

Our Summer/Fall Task List

As this is written, many colleges and universities are making plans for some level of return by students to campus, as are our chapter house corporations. If you are a House Corporation officer, Purple Legionnaire, Section Chief, or BCA member, you know that much needs to be accomplished before move-in day. Not the least of which is making sure that your house corporation finances are on solid footing.

The current economic situation creates more of a sense of urgency for chapter house fundraising but at the same time a more challenging environment in which to operate. Therefore, we offer five straight-forward recommendations for your summer/fall task list:

- 1. Communicate, Communicate, Communicate.** Your communication with graduate brothers can be primarily email-based, but it is also important to send printed newsletters at least once per semester. Be candid about your challenges and present opportunities for graduates to get involved with their time and financial resources. Most importantly, communicate!
- 2. Plan to send annual dues appeals/fundraising requests to graduates (if your chapter already does this.)** If your chapter does not currently have an annual appeal or some type of graduate fundraising program, consider starting one. Email: mark@columnsfundraising.com or call 404-317-0435 to discuss annual fundraising appeals. Plan on sending at least two (2) appeals each calendar year.
- 3. Consider establishing a chapter scholarship fund to be used for undergraduates that are now experiencing challenging financial situations.** Permanent scholarship funds can be established locally or housed and managed within the Phi Gamma Delta Educational Foundation at IHQ. We bet that many of your graduates will appreciate being asked to help undergraduate brothers with legitimate housing and tuition needs.

4. **Involve undergraduate parents.** Include parents in all communications and all fundraising asks. Some parents may want to contribute to a “COVID-19 Sanitation Fund” to help defray the added costs incurred to ensure safe and healthy chapter houses.
5. **Ask, Ask, and Ask Again!** Don't be presumptuous and assume a donor will say no to making a gift. Explain the need, and let the donor make the decision.

Do you have other questions about fundraising or specifically about raising money for your chapter, or perhaps, starting an annual giving program?

Successful fundraising requires time, expertise, and organization, so if you are thinking about a renovation or rebuild in the next several years, or an annual giving program to offset operating expenses, it is not too soon to contact us to discuss your project or get other questions answered. Proper planning now is prudent so that your house corporation is on sound footing financially.

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