

## PHILANTHROPY CHAIRMAN RESPONSIBILITIES

### RELATED TO JDRF

#### **GOAL OF PHILANTHROPY CHAIRMAN:**

To raise money and awareness for JDRF and foster an atmosphere within the chapter of selflessness, charity and giving

Plan, organize and execute JDRF philanthropy event(s)

Oversee and manage each event through its entirety

Ensure an effective marketing strategy is in place for all events

Facilitate the registration, collection and timely payment of your donation to JDRF

Ensure an adequate number of members sign up and participate in philanthropy events

Ensure members who participate behave in a manner reflective of the Fraternity's ideals

If possible, have participants wear Delta Tau Delta attire while participating to further publicize the Fraternity's partnership with JDRF

After event completion, evaluate the event and document money collected, number of participants, number of donations, etc

Brainstorm with philanthropy committee and chapter membership on new and interesting event ideas

Take photos and video at the JDRF events. Share and tag the Central Office and JDRF by using #DeltsForJDRF

Finally, train your successor

### TIPS & TRICKS TO SPREAD THE

# BUZZ

**Publicity Hit List:** Once your target audience is determined, begin a list of outlets to reach that audience.

Find out if local radio stations air an event calendar. If so, make sure the event is on that calendar.

Utilize social media; it is the cheapest form of publicity.

Create a communications team for the event. Recruit brothers with PR, marketing and communications majors.

Facebook and Twitter are the greatest way to build awareness of the event and gauge event excitement.

Send a press release to local newspapers, students newspapers and magazines.

Make sure you are running your advertisements in print outlets the audience will actually read, or if it is a broadcasting advertisement, ensure it is aired during hours that will provide optimum target audience viewership.

**Note:** Smaller, more frequent ads will generate more awareness than a larger, one-time advertisement.

**Remain Consistent:** Consistency throughout the publicity campaign will help brand the event and generate more familiarity and awareness.



DELTA TAU DELTA

**COMMITTING  
TO A LIFE OF  
EXCELLENCE  
MEANS HELPING  
OTHERS DO  
THE SAME**

**JDRF** IMPROVING LIVES. CURING TYPE 1 DIABETES.

## SETTING YOUR PHILANTHROPY GOALS

Setting goals is essential to planning and executing a successful philanthropy or service event.

#### **Five questions to ask when goal-setting:**

1. What is the goal?
2. What are the tangible steps to obtaining the goal, and who will complete them?
3. What tools and resources are necessary to reach the goal?
4. What is the timeline?
5. How will success be measured along the way?

#### **Two primary JDRF goals:**

- Raise T1D awareness in your community
- Host events to generate donations for JDRF and T1D research

#### **Specific goal examples:**

- Raise \$7,500 for JDRF over the course of the academic year
- Complete 10 service hours each semester per member
- Publicize the Delta Tau Delta/JDRF partnership in three different media outlets per semester
- Plan one large philanthropy event (75+ attendees) per semester

# JDRF

## EVENT PLANNING 101

Whether it is a sporting event, food event, concert or any other type of event, pick an event that relates to your campus and will excite guests and motivate them to attend and participate.

### SELECT AN EVENT COMMITTEE

- Delegate tasks to each individual on the committee (vendor relations, decorations, food, music, public relations, budget, invitations, etc.)
- Review logistical needs such as whether you will need permits and/or security, and review local and state laws regarding large events, music and raffles.

### ENGAGE MEMBERSHIP

- Task each member with spreading the word individually.
- Have members make announcements in class for events geared toward students and faculty.
- Create a Facebook event and have members invite their friends to the event.
- Have members use other social media platforms to let their friends know about the event.

### SELECT LOCATIONS, DATE AND TIME

- Check with campus and local officials to review scheduling conflicts and locations for necessary permits.
- Be aware of other events in the community that could distract from your event.
- Make sure to allot enough time to complete each task before and after the event. (Leave the location the way you found it.)
- Check out the “Trick and Tips to Spread the Buzz” panel in this brochure.

### CREATE A PUBLIC RELATIONS STRATEGY

- Send out press releases to local and campus media.
- Decide what media outlets will be utilized and what funding will be necessary for advertising space.
- Utilize social media to create excitement for the event.
- Chalking and flyers are low budget methods of getting the word out.
- Reach out to the local JDRF chapter about spreading the word within the JDRF community.

### COMPLETE EVENT FOLLOW-UP

- Send thank you cards to everyone who helped with the event including vendors, sponsors, faculty and alumni.
- Evaluate if the event was successful.
- What went well? What did not go well?

## BUDGET CONSIDERATIONS

To calculate the amount you will donate to the charity, take total event revenue and subtract event expenses.

- The best way to donate the most amount of money to T1D research is to get items in the expenses column donated. Don't hesitate to reach out to local companies for donations. The worst they can say is no!

### REVENUE

- Ticket Sales
- Sponsorship
- Silent Auction
- T-shirts
- Raffle
- Donations

### EXPENSES

- Food/Beverage
- Table/Chairs
- Venue Rental
- Invitations
- Decorations
- Security

## IMPORTANT TAX INFORMATION

JDRF is a 501(c)3 organization, meaning it is tax exempt according to the IRS. When collecting payments from vendors and participants, all checks should be made payable to JDRF. This will ensure that the donations are fully tax deductible.

### SENDING FUNDS

## COLLECTED

Use JDRF Your Way as an online platform for events that require registration and/or collect money online.

- [Jdrfyourway.org](http://Jdrfyourway.org)

**CREATE AN EVENT** - Please be sure to include “Delta Tau Delta” in your event name. Once your event is created, a representative from the local JDRF chapter will reach out to you to answer any question and to kick start your fundraising.

Or, send a check. Send a check for the total amount raised to the address below:

JDRF  
Attn: Corporate Development  
26 Broadway, 14th Floor  
New York, NY 10004

Be sure to include a brief description of the event, the event name including Delta Tau Delta, your chapter designation, the name and contact info for the philanthropy chair and any info for the local JDRF chapter.

\*Alert Veronica McSorley at [veronica.mcsorley@delts.org](mailto:veronica.mcsorley@delts.org) that a donation was sent. **In order for your chapter donations to be recorded by the Fraternity you need to confirm your donation with the Central Office.**

