated in GSI, they could speak at your event.

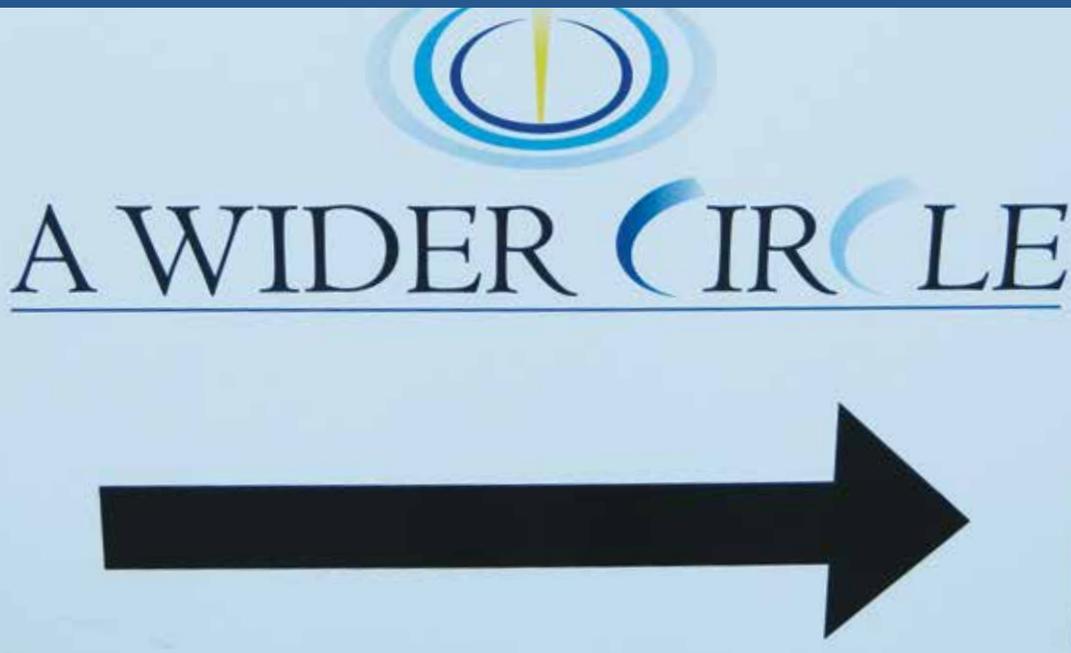
## S.M.A.R.T. GOALS

All goals should follow the following S.M.A.R.T. criteria:

- **Specific:** The chapter will raise at least \$1,000 for the GSI.
- **Measurable:** The chapter will raise at least \$1,500 for the GSI and have at least ten other student organizations participate in our event.
- **Attainable:** Have 12 of the 20 fraternities participate in the event. Setting unattainable goals, such as 100% participation, will leave the chapter feeling disappointed about its efforts.
- **Realistic:** Will the chapter be interested in the event? Is it realistic to have a softball tournament in January?
- **Time-Oriented:** Setting deadlines will help maintain focus and serve as a way to check progress.

All goals should also be worthwhile. Since it is a philanthropic event, the goals should be developed to raise resources for a charitable organization. Goals should be evaluated at the conclusion of the philanthropy event. If goals aren't reached, ask yourselves why and how they can be obtained in the future.

## 4 SECURE VENUE, DATE AND TIME



A good venue, date and time will positively impact the amount of people that attend your event, how much money you'll raise and the cost of your event (if you need to rent out a space) — things that you'll need to get right if you want your event to succeed. There are three things to keep in mind when scheduling the time and place for your event:

### CROSS-REFERENCE CALENDARS

Attendance at your event can be dramatically improved if you're not competing against other events put on by the campus or other student groups. So, in setting a time and place for your event, reference various calendars: your chapter/colony calendar, school calendars, athletic calendars, intramural calendar and fraternity/sorority life calendars to avoid conflicting with other events.

### FIND THE IDEAL VENUE

Where is your audience going to be? Most likely on campus. Therefore, you should start by looking for a venue on campus: on the quad, in the student union, at the campus recreational center, etc. As a student organization, you may be able to utilize these facilities for free, or at least at a reduced rate. If no on-campus venues are suitable, off-campus sites should be evaluated in terms of how close they are to campus and the expenses. Many off-campus sites are willing to donate the use of their facility or at least offer a discount if you explain that your event is philanthropic and give them more information on GSI. It is important to budget the expense of the venue so as to not decrease the amount donated to GSI.

### PLAN FAR ENOUGH IN ADVANCE

Most venues must be reserved well in advance, and other student organizations will be looking to reserve the same venues for their own events. Successfully promoting your event and getting RSVPs takes advance notice as well. If you consistently plan an event for a specific time each year, make a reservation a semester or two in advance. If not, have your time and place confirmed at least a month in advance. You are going to need that month to get everything together and successfully promote your event.

# 5 CREATE A CHECKLIST

## BREAKDOWN TASKS INTO SMALLER ACTION STEPS

Breaking down big tasks into smaller action steps is an important step in effective event planning. An action step is a simple one-step task. For example, under the big task of preparing your venue for an event, an action step might be calling a catering company to order food, taking a trip to the store to pick up supplies or getting there a few hours early on the day of the event to set up. Breaking bigger tasks into simple steps makes what you need to do feel a lot less daunting.

## DELEGATE WITH DEADLINES

Your chapter brothers can be a huge support. Make sure they are able to take ownership in the event. Try to delegate as many responsibilities as possible. Give your chapter brothers small but vital roles in the event. Give your chapter the opportunity to invest in the success of the event. However, ensure that whatever you delegate comes with deadlines. They add a level of personal accountability when your brother agrees to have his tasks completed by a certain date.

## FOLLOW UP

As the officer in charge of this event, it is your responsibility to follow up on every task you delegate. Some brothers will be more responsible than others and only need you to check in with them every few weeks. Other brothers will need you to check in every other day to keep them focused. Both types of brothers can still positively contribute to the event. It's your job to understand which brothers need more direction than others.



# 6 PROMOTE YOUR EVENT

## FRATERNITY/SORORITY PRESENTATIONS

Invite your fellow Greeks to the chapter's event with a brief presentation at one of their chapter meetings. Contact each president to schedule a time. Greek life will often be your biggest supporters since they also frequently fundraise and understand what you're trying to do. Educate them on GSI and advertise when, where and how to participate in the chapter's event.

## TABLING

Set up a table in an area of campus with high visibility (i.e. the quad, student union, residence hall, etc.), raise awareness about the Global Service Initiative and your event. Sell tickets to the event if applicable.

## SOCIAL MEDIA

Social media is the tool of this generation. Advertising the event through the chapter and individual member accounts is an easy and effective way to spread the word. This is also the easiest way to have people RSVP so that you can get a headcount on attendance.

## FLYERS

For a minimum of two weeks leading up to the event, flyers stating what the event is, the time, date, location and who is benefitting from the event should be posted in as many locations as possible on campus and in the chapter's community. Some campuses require that all flyers be approved before being posted, so make sure you go through the proper procedures to ensure your poster will stay up.

## WORD OF MOUTH

Ask the chapter's members to mention it to their other friends, classes and organizations. The more buzz there is for the chapter's event the better.

### Public Relations Five Hit System

1. Send press release; two weeks out
2. Call; day after press release
3. Send media advisory; two days out
4. Call; same day as media advisory
5. Call; day of event

*What to mention:*

#### Introduction

"Hi, my name is \_\_\_\_\_ and I am a student and a member of Delta Upsilon at (your university)."

#### Catch Line

Create an attention grabbing pitch and remember, the more unique the event, the better chance of gaining the media's attention.

"On (dates), our chapter will be doing (unique event) in order to raise funds and awareness on behalf of the Global Service Initiative."

#### Who the Event Benefits

Explain your volunteer relationship in the community, if applicable.

#### Other Talking Points

- The Global Service Initiative is the international philanthropy of Delta Upsilon.
- Mission: *Building Better Men*
- Vision: We change men who change the world.

## 7 EXECUTE THE EVENT

There's not much to the last two steps of effective event planning, but once you've gone through steps one-six, the only things left to do are hold the event and capture what happened afterwards.

When the day of the event arrives, everything up to this point should be planned and ready to go. Today is a day to focus on having fun with the event and making it an equally positive experience for everyone involved. Small problems may come up, but effective event planning does an excellent job of ensuring that the majority of your event will succeed without needing your direct attention. With enough preparation, you will have the time to solve minor issues as they arise during your event.

## 8 DOCUMENT THE EVENT

With the help of this guide, you have planned out what is sure to be a successful GSI fundraising event. Your event is unique to your chapter, and the local resources you have found are vital to your success. Work through this guide and document any information that is vital to the success of your event. Documenting the details will allow for it to be successful in the future. The chapter will have the ability to learn from what made the event successful and have the opportunity to improve for future years.

Also, collect all photos from the event. If desired, share them with IHQ for social media shout outs. You may also want to think about giving a shout out/credit on social media to thank those who helped. Make sure you record the amount you raised and turn in your donation to the Delta Upsilon Educational Foundation.

- What was your event?
- Who were your contacts for each step?
- Who was your audience?
- Did the media show up and who were your contacts?
- What were your goals?
- What worked well for the event?
- When and where did the event happen?
- What can be improved for the next event?
- What was on your checklist?
- What would you do differently?
- What was your timeline for various goals?
- What made the event fun?
- How did you promote your event?
- Did you document the event?
- How did others react to/feel about your event?
- Can your chapter carry on this event in the future?

# Planning Timeline

The following timeline is for an idealistic philanthropy program. For example, it is understandable that it may not be feasible for some chapters to contact sponsors six months in advance. If that is the case, please use this timeline as best as possible.

## FOUR-SIX MONTHS PRIOR TO THE EVENT

**Choose a date/time** – It is important to choose a date for the philanthropy event early so that facilities can be reserved. Be sure to include the date of the function on all materials distributed to potential participants and sponsors. When choosing the date of the program, be aware of holidays, season/weather, and other important events within the community or on campus.

**Choose a venue** – Make sure the venue is within the budget of the chapter and that it can properly hold the expected number of participants. Things to consider when reserving the venue include: location within the community/campus, cost, and parking. If possible, talk to the owner of the venue about donating the use of it for free.

**Contact sponsors** – National and local sponsors can have a significant impact on the event but are often difficult to secure. Often, companies plan their philanthropic budget months in advance, so it is important to contact them early. Sponsors can provide more than just money for the event. Donations such as food, beverages, t-shirts, awards, prizes, etc. can be just as helpful as a monetary donation.

## TWO-FOUR MONTHS PRIOR TO THE EVENT

**Contact alumni and parents** – Send letters to alumni and parents informing them about the philanthropy event. Invite them to the event and ask if they would be willing to donate anything to the event – not necessarily money. Make sure to send a thank you card immediately to anybody who donates. Alumni and parents can also provide suggestions and resources for potential sponsors.

**Publicize and invite** – People will only attend and participate if they know about the event. Possibilities for publicity include campus fliers, press releases, radio and print advertisements, presentations, etc.

**Solicit participants** – Start getting people interested in participating. Go into residence halls and speak to various floors about the event. Speak to campus organizations on campus. Ask professors for a minute of time at the beginning or end of class to make an announcement. Gather contact information of participants so that you can confirm their attendance, as well as remind them when the date of the event approaches.

**Follow-up with sponsors** – Don't rely on businesses getting back to you right away. If you haven't heard back from possible sponsors, make the effort to call or visit (do not rely on e-mail). Follow-up by the chapter will demonstrate a level of professionalism.

**Awards, t-shirts, programs** – All t-shirts, awards, trophies, programs, etc. should be designed and ordered prior to the event to allow for changes, if necessary. You don't want to distribute any misspelled programs, awards, or other items to participants.

## TWO-FOUR WEEKS PRIOR TO THE EVENT

**Confirm the venue** – Make sure that everything is still reserved and that all needs are met (i.e. – audio-visual equipment, seating, food/beverage, etc.).

**Continue to publicize** – Make sure that all possible avenues have been touched concerning publicity of the event. Send advertisements and press releases to all campus and local newspapers. The more people who know about the event, the more people who will attend the event.

## DAY OF THE EVENT

**Make sure that all members are in attendance** – There is A LOT to do on the day of the event. It is important to have as many volunteers as possible. This is where all of the hard work will pay off.

**Set up the venue/event** – Make sure that everything is set up and people know where to be. This should be easy if planning was done before the event.

**Distribute programs** – Allow people to see who generously donated to the philanthropy event.

**Welcome participants, spectators, and guests** – The event is a public relations tool for the chapter. Make sure those who attend the event feel welcome and that their donations are going to a good cause.

**Thank everyone** – At the conclusion of the event, thank everyone for their participation and attendance.

## FOLLOWING THE EVENT

**Thank-yous** – Send a thank you letter to all donors, sponsors, advertisers, and participants. Anybody who helped to make the philanthropy event a success needs to be thanked by the chapter. If the chapter expresses gratitude, people will be more willing to remain involved next time. It is also a good idea to place an advertisement in the media thanking everybody for their help.

**Final press release** – Send a press release to the media notifying them about the success of the philanthropy event.

**Report** – Let Delta Upsilon know how successful your event was. Make sure to submit your program to your CEP.

**Donate to the organization** – Following the event, it is good to implement the **24/48/72 Rule**: Make sure that all funds are counted within 24 hours of the event; take all money to the bank within 48 hours of the event; have a check on the way to the Delta Upsilon Educational Foundation within 72 hours.

**Evaluate** – Once the event is over, it is time to start thinking about doing it again. As a philanthropy committee, discuss what worked well and what can be improved. It is important to have this evaluation soon after the event, while it is still fresh in the minds of the members. Be sure to write down the suggestions and program in the philanthropy chairman's notebook so that it can be passed onto the next chairman. Evaluation will provide for continued improvement of the event.



# GSI Fundraising Guidelines

In order to ensure a chapter/colony receives the appropriate recognition for all GSI contributions, please follow these policies from the Delta Upsilon Educational Foundation (DUEF):

- Notify DUEF of your chapter/colony fundraising events and programs at least two weeks prior to the event or start date.
- Benefits cannot be offered in return for contributions.
- “Global Service Initiative” and chapter/colony name must be indicated at the time a contribution is made to the DUEF in order for the chapter/colony to receive credit toward its fundraising goal.
- Contributions may also be made through the chapter GSI Fundraising Page
- All contributions go to support the Delta Upsilon Global Service Initiative.
- Contributions must be received by DUEF within one month of collection.
- No raffles or silent auctions may be held.

Also please note:

- Contributions are not tax-deductible in Canada.
- DUEF will send applicable acknowledgement to these check and credit card donors for tax purposes.

## CONTRIBUTION OPTIONS

### Cash

- No tax acknowledgment will be made for cash contributions.
- You must notify donors that this “contribution or gift to Delta Upsilon is not tax deductible as a charitable contribution.”
- No cash should be sent via mail. Collect cash and obtain a money order payable to Delta Upsilon Educational Foundation. Please do not collect cash and deposit into the chapter/colony bank account, this creates tax implications for the chapter/colony.

### Check

- Make checks payable to DUEF.
- In memo line, cite:  
“Global Service Initiative - \_\_\_\_\_ Chapter/Colony”
- Mail to:  
DUEF, 8705 Founders Road  
Indianapolis, IN 46268
- Chapter/colony may collect checks and send in one envelope or donor may mail directly to DUEF.

### Credit Card

- Chapters/colonies should not collect any credit card information.
- Credit card contributions may only be made online must be made by the donor.
- The donor must include the name of the chapter/colony which solicited the contribution in the Notes/Gift Instructions box of the gift payment form or give through the chapter/colony GSI fundraising page.
- Provide the donor with a link to your chapter/colony's specific GSI fundraising page for ease of their donation.

## EVENT SPONSORSHIPS:

- In the event that a business agrees to sponsor a fundraising event, please follow these guidelines:
  - › It must be a qualifying sponsorship.
  - › The business may only receive thank you recognition or acknowledgement at event, in program, and/or on a T-shirt.
  - › You may not provide the business with advertising space or sales space at the event.
- Sponsorship checks must be made payable to DUEF and must include a note that the contribution is for sponsorship of an event for “\_\_\_\_\_ chapter/colony” and supports GSI.

# Philanthropy Fundraising Ideas

Think of successful fundraising events that you know from your chapter/colony, campus, community, church or other organizations. Sometimes the best way to generate a good idea is to simply modify an already existing one. In general, there are four types of fund-raisers. These include: 1) selling something, 2) providing a service, 3) conducting an event and 4) seeking donations. Many of the most successful philanthropic events combine elements from each of these types. The following are just some ideas your chapter/colony may want to consider for its philanthropy event.

Be sure to check with the University and IFC to make sure that your event is not already being done on campus.

- ♦ **Car wash** – outside the fraternity house or at a local gas station or shopping mall.
- ♦ **Silent auction** – solicit product donations from alumni or local businesses and display them in a prominent location on campus. Passersby write their names and telephone numbers and bid on a piece of paper located by the item offered. The individual with the highest bid at the end of the day is contacted and requested to submit his/her donation in exchange for his/her prize.
- ♦ **Date Auction** – prizes such as dinners, theatre tickets, concert tickets and sporting event tickets can be requested as donations and then paired up with either a brother or prominent member of the studentbody. The packages are bid on by students, and proceeds go to a designated charity. Such an event is usually held in the campus-gathering place and must be heavily advertised.
- ♦ **Relays** – have a relay that is made up of members of the chapter, running from one end of campus to the other, from one chapter house to another, or from campus to campus. If possible, work with the University's athletic department to see if a game ball for a big upcoming rivalry game can be used. Raise money based on how far you will run. You can raise money for a charity and increase school spirit.
- ♦ **Casino night** – often chapters must have a license, but events such as poker, blackjack, roulette and craps are traditional. Be sure to follow all policies set forth by the Fraternity, the University, and the state.
- ♦ **Haunted House** – during Halloween, work with local youth organizations and invite them to the chapter house, which can serve as a place for children to do face painting, carve pumpkins, etc.
- ♦ **Jail/Bail** – members of the chapter or student body voluntarily agree to be placed in a "jail" at a prominent spot on campus. In order to be "released" they raise a certain amount of "bail money," which is donated to a charitable organization.
- ♦ **Camp out on campus** – members camp out at a visible spot on campus, raising money for a charitable organization, based on how long they're camping.
- ♦ **Chili Cook-off** – have members, parents, alumni, community members, etc. enter their chili recipes into a competition. Students and community members can enter the venue for a small cost and taste the various recipes. People vote on their favorite recipe.
- ♦ **Boxed lunches** – solicit donations of food from local businesses (grocery stores). Members put together boxed lunches that include a sandwich, apple, snack, etc. These lunches can be sold on campus and in the community for a small cost. Great during move-in and move-out days.
- ♦ **Spaghetti dinner** – have businesses donate spaghetti, salad, bread, etc. Members prepare the meals and have participants pay a small fee to eat spaghetti meals. Local firehouses or lodges make great venues for this event.
- ♦ **Lemonade stand** – set up a stand on a hot day, and provide lemonade to students for a small cost. This is a great event during move-in and move-out days.
- ♦ **Karaoke night** – sponsors donate equipment and food for the event. Participants pay a small fee to display their singing abilities.

- ♦ **Comedy night** – host a comedy night where students can display their stand-up comic performances. Charge a small admission cost to view the show.
- ♦ **Dance-a-thon** – in the campus dance club or student center.
- ♦ **Walk-a-thon** – possibly from chapter to chapter or campus to campus.
- ♦ **Rock-a-thon** – with a rocking chair in a highly visible area of campus.
- ♦ **Phone-a-thons** – help out area charities, public TV or your university by serving as phone volunteers for their fund-raising events.
- ♦ **Wing-a-thon** – have a local restaurant donate chicken wings. Charge an entry fee to people who want to eat as many chicken wings as they want. This is a great time to provide information about the charitable organization and other forms of entertainment.

*With all “thon” events, brothers participating will seek sponsorship from fellow students, alumni, members of the community, or family, based on a flat donation or a variable donation depending on their performance.*

- ♦ **“World’s Largest…”** – everybody wants to be a part of history. Host an event that will set a record, and try to improve upon it every year.
- ♦ **Odd jobs** – set aside one day when brothers go into the community doing odd jobs for residents. The pay received can go to charity. Mowing lawns, pulling weeds, painting, shoveling snow, etc.
- ♦ **Donation booths** – set up donation booths at entrances during sports events.
- ♦ **Concert** – arrange for local bands to play for free one night and sell tickets. All money from tickets, as well as food sales, can be distributed to a charitable organization.
- ♦ **BBQ** – hold a barbeque one afternoon for students. Hopefully you will be able to get the meat, buns, beverages and condiments donated. Play music and throw the football around. All the proceeds from the sale of hamburgers and hot dogs can go to charity.
- ♦ **Movie night** – show a movie for the students and community on the quad or lawn of the campus. Sell food and beverages, with money received going towards a charity. Have businesses donate the screens, projects, and various giveaways.
- ♦ **Video game Tournaments** – have participants pay a small fee to be involved in a campus/community wide tournament. Try to have donors provide large televisions, screens, and prizes.
- ♦ **Sports Tournaments** – students and community members enjoy participating in athletic competitions. Host a sports tournament for students, community members, and organizations to enter teams for a fee. Possible sports include: softball, flag football, powder puff football, basketball, kickball, dodge ball, volleyball, Olympic events, golf, bowling, foursquare, soccer, horseshoes, ping pong, a 5 K Run, Frisbee golf, foosball, tug of war, racquetball, tennis, etc.

*Service-oriented event ideas:*

- ♦ **Cancer screening event** – work with local hospitals, clinics or health service agencies to coordinate cancer-screening tests and educate people on self-exams.
- ♦ **Children’s hospital** – visit children at a local hospital.
- ♦ **Food drives** – during any holiday season brothers can request non-perishable donations from students in residence halls or community residents off campus. Use unique objects to assist with food drives (i.e., cars). Create a competition to see if the campus can fill the object with canned food.
- ♦ **Share a meal** – invite members from an organization to share a meal at your chapter house, or if this is not convenient, take the meal to them.

- ♦ **Toy drive** – conduct a toy drive for underprivileged children.
- ♦ **Sporting event** – arrange a game of touch football with a youth drop-in center or Big Brothers. Teams can consist of both brothers and youth.
- ♦ **Egg hunt** – invite children from a social organization to find hidden eggs around a limited area of campus.
- ♦ **Meals on Wheels** – take responsibility as a chapter for one or more meals on wheels routes. Alternate brothers to deliver food to senior citizens each week.
- ♦ **Clothing drive** – seek old clothing from either students or others in the community, and donate the clothes to Goodwill, the Salvation Army or similar organization.
- ♦ **Helping kids** – serve as mentors for kids via a local school or youth aid group, or sponsor or coach a youth sports team. Take kids to a nearby sports event.
- ♦ **Environment** – Participate in the adopt-a-highway cleanup program in your area. Help clean up a local park or public area.
- ♦ **On campus** – Check with your Greek system advisor or academic deans. The library often needs assistance moving its inventory. Offer to help new students move in, or assist with new student orientation or admissions department tours. Sponsor an all-campus seminar on substance abuse awareness, or improving gender or multi-cultural relations.
- ♦ **Food & shelter** – volunteer to provide regular helpers at a local food bank or homeless shelter. Contact your area Habitat for Humanity agency to help with local projects.
- ♦ **Blood donations** – Sponsor a drive and/or participate as donors.
- ♦ **Get well greetings** – Design or purchase get well cards or messages, and personalize and send them to local hospital patients, especially kids or senior citizens. Work with hospital staff to insure that no one in the group being addressed is overlooked.
- ♦ **Special Olympics** – volunteer to help with this event in your community.
- ♦ **Faculty** – sponsor an award to honor outstanding faculty members. Minimize ruffled feelings by honoring several faculty members, not just one at a time.

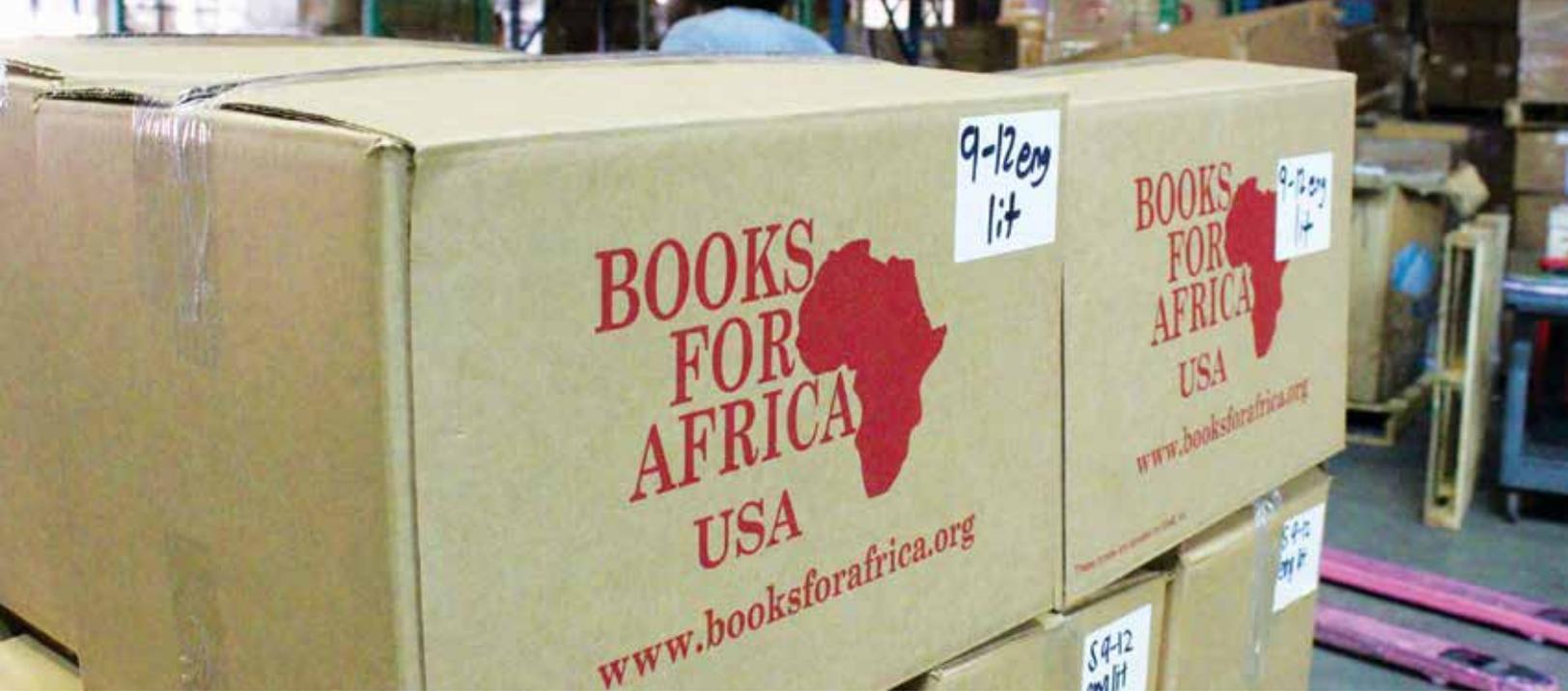
## HERE ARE 99 MORE IDEAS TO HELP YOU RAISE MONEY FOR GSI.

1. **Jellybean count:** Fill a jar with jellybeans and have people pay to guess how many there are in the jar.
2. **Dress-down day:** Charge faculty and administrators who wants to participate. Make certain that you ask permission first.
3. **Band and choir concerts:** Ask a band to donate their time by performing a benefit concert for your cause. Charge admission for the event.
4. **Walk-a-thon:** Choose a date and a route, make up some pledge forms, and advertise with posters. Have participants gather donations or pledges using their pledge forms.
5. **Bag groceries:** Ask a local grocery store if you can bag people's groceries for donations. Be certain to put up a sign saying what the money supports.
6. **Skip-a-thon (row-a-thon, see-saw-a-thon):** Choose a date, create pledge forms, and advertise. Have participants gather donations or pledges using their pledge forms, then participate in the activity.
7. **Raffles:** Sell tickets and keep ticket stubs. On the date of the draw, have someone close his or her eyes and pick a ticket stub from all the ones that were sold. Do this publicly. The winner receives a prize. Make sure you check out any local or state laws that apply.
8. **Auction:** Have individuals, groups and businesses donate goods and services. Be creative in what you can auction off and make certain that the goods and services are sold at reasonable prices.
9. **Perform a free service for donations:** Rake leaves, shovel snow, take care of a pet. When offering your service, ask the person who benefited from your actions for a donation toward your worthy cause.
10. **Sell candy, cards, etc.:** Work with reputable businesses that provide merchandise you can sell. Be sure at least half of the money raised goes to your cause.
11. **Winter carnival or bazaar:** Hold a winter carnival or bazaar. Invite students, staff, and the community. Charge admission and/or a small fee to play games.
12. **Carnival day:** Host a mini carnival, with games, prizes and popcorn, in a local park or your own backyard. Charge admission and/or a small fee to play games.
13. **Spelling Bee, Trivial Pursuit, Checkers, Scrabble, Twister:** Have participants and spectators pay to participate and the winner receives a prize.
14. **Battle of the Bands:** Gather some bands from your local community. Book a venue and advertise with posters, flyers, and radio announcements. Hold a mini concert in which the audience chooses the winning band.
15. **Pitch-a-thon:** Rent a radar gun and measure how fast people can throw a baseball or kick a soccer ball. Charge \$1 per try and give a prize to the fastest individual.
16. **Promotional items:** Sell buttons or t-shirts displaying your logo.
17. **Puppet Show:** Make puppets with socks, felt and other craft materials. Pick out or write a story. Set a date, time, and location. Advertise with flyers and posters. Sell tickets in advance and at the door. Advertise to the local elementary school and day care facilities.
18. **Spaghetti Dinner:** Prepare a great dinner for students or community members and charge a fee.
19. **Hold a Theme Party:** Decide on a fun theme. Charge an entrance fee, but be sure to explain to people what their cover charge is going towards.
20. **Plant Trees:** Ask a nursery for seedling donations and then get people to sponsor a tree.
21. **Pledges:** Gather pledges to have dance-a-thons, rock-a-thons, or any other type of endurance contest you can think of.

22. **Day of Community Service:** Gather together a group of friends, and contact a number of organizations for which you would be interested in volunteering. Then have people sponsor you to do community service for 24 hours.
23. **Food Fast:** Get together with a group of friends, gather pledges, and fast for a full 24 hours.
24. **Piñata Contest:** Charge a fee to have each blindfolded person have one tum at trying to break a candy-filled piñata.
25. **Craft Sale:** Make all the crafts yourself and sell them.
26. **Family Barbecue:** Host a family barbecue with games and activities.
27. **Three-on-Three Basketball Tournament:** Organize a basketball tournament in your school with the winning team receiving a prize. This can also be done with soccer, tennis, badminton, volleyball, or any other sport.
28. **Swim-a-thon:** Get sponsors for the number of laps you swim.
29. **Beat the Goalie:** Pick the best hockey or soccer goalie you know and invite people to try to score a goal for a prize. Every participant has to pay to play.
30. **Bingo:** Host a bingo night at a local hall, place of worship, or school.
31. **Plant Sale:** Organize a plant sale with plants donated by local nurseries.
32. **Boat Race:** Organize a model boat race on a body of water. Charge a participant/spectator entrance fee. The winner of the race gets a prize.
33. **Fruit Stand:** Get permission to go to local farms and pick fruit to sell. Sell the produce in high-traffic areas or at community festivals.
34. **Book (used book) Sale:** Ask all your friends, relatives, and teachers to donate their old books. Advertise your book sale by means of posters and fliers. Set up a table and sell books. If there are leftovers, you can always give them to a needy library, shelter, or school.
35. **Bowling:** Organize a bowling night or a competition. Charge everyone a small fee to enter or have participants get bowl-a-thon pledges.
36. **Buy a Brick:** If you are fundraising to build a school or building, have people make donations to purchase bricks.
37. **Coupon Sale:** Have coupon books donated by local businesses, and then sell them to students and adults.
38. **International Dinner:** Have people cook traditional foods, and then charge admission to an international dinner.
39. **Balloon Pop:** Before filling a balloon with air or helium, put a note inside. Have a certain number of the notes worth a prize. Have people buy balloons and pop them in the hope of getting the prize. Be sure to pick up the broken balloons afterwards.
40. **Car Wash:** With a group of friends, set up a car wash in the parking lot of your school, church, or public area. (Be sure to ask for permission and make sure that people are careful of moving cars).
41. **Hug-a-gram:** Advertise a hug for a dollar. Have people buy a hug for a friend. After a member of your group gives the hug to the designated person, give them a small card with a message from the person who sent the hug.
42. **Charity Ball:** Hire a DJ or a band, rent a hall, advertise, and sell tickets for a dance.
43. **Holiday Ornament Sale:** Sell ornaments during the holiday season.
44. **Classic Car Show:** Organize a classic automobile show. Invite people to attend and to bring their cars by placing ads in local newspapers, leaving fliers at local businesses, and charging people to come and see the show.
45. **Miniature Golf:** Build a nine-hole miniature golf course at your school, featuring ramps, water and sand traps, and other obstacles. Charge people to play a round during lunch.

46. **Bench-a-thon:** Have people bench press weights in the school gym and collect pledges for every pound they lift. Make sure all participants have spotters.
47. **Clearing Snow:** Shovel snow from people's driveways and walkways in the winter months for a donation.
48. **Monopoly Match:** Have a group of students play a Monopoly tournament with the winner receiving a prize.
49. **Guess the age of your teacher:** Organize an event in which students pay to guess the age of your teacher. Obtain approval from your teacher first, however.
50. **Hoopla:** The competitor throws hoops over prizes. The person whose hoop completely lands over the prize gets to keep the award. Make sure you do not spend too much money on prizes.
51. **Pumpkin-decorating Contest:** Around Halloween, hold a pumpkin-decorating contest among different grades of homerooms.
52. **Debate Evening:** Research a number of debate issues and invite various community members to debate issues. Charge the audience to come and watch. The issues can be fun.
53. **Dog Show:** Invite faculty and staff to show off their dogs in a show. Make it a competition that people pay to enter, and offer a prize for the best groomed dog, most- and least-obedient dog, and so on.
54. **Talent Auction:** Auction off the talents of people. For instance, great singers offer to sing at a wedding, party, or special event.
55. **Duck Race:** Sell numbered plastic ducks. Set all the ducks afloat in a race on a river. The person who bought the duck that wins the race gets a prize.
56. **Comedy Hour:** Host a comedy skit during lunch at your school and charge people to attend.
57. **Nacho Party:** Plan a morning to make nachos and popcorn, which can be sold during lunch.
58. **Eating Marathon:** Have a pie eating, hot dog eating, or ice cream eating contest. You have charge people to participate or to watch, or you can make all participants obtain pledges.
59. **Ugly tie, worst hair-do, best mismatched outfit:** Have the students come to an event, dinner, or a sports game where the vote will take place. Provide a price to the winner.
60. **Flower Show:** Invite gardeners from your community to enter their flowers in a competition for a prize. Ask volunteer experts to be judges and charge all participants and spectators a fee.
61. **Calendar Sale:** Create a calendar highlighting the projects and members of your organization, and sell it to students and their family members.
62. **Sports Tournament/Fitness Competition:** Organize a sports tournament or fitness competition. Advertise well and charge spectators to come and watch groups compete. You may need to have medical personnel on hand.
63. **Art Sale:** Have local artists donate some of their works, which will be displayed and then sold to the public.
64. **Game Show:** Recreate one or more of your favorite game shows and charge contestants a small entrance fee. Sell tickets to the audience.
65. **Gardening:** Tend the garden of a neighbor, a local store, or community park for a donation.
66. **Karaoke:** Rent a karaoke machine, sell tickets or charge an admission fee, and sing all night.
67. **Videos:** Make and sell How-To videos; for example, how to improve your golf swing, or how to make crafts.
68. **Miles or Kilometers of Coins:** Gather donations of coins (pennies, dimes, or quarters) and lay them side-by-side until they stretch out to be a mile/kilometer long. Alternatively, surround your gym, library, or parking lot with the coins.

69. **Recipe Book:** Gather together favorite recipes and put them together in a book. Sell the book through your school, sports organization, or community center. Try to get the photocopying donated by local businesses.
70. **Henna Hand Art:** Find out if any members of your group know how to apply henna (Indian hand art), which can be applied to people in your school for a fee.
71. **Walk Dogs:** Love pets? Try walking dogs every day for a fee.
72. **Toy Sale:** Hold a toy sale. The best season for this is just prior to Christmas.
73. **Triathlon:** Set a course of running, cycling, and swimming. Have participants get pledges to compete to win prizes.
74. **Lemonade Stand:** Make lemonade, post signs, and sell it on a hot day.
75. **February:** Sell red carnations for Valentine's Day.
76. **May:** Mother's Day sale.
77. **June:** Father's Day sale
78. **September:** Back-to-School supplies sale.
79. **October:** Halloween party; pumpkin sales; Thanksgiving turkey raffle.
80. **December:** Gift-wrapping service.
81. **Babysitting Evening:** Promote as great time for parents to have alone time!
82. **Babysitting during worship services.**
83. **Babysitting during PT Ameetings, Open House, Meet the Teacher Night:** Contact the local secondary schools to arrange this service.
84. **Garage Sale.**
85. **Concession Stand:** Purchase products at Sam's Club and get in a high visibility, high traffic, high demand spot. Perhaps at major event!
86. **Raffle:** Could be a quilt, a special item like jewelry, day of beauty.
87. **Pancake Breakfast:** Some companies will offer the equipment for free; others will give you the product necessary to make the pancakes. Hold first day of hunting season or cold winter day!
88. **Breakfast in Bed:** Clubs provide breakfast in bed for participants.
89. **Cake Walk:** Auction off cakes.
90. **Gourmet Cooking School:** Hold a cooking class and charge an entrance fee.
91. **Submarine Sandwich Sale.**
92. **Singing Telegrams:** Hopefully with someone who has a great voice!
93. **Sports Clinics.**
94. **Call Burger King or McDonalds (or another area restaurant) and arrange a benefit night where your organization gets a cut of the night's profit.**
95. **Tutor students at the local schools.**
96. **Apply for a grant.**
97. **During finals give massages for a small fee.**
98. **Magazine sales.**
99. **Candy sales.**



## Public Relations

It could be argued that a philanthropy event has the potential to have a greater public impact than anything else we do in Delta Upsilon. We have the opportunity to help others; advance the interests and honor of the Fraternity; promote friendship, brotherhood and Greek unity; cultivate positive relations with the campus and community; grow personally; meet new people and make new friends; and lastly, have fun. However, this does not mean we need to sacrifice what we claim to believe in or suspend our ideals for the program.

Public relations does not end when your program begins. Be consistent throughout and maintain close contact with the Office of Student Life or Greek Affairs to avoid any potential conflicts and to perform any necessary troubleshooting. When your event is over, be sure to provide details and photographs of your project to local media, as well as to the Editor of the *DU Quarterly* at the Fraternity Headquarters.

Consider these ideas when publicizing the event:

**Identify the media** – make a list of all available media in your area, as well as other possible ways to get the word out about the philanthropy. Which outlets are appropriate? Possible outlets include:

- ✦ Local/campus radio stations
- ✦ Student and local newspapers
- ✦ Other campus organizations
- ✦ Posting fliers in academic buildings
- ✦ Online advertisements and directories
- ✦ Other Delta Upsilon chapters
- ✦ Campus administrators
- ✦ Alumni and parents
- ✦ Word of mouth

**Timeliness** – if you want the media to cover your philanthropy, send them detailed information about the event well in advance so they can put it on their schedule. Start contacting the media at least 4 weeks prior to the event.

*Key information* – Be sure to include the who, what, where, when, why, and how about the function in/on all public relations material. Journalists and participants prefer a brief description of the story or idea, along with a compelling reason as to why they should cover or participate in the event.

*Please refer to the sample press releases, public service announcements, flyers, and other public relations material that will assist in promoting the philanthropy event.*

# Sample Letter to Chapter Alumni

Dear Brother:

It is time for \_\_\_\_\_ Chapter's 9th Annual Golf Tournament! On behalf of the undergraduate brothers of the \_\_\_\_\_ Chapter, I would like to take this opportunity to invite you to participate in this year's exciting event.

As you may recall from your undergraduate days, the (name of tournament) is a three-day philanthropy event, capped off with the Saturday golf tournament, aimed to raise money for worthy causes while promoting brotherly spirit and unity through social, athletic, and service-oriented events.

This year, the \_\_\_\_\_ Chapter has decided to make the Global Service Initiative (GSI) the tournament's beneficiary. GSI is unique and Delta Upsilon is proud to have developed the initiative. The GSI creates experiences that prepare men for success in a new global environment by developing global awareness and competencies. GSI offers members a unique opportunity to engage in direct service in developing nations and the United States while uniting their actions with the Four Founding Principles of the Fraternity.

We would like to take this opportunity to ask for a small tax-deductible donation to GSI to take part in the golf tournament. For a mere \$25, we will put your business card in the golf program to show all of your brothers what you are now doing, while making a contribution to a great cause. We would also appreciate any separate donation that you would be willing to make.

As the enclosed schedule indicates, the golf tournament is scheduled for Saturday, March 6, with a post-tournament dinner to which you and your family are cordially invited. If possible, I encourage you to stop by campus or the house and participate in the activities for the week, and help us make this year's tournament the most successful ever. GSI is a worthy cause, and the golf tournament is a proud \_\_\_\_\_ Delta Upsilon tradition.

Thank you for your consideration, and I look forward to seeing you in March!

Fraternally,

John Doe  
Director of Philanthropy  
\_\_\_\_\_ Chapter, Delta Upsilon Fraternity  
(555) 555-0000  
contact@email.com

Enclosures: Golf Tournament Schedule

# Sample Letter to Local Businesses

Dear Local Business:

The \_\_\_\_\_ Chapter of Delta Upsilon Fraternity would like to invite your company to participate in the Delta Upsilon Softball Classic, a three-day philanthropy event held from March 4 through March 6 to benefit the Global Service Initiative (GSI).

The Softball Classic, now in its 13th year, offers an excellent opportunity for advertising and continued public relations while making a contribution to a deserving cause. Since its inception, the Softball Classic has raised over \$20,000.

This year, the \_\_\_\_\_ Chapter has decided to make the Global Service Initiative (GSI) the tournament's beneficiary. For those of you not familiar, GSI creates experiences that prepare men for success in a new global environment by developing global awareness and competencies. GSI offers members a unique opportunity to engage in direct service in developing nations and the United States while uniting their actions with the Four Founding Principles of the fraternity.

I realize that with so many needs in our society, your company must plan its philanthropic budget with extreme care and consideration. However, the Softball Classic is well worth your support, as it offers the opportunity to make an important contribution to the community in which we live and work. I encourage you to consider making a donation or sponsoring an ad to be printed in the softball program. All contributions to GSI are tax-deductible, and any company donating over \$500.00 will have its company name or logo placed on the back of the Softball Classic jerseys.

Since the Softball Classic is quickly approaching, I am eager to discuss your company's potential involvement. Please feel free to contact me at (555) 555-0000 to discuss ways your company can participate in Delta Upsilon Fraternity Softball Classic. I appreciate your consideration and look forward to hearing from you.

Sincerely,

John Doe

Director of Philanthropy

\_\_\_\_\_ Chapter, Delta Upsilon Fraternity

(555) 555-0000

contact@email.com

Enclosures: Softball Classic Schedule  
Sponsorship Information

# Sample Letter to Parents

Dear Mr. and Mrs. Parent:

Greetings from the members of the \_\_\_\_\_ Chapter of Delta Upsilon Fraternity. We are excited about the new school year and are busy making plans and goals for the year. One of our areas of focus this year is philanthropy. Our mission is to raise \$\_\_\_\_\_ for the Global Service Initiative (GSI), offering members a unique opportunity to engage in direct service in developing nations and the United States while uniting their actions with the Four Founding Principles of the fraternity.

In order to achieve this goal, we will be hosting a/n (event) on (date). This is an event where we hope to raise money for GSI, while educating the campus and community about our philanthropy, as well as the good service that Delta Upsilon provides.

We would really appreciate your help, as parents of a Delta Upsilon, in making our event a huge success. There are several ways in which you can help:

1. Order a t-shirt from your son for \$10.
2. Put a special message to your son in the program, including a picture if you like:
  - a. Full-page: \$100
  - b. One-half page: \$50
  - c. One-quarter page: \$25
3. Make a donation: Any amount will be greatly appreciated. You can make a donation by check or directly online through our fundraising page at [duef.org/projects/chaptergsifundraising](http://duef.org/projects/chaptergsifundraising)
4. Sponsorship: If you know of a business that would be interested in helping in a major way, please let us know. Sponsorship levels range from \$250 to \$1,000 and come with many benefits. A sponsorship information form is included with this letter. If you prefer, we can gladly send the form out for you.

As always, we appreciate your support and time. If you have any questions or helpful advice, we would love to hear from you. Checks can be made out to “Delta Upsilon Fraternity” for sponsorships or to “Global Service Initiative” for direct donations, and can be mailed to:

Delta Upsilon Fraternity  
\_\_\_\_\_ Chapter  
PO Box 1234  
College Campus, US 12345

Sincerely,

John Doe  
Director of Philanthropy  
\_\_\_\_\_ Chapter, Delta Upsilon Fraternity  
(555) 555-0000  
[contact@email.com](mailto:contact@email.com)

# Sample News Release (Initial)

DATE

FOR IMMEDIATE RELEASE

CONTACT: John Doe

Director of Philanthropy

\_\_\_\_\_ Chapter, Delta Upsilon Fraternity

(555) 555-0000

contact@email.com

## \_\_\_\_\_ CHAPTER OF DELTA UPSILON FRATERNITY PLANS PHILANTHROPY EVENT

The \_\_\_\_\_ Chapter of Delta Upsilon Fraternity will hold its 4th annual Chili Cook-Off—a week-long, fundraising competition among \_\_\_\_\_ students—October 6-12th, 2016. Delta Upsilon will donate 100% of the proceeds generated from the Cook-Off to the Global Service Initiative. The following student and community groups are scheduled to participate in the Cook-Off:

(list them)

Over the last three years, the Cook-Off has raised more than X dollars, and the chapter hopes to continue its success in 2006. “We are very excited about this year’s Cook-Off,” said Chapter “A” (president) Joe Smith. “The weather looks like it will be great, and there are local community members already buying tickets. It is so motivating for us to have people around us support these efforts and, in the end, the Global Service Initiative.”

Events during the week will include the chili cook-off, food drive, City Park cleanup, and a visit to the local hospital to volunteer with various services. For more information about the Chili Cook-Off, or if you are interested in participating in the event, please contact John Doe, philanthropy chairman for the \_\_\_\_\_ Chapter of Delta Upsilon Fraternity.

The Global Service Initiative is Delta Upsilon's major philanthropic endeavor and is a charitable organization dedicated to preparing men for success in the global environment by engaging in direct hands-on service in developing nations and in the United States.

# Sample News Release (Follow-up)

DATE

FOR IMMEDIATE RELEASE

CONTACT: John Doe

Director of Philanthropy

\_\_\_\_\_ Chapter, Delta Upsilon Fraternity

(555) 555-0000

contact@email.com

## **DELTA UPSILON PANCAKE FEED STACKS UP \$3,500 FOR GLOBAL SERVICE INITIATIVE**

The \_\_\_\_\_ Chapter of Delta Upsilon Fraternity raised \$3,500 last week during its inaugural Pancake Feed. The members of Delta Upsilon dished up more than 20,000 pancakes in a five-hour period, breaking their fundraising goal for the Global Service Initiative, which supports cancer treatment research and education.

“This event would not have been a success without the participation from 25 campus organizations,” said \_\_\_\_\_ Chapter president Bob Smith. “Although many of our customers were students, the community really reached out and supported our efforts to raise money and awareness for the Global Service Initiative.”

The Chapter is already in the process of planning for the next Pancake Feed, with the money again being raised for the Global Service Initiative. The tentative date will be next March.

The Pancake Feed is designed to be an annual event as part of Spring Fling. The Global Service Initiative is Delta Upsilon's major philanthropic endeavor and is a charitable organization dedicated to preparing men for success in the global environment by engaging in direct hands-on service in developing nations and in the United States.

# Sample Public Service Announcement

## CONTACT:

John Doe

Director of Philanthropy

\_\_\_\_\_ Chapter, Delta Upsilon Fraternity

(555) 555-0000

contact@email.com

RELEASE DATE: April 1, 2016

(The release date should be at least two weeks before the event. The PSA should be distributed to the station's program director at least four weeks prior to the event.)

## FRATERNITY PHILANTHROPY SERVICE EVENT

(Your PSA "title" needs to be simple and direct.)

Time: 0:30

(Generally, a 30-second PSA is most effective.)

The \_\_\_\_\_ Chapter of Delta Upsilon Fraternity is holding its 3rd annual Kickball Classic – a campus-wide kickball tournament to raise money for the Global Service Initiative – on Saturday, April 14. The tournament will start at 10 am and will take place at the intramural fields. Cost is \$50 per team, with all money going to the Global Service Initiative.

The Global Service Initiative is Delta Upsilon's major philanthropic endeavor and is a charitable organization dedicated to preparing men for success in the global environment by engaging in direct hands-on service in developing nations and in the United States. For more information about the Kickball Classic, including registration, please contact John Doe, Director of Philanthropy, at (555) 555-1890 or email at contact@email.com.

# Sample Thank You Letter

DATE

Event Contributor  
Local Business  
1111 Local Street  
Anytown, US 52244

Dear Contributor,

Thank you so much for your contribution of \_\_\_\_\_ to the \_\_\_\_\_ Chapter of Delta Upsilon Fraternity's annual philanthropy event. Your donation has made it possible for Delta Upsilon to make a significant contribution to the Global Service Initiative, a charitable organization dedicated to offering unique opportunities to engage in direct service in developing nations and the United States. The philanthropy event was a great success, and we appreciate your participation very much.

Thank you again for your support!

Sincerely,

John Doe  
Director of Philanthropy  
\_\_\_\_\_ Chapter, Delta Upsilon Fraternity  
(555) 555-0000  
contact@email.com

Enclosure: Event Program

*It is recommended that all thank you cards and letters be handwritten. Handwritten correspondence presents a more personal touch from the chapter to the recipient. Thank you letters and cards should also be done on Delta Upsilon stationary or cards.*

# Effective Global Service Initiative Volunteer Program Planning Worksheet

## WHO

Who are the people being served?

---

Who will be volunteering?

---

Who is the primary contact (with contact information)?

---

---

## WHAT

What relationship are we starting/developing?

---

---

What supplies will be needed?  
(i.e food, drinks, games, etc.)

---

---

What percentage of your chapter will attend?

---

What additional information is needed?

---

---

## WHEN

When will the event be held?

---

If media is desired, when will public relations materials be created and distributed? When will the final plan be complete?

---

---

---

## WHERE

Where will the event be held?

---

Where will you promote the event?

---

## WHY

Why is the event important?

---

(How does the event align with the values of GSI and Delta Upsilon?)

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# Effective Global Service Initiative Fundraising Program Planning Worksheet

## WHO

Who does the event benefit?

---

Who is your target donation audience?

---

Who will acquire local sponsors?

---

---

## WHAT

What message are we portraying with this event?

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What supplies will be needed? (i.e. brochures, banners, donation bow, music, etc.)

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What University offices need to be contacted?

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What is our goal?

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Percentage of chapter attending?

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Fundraising goal?

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## WHEN

When will the event be held?

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When will public relations materials be distributed?

---

When will the final plan be complete?

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## WHERE

Where will the event be held?

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Where will you promote the event?

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## WHY

Why is the event important?

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(How does the event align with the values of GSI and Delta Upsilon?)

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# Global Service Initiative Logo

Follow the below guidelines when using the GSI logo:

- Only use the logo sent via e-mail or mail by the Global Service Initiative.
- Make sure you are using the correct, up-to-date version of the logo.
- The logo may not be redrawn or modified in ANY way.
- Leave space around the logo. Do not crowd it with other graphics.
- Do not repeat the logo as part of a design or pattern.
- Reproduce the logo only in the correct PMS Colors (Blue-PMS 2945U, Gold-PMS 7404U, Gray-80% Black).

Any questions concerning Global Service Initiative logo can be addressed with International HQ at 317.875.8900, or to [ihq@deltatau.org](mailto:ihq@deltatau.org).





# Contact Staff

Global Service Initiative staff are here to help serve as a resource in planning your event. We encourage you to contact us for assistance. In addition, staff is available to visit chapters, video chat into chapter meetings, or provide one-on-one consultation.

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Global Service Initiative  
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We change men who  
change the world.

