

Planning a Philanthropy

There are two types of philanthropic events. The first type is one in which other teams participate in a competition and the second type of event is one in which no teams participate. Both events raise money for charity and many of the tips below are applicable to both types of events.

1. Select a philanthropy planning committee of 3-5 members.
2. Determine if your group wants to have a partner or co-sponsor to plan the event. Planning the event with another Greek organization can help reduce costs, better divide up the work, and likely increase participation by Greek organizations. Planning the event with a non-Greek organization will likely do all of the above, while also helping with recruitment and attracting more non-Greek organizations.
3. The committee should propose several types of events and have the chapter vote on the philanthropic event.
4. Select a charity to benefit from the philanthropy. The cause for which money is being raised may either be consistent with your chapter's national philanthropy or something decided by the committee and/or chapter. Once the cause is selected, be sure to educate your members on the how raising money for this charity will help people so that your members are able to sell the event and encourage participation. Often times, the charity that you are helping will have promotional materials, testimonials, brochures, etc to assist with the education component. Many charities have this information on a website.
5. Select several dates for the event and confirm availability of location for each of the dates.
6. Attend the Philanthropy Chair meeting at the end/beginning of each semester to get your date and time on the Philanthropy Cup calendar. This will help to ensure that all the fraternities and sororities have plenty of advance notice of your events and a maximum amount of participation.
7. Once a date has been established, reserve the location for the event.

- If your chapter wants to hold the event in the Student Union or an academic building, the space is reserved through the Event Planning office in the Union.
 - If your chapter wants to hold the event in the Eppler gym, Eppler should be contacted directly to reserve the space.
 - The Intramural Fields, Student Recreation Center, Perry Field House, Ice Arena, field by the Perry Field House, outdoor basketball courts by Harshman/Kreischer are all reserved by contacting Recreational Sports.
 - Courtyards near residence halls or Greek houses are reserved by contacting the Office of Residence Life.
 - Anderson Arena is reserved by contacting Athletics.
 - Outdoor areas not near residence halls (i.e., University Hall lawn and Union oval, etc.) are reserved by contacting the Event planning office in the Union.
8. Prepare a budget for the philanthropy. The purpose of a philanthropic event is to raise the most amount of money possible for charity so keeping expenses low is critical. As part of the budget, determine how much it will cost for each team to participate in the philanthropy (\$20-\$35 is a typical amount to participate). Create a checklist of every item that you will need to purchase for the event early (trophies, raffle tickets, poster board for brackets, etc).
9. Prepare a timeline for planning the philanthropy with action steps, deadlines, and who is responsible for completing what. The timeline should include promotions (don't rely on posting flyers but actually speak to individual chapters and groups) and day-of-event logistics.

Getting Groups to Participate/Attend

At least three weeks prior to the event, all promotional material and sign-up sheets should be given to the Philanthropy Chairs for IFC and Panhel to distribute at the council meetings. Promotional materials and sign-up sheets should include the following: name of the event, date, time and location of the event, cost to participate, rules for the event, deadline to register, contact information if someone has questions, charity that will benefit from the event and a description of the charity (especially if it is a charity not universally known) and any necessary risk management waivers. Be sure to proofread the promotional material before it is distributed to ensure everything is accurate.

At least three weeks prior to the event, the chapter should have a "coach" go to the different Greek groups and speak at their chapter meeting. Each coach should be assigned one chapter

-typically the fraternities will coach a sorority and the sororities will coach a fraternity. The coach should go to their group's chapter meeting to talk up the event, encourage the chapter to participate, distribute a sign-up sheet, etc. On the day of the event, the coach should go to their team's chapter house and either walk the team over to the event or invite the team back to their own chapter house for a light breakfast before the event (especially if the event is on a Saturday or Sunday late morning). If the event requires some practice, the coach can help to arrange a practice time(s), build equipment for the event, and cheer the team on during the philanthropy. When picking coaches and promoting the event to Greek organizations, remember to promote the group to chapters from all four councils.

Consider promoting the event to non-Greek organizations and hall councils. A successful philanthropy can be a great recruitment event for the chapter. Have coaches for the different hall councils and key organizations as well.

If your event is one in which there are no teams but money is raised by people attending independently, your chapter is still encouraged to follow the steps outlined above in terms of speaking about the event at chapter and organization meetings.

In addition to speaking at chapter and organization meetings, an event can be promoted through some of the following ways:

- Chalking on sidewalks only. No chalking can be done on the sides of buildings.
- Writing on dry erase boards and chalkboards in classrooms.
- Posters in the Union, residence halls or academic buildings. Be sure to get permission from the Union, Residence Life, or the appropriate academic department before information is posted.
- Banner on the chapter house. Your chapter could even have a banner contest for other chapters as part of the spirit points.
- Promote the event as part of the daily campus update produced by Marketing and Communications.
- Press release to the BG News about the event. Be sure to provide details of the event including (date, time, location, cost, type of event, charity that will benefit, a brief description of the event and the name and contact information for the chair of the event so people can contact with questions or to sign-up). Not only might the BG News write a story about the event, it could be included in the listing of campus events in the paper.
- T-shirts worn by members promoting the event.
- Table tents in dining centers and Union. Make sure to get approval prior to making the table tents.

- Displaying an outside banner in the Union Oval or other parts of campus. Contact Event planning to reserve outdoor banner space.
- Displaying a banner inside the Union. Contact Event planning to reserve indoor banner space and utilize the Paint/Poster room on the fourth floor of the Union to make the banner.
- Do a window splash in the Union. Contact Event planning for more details.
- Reserve information tables in the Union or other parts of campus to sell shirts, sign-up teams, sell raffle tickets and promote your event/charity. Event planning can assist you in reserving information tables.

Raising Money

Some of the keys to raising the most amount of money for your charity are:

- Getting the maximum amount of teams to participate (see above). Have a fraternity bracket, sorority bracket, and non-Greek bracket.
- Seek out co-sponsorships from other groups and donations/raffle prizes from area businesses.
- Sell shirts. Some businesses will be willing to donate money for the event if their logo would be placed on the back of the shirt. The bigger the logo, the more money the business gives. This can help defray the cost of the shirt meaning that the chapter can make even more money for the charity by selling the shirts. Your chapter could even approach the t-shirt company about getting a reduced rate for the shirts by having the shirt company logo on the shirt.
- Have event programs/brochures to distribute at the event. Ad space could be sold to help cover the cost of the program and potentially generate revenue. The program could have the rules of the event and a history of winners, runner-up, etc.
- Have prizes that can be raffled off at the event and sell raffle tickets. The prizes raffled off could be donated.
- Keep expenses low. Have nice plaques or trophies for the winners and runner-ups, but don't go overboard.

Having a Fun Event

- Have prizes given out on a regular basis to encourage people to stay and watch the event.
- Offer an award for the most spirited chapter/group.
- Have music (if the event is outdoors, make sure the chapter follows the amplified sound policy).

- Your entire chapter should be in attendance and enthusiastic. Chapter members should be coaching other teams, selling raffle tickets, keeping score, officiating the games, setting-up, cleaning-up, etc.
- Work with the Grounds Department to have trash containers and recycling containers.
- Have liability waivers available for participants to complete, if necessary.

After the Event

- Clean-up
- Write a check to the charity.
- Send a press release to the BG News, Sentinel-Tribune, and national organization highlighting the event (description of event, number of groups participating, people attending, money raised, charity benefited, etc.)
- Complete the Philanthropy Cup event summary and submit it to the IFC/Panhel Philanthropy Chair.
- Assess the event with the Philanthropy Committee and the chapter to determine how the event can be improved in the future.
- Prepare a binder with all the information and planning documents to ensure a smooth transition for the next Philanthropy Chair