

## APPENDIX B

### SAMPLE PHILANTHROPY EVENT PLANNING CHECKLIST

Use this list to make sure that all aspects of the philanthropy are covered, including the planning, implementing, and evaluation processes. This list can be adjusted to your specific chapter and philanthropy event.

- Select a Director of Philanthropy and establish a committee. Review this **BRIEF** to familiarize yourselves with responsibilities and possible philanthropy events.
- Pick a worthy cause to contribute money to, educate about, or directly serve.
- Search for an idea
  - o Meet with the Greek Life or Student Life office.
  - o Meet with the campus service department.
  - o Ask for feedback from alumni.
  - o Read the *Quarterly*.
  - o Read Section VI of the Philanthropy **BRIEF**.
- Pick a date for the event
  - o At least four months in advance, preferably the semester or two quarters before.
  - o Consult all involved before setting a tentative date. Be aware of holidays, sporting events, weather, etc.
- Set goals
  - o Goals should be specific, measurable, attainable, realistic, and time-oriented
    - For example:
      - The chapter will hold a car wash to raise money for The V Foundation.
      - The chapter will raise \$1,500 during the eight-hour event.
      - Don't promise 100% participation. Under-promise and over-deliver.
      - Agree to a level of involvement and participation that is reasonable for the chapter.
      - Set deadlines and dates to check progress. Start with the end date and work backwards.
  - o List these ideas in public for everyone to see.
- Educate members and participants about your philanthropy of choice
  - o Bring in speakers from the charity. (Unfortunately, The V Foundation cannot provide speakers. You may contact local cancer centers to see if they would offer a speaker. The V Foundation funds researchers around the country. You can click on the Grant Map to find the institutions that have been funded in your state: <http://jimmyv.org/programservices/grantmap.cfm>)
  - o Provide statistics, brochures, and information on the charity ([www.jimmyv.org](http://www.jimmyv.org)).
- Develop ways to raise money
  - o Gain corporate sponsors (See *APPENDIX D* for letters). Don't forget to follow-up!
  - o Get local businesses to sponsor specific activities or the entire event. (See *APPENDIX D* for letters.)
  - o Get donations from friends, families, and alumni.
  - o Vending (t-shirts, hats, brochures, etc.)
  - o Hold specific fundraising events (brotherhood auctions or charity events through the school).
- Publicize the event
  - o Contact local media: newspaper, radio and TV stations (See *APPENDIX D*).
  - o Present dates to Student Activities or whoever publicizes events at your institution.
  - o Produce appropriate fliers and press material for posting on campus and around your local city or town. Make certain you get your postings cleared by your host institution first, as there are usually rules for the posting of such material.
  - o Provide photographs and story to be published in the *Quarterly* afterwards.
- Expand participation
  - o Highlight the community service aspect of the philanthropy event.
  - o Include participants in the planning process.
  - o Invite new groups and other non-Greek groups to participate and attend events.
  - o Place emphasis on opportunities to meet new people and expand horizons.
  - o Host campus-wide activities during the philanthropy event.

- ❑ Motivate the Chapter and alumni
  - o Have a philanthropy committee along with the philanthropy chairman.
  - o Give responsibilities to each brother and give them ownership of their projects. Remember, "People support what they help create."
  - o Use the varied talents present in your chapter to make the event successful.
  
- ❑ Wrap-up after the event
  - o Follow the 24/48/72 Rule. (See Section III.)
  - o Have the brothers personally thank the other student groups that participated in the event. For sororities, it might be a nice touch to deliver flowers, to serenade them, or do both, as a sincere and personal thank-you.
  - o Write thank you cards to all donors, sponsors, alumni and parents who assisted in the event. Handwritten notes mean the most, and always err on the side of sending too many thank you notes, rather than too few.
  - o Provide a copy of the philanthropy program in the philanthropy chairman's notebook.
  - o Report the success of the event to the media and to Delta Chi.
  
- ❑ Evaluate the event
  - o Review all plans and goals to ensure that it is what you want, and it is acceptable to all involved.
  - o Plan for next year.