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10 December 2001

Alexandra Laman-Lyons, Director  
Alpha Kappa Psi Business Fraternity  
2125 Calcite Cliff Ave.  
Las Vegas, NV 89123

RE: Final Recommendation Report Dear Ms. Laman-Lyons,

We are pleased to submit the attached copy of the recommendation report, "Alpha Kappa Psi Fundraising Solutions." We discussed this report at our October 19 and November 23, 2001 meetings. The enclosed report details our study of effective fundraising techniques to help Alpha Kappa Psi in its endeavor to accumulate funds.

We recommend that you use a combination of fundraising methods in order to maximize AKPsi's ability to raise money. Our recommendations include three primary successful fundraisers: direct solicitation fundraisers, themed/holiday fundraisers, and food fundraisers.

Our recommendations are based on interviews with Linda Smith and Russell A. Kost, e-mail correspondence with other Alpha Kappa Psi chapters, Internet and library research, as well as journals in the UNL V library database.

We sincerely thank you for your help and encouragement with our project. Please feel free to contact us if you have any questions concerning our findings.

Warmest regards,

Jessica Matthews  
Research Consultant

Maryann Princeton  
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Sang Park  
Research Consultant

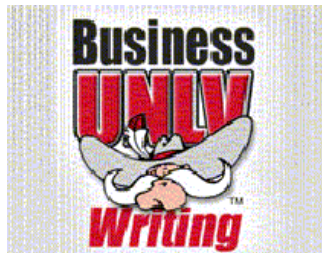
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Encl.: Report

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# Alpha Kappa Psi Fundraising Solutions

10 December 2001



## **Prepared for**

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## Executive Summary

This report addresses the Alpha Kappa Psi Business Fraternity's desire to raise more funds and generate greater member participation in new fundraisers:

A variety of research techniques were used to ensure that all grounds were covered in our quest to find three successful fundraisers. Our methods included:

- Interviews
- Internet searches
- Library resources, including journals and books
- Investigation of previous fundraisers
- Investigation of other AKPsi fraternities

Our recommendations for Alpha Kappa Psi Business Fraternity are:

### 1. Use Direct Solicitation Fundraisers

We recommend direct solicitation fundraisers first and foremost because they are widely regarded as the most profitable. Direct solicitation provides a reliable and renewable source of larger funds than would be obtained by smaller fundraising activities. An added benefit of this type of fundraising is the contacts that fraternity members could make with the local business community.

### 2. Use Themed Fundraisers

We recommend themed, holiday, or special event fundraisers because our research shows that they are popular, offer an opportunity for creativity, and can be quite successful with the right planning and participation. More enthusiastic participation by members is an added benefit. While the net funds raised may vary, themed fundraisers can serve to make the fraternity more visible and to increase member bonding.

### 3. Use Food Fundraisers

We recommend food fundraisers because many of our sources claimed that any fundraisers dealing with food are usually successful. The fundraisers include the simple selling of food and beverages, more complex preparation and serving of meals, selling food products from fundraising vendors, or working concessions stands. Food fundraisers allow for potential business donors to interact with the local community.

### 4. Maximize Member Motivation

- Apply Business Skills to Fundraisers

- Create New Fundraising Ideas
- Reward Participating Members

We found our most beneficial information to come from the Internet. We were also greatly aided by our findings in books and our discussions with interviewees.

In addition to finding successful fundraisers for the fraternity, we were also interested in increasing member motivation. We believe that the tips we provided, as well as the excitement from the introduction of new fundraisers, will work to raise member participation. As member participation rises, we anticipate that more money will be raised, thus helping AKPsi to reach its goals.

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## Introduction

The Alpha Kappa Psi Fundraising Solutions project addresses the need of the UNLV chapter of Alpha Kappa Psi Business Fraternity for more successful fundraising ideas to raise sufficient funds and to motivate the membership to be more active in fundraisers.

An approximate fundraising goal of \$3,000 per year would ensure enough funds for public speakers, networking courses, and other educational purposes. However, due to several fundraising failures in the past, many fraternity members have developed a defeatist attitude and are reluctant to participate.

To find fundraising solutions for Alpha Kappa Psi, we analyzed general and specific information collected by researching the Internet and library resources and interviewing local fundraising experts. We were especially interested in finding data on actual campus fundraising experience by other AKPsi chapters or other student organizations.

Based on our findings, we selected the three best fundraising ideas and four good motivating methods to recommend to Alpha Kappa Psi. The potentially successful fundraisers are (1) direct solicitation, (2) themed or special events, and (3) food. The motivational approaches we proposed are (1) applying business skills to fundraisers, (2) owning the fundraisers, (3) creating new ideas for fundraisers, and (4) rewarding participating members.

We have also included additional tips and strategies for successful fundraising, and are confident that this information along with our proposals will benefit the UNLV chapter of Alpha Kappa Psi Fraternity so that it can fulfill its mission as an honor business fraternity.

## Background

The Alpha Kappa Psi Business Fraternity is located on the University of Nevada, Las Vegas campus. Alpha Kappa Psi is a co-educational business fraternity dedicated to developing well-trained, skilled, and experienced business leaders. They demonstrate their leadership by participating in Student Government, attending seminars, and giving back with community service. The organization also provides lessons in public speaking, interviewing skills, time management, and networking.

## Client Need

In order for an organization to run efficiently and accomplish the goals it sets out to realize, money is an absolute necessity. Whether the organization is for profit or not, without money to work with, there is no chance for the organization to succeed. Our client, the Alpha Kappa Psi Business Fraternity, promotes ethics and resourcefulness to its new members as well as to its actives. It is with these standards the Fraternity will develop not only business leaders, but community leaders as well. However, the lessons that need to be provided to educate and promote higher ideals require money. The process of ascertaining funds for a non-profit organization can be especially trying.

The need for money to support the growing Fraternity is not going to stop. Each semester, the Chapter becomes bigger but the funds are becoming smaller. Our job was to figure out the necessary steps to remedy this problem.

In general, the problems Alpha Kappa Psi Business Fraternity is facing are:

- There is a lack of creative ideas to raise money for the Chapter and its members to use for professional and fraternal events.
- There is a lack of participation. Less than half of its members regularly participate in each fundraising event. Without participation from members, the funds that will be able to go to the Chapter will be minimal.
- Because some of the past fundraising events have not been successful, members tend to have the mindset that the next fundraiser will fail so why bother with contributing to the cause. Without genuine support from its members, however, the Fraternity's chances of having a successful event will be small. It is basically a Catch 22.

## **Purpose Statement**

The purpose of the Alpha Kappa Psi Fundraising Solutions project is to research several potentially successful fundraising ideas for the Alpha Kappa Psi Business Fraternity chapter at UNLV, and to suggest ways to motivate its members to participate in fundraisers. The specific project objective is to recommend at least three fundraisers to reach the fraternity goal of raising \$3,000 per year for educational purposes.

## Research Methodology

A variety of research techniques were used to ensure that all grounds were covered in our quest to find three successful fundraisers. Our methods included:

- Interviews
- Internet searches
- Library resources, including journals and books
- Investigation of other AKPsi fraternities

### Overview

In order to research more successful fundraising ideas for the UNLV chapter of Alpha Kappa Psi business fraternity, we first needed some basic information about previous fundraisers. We allowed our research to narrow down three successful fundraisers, and from their we were able to elaborate our research on each.

**Questions.** The main research questions are: What were the past fundraising efforts by Alpha Kappa Psi? Which efforts were successful or unsuccessful? What types of fundraisers are used by other student organizations? What could be at least three potentially successful fundraising ideas?

**Interviews.** From interviews with the AKP Fundraising Chair and officers, and from past records of the fraternity, we were able to find out which fundraisers were and which were not successful, and why. From this information, we also established a target goal for AKPsi of \$3,000 for the year. Sang's interview with Ali, the director of AKPsi, revealed what sources of funds there are currently for the chapter, what the money is used for, and how many members presently volunteer their time.

Fundraising experts at UNLV and in the Las Vegas community were also contacted. They provided us with advice and information about what types of fundraisers are successful in this area. They included Ms. Linda Smith, who was named the Fundraising Executive of the Year by the National Society of Fundraising Executives in 1996, and who teaches courses in fundraising at UNLV and CCSN; and Russell Kost, the Director of the Las Vegas chapter of the Association of Fundraising Professionals.

**Internet.** The Internet was searched primarily by using the Yahoo search engine, which is more comprehensive and lists more relevant results first. An exhaustive search was not required, since the group decided to select only several potentially successful fundraising ideas. The research revealed that the offices of student affairs at some universities had helpful fundraising information on their websites. Some student organizations also compiled fundraising ideas and strategies. In addition, there were many fundraising businesses catering to university students. There were not that many reports of successes or failures in campus fundraising, however.



**Library.** A quick check of online journals at the UNLV library yielded mostly articles on political campaign and elementary/high school fundraisers, but some strategy tips applied in general.

**Investigation of Other AKPsi Fraternities.** The Internet and library resources were searched for general information on fundraising, and specific information about fundraisers put on by other AKPsi chapters, other UNLV organizations, and student groups at other universities. We were especially interested in what works in a campus environment, even if the information is anecdotal.

## **Justification of Methods**

We decided we should begin our research by interviewing the source. As director of the AKPsi fraternity, Ali provided to be an indispensable starting point for our research. Sang's interview with Ali revealed what sources of funds currently exist for the chapter, what the money is used for, and how many members presently volunteer their time. Additionally, the information she provided guided us in our further research and allowed us to focus on those fundraisers which were either not tried in the past or provided to be somewhat successful. Generally, we took her advice and stayed away from fundraisers which were proven failures.

For the remainder of the interviews, we chose to formulate our questions after the bulk of our research had been completed in the library and on the Internet. We believe this was the most logical and helpful approach because our research provided us with many leads that we were able to follow up on in interviews. In this way, the experts in fundraising were able to give us advice and suggestions for the final three fundraisers we had selected. Fortunately, our top three selections rang true with their experience.

The Internet search was a feasible method of finding sufficient information without having to contact other AKPsi chapters or student organizations on other campuses. Because we were specifically looking for fundraising results in a campus environment, any practical information reported by university student groups would be of interest in devising solutions to the AKPsi fundraising need.

A search of the UNLV library resources, books and journal articles on fundraising, was a standard way to find background and general information on ideas, strategies, and motivation.

## **Findings**

Before any recommendations were concluded, we kept all options open and researched a wide variety of possibilities. In this section, we detail our findings, from which our recommendations were later made. The information we collected is organized into three major sections with subsections:

### **1. Strategies and Ideas for Successful Fundraisers**

- Direct Solicitation Fundraisers
- Themed Fundraisers

- Food Fundraisers
- Alternative Fundraisers

## 2. Maximizing Member Motivation

- Applying Business Skills to Fundraisers
- Owning the Fundraisers
- Creating New Fundraising Ideas
- Rewarding Participating Members
- Punishing Non-Participating Members

## 3. Tips for Successful Fundraising

### Strategies and Ideas for Successful Fundraisers

As expected, there is much general information on successful fundraising, issued by fundraising associations, professionals and vendors. Practical information is also provided by student organizations, including AKPsi chapters at other universities. There are several lists of fundraising strategies and ideas on the Internet, posted on the websites of university offices of student affairs or of student organizations. In addition, several student groups reported successful or less successful fundraising efforts.

To get a broad perspective on fundraisers, we looked at a survey by Fund\$Raiser Cyberzine, an online magazine for fundraisers. As Table 1 shows, there is a broad spectrum of fundraising efforts and results, some of which correlate with the problems experienced by AKPsi. For example, 61% of respondents reported dissatisfaction with fundraising results and failure to reach their goals. About 24% raised under \$500.

**Table 1: 2000-2001 Fundraising Survey Results for AKPsi**

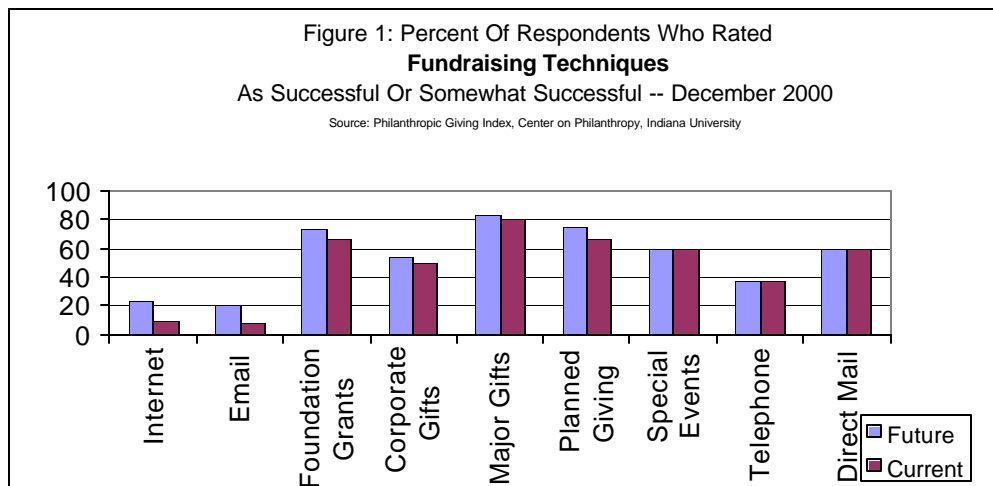
<b>Money raised in the previous year:</b>	
Under \$500	24%
\$500 to \$2,500	30%
\$2,500 to \$10,000	20%
\$10,000 to \$50,000	12%
\$50,000 to \$100,000	4%
Over \$100,000	10%
<b>Effectiveness of previous fundraisers:</b>	
GREAT – met/surpassed our expectations	15%
OK – made good progress towards goal	23%
SO SO – achieved about half our goal	17%
NOT SO HOT – disappointing results	21%
A DUD – complete flop	23%
<b>Biggest fundraiser of the year:</b>	
Planned giving	7%
Membership dues	11%
Direct mail	13%
Product sale	26%
Event	34%

**Number of fundraisers held in the previous year:**

None	34%
One	17%
Two	14%
Three	12%
Four or more	23%

*Source: Fund\$Raiser Cyberzine*

We also looked at a survey by the Philanthropic Giving Index, Center on Philanthropy at Indiana University (Sinclair, 2001, p.32). Figure 1 (see next page) shows the percent of respondents who rated fundraising techniques as successful or somewhat successful in December 2000. The more successful ones involved direct solicitation of funds. As Sinclair stated, "Respondents considered major gifts the most successful fundraising technique, followed by foundation gifts and direct mail."



There are two excellent sites with information on fundraising ideas and strategies, from the National Office of Alpha Kappa Psi Fraternity and from the Florida Gold Coast Alumni Chapter of Alpha Kappa Psi. We have included them in this report in Appendix F: AKPsi Successful Fundraising and Sponsorship; and Appendix G: Tips for Promoting and Raising Money for Alpha Kappa Psi Events.

We evaluated the information, and narrowed the many fundraising ideas to the three most potentially successful types: fundraisers with direct solicitation, with themes, or with food.

## Interview Results

We performed interviews with fundraising experts and researched the Internet and UNLV library sources. We based our recommendations on our analysis and review of the information we were provided. See Appendix E.

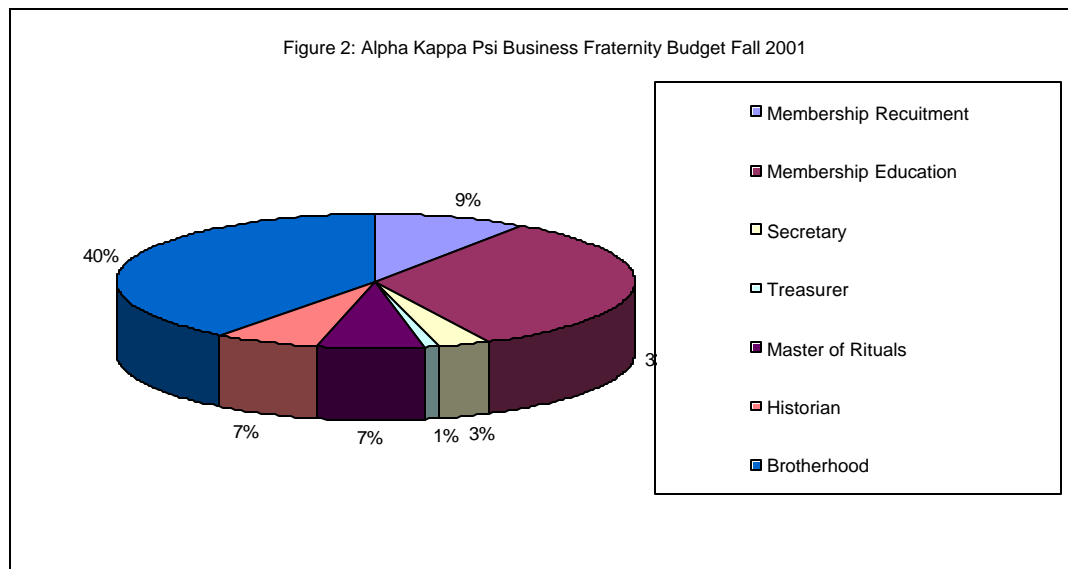
**Alexandra Laman-Lyons.** The first question posed to Ali was what fundraising events have you had currently, and describe their success. As it turns out, the events that seem to be most successful are the one's where there is group AKPsi activity. For instance, one of the fundraisers was soliciting other students to apply for credit cards. This was probably

the least successful event. On the other hand, a raffle that took place was very successful. In addition, it appears that the fundraisers do not especially work when the UNLV campus is needed. An example of this was the just past basketball tournament. Although there was plenty of AKPsi participation, the lack of UNLV support resulted in the cancellation of the event.

Ali also stressed the importance of utilizing the Fundraising Committee. She said that all too often the Fundraising Chair would make the mistake of trying to take on the responsibility on his/her own. It is vital to distribute the duties because, as she states, there is a definite burnout factor. Using the committee will make the process of creating and implementing the event easier.

To get more involvement from AKPsi, there was also discussion about having incentives for participation. Giving out awards or some kind of prize could entice members to get involved.

We also received a budget statement that depicts where all of the funds are dispersed. The fundraising money is used to help keep semester dues low. As shown in Figure 2, a big part of the funds go to “Brotherhood,” with 40%, followed by “Membership Education,” “Membership Recruitment,” “Master of Rituals,” “Historian,” and “Treasurer.”



**Linda Smith.** Ms. Linda Smith was found at Opportunity Village, a local relief organization. Besides being named Fundraising Executive of the Year in 1996 by the National Society of Fundraising Executives, she also teaches fundraising techniques at the University of Nevada, Las Vegas and the Community College of Southern Nevada.

Linda Smith provided several insights on fundraising, including her belief that people nowadays are somewhat squeamish about buying food from non-reputable sources. She recommended selling pre-packaged foods from local shops or bakeries. She also suggested

that quite often local eateries might donate the food in the first place, especially if their name will be used as advertisement. Additionally, she suggested that an organization could approach a local bakery with various reasons why they should make this “contribution,” listing the many reasons they could benefit from it, and even establishing some sort of loyalty to the donator.

Ms. Smith also advised us to directly solicit candidates by differentiating ourselves somehow. She hinted that an organization will remember previous donations, making “thank you” notes very helpful.

Lastly, Linda Smith believes that we are in a good position to request money because we are students and can make a compelling case.

**Russell A. Kost.** Russel A. Kost III, is a professional fundraiser and Director of Major and Planned Giving here at UNLV.

Russell A. Kost provided insightful information, saying “Human beings, and not companies, make the bulk of charitable contributions.” He suggested that Alpha Kappa Psi somehow create a “Warm, fuzzy feeling” with individual people, most preferably Alumni. He said, “You want money? One, ask somebody who’s got it. And two, ask somebody with an interest in what your doing.”

## **Direct Solicitation Fundraisers**

“Every year Americans donate tens of billions of dollars to nonprofit organizations. Some write small checks for ten or fifteen dollars, others make contributions of many thousands of dollars. But the odds are that they have one thing in common: Their first gift was made when they received a letter asking them for financial support.” This quote was taken from the Association of Direct Mail Fundraising Council, and it clearly demonstrates the importance and success of direct mail fundraisers.

We believe direct mail is a feasible option for the AKPsi fraternity because it is a business fraternity and we believe neighboring businesses are likely to donate.

Many businesses recognize the fact that UNLV students will make up Timorrow’s business world and want to contribute to this portion of the community. Additionally, by creating a link between students and business professionals, the fraternity members will develop connections in the real business world.

Research and experience has shown that the best, most effective way to raise money is to personally ask people for it.

We recommend reaching out to the community to request funds. In the letters we recommend AKPsi write to neighboring businesses and individuals, it won’t be necessary to include elaborate project descriptions, detailed goals and objectives, budgets, or evaluation methods. However, this doesn’t mean that AKPsi can be vague and obscure; it just means that the letters should cover the highlights without going into great detail.

**Fundraising Letters.** We have included two sample letters for AKPsi to reference. See Appendix A.

Our research reveals that fundraising letters come in various shapes and forms but, with all letters, AKPsi will want to make its case quickly and succinctly. It's a good rule of thumb to keep the letter under two pages in length, less if possible. If the person, business or company has supported AKPsi in the past, bring that to their attention.

Many books and Internet sources recommend getting to the point quickly. We recommend that AKPsi discuss the project or organization at the top of the letter, then describe why the project or program is needed. What problem will donations solve or what need will they fill? For instance, AKPsi brings in several guest speakers to educate the fraternity, so this could be used as an argument that AKPsi is attempting to prepare young people to become successful business professionals, and thus contributing to the community. Therefore, the case can be made that funds are necessary in order to bring guest speakers to the campus.

It should also be mentioned in the letter why AKPsi is qualified to carry out the task of preparing students for the business world. Past projects and success stories can be mentioned. This track record will assure the donator that the money is going to a secure cause.

In the letter, AKPsi should directly state how much their intended project will cost. It is also suggested that AKPsi mention what other funders have supported AKPsi and who else AKPsi will be asking for contributions and grants.

Also, in sending direct mail requests, it is important to not overstate AKPsi's case and to steer clear of too many adjectives and superlatives. Exaggeration is a no-win game. AKPsi should keep the letter business-like and to the point. It is acceptable to include a brochure, but it is not wise to attach every promotional piece that has ever been written about AKPsi. See Appendix C and D for other recommendations on writing fundraising letters.

**Business Solicitations.** Small businesses can be valuable supporters, especially if AKPsi's fraternity members are customers. If they are, it is wise to mention this in the letter. Keep in mind that AKPsi is writing to an individual, most likely the owner or manager, who will make the decision about the gift. Thus it is suggested that AKPsi simply ask for a specific amount of money, rather than leaving the business owner to guess at how much may be needed.

In soliciting businesses, the direct mailers should explain how AKPsi's program or project will work toward improving the community and, therefore, help the manager/owner build his business.

**Corporate Requests.** Corporate requests follow the same general rule as business solicitations but it is probable that the decision whether or not AKPsi will get support will be made by a committee, not an individual. Many books encourage attaching a one-page program or project budget to the letter.

When approaching a corporation, AKPsi will be approaching its foundation. For smaller contributions, a letter is all that will be needed to either get the money or a rejection. For larger amounts, AKPsi may be asked to submit more information about the chapter.

**Follow-up with a telephone call.** With all letters, it's good to make a follow-up telephone call one or two weeks after the letter is mailed. Ask if the letter was received and if AKPsi can answer any questions. It won't always be possible to reach the right person, but if telephone contact is made, it can increase the chances of receiving a contribution or grant.

In tailoring AKPsi's letters to the specific organizations, AKPsi will want to bear in mind how much they are looking to receive. It is recommended that one start by asking those who can make the largest cash contributions. In considering the needs of AKPsi, we were able to create a "gift chart" that illustrates a simplified way to earn \$3,000. This gift chart for AKPsi would look like this:

- 1 gift @ \$500
- 2 gifts @ \$250
- 4 gifts @ \$125
- 10 gifts @ \$35
- 20 gifts @ \$20
- 50 gifts @ \$10
- Many gifts @ \$1 to \$10

We recommend starting at the top of the list and considering neighboring Las Vegas businesses who might contribute \$500. Also consider previous donors and those who have made donations to the university, such as William Boyd. Other options include soliciting parents, alumni, and past members of the fraternity, as well as local organizations like Kiwanis & Veterans. AKPsi can consider potential businesses and write tailored letters in order to attain these desired amounts. Many websites and books remind us that AKPsi may encounter several "no's" until the first "yes," so AKPsi should establish a list of other potential donors for each dollar category.

Also, it is important to think about how AKPsi will acknowledge contributions. Since the AKPsi organization is tax-exempt, the donor should get a receipt. It is also wise to send thank you letters to those who have contributed. Perhaps AKPsi could send contributors a report or photo detailing where the money went when the event has been completed. For example, if \$100 went to hire a business speaker, a nice gesture would be to take pictures and send the contributing business a letter with a short description of how it benefited the chapter.

Our last suggestion is that AKPsi start collecting examples of good fundraising letters. While we have provided a sample fundraising letter, this letter may not work in every instance. Therefore, we recommend that AKPsi's members start collecting letters they receive in the mail (whether the letters be from the schools they went to, from their church or temple, or from the local youth organization). In this way, AKPsi can evaluate several fundraising letters that are circulating in the Las Vegas area and can better create fundraising letters to fit their exact needs.

It is also important to note that while the sample fundraising letter we provided in the appendix and the tips provided here will be very beneficial, they may not work in every situation. Therefore, we have included a list of useful books which may be referenced in the future (See Appendix B).

## Themed Fundraisers

In his book, “The Five Strategies For Fundraising Success,” Mal Warwick writes: “properly managed special events are an indispensable fundraising tools for tens of thousands of nonprofit organization” (127). Special events are listed as one of the ten most common fundraising tactics. Although many people think special events are easy ways to raise money, they are sometimes very hard to organize and at times are not profitable. However, with proper planning and management, special events can raise large sums of money with the help of sponsorships and volunteers.

As with all fundraising events, in considering special events, AKPsi must take into consideration the community “needs,” chapter support, volunteer and financial resources, public relations, and sponsorship. In regards to community “needs,” the seasonal special events such as Valentine’s Day, Thanksgiving, and Christmas are ideal because they target the specific “needs” of the community.

Special Events usually take anywhere from two to six months of planning and execution, depending on the size of the special event being held. Be sure to have reliable chapter support (volunteers) and also be sure not to spend more money in sponsoring the special event that you can reasonably earn. Usually special events require corporate sponsorships. You can obtain these sponsorships in return for publicity (i.e. advertising the sponsoring businesses in the special event).

In our search for possible special events fundraising recommendations, we found many ideas for special events. In Appendix H is a list of fundraising ideas for seasonal and non-seasonal special events.

**Success Stories.** Many chapters have held seasonal and non-seasonal special events fundraisings and have proven to be very successful. Members of the AKPsi Chapter of Kelley School of Business fraternity sold raffle tickets for Valentine’s Day raffle. Kay Jewelers donated diamond earrings worth \$329 to the fraternity for this event. AKPsi Nu Xi chapter held an Inaugural Gold Tournament on April 9<sup>th</sup>, 2001. Twenty-two players representing various companies participated. In addition to golf tournament, they held events such as Closest-to-the-pin, Hole-in-one, Longest Drive, and Putting contests. This golf tournament proved to be a strong start of Nu Xi tradition, and many of the participants were eager to participate in next year’s tournament as well.

## Food Fundraisers

Many of the sources we researched claim that fundraisers dealing with food are usually successful. People have to eat something sometime -- so it might as well be for a good cause.



According to the Dean of Students' office at the California State University, "The number 1 fundraising activity is bake sales, food sales, and coffee and donut sales." Student members of the Society of Women Engineers (Berry, 1999) claim that "food is the easiest thing to sell." The Phi Delta Chi fraternity at the University of Mississippi reported that their series spaghetti dinners for faculty and students was the largest moneymaker for their group, netting \$200 per dinner.

Food fundraisers can range from the simple to the complex, from home-made bake sales to full-scale dinner products, from traditional to creative. While they may not always net large sums of money, they can be a fairly steady source of funds. Of course, for any food fundraisers on campus, UNLV and health regulations should be followed. Also, they should be scheduled at times not in conflict or competition with other food fundraisers on campus.

There are several types of food fundraisers:

- **Simple sale of foodstuffs, such as baked goods.** Cakes, cookies, pies, and muffins can be baked by members from ingredients contributed by other members, or the baked goods could be donated by local bakeries or food stores in return for publicity. Similar ideas include selling coffee and donuts, pizza, bagels, lemonade, and hot chocolate. There could also be yogurt or ice cream nights which would involve contacting local ice cream parlors or yogurt shops. They might be willing to give you a portion of their profits for every customer you bring in on a given night, in exchange for publicity.
- **Cooking and serving dinners, lunches or breakfasts.** The National Office of the Alpha Kappa Psi Fraternity suggests spaghetti, chili and fish dinners, and pancake breakfasts. Like "power breakfasts," dinners could also have a creative theme. Perhaps business professors would be willing to don aprons and chef hats to cook a barbecue for students. Food for hot dog and hamburger cookouts could be donated by businesses. Other ideas include holding ice cream socials, wine-and-cheese tasting parties, or competitive cook-offs. An added benefit of such group activities is the camaraderie and bonding between fraternity members.
- **Working concession stands for UNLV sporting events.** This was already a successful fundraiser for the AKPsi chapter, and members enjoyed working as a group. When AKPsi members worked the concession stands at a past Lakers' game, over \$1,000 net profit was earned for the fraternity.
- **Selling food merchandise from fundraising companies.** The products include candy, candy bars, chocolates (such as chocolate roses), and lollipops in unique flavors and shapes. There are many more ideas on the websites of online fundraising vendors, among them: FundRaising.com, CampusFundraiser.com, FundraisingDepot.com, Fund\$Raiser.com, and Fundraising-Yellow-Pages.com

## Alternative Fundraisers

There are so many ideas for fundraisers -- silent auctions, benefit concerts, tournaments, etc. -- that it would not be possible to discuss the merits of each one in this report, so we chose to limit our discussion to only those that would be feasible for the fraternity. We found examples ranging from raffles to selling discount cards. We also found mention of using a website to attract potential donors and showcase the purpose of the fraternity. For a full listing of the alternative fundraisers, see Appendix I.

## Maximizing Member Motivation

Many of the sources we referred to on successful fundraising also provided us information on how to increase member participation. Several student organizations, including AKPsi chapters, reported specific ways in which members were induced to participate. The major methods considered are the following:

**Apply Business Skills to Fundraisers.** Since AKPsi is an honor business fraternity, fundraisers could be viewed as practical training for future business leaders. According to Hathaway (2000), fundraisers can be a learning experience in accounting, financing, marketing and management. By treating fundraising as a small business, as Simon (1997) suggests, members can set project goals and deadlines, develop business plans, delegate tasks, manage committees, create publicity campaigns, and demonstrate communication skills. Production of a successful fundraiser should be a strong motivator.

**Own the Fundraisers.** Members should be made to feel important for their contribution, so they will get excited about participating and helping out. Keeping the members continuously informed about the progress before, during and after the fundraiser will make them more involved, with a sense of ownership and responsibility.

**Create New Fundraising Ideas.** Novel or unusual fundraising ideas can generate more enthusiasm and energy from members who are less interested in repeating past fundraisers. The members could hold brainstorming sessions for unique ideas. As a corollary, surveying the members to find out what they really enjoy doing would help eliminate staging events with lackluster or unenthusiastic involvement.

**Reward Participating Members.** Our research found several positive suggestions, including a system of rewards as incentives to participate more actively. This could be in the form of additional membership benefits, earning points, recognition at an awards dinner, certificates of achievement, rebate on membership fees, prizes, resume privileges, and other motivators.

**Penalize Non-Participating Members.** Some of the other possible approaches reported by student organizations had negative connotations. They included enforcing mandatory participation in fundraising activities, or sanctions such as monetary fines for non-participation or failure to raise a certain amount. However, we feel that these punitive methods can have detrimental effects and should not be considered.

## Recommendations

Based on our analysis and review of information from searches of the Internet and library sources, and from interviews with fundraising experts, we would like to recommend three potentially successful fundraisers for the UNLV Chapter of Alpha Kappa Psi Fraternity, and four effective methods of motivating members to participate in fundraising efforts.

We are confident that these recommendations are successful, because our practical and theoretical research information confirms them as such, and so did the fundraising experts we contacted. The recommendations are feasible, because they have been implemented by other student organizations.

With increased involvement and participation by the fraternity members in the planning of fundraisers, we are certain that the ideas, strategies and methods proposed will result in attainment of the annual goal of \$3,000 in funds raised.

## Successful Fundraisers for AKPsi

Based on general guidelines from fundraising groups and professionals and specific practical results from student organizations, including AKPsi chapters, we recommend the following three types of fundraising to address the need of the UNLV Chapter of the Alpha Kappa Psi Fraternity for successful fundraisers:

**Use Direct Solicitation Fundraisers.** We recommend direct solicitation fundraisers first and foremost, because they are widely regarded as the most profitable, and can provide a reliable and renewable source of larger funds than would be obtained by smaller fundraising activities. We have described several approaches, such as business solicitations and corporate requests, and provided additional information in the appendices (see Appendices A, B, C, and D). An initial intensive effort to create a list of potential donors will pay off every year as donations are renewed. An added benefit of this type of fundraising is the contacts that fraternity members could make with the local business community.

**Use Themed Fundraisers.** We recommend themed, holiday, or special event fundraisers because our research shows that they are popular, offer an opportunity for creativity, and can be quite successful with the right planning and participation. They contain an element of fun, and are enjoyable to the fraternity members and to the community. Since there are so many different ideas possible without repetition of old fundraising efforts, more enthusiastic participation by members is an added benefit. While the net funds raised may vary, themed fundraisers can serve to make the fraternity more visible and to increase member bonding.

**Use Food Fundraisers.** We recommend food fundraisers because many of the sources we researched claimed that any fundraisers dealing with food are usually successful. Food always sells, because we have to eat something sometime, so it may as well be for a good cause. The fundraisers include the simple selling of food and beverages, more complex preparation and serving of meals, selling food products from fundraising vendors, or working concessions stands. The latter idea has already proved successful for Alpha Kappa Psi at

UNLV. The net funds raised may not be as large as for the other fundraisers we recommended, but food fundraisers can be a steady source of some income and an opportunity to interact with potential business donors of goods or services in the local community.

## **Maximize Member Motivation**

Based on practical guidelines developed by student organizations, including AKPsi chapters, on how to motivate their membership to participate more actively in fundraising, we recommend the following four approaches:

**Apply Business Skills to Fundraisers.** Members of the AKPsi business fraternity will be more strongly motivated to participate in fundraisers if they can practice their learned business skills in a real-life situation.

**Create New Ideas for Fundraisers.** Members will be more interested in new fundraising efforts, especially if they generate the creative ideas themselves and enjoy what they are doing.

**Reward Participating Members.** Members will have more incentive to participate if a system of rewards and recognition is created. It could consist of bonus points, prizes and other awards.

**Tips for Successfully Motivating Members.** Successful fundraising plans produce a solid financial base, enthusiastic members, and colorful publicity. Created with care and imagination it will get better every year and generate more money for less work.

Your greatest resource for AKPsi is the creativity and energy of its own members. A fundraiser that is fun for everyone will, at the same time, be building a stronger organization.

Thus, we recommend that AKPsi apply the “physics of fundraising”: Take your members’ potential energy - all their ideas and talents - and turn it into kinetic energy - planning events. We recommend keeping up the momentum. It takes more energy to boil a pan of water than to keep it going. The same is true with people. It takes a bigger push at the beginning but gets easier once you’re rolling. For precise information on how to keep your members motivated, please refer to Appendix J.

## Conclusion

Our goal in acting as a consulting group for Alpha Kappa Psi business fraternity was to find solutions to the problems the fraternity is currently facing. As a co-educational business fraternity, dedicated to developing well-trained, skilled, and experienced business leaders, we felt helping AKPsi would have far-reaching results. Not only would the fraternity itself benefit, but the entire UNLV campus could potentially prosper.

Over the last month, our English 403 group has been researching various methods to help AKPsi raise funds. As a group, we broke the project into the manageable segments. These segments included: a background on AKPsi's history and needs, a look at the appropriations of received funds, a consideration of fundraisers that have been successful in our Las Vegas community and on other campuses, an analysis of member motivation strategies, and, lastly, a summary of useful tips.

One of the first tasks that needed to be addressed in our quest to aid AKPsi was to better understand previous efforts made by the fraternity. We discovered exactly how the money was being spent and made a pie chart summarizing these appropriations. We also looked at how much money was needed, and prepared a target goal for the year.

Secondly, we conducted extensive Internet and library research about modern, true-to-date techniques of fundraising that could be applied to UNLV and work well in the Las Vegas community. In the library, we became familiar with the technical jargon of the fundraising techniques and learned of various fundraising styles. We then surveyed Internet sites where we were able to find what other campus organizations are doing. Subsequently, we analyzed our findings and suggested the three most successful fundraising strategies that AKPsi could fruitfully implement.

Along with this research, we interviewed experts on fundraising. The professional advice and opinions gathered at these interviews gave us additional information on our selected techniques. There were some useful tips provided that helped to accentuate our proposal.

Finally, we arranged our report in an orderly fashion, utilizing charts and graphs to help explain our findings. In our report, we provided extensive information on the three main recommendations for AKPsi. We offered a smorgasbord of examples under our suggested fundraisers. Furthermore, in our report, we offered time-tested advice on enhancing member participation in the fundraisers.

As consultants for Alpha Kappa Psi, we tackled this project by combining our independent efforts. The assistance the director of AKPsi offered, as well as the time and knowledge provided by our interviewees, has helped us to create a report that will benefit our campus business fraternity.

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## Appendices

### Appendix A: Sample Fundraising Letters

<Event Name>

Alpha Kappa Psi, Business Fraternity  
University of Nevada Las Vegas

December 1, 2001

Public Relations Director

<Corporate Office Name and Address>

Dear Sir or Madam,

Alpha Kappa Psi, the UNLV Business Fraternity, will be hosting a regional academic conference at UNLV on January 19, 2002. The conference will feature panels and a key-note address by Linda Smith, as well as local business professionals, and entrepreneurs in the area, and business scholars. Students from throughout a 7-state region will attend to present their own scholarship, explore the roles business plays in our community, and discuss ways of promoting good business practices in our community.

As <company name> has been a staunch supporter of business and education in Nevada, we are inviting your corporation to be involved in supporting our conference. As a non-profit student organization, Alpha Kappa Psi must rely on outside sources of funding for this conference. The cost of bringing speakers to campus, providing the necessary facilities, and preparing materials for this event makes your monetary contribution important for our success.

Of course we would be glad to recognize your support in our programs or in some other way you might suggest. We are confident that this conference will be one that UNLV and <company name> will be proud to sponsor. I am enclosing a copy of the tentative conference schedule and a Alpha Kappa Psi flyer for your information.

I will call you next week to discuss this opportunity. Thank you for your consideration of our program.

Alpha Kappa Psi, 345 Studies Ave, UNLV, Las Vegas, NV 89119. (702) 895-3453,  
alphakappapsi@unlv.edu

Sincerely,

Ali Laman-Lyons



Sample Letter

<Date>

\_\_\_\_\_ University  
Student Government Office

Dear \_\_\_\_\_:

Alpha Kappa Psi Professional Business Fraternity is hosting the <name of event>. Although the <name of event> is sponsored by Alpha Kappa Psi, it is open to anyone who would like to attend. The <name of event> will provide a full range educational experiences for college students and young professionals across the country. Enclosed is the brochure for your review. The program covers a wide range of topics pertaining to <list educational topics to be covered>.

The \_\_\_\_\_ Chapter of Alpha Kappa Psi would like to attend the <name of event> in <location> on <date of event>. We feel this program is an excellent opportunity to enhance our classroom education. We ask that the Student Government support us by funding our attendance. With this support, the Student Government would be making great strides to support the mission of \_\_\_\_\_ University. The Alpha Kappa Psi mission is: “To develop well trained, ethical, skilled, resourceful and experienced business leaders.” Both mission statements are focused on the education and training of future leaders.

I have outlined our specific requests on the following page. I will call you the week of \_\_\_\_\_ to discuss this proposal with you in more detail. Alpha Kappa Psi Professional Business Fraternity looks forward to working with the student government at \_\_\_\_\_ University. Thank you for your consideration.

Best Regards,

Chapter President  
Alpha Kappa Psi Fraternity

## Appendix B: Recommended Books for Reference

As you progress in the future, we hope that our sample letter will be of assistance. However, AKPsi may encounter new situations and need a source of reference. Thus we have prepared a list of several helpful books that we referred to.

First and foremost, we used *How to Write Successful Fundraising Letters* by Mal Warwick. It's published by Strathmore Press. Warwick is known nationally for his expertise in direct mail. We also referenced *How to Write Powerful Fund Raising Letters* by Herschell Gordon Lewis. Finally, there's Lautman, Kay Partney and Henry Goldstein, *Dear Friend: Mastering the Art of Direct Mail Fundraising*. This is a “nuts and bolts” book; it will answer all your practical questions about how to do direct mail.

Carlson, Mim, *Winning Grants Step by Step: Support Centers of America's Complete Workbook for Planning, Developing, Writing Successful Proposals*. San Francisco, Jossey-Bass Publishers, 1995. Clear text and workbook format make this ideal for the beginner as well as the seasoned professional.

Geever, Jane C. and Patricia McNeill, *The Foundation Center's Guide to Proposal Writing*. The Foundation Center, 1993. A good overview of the grant process including researching prospects and writing the proposal. Good sample letters and proposals.

Kiritz, Norton J. and Jerry Mundel, *Program Planning & Proposal Writing*. The Grantsmanship Center. This is a comprehensive review of the essential parts of a proposal. A classic, it has been updated recently and is available in a 12-page Introductory Version.

Keegan, Burke P., *Value for Value: Confessions of an Itinerant Fundraiser*. Partners Press, Corte Madera, CA, 1990. This is a light-hearted, amusing look at the elements of successful fundraising.

*The Grassroots Fundraising Journal*, Chardon Press, Berkeley, CA. An excellent periodical with very practical advice for smaller non-profits or the beginning fundraiser.

Klein, Kim, *Fundraising for Social Change*. Chardon Press, Oakland, CA, 1994. A comprehensive, practical manual that tells you what you need to know to raise money from individuals.

Seymour, Harold J., *Designs for Fund-Raising: Principles, Patterns, Techniques*. Originally written in 1966, this book was reissued in 1988 without a single change. This is a classic text on fundraising.

## Appendix C: Fundraising Letter Writing Tips

### General Tips:

1. Keep in mind whenever you are asking for money that you are providing a service.
2. Tell people what AKPsi's done and what it plans to do to achieve progress and success.
3. Shorter letters do better.
4. Make the letter compelling.
5. Paragraphs and bullets should be no more than 3 sentences or items; break longer ones in half

### How to write a fundraising letter:

1. Good news - always start the letter with a series of good news bullets to build momentum and make entire letter entertaining and informative
  - o use foreshadowing to tease reader and keep him reading
  - o create a "widow" at the end of the first page (a thought that's finished on second page) to make reader turn the page
2. Describe what you want to do next
  - o tell what you're going to do,
  - o why you're going to do it,
  - o how you're going to do it, and
  - o what results you expect
3. List contribution amounts
4. Remind readers that their contribution is your budget and that your successes have been possible because of their past contributions - Thank them!
5. Use P.S.'s for skimmers
  - o may titillate skimmers and get them to read the entire letter
  - o to create urgency

\*Expect results of \$1.50 to \$2.00 per letter mailed.

\*Fundraising letters are easier to produce than newsletters and you can share news and the same information. If you can't do both a newsletter and a fundraising letter, it's better to just do the fundraising letter.

\*The more letters you send, the more money you will receive

\*Regular fundraising letters will get people in the habit of giving

\*Under promise and over-deliver

## Appendix D: More Fundraising Letter Writing Tips

May 27, 1999

### Effective Fundraising Letters

by Rebecca Whitlock

While public relations professionals are usually the people in their organizations who are responsible for generating charitable contributions, standard PR techniques don't always apply when creating effective fundraising campaigns. Here are a few tips for creating fundraising mailings that get attention (and contributions):

- Clearly identify your organization and what your organization does.
- Clearly identify the purpose of your fundraising campaign, whether it be for your operation costs (if you are a nonprofit organization), for a specific charitable cause, or for a charitable organization. Be sure to express the importance and urgency of the cause.
- Be specific, if appropriate, about how much you intend to raise, how much you've raised for the same purpose in the past, and how much you hope the mailing recipient will contribute.
- Emphasize any affiliation with a well known, well respected nonprofit organization, and include the organization's logo if possible.
- Create a theme that can be expressed visually and verbally. Use this theme to create a catchy tag phrase and the opening paragraph to the letter. For example, you could use a fishing theme and say something like, "We're angling for your contribution."
- Appeal to the heart ...and the head. Use quotes, anecdotes, and descriptions that appeal to the emotions. Then reinforce the emotions with facts and statistics.
- Be positive – no gloom and doom. Although charitable causes usually involve sad circumstances, don't overdramatize or dwell on the negative aspects. This will only depress the reader. Instead, place the most focus on how the charity has helped the cause in the past and how further contributions can help it even more.
- Don't use pressure. In the long run, making people feel guilty will not be an effective fundraising technique. Contributors who feel good about their efforts are more likely to repeat the gesture year after year.
- Tell the reader what benefits they will receive for their contributions (e.g., tax deductions, charity membership, or sponsorship recognition). Keep in mind that businesses will need practical reasons to make a donation. Give them specific information as to how a donation will help them promote a positive public image and achieve visibility within the community (e.g., will you announce their name at your event or print their logo on your program, newspaper ads, banners, etc.?)
- Make it as simple as possible for contributors to make a donation. Include all the information and tools a contributor will need, such as payment information, a self-addressed stamped envelope, a toll-free number, and/or a contact name.

## Appendix E: Interviews with Linda Smith and Russell A. Kost

In our Client Project report we thought it best to seek expert advice on various fundraising techniques that were selected by our group through extensive research. Those three selected techniques are:

- Direct Solicitation
- Food-raisers
- Theme events

We were able to contact two local authorities on fundraising. One of them, Ms. Linda Smith was found at Opportunity Village, a local relief organization. Besides being named Fundraising Executive of the Year in 1996 by the National Society of Fundraising Executives, she also teaches fundraising techniques at the University of Nevada, Las Vegas and the Community College of Southern Nevada. The other expert contacted claimed himself to be a professional fundraiser. He is Russel A. Kost III, director of Major and Planned Giving here at UNLV.

Following is a detailed interview with each of those two experts. It is very interesting how they're responses were so different from each other's. First we interviewed Linda Smith at her workplace.

### **When asked about how she feels about food-raisers such as bake sales, homemade dinners, or on-campus barbeques:**

Linda Smith replied that people nowadays can be very squeamish about buying food from non-reputable sources. She said she thinks it is best for an organization to sell pre-packaged foods from local shops or bakeries. She suggested that quite often local eateries might donate the food in the first place, especially if there's something in it for them. Something like advertisement. She continued with suggesting that an organization could approach a local bakery, etc. with various reasons why they should make this "contribution", list the many reasons they could benefit from it, and even establish some sort of loyalty to that bakery.

### **When asked about how she feels about soliciting candies, which is a very popular fundraiser today:**

She replied, "be sure it is a good (well-known) product." She continued to explain that you will need a lot of advertising there on the spot showing what the money will go for. She said, "There are a lot of scams out there."

### **When asked about directly soliciting to local businesses for donations and she said:**

“Businesses get hundreds of those a day.” She hinted that an organization should differentiate itself somehow from all the rest. “And,” she said, “If you do it yearly, be sure to thank the people that did contribute for their generosity.” She explained that it will help in getting more contributions from them in the future.

**When asked whether or not there could be any negative effects of directly soliciting businesses that may in the future be seeking candidates from your school and from your business fraternity:**

She replied that there definitely would not be a negative association with a direct mail solicitation. That people expect it nowadays. That you’ve got to ask somehow. She said that, “Everybody admires students. They make a compelling case.”

Next, Russel Kost III was interviewed and his view on the whole was very pointed and different indeed.

**When asked about food-raisers and theme parties he just grouped it all together with two words:**

“Special Events,” he said. He continued with suggesting that fundraising in that context does not commensurate with his personal suggestion of “Personal Solicitation.” He said that, “Human beings, and not companies, make the bulk of charitable contributions.” He suggested that Alpha Kappa Psi somehow create a “Warm, fuzzy feeling” with individual people, most preferably Alumni. He said, “You want money? One, ask somebody who’s got it. And two, ask somebody with an interest in what your doing.”

## Appendix F: Successful Fundraising and Sponsorship



# Successful Fundraising and Sponsorship

**AKPsi**

➡➡➡ Fund raising is often times a critical aspect of an organization. ⬅⬅⬅

## Purpose of fundraising

This section might appear contradictory initially, for everyone realizes that the purpose of fund raising is to make money. But the ultimate reason for having the money is to channel it into professional, service and chapter activities. Chapters should always have a definite service project in mind for which their money can be profitably used. Service projects and fundraising projects are two sides of the same coin.

Be careful not to mislead the public as to the usage of the money you want to raise. Practice "truth in advertising". If you are raising money to send delegates to conventions, do not give the impression that the money will go to help needy kids or to some other charitable enterprise.

Within your own internal chapter operation your Executive Board should have some distinct policies governing how money shall be spent. For instance, is money derived from fundraising projects limited in its use to service activities, or will you allow administrative expenses to be covered by fundraising. Most chapters operate on the basis that chapter dues are to be used for administrative costs while monies raised through projects should be spent on service objectives.

A conscientious code of ethics should be maintained by every chapter in its fundraising procedures, both internally and externally, in order to attract the confidence and respect of the campus and community in which it is located.

## Guidelines for fundraising

Many colleges and universities have regulations covering the fundraising activities of school organizations. Your chapter should inquire if there are such policies at your school, and if so, be certain you are familiar with them.

The safest approach to fundraising is to make sure the project has the support of the entire chapter. Unless all the members see the value of the project and are willing to work for it, you can easily end up with only mediocre success.

Next be certain the plan is cleared with the school and that they know what will take place. (At some schools this may not be necessary; at others it is essential.) Although not required by all schools this courtesy and forethought can save the chapter from unexpected complications.

The following general principles need to be kept in mind when planning and operating a fundraising project:

1. Maintenance of the highest possible standards of operation.



2. Constant stimulation of enthusiasm for the project among chapter members.
3. General public acceptance of the project.
4. Complete planning in all phases well in advance.
5. Cooperation of all chapter members.
6. Maximum publicity and promotion.

## Fundraising do's and don'ts

### ➡➡➡ Proper Planning Prevents Poor Performance ◀◀◀

DO double work - - sell t-shirts at a dance marathon  
DO donate supplies/services as much as possible  
DO make the most of every opportunity  
DO have a goal  
DO create a project plan and budget  
DO do your homework on immediate needs and final goals  
DO have chapter and executive board support  
DO get groups together before and after every event to applaud successes and to strategize more difficult cases  
DO use thoughtful planning—too many events are the product of an impulse~  
DO think positively approaches to fundraising  
DO spend as little time as possible on fundraisers—they can really bog a group down  
DO make successful fundraisers traditional  
DO watch for opportunities to build on others' efforts  
DO be energetic, creative and enthusiastic

DON'T rely totally on dues  
DON'T allow fundraising to disrupt the regular business or programs of the organization  
DON'T schedule events that compete with the fundraising  
DON'T ask anyone to make a donation because you "need" the money  
DON'T ask for a fixed price when a donation will do  
DON'T assume that all pledges will automatically pay—you may have to remind them  
DON'T expect too much from members - - you should have fun and raise money  
DON'T have a fundraiser based on impulse—plan carefully  
DON'T let the treasurer handle all the responsibility—spread it around  
DON'T wait until the last minute for anything—be prepared! at least one more person to verify transactions  
DON'T violate school or legal restrictions  
DON'T forget—be creative, enthusiastic, and have fun!

# Types of Fundraising

- Large - 6-12 months
  - ? Public Tournaments (Golf, Fishing)
  - ? Silent Auctions
  - ? Business Man of the Year
  - ? Educational Seminar
  - ? Coupon Books
  
- Medium - 2-6 months
  - ? Regional Tournaments
  - ? Special Events
  - ? Corporate Car Washes
  - ? GMAT Review Courses
  - ? Hole-In-One Tournaments
  - ? Raffles
  
- Small - 0-1 months
  - ? Bake Sales
  - ? Flower Sales
  - ? Barbecues
  - ? Car Washes
  - ? Garage Sales
  - ? Laundry Night Raffles
  - ? Credit Card Applications
  - ? Television Tapings
  - ? Entertainment Guides

# Sponsorships

Sponsorships can be a "Win-Win situation" for both the company and chapter:

- ◆ The company gets free advertisements, publicity and increased business
- ◆ The chapter gets free food, donations, or money
- ◆ The company may get new interns or full-time employees
- ◆ The chapter gets a pool of potential professional speakers

## There are two types of sponsorships:

1. **Corporate Sponsors** >>> Typically large corporations which often require a proposal and time to consider sponsoring. Examples: Pepsi, ERAC, Princeton Review
2. **Rush Sponsors** >>> Typically smaller companies or local franchises that require minimal proposals and time to consider sponsoring. Examples: Local restaurants

## How do you get Corporate Sponsors?

Get ideas from your members - most people know someone they can refer.  
Often times Corporate Sponsors have a Marketing or Promotions Department where you can start.  
You need to be able to clearly outline what you are using the donation for and how it can benefit them.

This process can be a long process, so start early because it can take 1 week to a couple of months.

## How do you get Rush Sponsors?

Generally a lot easier than corporate sponsors  
Show them and tell them what you can offer in exchange for the donation and then follow-up with Marketing/Promotional items.  
Look to social fraternities and sororities for ideas

## What can you obtain from a sponsorship?

**Money** - Often can be used on anything you want, but sometimes sponsors will stipulate uses.

**Donations** - Merchandise, gift certificates or freebies (e.g. pens, product samples, food samples, & beverages)

**Food Items** - Pizza or free food can be used for events, rush, or membership meetings

## Tax on Unrelated Business Income of Exempt Organizations

Unrelated business income is the income from a **trade or business** that is **regularly carried on** by an exempt organization and that is **not substantially related** to the performance by the organization of its exempt purpose or function, except that the organization uses the profits derived from this activity.

**Trade or business:** The term “trade or business” generally includes any activity carried on for the production of income from selling goods or performing services. An activity does not lose its identity as a trade or business merely because it is carried on within a larger group of similar activities that may, or may not, be related to the exempt purposes of the organization. **For example**, soliciting, selling, publishing commercial advertising is a trade or business even though the advertising is published in an exempt organization’s periodical that contains editorial matter related to the organization’s exempt purpose.

**Regularly carried on:** Business activities are considered regularly carried on if they show a frequency and continuity, and are pursued in a manner similar to comparable commercial activities of nonexempt organizations. **For example**, a hospital’s auxiliary’s operation of a sandwich stand for 2 weeks at a state fair would not be the regular conduct of a trade or business. The stand would not compete with similar facilities that a nonexempt organization would ordinarily operate year round. However, operating a commercial parking lot every Saturday, year-round, would be the regular conduct of a trade or business.

**Not substantially related:** Business activities are not substantially related to an organization’s exempt purpose **if it does not contribute importantly** to accomplishing that purpose (other than through the production of funds). Whether an activity contributes importantly depends in each case on the facts involved.

### For More Information:

- ? IRS Publication 598 ([www.irs.gov](http://www.irs.gov))
- ? IRS Tax Assistance (800-829-1040)
- ? Local CPA
- ? Tax Attorney

## Basic organizational budgeting

One of the tasks you face if your chapter transacts a lot of business is preparing a budget. A budget is a tool used for planning and controlling your financial resources. It is a guideline for your future plan of action, expressed in financial terms within a set period of time. A budget does not have to be complex as the information below will explain.

### What a Budget Accomplishes

- It helps refine goals.
- It compels members of the chapter to use funds efficiently. It provides accurate information to analyze, adjust and evaluate programs and activities.
- It aids in decision making.
- It provides a historical reference to be used for future planning.

### Pre-Budget Considerations

Knowing your chapter's priorities, objectives and goals helps as you begin to prepare your budget. As you begin, ask yourself the following questions:

- What does your group most want to accomplish?
- How will you accomplish this?
- How much will it cost?
- Where is the money coming from?

Once these questions have been answered, you are ready to begin preparing your budget.

### Preparing Your Budget

1. Prepare an outline of the organization's planned future activities.
2. Determine and record available funds (e.g. carry-over balance from previous year).
3. Estimate and record expected income and when it will be available (dues, t-shirt sales, candy sales, etc.).
4. Define and record needed expenses (advertising, rentals, printing, postage, supplies, etc.).
5. Review, revise, and then assemble into a final budget.

THE BUDGET MUST BE FLEXIBLE TO ANTICIPATE CONDITIONS WHICH MIGHT HAVE BEEN OVERLOOKED DURING THE PLANNING PROCESS.

## Charitable giving -- give, but give wisely

The challenge of making certain that your donations are going to be used for the best purpose is a difficult one. The Council of Better Business Bureaus' produces an Annual Charity Index which provides information on most charities. The Index provides for philanthropic organizations an opportunity to see how certain charities allocate their money. Do they direct more to the fundraising expenses than to the actual program? Even though it may be a big name charity, you still might want to look into how the organization spends its money.

The Annual Charity Index can be purchased at most local book stores or you can call or write to the Council of Better Business Bureaus, Inc.

Council of Better Business Bureaus, Inc.  
4200 Wilson Boulevard  
Arlington, Virginia 22203  
703/276-0100

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## Appendix G: Promoting and Raising Money for AKPsi

### Tips for Promoting and Raising Money for Alpha Kappa Psi

#### Chapter Fundraisers

Selecting a fundraiser appropriate for your chapter is perhaps the most difficult, and yet the most important, decision to reach. The infinite number of possibilities for effective fundraisers makes event selection difficult. This issue is compounded further when you must consider the needs of the community, the opinions of chapter members, the volunteer and financial resources and the public relations impact of the event.

#### Typical Fundraisers

Projects to raise money fall into one of two categories - events or sales. Both groupings offer unlimited possibilities for successful fundraisers. Begin researching possible projects by reviewing past events. Perhaps a past fundraiser could be expanded or updated. Contact other organizations, campus leaders and civic leaders to discuss possible ideas. Listed here are examples of typical fundraisers. Use this list to help you brainstorm and select a project suitable for your chapter.

#### Events

- Sports tournaments (softball, volleyball, golf, tennis, swimming, running, jogging, walking, biking).
- Auctions (crafts, art)
- Entertainment Shows (amateur night, comedy club, talent competition, etc.)
- Tours (decorator showhouses, historical homes)
- Dinners (spaghetti, chili, fish, pancake, holiday)
- \_\_\_\_\_-a-thons (bike, dance, bowl, rock, teeter-totter, swing)

#### Sales

- Car Washes
- Candy
- Calendars
- Finals Week Survival Kits

#### Tips on Sales Projects

When you choose to sell something to raise money, there is no guarantee that your product will sell. Your chapter may be stuck with 500 calendars that no one will purchase. You can reduce the risk of this happening by using two methods. ?ake orders for your sales. By securing orders for sales before buying items, you will not purchase items you cannot sell. Purchase only enough items to fill orders. Give promotional items, such as T-shirts, to sponsor or to those who pay entry fees, rather than selling T-shirts. When distributing T-shirts in this manner, charge an entry fee that includes the price of the T-shirt. For example, last year a chapter charged an entry fee of \$10 for its bike race and sold each T-shirt to

promote the event for \$8. This year the chapter will charge each participant \$20 to enter the race, but will give each entrant a “free” T-shirt.

### **Community “Needs”**

After reviewing the various types of projects, study the fund raising “needs” of the community. The charity climate in each campus and community is different. A successful project in one community may fail in another. To be successful, a fundraiser must meet a need in the community or campus. For example, a community has many restored historic homes; however, no group sponsors public tours of these homes. A fund raising tour of historic homes would fill an unmet need in the community. Most likely, this event would be successful.

### **Chapter Support**

When you have found a fundraiser that will meet a campus or community need, ask chapter members their opinions of the project. You might find brothers will not wash another car, but will help organize a softball tournament. If members find the selected project unacceptable, they are unlikely to support the fundraiser. Without the enthusiastic support of chapter members, the event is unlikely to reach its potential for success.

### **Public Relations**

Consider the project’s impact on the image of Alpha Kappa Psi. The fundraiser should produce positive public relations for the Fraternity. For example, a rock-a-thon, in which members rock in rocking chairs for 24 hours to raise money, would produce a positive public relations impact for your chapter. However, the same rock-a-thon could present a negative image of the Fraternity, if members drink alcoholic beverages during the event.

### **Corporate Sponsorship**

Securing local, area and national businesses as event sponsors is the most effect way to raise a large sum of money. A business becomes a corporate sponsor when it donates money to a charity in return for publicity. Alcohol-related sponsors, such a beer distributors, liquor stores and bars are not acceptable sponsors for Alpha Kappa Psi events. The amount of money businesses donate varies. Much of this variance depends on the following items:

- Event type. Attract businesses, which sell items specific to your event, to sponsor the fundraiser. If your chapter sponsors a bike-a-thon, contact local bike stores, sporting goods stores and regional bicycling magazines. However, once a company becomes a sponsor, do not solicit sponsorship from competing businesses.
- Profile of Attendees and Participants. Companies direct advertising to certain groups within society and spend their advertising dollar accordingly.
- Event Longevity. If this is the third straight year for your bike-a-thon, stress this fact to potential sponsors. The event is a proven success.
- Competition. Assure the business managers/owners that their business will be the only company which sells a particular product to sponsor your charity. Cultivate businesses who do not compete with one another as sponsors.
- Charity. Tell business owners/managers of the positive effect their donation will have. In addition, remind them of the positive influence donating to charity will have upon the public’s perception of the company.



- **Affordability.** Sell potential donors on the affordability of your “advertising.” Often chapters publish the names of corporate sponsors on programs, T-shirts, flyers, banners, newspaper advertisements, letters to other organizations, signs, newsletters, etc. Prepare a list of various ways in which corporate sponsors will be promoted and an accompanying price list. Show this to business owners/managers when soliciting for donations. For example, if a company donates \$25, the company will be listed in the program. However, if a company contributes \$200, the organization’s logo will be published in the program and on all publicity materials, including free T-shirts to contestants. Sometimes, companies prefer to donate a service rather than money. Many chapters accept this type of payment. For example, a printer prints the programs for the event free of charge. Since this “donation” saves the chapter \$200, the chapter publishes the printer’s name in the programs and on all the publicity material.

**Checklist for Charity Event**

- ✓ Organize a Fund Raising Committee
- ✓ Establish responsibilities for each member.
- ✓ Ensure that all committee members understand their obligations.
- ✓ Choose a fund raiser
- ✓ Evaluate selection
- ✓ Establish a budget
- ✓ Keep costs to 5-10 percent of expected contributions.
- ✓ Establish a calendar with intermediate deadlines to ensure each item in the planning process is completed on
- ✓ time.
- ✓ Set an appropriate date.
- ✓ Consider weather conditions.

## Appendix H: Seasonal and Non-Seasonal Themed Fundraisers

### Seasonal Special Events

- VALENTINE KISSES, FLOWERS, COOKIES, RAFFLE: This holiday provides many opportunities for fundraising. Selling bags of chocolate kisses (and delivering them in school) is an easy project. Also, taking orders for red, pink, or white carnations with delivery (in school) on Valentine's Day is a successful project. Selling Valentine cookies during the day could also raise some funds. It is also a good idea to sell raffle tickets for Valentine's Day. For prizes, you could have dinner for two, gift basket, etc.
- ST. PATRICK'S DAY: Selling green carnations to celebrate Irish holiday can be a fun project. Sometimes setting up booth at area churches to take orders can be effective. Offer delivery within certain radius free, or charge a minimal charge for delivery.
- EASTER BUNNIES: Selling chocolate bunnies at Easter time can be a successful project. Companies like Nestle-Beich sell holiday candies. Contact your local vendor. Selling with a pre-order, pre-pay basis can cut down on surplus bunnies.
- MAY BASKETS: Take pre-order/ pre-payment for delivery on May Day. Decorate jumbo drinking cups and fill them with candy (buy it in bulk or from a vendor), balloons, coupons, gum. Try to get as much of the materials donated as possible.
- HALLOWEEN INSURANCE: Preceding Halloween, your chapter can sell "clean-up insurance" to the residents of your community. Chapters should state that all damage would be cleaned up, but that repairs would not be paid by the chapter. There may be ordinances in some areas which prevent this project. You should obtain permission from the city beforehand.
- TURKEY GRAMS/GHOUL GRAMS/BUNNY GRAMS: For a small fee, sell "grams" during various holidays for a small fee. These grams can be a card with some candy or something similar. Singing telegrams can also be used for a fun project.
- CHRISTMAS FLEA MARKET: You could get people from all over campus and community to donate items to your flea market, and then sell these items at your flea market. It's a great way for students to Christmas shop.
- CHRISTMAS TREES: The sale of Christmas trees involve good deal of money and a lot of planning.

- **SINGING CHRISTMAS CARDS:** Set up a booth in the University Center, at sporting events, or after church services to sell “singing Christmas Cards.” People pay a fee to have you go to someone’s home and sing Christmas carols. A card will be given to the recipient with the giver’s name.

### **Other non-seasonal special events**

- **TAILGATE PARTY:** This could be held before the homecoming game. Select a theme (i.e. Hawaiian) for the party and provide drinks as well as cost-beneficial food (barbecues, hamburgers, hotdogs, etc). Charge each student a reasonable cover charge (about \$10 per student).
- **SPORT TOURNAMENT:** Many sport tournaments make money, and they can be a lot of fun at the same time. Some suggestions are basketball, baseball, ping-pong, golf, pool, bowling, etc.
- **TALENT SHOWS:** Few chapters have enough talented students within them to hold a talent show without inviting outside participants. With good promotion throughout the school, a successful show can be organized.
- **CAR SMASH:** An old car will usually be donated to a chapter by a service station or a junk yard. After painting the name of the rival school on the car, the chapter can charge a fee for a swing at the car with a sledge hammer. Active support of the administration and publicity is extremely important.
- **CARNIVAL NIGHT:** The hall or auditorium can be decorated to suit the theme of the carnival. You can offer a diversified range of activities such as a cake walk, weight guessing, and many others. You may also wish to sell refreshments, and provide entertainment.
- **CHAPTER-FACULTY SPORTING EVENT:** This is always a hit with both students and faculty. It brings in a large amount of money, even when nominal fees are charged. An outstanding campaign is essential.
- **OLD BOOK AND RECORD SALE:** Start collecting the articles to be sold well in advance. The records can be set up in boxes, or spread out on tables. Limit the hours of sale, and try to sell out during the allowed time. Prices can range from 5 cents to \$1.00. Chapters can run a regular used bookstore and exchange center for their school.
- **MOVIE PARTIES:** Chapters can rent recent, full length motion pictures for showing at their universities. You can have your selection on the best in contemporary motion pictures, foreign, or domestic. You can charge prices for admission and arrange your own setting for the showing – either auditorium or more informal. Consult your yellow pages for motion picture distributors.

- SCHOOL DANCES: Take any opportunity to sponsor a dance on school ground, with the school's permission. This can be an easy way to make money. Hire an inexpensive deejay or produce your own music/dance tapes and find someone with a great stereo system. Check for school's rules in regard to dances.
- FINALS "SURVIVAL KITS": Advertise through student publications, radio, and by direct mail, if possible, that the Chapter is selling Survival Kits for students at Final Exam Time. The Kits can include a can of pop, candy bar, pens/pencils, gum, jokes, inspirational messages, coupons, etc. Deliver these in school.
- BIRTHDAY KITS: at the beginning of the school year, do a direct mail order to student's parents selling "Birthday Kits." The chapter can deliver birthday cakes, donut, cookies, balloons or something similar to students celebrating birthdays. This project would require strong committee and organization.
- USHERS: Some organizations will pay very well for ushers at sports games, etc.
- PARKING CARS: Many Chapters park cars for school events. Some are paid by the school safety department according to the number of man hours worked, and others have set fee for parking each car.
- RENT-A-BROTHER: A day is set aside, usually on the weekend, and community members are urged to rent a chapter brother for the day. The employer calls the chapter and lists the jobs that he would need to have done. Some of the activities that can be done are raking leaves, washing windows, painting, etc. This project needs good publicity, but it is easy to publicize. Its success depends on team spirit and people who really will do the job to which they are assigned.

## Appendix I: Alternative Fundraisers

- **Creative or Customized Ideas**

Since AKPsi is a business fraternity, the business theme can be carried through in some fundraising. For example, T-shirts with funny sayings such as "Your business is our business" or "Mind your own business" could involve more members in selling them, and have some fun besides. A more unusual approach was used by the AKPsi chapter at the University of Oregon, who sold tickets nominating business professors in a "Kiss the pig" fundraiser. The professors supposedly had to actually buss a porker specially brought on campus.

- **Raffles**

The Nu Psi Chapter of AKPsi at James Madison University holds an annual tuition giveaway raffle for \$1,000 to be applied to the winner's tuition. They also solicit local businesses for donations of gifts and prizes for the raffle. There are countless ideas for raffles, and they are a dependable source for some fundraising revenue because people enjoy the games of chance.

- **Discount Cards**

The AKPsi Chapter at the University of Pittsburgh sold a discount card for shopping at local businesses, and used their website to advertise them.

- **Fundraising Vendors**

There are many online vendors who specialize in fundraising merchandise, and often direct their ads towards college student groups. Although AKPsi was not successful in one such program, selling credit cards to other students, there are other products and services available. CampusFundraiser.com reported on its website that an AKPsi chapter raised \$1,611 by working with the vendor.

- **Institutional Fundraising**

This involves asking for money from organizations such as charitable donation, corporations and other businesses, and public agencies. In general, this type of fundraising is remarkably cost-effective. In other words, a small investment in a good proposal and appropriate follow-up can pay off in a big grant or contribution.

- **Major-donor**

In this type of fundraising a nonprofit organization seeks gifts from individuals of means. Like institutional fundraising, major-donor fundraising is typically very efficient from a financial standpoint. It doesn't cost a whole lot to dial the phone or even to pick up a lunch tab.

- **Websites**

More and more non-profit organizations are turning to websites to recruit new members and/or donors.

- **Merchandising**

A great many non-profits can earn income from merchandising, which usually capitalizes on the organization's logo and its goodwill. Net income may be meager, but merchandising potentially offers other benefits as well. The display of branded merchandise is free advertising. Members' or donors' sense of belonging may be reinforced by using a backpack, T-shirt, or windbreakers bearing the organization's logo.

## Appendix J: Tips on Motivating Members

1. **Decide exactly how long your group will spend on each fundraising project.**
  - Pick a definite beginning and ending to the project. Let everyone know the exact date they will be required to finish.
  - It's easier for people to make a commitment when they know that the project is not a big commitment.
  - It has been found that most groups sell more when a project is relatively short. Remember Murphy's law - "If you can put it off till Timorrow, you will."
2. **Only involve those group members who want to get involved.**
  - It is usually 20% of the people who make 80% of the problems, so don't expect everyone to participate.
  - Announce to your group that each member should only commit themselves to do what they are certain they can do. By doing this, it will eliminate most of the negative comments about the products, services, etc. you sell. Negative comments usually generate from those who don't do anything. Confine your efforts to the group's active members.
3. **Set your financial goals before you start.**
  - Make your goal high, but realistic.
  - Be specific, let the members know how much you expect them to sell or what tasks to do and how much your group expects to earn.
  - By being clear, everyone will know when they have done a good job or did not do their share.
4. **Keep in touch with the members during the fundraising drive.**
  - Check in with your group members to see how they are doing and to answer any questions they may have.
  - Give the members plenty of feedback by letting them know when they are doing well. Give them ideas when they are slow.
5. **Provide incentive programs.**
  - Depending upon the service or product you are selling, perhaps you could reward your top seller(s) with prizes, coupons, etc.