

DELTA CHI BRIEF

The Preamble of Delta Chi clearly states that two of the purposes of our Fraternity are to develop character and to advance justice. Philanthropic work is one way that chapters can live those values. As some of the highest profile functions of our Fraternity, philanthropy events provide an the opportunity to bring public attention to the good efforts Delta Chi chapters, colonies and alumni chapters are committed to benefit. Similarly, it is an excellent opportunity to promote friendship, the spirit of service, a connection to the community, and a positive Greek image.

To assist chapters in brainstorming, planning and executing the best possible events, the *Philanthropy BRIEF* offers an overview of the opportunities to seize and the challenges to avoid, while taking a proactive effort to help ensure that future philanthropic activities embody the spirit of service.

This **BRIEF** provides a consistent, high-quality philanthropic program for Delta Chi that will encourage unity and success for participating chapters. Reviewing and avoiding areas that have been concerns for other fraternities can help your chapter be more successful. The **BRIEF** provides suggestions for event ideas; adequately addresses risk management and safety issues; makes evident the importance of timeliness, preparation, and follow-up; and presents information about The V Foundation. All of these things will be beneficial in organizing and holding an effective and honorable philanthropy event.

Bear in mind that this **BRIEF** is only one piece for a successful event. It is not assumed that every group will plan the same function.

In fact, some event suggestions may not apply to your particular institution or fraternity system, while others may seem as though they were written specifically for your chapter. If your chapter makes the effort to adapt this information to its campus, it will be on the way to a more successful philanthropy.

While the organization of the event is crucial, success is also largely dependent upon the attitude of the brothers. Combining the suggestions found in the *Philanthropy BRIEF* with a positive approach to philanthropy will pave the way for an outstanding event on your campus.

The following are key ideas to remember while planning a philanthropy:

1. Plan early
2. Set S.M.A.R.T. goals
3. Prepare a budget and stick to it
4. Contact possible sponsors
5. Publicize the event
6. Thank participants and sponsors
7. Live the values of Delta Chi
8. Report the good work
9. Have fun!!!

If you have any questions, ideas, or comments regarding this **BRIEF**, please direct them to the Director of Chapter Services at the Delta Chi Fraternity Headquarters via email: chapterservices@deltachi.org

Best wishes for a successful and inspirational philanthropy event!

*For simplicity, the term "chapter," will be used throughout this **BRIEF** to refer to all chapters, colonies, and alumni chapters.*

SECTION I PURPOSE

The purpose of philanthropy events is easily stated: to serve the greater good of the community through the collection of resources. Since the founding of Delta Chi, brothers have endeavored to give back to their communities. Because philanthropy affords each chapter the unique opportunity to positively impact the community, it has been the most publicized and visible way for chapters to serve others. Thus, it is imperative that the actions of each brother reflect our true goal. Let the mission of philanthropy—serving the greater good of the community—provide the foundation for each event and govern every action before, during, and following the philanthropy event.

PHILANTHROPY VS. COMMUNITY SERVICE: HOW DO THEY DIFFER?

Philanthropy:

Philanthropy is an effort to serve the greater good of the community through the transfer or donation of goods, funds or other capital to a non-profit group or organization. There is little to no direct personal contact with those who will benefit from the work.

Examples: fundraisers, canned food drives, clothing drives

Community Service:

Community service is an effort to serve the greater good of the community through direct contact with those who will benefit from the work. Community service requires the time and labor of those who wish to volunteer.

Examples: school partnerships, community clean-ups

WHY PHILANTHROPY?

Philanthropy creates a variety of benefits for the community, the members of the chapter, and the chapter as a whole. Some of the benefits include:

- Making a positive difference in the lives of others
- Serving as a role model on campus and in the community
- Becoming more marketable to potential employers
- Learning about your personal interests
- Living the values of Delta Chi
- Increased public relations for the chapter
- Recruitment of new members for the chapter
- Awards (D.E.L.T.A.C.H.I. awards and campus awards)

D.E.L.T.A.C.H.I. AWARDS

Delta Chi recognizes chapters and colonies that do outstanding work in the areas of community service and philanthropy. Chapters are recognized in each of the nine regions for the most man-hours donated to community service and the most money raised / contributed to charitable causes. More information about the D.E.L.T.A.C.H.I. awards can be found on the Delta Chi website, www.deltachi.org, under the resources section.

SECTION II A WORTHY CAUSE

WHY THE V FOUNDATION

Each year, Delta Chi chapters raise tens of thousands of dollars for international and local charitable organizations. It is the hope of Delta Chi that if all chapters unite their services and resources to benefit a single organization, Delta Chi can make a great impact on that one organization.

Delta Chi has chosen The V Foundation as its preferred charitable organization. As described in this section, The V Foundation is a charitable organization dedicated to saving lives by helping to find a cure for cancer. Because The V Foundation sponsors research and treatments for all forms of cancer, a disease to which almost everyone has a personal connection, a personal relationship can be established with The V Foundation.

While The V Foundation is the preferred organization of choice, it is perfectly fine to raise resources or services for any other local or international charitable organization. In fact, chapters may choose to contribute to both a local organization and The V Foundation.

Chapters are also highly encouraged to be involved in other philanthropy events held on campus and in the community. Involvement serves the greater good of the community, and acts as a great public relations tool for the chapter. Participation in the philanthropy events of others may increase participation in the chapter's event.

THE V FOUNDATION

ESPN and the late Jim Valvano created The V Foundation in 1993. Valvano, the legendary North Carolina State basketball coach and ESPN broadcaster, won the hearts of sports fans across the country when his underdog NC State Wolfpack captured the NCAA Basketball Championship in an upset win in 1983. Ten years later, he inspired millions more with his memorable speech at the inaugural ESPY Awards (See *APPENDIX A*). A gravely ill Valvano entertained, amused, and captured the imagination of a worldwide audience. He announced the creation of The V Foundation for Cancer Research. He proclaimed "Don't Give Up . . . Don't Ever Give Up!"[®] as the motto in the fight against the disease that ultimately claimed him at the age of 47, after a brief and very public ten-month battle.

Since then, The V Foundation, conceived by a small group of Jim's friends and colleagues, has grown to include donors and volunteers nationwide. Since 1993, The V Foundation has raised more than \$50 million and awarded research grants in 36 states and the District of Columbia. Perhaps most impressive of all is that today The V Foundation still operates with a small staff, a nationwide volunteer network and an all-volunteer Board of Directors and Scientific Review Committee, assuring that over the past five years an average of 83 cents of every dollar raised has been available to fund cancer research.

Today Jim Valvano's friends and colleagues are joined by new friends and additional volunteers who contribute time, efforts, and donations, both large and small, in the hope that Jim's final dream will become a reality: victims will become survivors, and the disease that claims so many of our loved ones will devastate no more.

WHERE DOES THE MONEY GO?

The V Foundation seeks out promising young scientists from the finest research facilities across the country who need early developmental, critical-stage grant support. These V Scholars are the backbone of the research team. Additionally, The V Foundation-AACR Grants in Translational Cancer Research Program advances research further, preparing to take it from the laboratories and bridge it into clinics and the hands of doctors treating patients. Finally, the Designated Grant Program aims specific monies toward specialized cancer interests, sometimes to a precise geographical area, often the same as where the funding was generated.

WHAT DOES THE FUTURE HOLD?

The future brings research to improve quality of life, extend remission, and bring undiminished hope to the lives of cancer survivors. We must continue to fund essential research that will ultimately identify the causes and develop the cures to eliminate this disease.

CONTACT INFORMATION

The V Foundation for Cancer Research can be contacted via email for more information at events@jimmyv.org

The V Foundation for Cancer Research can also be contacted at its headquarters:

The V Foundation for Cancer Research
106 Towerview Court
Cary, North Carolina 27513

Phone: 919-380-9505 or 1-800-4JIMMYV (1-800-454-6698)

Fax: 919-380-0025

Website: www.jimmyv.org

*For more information about The V Foundation, including to whom to send a check, event planning assistance, and logo and motto use, please refer to APPENDIX A of this **BRIEF**.*

SECTION III PLANNING A PHILANTHROPY EVENT

Because of its importance and magnitude of work, it is recommended that the chapter develop a Director of Philanthropy or Philanthropy Chairman and a philanthropy committee. (Some chapters may use the term Philanthropy Chairman instead of Director of Philanthropy. This **BRIEF** will use the term Director of Philanthropy.) In some cases, the Director of Philanthropy and Director of Community Service may be the same person. The chapter's philanthropy chairman and committee have a major role in organizing, planning, and motivating the chapter's philanthropy events.

Director of Philanthropy - The responsibilities of the Director of Philanthropy consist of (but are not limited to) the following:

1. Chair the philanthropy committee and establish a philanthropy program to raise money for The V Foundation or other well-deserving charitable organization.
2. Keep a written philanthropy program and notebook that will allow for continuity and consistent improvement for the chapter's philanthropy efforts.
3. Maintain regular contact with the charitable organization(s) the chapter has chosen to work with. This includes reporting all money raised for charitable organizations to Delta Chi, the University Greek Life Office, and other interested parties.

Philanthropy Committee - Similar to other responsibilities within the chapter, a committee is recommended to assist the Director of Philanthropy with his duties. A committee will allow for greater member involvement and experience. The philanthropy committee should consist of (but not be limited to) the following members:

- Director of Philanthropy
- Director of Community Service
- Director of Public Relations
- Chapter Historian
- One representative from each of the following committees:
 - Recruitment
 - Social
 - Alumni Relations

WHERE TO START

Developing a successful philanthropy event can be a daunting task, but with timely planning and organization, it is possible for your chapter to develop a program that will promote a positive image for the chapter and serve the greater good of the community.

Step 1 - PICK A WORTHY CAUSE

As discussed, the suggested service project for Delta Chi is The V Foundation. This allows members with personal connections to cancer research to be personally invested in the philanthropy event. However, chapters are not locked into this choice. Since people prefer to give money to tax-deductible charities, make sure that the charity you choose is a non-profit organization (federal tax code 501c3). Contact your Greek Advisor, campus service department, or Delta Chi for a listing of other non-profit organizations.

Some chapters donate a portion of the proceeds to The V Foundation, a portion to a campus or local charity, and a portion to the designated charity of each participant or winner of the philanthropy event (if it is a competition). Certainly, society is at no loss for good causes, so finding a charity should not be difficult. The difficult part involves narrowing down your choices. Above all, it is important to take into account who will be participating in the event. If more than 50% of the participants are sorority women, the chapter might consider donating half of the proceeds to each sorority's charity or the winning chapter's charity.

Once you have selected a charity, it is important to identify specifically what type of support will most benefit the charity. Although financial support may immediately come to mind, this is not always a group's greatest need. More often than not, "people power" is as valuable to a charity as money. For example, if two hundred philanthropy participants each donate three hours of their time, they would be giving that charity a gift valued at

over \$3,000 compared to work compensated at a minimum wage salary. It is recommended to contact the charity in advance to see what it prefers.

Step 2 - SEARCH FOR AN IDEA

After a charitable organization is chosen, it is time to decide how the chapter is going to contribute to the cause. Start by holding a philanthropy committee meeting to brainstorm all of the possible ideas. Don't limit yourself to any idea initially. For some chapters, a philanthropy may consist of a two-day event. For others, it may be a weeklong function. Do what will work best for the chapter on your campus.

When searching for an idea, take advantage of the numerous resources available that may spark a possible plan. Such resources include your Greek Advisor, alumni, parents, other Delta Chi chapters, and the list of possible ideas found in Section VI of this **BRIEF**. The old adage, "people tend to support what they help to create" is certainly applicable in this situation. The most successful philanthropy will be one that reflects the interests of many of the participants.

Additionally, refer to the resources that Delta Chi provides through the *Quarterly*, InBRIEFs, www.deltachi.org, and revisions to the *Philanthropy BRIEF*.

Step 3 - SET GOALS

Setting goals for the philanthropy event will provide the chapter motivation and focus to work hard on planning and organizing it. It may be beneficial to work with the charity when developing goals. Possible goals for the philanthropy function may include: money raised, number of participants, number of references to the event in the media, etc.

All goals set should follow the following **S.M.A.R.T.** criteria:

- **Specific** - The chapter will raise at least \$800 for The V Foundation.
- **Measurable** - The chapter will raise at least \$1,500 for The V Foundation and have at least ten other student organizations participate in our event
- **Attainable** - Have 12 of the 20 fraternities participate in the event. Setting unattainable goals, such as 100% participation, will leave the chapter feeling disappointed about its efforts.
- **Realistic** - Will the chapter be interested in the event? Is it realistic to have a softball tournament in January?
- **Time-Oriented** - Setting deadlines will help maintain focus and serve as a way to check progress.

All goals should also be *worthwhile*. Since it is a philanthropy event, the goals should be developed to raise resources for a charitable organization.

Goals should be evaluated at the conclusion of the philanthropy event. If goals aren't reached, ask yourselves why and how they can be obtained in the future.

Step 4 - BUDGET

It is likely going to cost your chapter money in order to host a philanthropy event. A venue, food/beverages, t-shirts, awards, equipment, etc. may have to be purchased. It is important to budget so that as much money made from the philanthropy event can go directly to the charity as possible. Therefore, plan early so that the best prices can be found. It is also important to solicit donors and sponsors for some of the aforementioned items. The more that is donated by sponsors, the more money that can go directly to the charity. For more information about sponsors, please see Section V of this **BRIEF**.

TIMELINE

Once the chapter has selected a philanthropy chairman and committee, chosen a worthy cause, picked an idea, and developed goals and a budget, it is time for the heart of the philanthropy event. The following timeline provides **suggested** dates and steps to be taken by the chapter to properly plan for and implement the philanthropy program:

The following timeline is for an idealistic philanthropy program. For example, it is understandable that it may not be feasible

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Four to six months prior to the event:

Choose a date/time - It is important to choose a date for the philanthropy event early so that facilities can be reserved. Be sure to include the date of the function on all materials distributed to potential participants and sponsors. When choosing the date of the program, be aware of holidays, season/ weather, and other important events within the community or on campus.

Choose a venue - Make sure the venue is within the budget of the chapter and that it can properly hold the expected number of participants. Things to consider when reserving the venue include: location within the community / campus, cost, and parking. If possible, talk to the owner of the venue about donating its use.

Contact sponsors - National and local sponsors can have a significant impact on the event but are often difficult to secure. Often, companies plan their philanthropic budget months in advance, so it is important to contact them early. Sponsors can provide more than just money for the event. Donations such as food, beverages, t-shirts, awards, prizes, etc. can be just as helpful as a monetary donation. For more information about sponsors, please see Section V of this **BRIEF**.

Two to four months prior to the event:

Contact alumni and parents – Send letters to alumni and parents informing them about the philanthropy event. Invite them to the event and ask if they would be willing to donate anything to the event – not necessarily money. Make sure to send a thank you card immediately to anybody who donates. Alumni and parents can also provide suggestions and resources for potential sponsors.

Publicize and invite – People will only attend and participate if they know about the event. Possibilities for publicity include campus fliers, press releases, radio and print advertisements, presentations, etc. For more information about publicizing the event, please see Section IV of this **BRIEF**.

Solicit participants – Start getting people interested in participating. Go into residence halls and speak to various floors about the event. Speak to campus organizations on campus. Ask professors for a minute of time at the beginning or end of class to make an announcement. Gather contact information of participants so that you can confirm their attendance, as well as remind them when the date of the event approaches.

Follow-up with sponsors – Don't rely on businesses getting back to you right away. If you haven't heard back from possible sponsors, make the effort to call or visit (do not rely on e-mail). Follow-up by the chapter will demonstrate a level of professionalism.

Awards, t-shirts, programs – All t-shirts, awards, trophies, programs, etc. should be designed and ordered prior to the event to allow for changes, if necessary. You don't want to distribute any misspelled programs, awards, or other items to participants.

Two to four weeks prior to the event:

Confirm the venue – Make sure that everything is still reserved and that all needs are met (i.e. – audio-visual equipment, seating, food / beverage, etc.)

Continue to publicize – Make sure that all possible avenues have been touched concerning publicity of the event. Send advertisements and press releases to all campus and local newspapers. The more people who know about the event, the more people who will attend the event.

Day of the event (refer to the Sample Philanthropy Event Planning Checklist in *APPENDIX B*):

Make sure that all members are in attendance – There is A LOT to do on the day of the event. It is important to have as many volunteers as possible. This is where all of the hard work will pay off.

Set up the venue/event – Make sure that everything is set up and people know where to be. This should be easy if planning was done before the event.

Distribute programs – Allow people to see who generously donated to the philanthropy event.

Welcome participants, spectators, and guests – The event is a public relations tool for the chapter. Make sure those who attend the event feel welcome and that their donations are going to a good cause.

Thank everyone – At the conclusion of the event, thank everyone for their participation and attendance.

Following the event:

Thank-yous – Send a thank you letter to all donors, sponsors, advertisers, and participants. Anybody who helped to make the philanthropy event a success needs to be thanked by the chapter. If the chapter expresses gratitude, people will be more willing to remain involved next time. It is also a good idea to place an advertisement in the media thanking everybody for their help.

Final press release – Send a press release to the media notifying them about the success of the philanthropy event.

Report – Let Delta Chi know how successful your event was. Please use the form found in *APPENDIX F* of this **BRIEF** to report man-hours and money raised. Mail the form to the Director of Chapter Services. Additionally, provide a submission about the event for the *Quarterly*.

Donate to the organization – Following the event, it is good to implement the **24/48/72 Rule**: Make sure that all funds are counted within 24 hours of the event; take all money to the bank within 48 hours of the event; have a check on the way to the charitable organization within 72 hours.

Evaluate – Once the event is over, it is time to start thinking about doing it again. As a philanthropy committee, discuss what worked well and what can be improved. It is important to have this evaluation soon after the event, while it is still fresh in the minds of the members. Be sure to write down the suggestions and program in the philanthropy chairman's notebook so that it can be passed on to the next chairman. Evaluation will provide for continued improvement of the event.

For more information about planning a philanthropy event, please refer to the Philanthropy Event Planning Checklist, which can be found in APPENDIX B of this BRIEF.

SECTION IV PUBLIC RELATIONS

It could be argued that a philanthropy event has the potential to have a greater public impact than anything else we do in Delta Chi. We have the opportunity to help others; advance the interests and honor of the Fraternity; promote friendship, brotherhood and Greek unity; cultivate positive relations with the campus and community; grow personally; meet new people and make new friends; and lastly, have fun. However, this does not mean we need to sacrifice what we claim to believe in or suspend our ideals for the program.

Public relations does not end when your program begins. Be consistent throughout and maintain close contact with the Office of Student Life or Greek Affairs to avoid any potential conflicts and to perform any necessary troubleshooting. When your event is over, be sure to provide details and photographs of your project to local media, as well as to the Editor of the *Quarterly* at the Fraternity Headquarters.

Consider these ideas when publicizing the event:

Identify the media - make a list of all available media in your area, as well as other possible ways to get the word out about the philanthropy. Which outlets are appropriate? Possible outlets include:

- Local/campus radio stations
- Student and local newspapers
- Other campus organizations
- Posting flyers in academic buildings
- Online advertisements and directories
- Other Delta Chi chapters
- Campus administrators
- Alumni and parents
- Word of mouth!

Timeliness - if you want the media to cover your philanthropy, send them detailed information about the event well in advance so they can put it on their schedule. Start contacting the media at least 4 weeks prior to the event.

Key information – Be sure to include the who, what, where, when, why, and how about the function in/ on all public relations material. Journalists and participants prefer a brief description of the story or idea, along with a compelling reason as to why they should cover or participate in the event.

Please refer to APPENDIX D of this **BRIEF** for sample press releases, public service announcements, fliers, and other public relations material that will assist in promoting the philanthropy event. Additionally, refer to the Public Relations **BRIEF** in the Chapter Operations Manual or at www.deltachi.org for more assistance with public relations.

Advertise the truth - it is important that all materials pertaining to the philanthropy event are worded correctly, adhering to the Better Business Bureau's Guidelines for Charities Standard 19:

Clearly disclose how the charity benefits from the sale of products or services (i.e., cause-related marketing) that state or imply that a charity will benefit from a consumer sale or transaction. Such promotions should disclose, at the point of solicitation:

1. The actual or anticipated portion of the purchase price that will benefit the charity (e.g., 95 cents will be contributed to The V Foundation for every item sold),
2. The duration of the campaign (e.g., the month of November, on Oct. 13, or from Sept. 20-25),
3. Any maximum or guaranteed minimum contribution amount (e.g., up to a maximum of \$200,000, a minimum of \$500).

The V Foundation - the following pertains specifically to The V Foundation and how all material **must** be worded:

Disclosures solely stating that the charity will receive "proceeds," "profits," "net proceeds," or some other general financial benefit as a result of sales will NOT meet this standard:

- **Correct Use** – "95 cents will go to The V Foundation for every ticket sold in October up to a maximum of \$200,000." The disclosure needs to include only elements applicable to that specific promotion.
- **Correct Use** – The disclosure of the amount that goes to the charity might be expressed in monetary amounts (e.g., 25 cents will go to The V Foundation) or as a percentage of the purchase price (e.g., 90% of the purchase price will go to The V Foundation).
- **Correct Use** – Disclose this information at the point of solicitation. Placement of the disclosure might be, for example, within the product advertisement that features the charity benefit, on the product packaging, on the hangtag attached to the product, or on the catalog order form.

Questions regarding The V Foundation can be addressed to The V Foundation at 1-800-4JimmyV or at events@jimmyv.org.

SECTION V RAISING MONEY

The task of fundraising can be difficult and time-consuming, especially without a well-organized plan. Traditionally, the most popular way to raise money for The V Foundation is by soliciting corporate sponsors, local businesses, alumni, parents, and friends for donations. Also, if your charity is tax-exempt (501c3), be sure to remind potential donors that their gifts will be tax-deductible. For information on tax-exempt status, contact Delta Chi Headquarters or The V Foundation.

Above all, be creative. With a little time, effort, and brainstorming, your chapter will be able to better tailor your efforts to the chapter's needs. Below is a list of possible ways to raise money for your charitable organization:

Entry fees – Charging individual participants or groups an entry fee to participate can result in a large amount of money being donated to the charitable organization. Make sure participants are aware of how their money is being used. For example, \$5 from every t-shirt sold benefits The V Foundation.

Sponsors – Local businesses are oftentimes more than willing to help a group working on a philanthropic project. Businesses will sponsor awards, prizes, venues, food, etc. Keep in mind that any donation is a helpful donation. For more information about sponsors, please see the section below.

Tickets – Charge a minimal amount to enter the event as a spectator. This can go directly to the charitable organization. This should only be done for events held in stadiums, at playing fields, or in auditoriums. Admission should NOT be charged at bars or taverns for a charity event. Follow the FIPG Risk Management Policy! For example, if you charge just \$1 to watch groups play volleyball, and 200 spectators arrive, that is \$200 that can go directly to the charitable organization!

Raffles – Raffles are a great way to raise additional money for the charitable organization. Have spectators/participants of the event pay a minimal amount for a raffle ticket. During the event, draw a ticket and whoever wins can receive a prize that was donated to the event. All of the money raised from the raffle can be donated to the charitable organization.

T-Shirts – College students love collecting t-shirts. Sell t-shirts that promote the event at a minimal charge, with money going to the charitable organization. If the philanthropy is a competition, award points for highest shirt sales. Be creative and sell other unique items as well, such as hats, water bottles, bracelets, etc. T-shirts should be appropriate in content and display a positive image.

Food Services – See if it is possible to work out arrangements with the University food services to allow students to donate money to charity using their meal cards.

SPONSORS

Corporate/local sponsorships can have a significant impact on the event. Sponsors can provide assistance with reserving a venue, donating food and beverages, prizes, awards, etc. When working with sponsors, it is important to be prepared, and approach them early. Provide them with written materials that explain possible sponsorship opportunities. See *APPENDIX E* for a sample form. Most businesses have a philanthropic budget but must be approached early and in a professional manner. Do not anticipate large checks to be written by businesses. Encourage them to give whatever they can, knowing that they will be helping a good cause. The more that is donated, the more profit that can go directly to the charity.

Alumni and parents can be a huge help in dealing with possible sponsors. They may know which businesses would be good to contact, as well as whom to contact within those businesses. See *APPENDIX D* of this **BRIEF** for sample letters to alumni and parents.

Below are the steps to consider when working with potential sponsors:

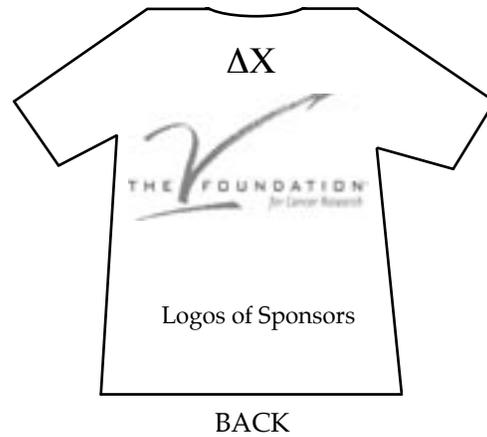
1. Compile a list of local businesses that may donate money, awards, prizes, venues, entertainment, etc.
2. Determine the criteria for listing the sponsors' name in the program and/or on the t-shirt.
3. Send personalized letters to each business (See *APPENDIX D*). Visit the businesses if possible. Be professional at all times.
4. Write a personalized thank-you note immediately after receiving any donations (See *APPENDIX D*)
5. At the conclusion of the event, send a program to each sponsor listed.

Tips to follow when working with sponsors:

- List major donors' names on the back of the t-shirts/banners.
- Keep accurate, up-to-date files and sponsor lists.
- Contact with businesses must be professional and consistent.
- Communicate with parents, alumni, service groups, student groups, etc. as you would potential business sponsors.
- List donors' names in the program, thanking them for their support.
- Provide sponsors with what you promise. For example, if they provide you with \$50 for a half-page advertisement, make sure that they receive a half-page advertisement.

T-SHIRTS

Below are two possible ways to design a t-shirt that incorporates Delta Chi, the name of the charitable organization, and the sponsors that contributed to the event.



Please see APPENDIX D in this **BRIEF** for sample letters, thank yous, and forms to use when dealing with possible sponsors.

SECTION VI EVENT IDEAS

There are two different types of events that the chapter can host to benefit the greater good of the community. One is a philanthropy event to raise money or other goods for a charitable organization. A second method, community service, requires the volunteering of time to directly benefit the community. Below are lists of philanthropic and service-oriented activities that your chapter may be interested in implementing.

Be sure to check with the University and IFC to make sure that your event is not already being done on campus.

Philanthropy (fund-raising) event ideas:

- **Car wash** - outside the fraternity house or at a local gas station or shopping mall.
 - **Silent auction** - solicit product donations from alumni or local businesses and display them in a prominent location on campus. Passersby write their names and telephone numbers and bid on a piece of paper located by the item offered. The individual with the highest bid at the end of the day is contacted and requested to submit his/her donation in exchange for his/her prize.
 - **Date Auction** - prizes such as dinners, theatre tickets, concert tickets, sporting event tickets, and skydiving can be requested as donations and then paired up with either a brother or prominent member of the studentbody. The packages are bid on by students, and proceeds go to a designated charity. Such an event is usually held in the campus-gathering place and must be heavily advertised.
 - **Relays** - have a relay that is made up of members of the chapter, running from one end of campus to the other, from one chapter house to another, or from campus to campus. If possible, work with the University's athletic department to see if a game ball for a big upcoming rivalry game can be used. Raise money based on how far you will run. You can raise money for a charity and increase school spirit.
 - **Casino night** - often chapters must have a license, but events such as poker, blackjack, roulette and craps are traditional. Be sure to follow all policies set forth by Delta Chi Law, the University, and the state.
 - **Haunted House** - during Halloween, work with local youth organizations and invite them to the chapter house, which can serve as a place for children to do face painting, carve pumpkins, etc.
 - **Jail/Bail** - members of the chapter or student body voluntarily agree to be placed in a "jail" at a prominent spot on campus. In order to be "released" they raise a certain amount of "bail money," which is donated to a charitable organization.
 - **Camp out on campus** - members camp out at a visible spot on campus, raising money for a charitable organization, based on how long they're camping.
 - **Chili Cook-off** - have members, parents, alumni, community members, etc. enter their chili recipes into a competition. Students and community members can enter the venue for a small cost and taste the various recipes. People vote on their favorite recipe.
 - **Boxed lunches** - solicit donations of food from local businesses (grocery stores). Members put together boxed lunches that include a sandwich, apple, snack, etc. These lunches can be sold on campus and in the community for a small cost. Great during move-in and move-out days.
 - **Spaghetti dinner** - have businesses donate spaghetti, salad, bread, etc. Members prepare the meals and have participants pay a small fee to eat spaghetti meals. Local firehouses or lodges make great venues for this event.
 - **Lemonade stand** - set up a stand on a hot day, and provide lemonade to students for a small cost. This is a great event during move-in and move-out days.
 - **Karaoke night** - sponsors donate equipment and food for the event. Participants pay a small fee to display their singing abilities.
 - **Comedy night** - host a comedy night where students can display their stand-up comic performances. Charge a small admission cost to view the show.
 - **Dance-a-thon** - in the campus dance club or student center.
 - **Walk-a-thon** - possibly from chapter to chapter or campus to campus.
 - **Rock-a-thon** - with a rocking chair in a highly visible area of campus.
 - **Phone-a-thons** - help out area charities, public TV or your university by serving as phone volunteers for their fund-raising events.
 - **Wing-a-thon** - have a local restaurant donate chicken wings. Charge an entry fee to people who want to eat as many chicken wings as they want. This is a great time to provide information about the charitable organization and other forms of entertainment.
- With all "thon" events, brothers participating will seek sponsorship from fellow students, alumni, members of the community, or family, based on a flat donation or a variable donation depending on their performance.*
- **"World's Largest..."** - everybody wants to be a part of history. Host an event that will set a record, and try to improve upon it every year.

- **Odd jobs** - set aside one day when brothers go into the community doing odd jobs for residents. The pay received can go to charity. Mowing lawns, pulling weeds, painting, shoveling snow, etc.
- **Donation booths** - set up donation booths at entrances during sports events.
- **Concert** - arrange for local bands to play for free one night and sell tickets. All money from tickets, as well as food sales, can be distributed to a charitable organization.
- **BBQ** - hold a barbeque one afternoon for students. Hopefully you will be able to get the meat, buns, beverages and condiments donated. Play music and throw the football around. All the proceeds from the sale of hamburgers and hot dogs can go to charity.
- **Movie night** - show a movie for the students and community on the quad or lawn of the campus. Sell food and beverages, with money received going towards a charity. Have businesses donate the screens, projects, and various giveaways.
- **Video game Tournaments** - have participants pay a small fee to be involved in a campus/ community wide tournament. Try to have donors provide large televisions, screens, and prizes.
- **Sports Tournaments** - students and community members enjoy participating in athletic competitions. Host a sports tournament for students, community members, and organizations to enter teams for a fee. Possible sports include: softball, flag football, powder puff football, basketball, kickball, dodge ball, volleyball, Olympic events, golf, bowling, foursquare, soccer, horseshoes, ping pong, a 5 K Run, etc.

Service-oriented event ideas:

- **Cancer screening event** - work with local hospitals, clinics or health service agencies to coordinate cancer-screening tests and educate people on self-exams.
- **Children's hospital** - visit children at a local hospital.
- **Food drives** - during any holiday season brothers can request non-perishable donations from students in residence halls or community residents off campus.
 - o Use unique objects to assist with food drives (i.e., cars/ vans). Create a competition to see if the campus can fill the object with canned food.
- **Share a meal** - invite members from an organization to share a meal at your chapter house, or if this is not convenient, take the meal to them.
- **Toy drive** - conduct a toy drive for underprivileged children.
- **Sporting event** - arrange a game of touch football with a youth drop-in center or Big Brothers. Teams can consist of both brothers and youth.
- **Egg hunt** - invite children from a social organization to find hidden eggs around a limited area of campus.
- **Meals on Wheels** - take responsibility as a chapter for one or more meals on wheels routes. Alternate brothers to deliver food to senior citizens each week.
- **Clothing drive** - seek old clothing from either students or others in the community, and donate the clothes to Goodwill, the Salvation Army or similar organization.
- **Helping kids** - serve as mentors for kids via a local school or youth aid group, or sponsor or coach a youth sports team. Take kids to a nearby sports event.
- **Environment** - Participate in the adopt-a-highway cleanup program in your area. Help clean up a local park or public area.
- **On campus** - Check with your Greek system advisor or academic deans. The library often needs assistance moving its inventory. Offer to help new students move in, or assist with new student orientation or admissions department tours. Sponsor an all-campus seminar on substance abuse awareness, or improving gender or multi-cultural relations.
- **Food & shelter** - volunteer to provide regular helpers at a local food bank or homeless shelter. Contact your area Habitat for Humanity agency to help with local projects.
- **Haunted House** - for neighborhood or community kids.
- **Blood donations** - Sponsor a drive and/or participate as donors.
- **Get well greetings** - Design or purchase get well cards or messages, and personalize and send them to local hospital patients, especially kids or senior citizens. Work with hospital staff to insure that no one in the group being addressed is overlooked.
- **Special Olympics** - volunteer to help with this event in your community.
- **Faculty** - sponsor an award to honor outstanding faculty members. Minimize ruffled feelings by honoring several faculty members, not just one at a time.

Specifically in regards to The V Foundation (in addition to fundraising):

- **Men's health week** - coordinate speakers and events on preventing types of cancer and living a healthy lifestyle.
- **Hospital work** -
 - o Become part of the mentoring or assistance programs offered by some hospitals.
 - o Entertain hospital patients during holiday seasons.
 - o Participate in various hospital promotional events.
 - o Write and deliver cards to patients. Develop a pen pal system between members and patients. Consult with hospital staff for suitable messages and to avoid overlooking anyone.
 - o Host a party for hospital patients and their families.
- **Donation collection containers** - to local merchants.
- **Distribute sunscreen** - at golf courses, outdoor sporting events, and other outside activities that expose people to a high degree of sun.

*For more information concerning men's health and The V Foundation, please refer to Section VII of this **BRIEF**.*

Quarterly - The "Campus Scene" section allows your chapter to see what other Delta Chi chapters are doing for philanthropy. If you see something that might work on your campus, feel free to contact that chapter and ask for its input.

Deadlines for the Quarterly are August 1, December 1, March 1, and May 1. See the Quarterly Reference Sheet (found in the Chapter Operations Manual or at www.deltachi.org) for complete instructions on Quarterly submissions. Send pictures! Be sure to put your name and the chapter's name on all submissions.

For additional ideas about philanthropic activities, please contact other Delta Chi chapters, your Greek Advisor, campus service department, www.deltachi.org, and the Delta Chi Headquarters.

If you would like to contribute any ideas to this list, please contact the Director of Chapter Services at the Delta Chi Fraternity Headquarters (chapterservices@deltachi.org).

SECTION VII MEN'S HEALTH

One very important part of The V Foundation's mission is to educate men on general healthy life habits and, basically, preventive steps to avoid cancer in the first place. Below are several facts about cancer, illustrating the importance of contributing to the research of this disease. *(In the time it takes you to read this information, five people will be diagnosed with cancer, and two more will have died from cancer.)*

- One of every two men will get cancer in his lifetime.
- Three out of every four American families will have at least one family member diagnosed with cancer.
- Cancer is the second leading cause of death, responsible for one in four deaths.
- Other than accidents, cancer is the leading cause of death among children.

Cancer research has shown that the following are common causes of cancer in men. As part of the philanthropy event, educate men on your campus and in the community about these causes of cancer:

- Tobacco use
- Environmental factors
- Lack of physical activity
- Sun exposure
- Genetics
- Unhealthy diet

With those facts in mind, hopefully your chapter will be willing to put the time and effort into benefiting The V Foundation and its research for cancer treatment. There is a wide range of events and components you can add to your philanthropy event that can assist in this effort and provide a tremendous community service at the same time. Here are just a few ideas to get you started:

- Help local health centers coordinate cancer-screening days for various forms of cancer.
- Sponsor a campus speaker to address the importance of healthy living and early detection.
- Distribute self-exam information for various kinds of cancers to students, faculty, and staff.
- Work with other fraternities and sororities with cancer-related philanthropy benefactors to combine public relations efforts.
- Encourage members to make healthy food choices, and engage in a monitored exercise plan for one month and publicize the results.
- Sponsor a public service campaign through the men's sports programs at your institution. This may take a significant amount of preparation and pre-planning, but the impact of having student peers discuss the importance of health can be great.

Below is a list of ways to reduce the risk of cancer in men. As a chapter, think of ways to help educate men on your campus and in the community about the risks of cancer and ways to reduce them.

- Exercise on a regular basis
- Use sunscreen
- Eat a healthy diet
- Visit your doctor regularly!
- Limit alcohol use

For more information on these or other ideas, visit the "Men's Health Resources" section on www.deltachi.org, or contact the Director of Chapter Services at Delta Chi Headquarters at (319) 337-4811 or at chapterservices@deltachi.org.

SECTION VIII ISSUES TO CONSIDER

Philanthropy programs in the 1980s and 1990s were plagued by a number of repetitive problems. Areas of greatest concern included: gender insensitivity, monopolistic time constraints, and poor observance of risk management and safety. Increasingly, colleges and universities have become less tolerant of social activities held under the guise of philanthropy events, making it more and more difficult to conduct public events. Largely, fraternities have brought these restrictions on themselves, due to a lack of care and consideration in planning philanthropy events. Given those past issues, here are a number of steps you can take to avoid these potential pitfalls and have a more successful and enjoyable philanthropy function.

RISK MANAGEMENT AND SAFETY -----> PREPARATION PREVENTS PROBLEMS

It is important to note that although brothers should enjoy philanthropy events, socializing is only one component of it. Alcohol has nothing to do with the values of Delta Chi, nor should it be involved in philanthropy. Events should be educational, philanthropic, and service in nature, not just one of these three. Accordingly, it is imperative to keep risk management in mind at all times when planning and hosting philanthropic activities. In the case of good deeds, the ends do not necessarily justify the means. Raising money or donating service hours for a good cause does not suspend one's obligation to abide by the risk management policies of both the Delta Chi Fraternity and our host institutions. Specifically, the FIPG Risk Management Policy includes the following:

- No alcoholic beverages may be purchased through chapter funds nor may the purchase of same for members or guests be undertaken or coordinated by any member in the name of, or on behalf of, the chapter.
- Except for events catered professionally, no chapter can provide alcohol to anyone by selling tickets or cups, charging admission fees, taking a collection, or by using any other means to collect money from persons attending the event.
- No chapter may co-sponsor an event with an alcoholic distributor, charitable organization or tavern (tavern defined as an establishment generating more than half of annual gross sales from alcohol) where alcohol is given away, sold or otherwise provided to those present.
- No chapter may co-sponsor or co-finance a function where alcohol is purchased by any of the host chapters, groups or organizations.

To avoid most alcohol-related issues, simply do not have alcohol present or permitted at the event! It is very important to realize that risk management extends beyond responsible social events. As the host of a function with numerous potential risks, the chapter should take great care to ensure the safety of the participants at all times. For example, a number of injuries have been related to physical activities. Physical activities to stay away from include: tackle football, rugby, and hockey. In the planning stages, it is important not only to evaluate how ethical each event is, but also how safe and responsible it is.

If your chapter is planning a philanthropy event that poses an above-average risk of physical harm, it might be a good idea to consider other alternatives. If the chapter chooses to pursue the event, it will be required to purchase special event insurance above and beyond the current coverage from HRH/ Kirklin, & Co. To purchase special event insurance, call 1-800-736-4327.

Additional Issues – below are some additional issues that your chapter should be aware of when planning for your philanthropy:

Not planning in advance – There is a lot of planning that needs to be done to host a successful philanthropy event. Waiting until the last week to contact people, publicize it, or schedule rooms, will result in a poor philanthropy event. Preparation for the philanthropy should begin the previous semester, preferably allowing for three to six months of planning prior to the event.

Similar events – There are only so many chili cook-offs and car washes that people will go to. It is important to brainstorm appropriate philanthropy events that are new and creative for the campus and the community. Something new, fun, and innovative will spark excitement about the event and the cause. Use the list of ideas found in Section VI of this **BRIEF**.

Poor publicity – It is important for the chapter to publicize the philanthropy so that the campus and community is aware of it. Send news releases to the campus and local media, post fliers around the

community, and most importantly, talk about the event. Timeliness of publicity is important. The chapter needs to provide the media with enough time to run the news release or public service announcement. Waiting until the day before will NOT be sufficient.

Lack of membership education – All members of the chapter need to be educated about the event, as well as the cause that the event will benefit. It becomes challenging for members to sell the program if they aren't informed about it. Take the time to make sure that all members know about the date, time, location, costs, the organization, etc.

One-man show – As evident by this **BRIEF**, there is a lot of planning that needs to go into hosting a successful philanthropy event. It requires the efforts of the entire philanthropy committee AND chapter, not just the Director of Philanthropy. A large philanthropy event will allow members to specialize in certain areas (public relations, entertainment, awards). The event should allow for everyone to feel as though he contributed to a good cause. If the philanthropy succeeds, it is the chapter's success – if it fails, it is the chapter's failure.

Expensive T-Shirts – Don't let t-shirt sales drain profits from the event. T-shirts should always be paid for in advance. Make sure not to order too many t-shirts. **T-shirts should be appropriate in content!**

Only Sororities – Don't limit your philanthropy events to just sororities. There are a lot of other student organizations and community groups that may be interested in participating in your event. Include as many people as possible. Contacting more people will result in more money being raised for the charity.

Lack of follow-up – Follow up every sponsorship packet or mailing with a personal phone call or visit. Businesses receive a lot of paperwork every day. You want to keep your philanthropy opportunity fresh in their mind. A personal follow-up allows you to directly answer any questions that they may have.

No thank you – All participants and sponsors need to be thanked no later than a week following the event. Showing appreciation to others will motivate them to be involved with Delta Chi again in the future.

APPENDIX A THE V FOUNDATION

JIMMY VALVANO'S 1993 ESPY SPEECH

Thank you, Thank you very much. Thank you. That's the lowest I've ever seen Dick Vitale since the owner of the Detroit Pistons called him in and told him he should go into broadcasting.

I can't tell you what an honor it is, to even be mentioned in the same breath with Arthur Ashe. This is something I certainly will treasure forever. But, as it was said on the tape, and I also don't have one of those things going with the cue cards, so I'm going to speak longer than anybody else has spoken tonight. That's the way it goes. Time is very precious to me. I don't know how much I have left and I have some things that I would like to say. Hopefully, at the end, I will have said something that will be important to other people too.

But, I can't help it. Now I'm fighting cancer, everybody knows that. People ask me all the time about how you go through your life and how's your day, and nothing is changed for me. As Dick said, I'm a very emotional and passionate man. I can't help it. That's being the son of Rocco and Angelina Valvano. It comes with the territory. We hug, we kiss, we love. When people say to me how do you get through life or each day, it's the same thing. To me, there are three things we all should do every day. We should do this every day of our lives. Number one is laugh. You should laugh every day. Number two is think. You should spend some time in thought. Number three is, you should have your emotions moved to tears, could be happiness or joy. But think about it. If you laugh, you think, and you cry, that's a full day. That's a heck of a day. You do that seven days a week, you're going to have something special.

I rode on the plane up today with Mike Krzyzewski, my good friend and wonderful coach. People don't realize he's ten times a better person than he is a coach, and we know he's a great coach. He's meant a lot to me in these last five or six months with my battle. But when I look at Mike, I think, we competed against each other as players. I coached against him for fifteen years, and I always have to think about what's important in life to me are these three things. Where you started, where you are and where you're going to be. Those are the three things that I try to do every day. When I think about getting up and giving a speech, I can't help it. I have to remember the first speech I ever gave.

I was coaching at Rutgers University, that was my first job, oh that's wonderful (reaction to applause), and I was the freshman coach. That's when freshmen played on freshman teams, and I was so fired up about my first job. I see Lou Holtz here. Coach Holtz, who doesn't like the very first job you had? The very first time you stood in the locker room to give a pep talk. That's a special place, the locker room, for a coach to give a talk. So my idol as a coach was Vince Lombardi, and I read this book called "Commitment To Excellence" by Vince Lombardi. And in the book, Lombardi talked about the first time he spoke before his Green Bay Packers team in the locker room, and they were perennial losers. I'm reading this and Lombardi said he was thinking should it be a long talk, or a short talk? But he wanted it to be emotional, so it would be brief. So here's what I did. Normally you get in the locker room, I don't know, twenty-five minutes, a half hour before the team takes the field, you do your little x and o's, and then you give the great Knute Rockne talk. We all do. Speech number eight-four. You pull them right out, you get ready. You get your squad ready. Well, this is the first one I ever gave and I read this thing. Lombardi, what he said was he didn't go in, he waited. His team wondering, where is he? Where is this great coach? He's not there. Ten minutes he's still not there. Three minutes before they could take the field Lombardi comes in, bangs the door open, and I think you all remember what great presence he had, great presence. He walked in and he walked back and forth, like this, just walked, staring at the players. He said, "All eyes on me." I'm reading this in this book. I'm getting this picture of Lombardi before his first game and he said "Gentlemen, we will be successful this year, if you can focus on three things, and three things only. Your family, your religion and the Green Bay Packers." They knocked the walls down and the rest was history. I said, that's beautiful. I'm going to do that. Your family, your religion and Rutgers basketball. That's it. I had it. Listen, I'm twenty-one years old. The kids I'm coaching are nineteen, and I'm going to be the greatest coach in the world, the next Lombardi. I'm practicing outside of the locker room and the managers tell me you got to go in. Not yet, not yet, family, religion, Rutgers Basketball. All eyes on me. I got it, I got it. Then finally he said, three minutes, I said fine. True story. I go to knock the doors open just like Lombardi. Boom! They don't open. I almost broke my arm. Now I was down, the players were looking. Help the coach out, help him out. Now I did like Lombardi, I walked back and forth, and I was going like that with my arm getting the feeling back in it. Finally I said, "Gentlemen, all eyes on me." These kids wanted to play, they're nineteen. "Let's go," I said. "Gentlemen, we'll be successful this year if you can focus on three things, and three things only. Your family, your religion and the Green Bay Packers," I told them. I did that. I remember that. I remember where I came from.

It's so important to know where you are. I know where I am right now. How do you go from where you are to where

you want to be? I think you have to have an enthusiasm for life. You have to have a dream, a goal. You have to be willing to work for it.

I talked about my family, my family's so important. People think I have courage. The courage in my family are my wife Pam, my three daughters, here, Nicole, Jamie, LeeAnn, my mom, who's right here too. That screen is flashing up there thirty seconds like I care about that screen right now, huh? I got tumors all over my body. I'm worried about some guy in the back going thirty seconds? You got a lot, hey va fa napoli, buddy. You got a lot.

I just got one last thing, I urge all of you, all of you, to enjoy your life, the precious moments you have. To spend each day with some laughter and some thought, to get your emotions going. To be enthusiastic every day and as Ralph Waldo Emerson said, "Nothing great could be accomplished without enthusiasm," to keep your dreams alive in spite of problems whatever you have. The ability to be able to work hard for your dreams to come true, to become a reality.

Now I look at where I am now and I know what I want to do. What I would like to be able to do is spend whatever time I have left and to give, and maybe, some hope to others. Arthur Ashe Foundation is a wonderful thing, and AIDS, the amount of money pouring in for AIDS is not enough, but is significant. But if I told you it's ten times the amount that goes in for cancer research. I also told you that five hundred thousand people will die this year of cancer. I also tell you that one in every four will be afflicted with this disease, and yet somehow, we seem to have put it in a little bit of the background. I want to bring it back on the front table. We need your help. I need your help. We need money for research. It may not save my life. It may save my children's lives. It may save someone you love. And ESPN has been so kind to support me in this endeavor and allow me to announce tonight, that with ESPN's support, which means what? Their money and their dollars and they're helping me-we are starting the Jimmy V Foundation for Cancer Research. And its motto is "Don't give up, don't ever give up." That's what I'm going to try to do every minute that I have left. I will thank God for the day and the moment I have. If you see me, smile and give me a hug. That's important to me too. But try if you can to support, whether it's AIDS or the cancer foundation, so that someone else might survive, might prosper and might actually be cured of this dreaded disease. I can't thank ESPN enough for allowing this to happen. I'm going to work as hard as I can for cancer research and hopefully, maybe, we'll have some cures and some breakthroughs. I'd like to think, I'm going to fight my brains out to be back here again next year for the Arthur Ashe recipient. I want to give it next year!

I know, I gotta go, I gotta go, and I got one last thing and I said it before, and I want to say it again. Cancer can take away all my physical abilities. It cannot touch my mind, it cannot touch my heart and it cannot touch my soul. And those three things are going to carry on forever.

I thank you and God bless you all.

V FOUNDATION SUPPORT

The V Foundation appreciates the support and time involved in creating an event benefiting the Foundation. The following are areas where The V Foundation can help in planning your event:

- **Palm cards** - These can be distributed to participants, sponsors, and volunteers. Please have requests for palm cards in at least four weeks in advance of when needed.
- **Banner** - The V Foundation logo banner. Please have banner requests in at least four weeks in advance of when needed. Please return banners within one week after the conclusion of the event.
- **T-shirts and hats** - Merchandise requests must be in at least six weeks in advance of when needed. The chapter must pay for merchandise in advance.
- **Website** - The event can be publicized on The V Foundation website, www.jimmyv.org.

Unfortunately, The V Foundation is NOT able to assist in the following areas:

- Providing high dollar items for auctions, silent or live.
- Soliciting celebrity appearances. If you would like to have a celebrity appearance, you must contact the individual.
- Providing a V Foundation representative at every event.

V FOUNDATION LOGO

Follow the below guidelines when using The V Foundation logo:

- Only use the logo sent via e-mail or mail by The V Foundation for Cancer Research.
- Make sure you are using the correct, up-to-date version of the logo.
- A copy of any materials, including The V Foundation logo, service marks, or Jim Valvano's name, must be submitted to the Foundation for approval prior to its production and distribution.
- The logo may not be redrawn or modified in ANY way.
- Leave space around the logo. Do not crowd it with other graphics.
- Do not repeat the logo as part of a design or pattern.
- Reproduce the logo only in the correct PMS Colors (Blue-PMS 8183C, Cool Gray PMS 10).

Any questions concerning The V Foundation logo can be addressed with the Foundation's Director of Programs, at 1-800-4JimmyV, or to events@jimmyv.org.



V FOUNDATION SERVICE MARK

Follow the below guidelines when using The V Foundation Service Mark, “Don’t give up...don’t ever give up!”®:

- When using the trademark, it should always be accompanied by the ® symbol, or the legend, “Registered, US Patent and Trademark Office” or “Reg. U.S. Pat. & TM Off.” You can easily make the ® symbol by typing CTRL + ALT + r, or by typing open parenthesis r closed parenthesis.
- The phrase must always be written with quotation marks.
- The mark must be written with the (...) between each portion of the phrase and an exclamation point at the end.
- The mark should be distinctive and away from surrounding text. For example, the phrase may be capitalized, underlined, italicized, depicted in bold face lettering, etc.
- Remember, when using The V Foundation logos, service marks, or name on anything, it must be approved before production and distribution.

MONEY HANDLING

- Checks – Should be written out to “The V Foundation”.
- Cash – Convert all cash donations to one check or money order.

Please mail donations to:
The V Foundation
106 Towerview Ct.
Cary, North Carolina 27513

CONTACT INFORMATION

The V Foundation for Cancer Research can be contacted via email for more information at events@jimmyv.org

In addition, The V Foundation for Cancer Research can be contacted at its headquarters:

The V Foundation for Cancer Research
106 Towerview Court
Cary, North Carolina 27513

Phone: 919-380-9505 or 1-800-4JIMMYV (1-800-454-6698)
Fax: 919-380-0025
Website: www.jimmyv.org

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).
- 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.

APPENDIX C

SAMPLE AGENDAS

The look and design of philanthropy events will vary widely from campus to campus. Below are few sample models. Keep in mind the academic schedule surrounding the philanthropy as well as any university activities, holidays, or sporting events.

One last meeting with the chapter should be done at the beginning of the week of the philanthropy. This is a time to review when and where members need to be places and what their responsibilities are.

A successful philanthropy can be done in a single afternoon or during an entire month. Host a philanthropy event that will be successful for your chapter, and for your campus. The important thing is that you are helping the lives of other people.

TWO-DAY LONG PHILANTHROPY:

Saturday

- Dance-a-thon hosted to raise money and awareness for The V Foundation.
- Distribute information about The V Foundation and cancer.

Sunday

- Members volunteer at the local soup kitchen, again, promoting information about the risks of cancer.

FOUR-DAY LONG PHILANTHROPY:

Wednesday

- Begin canned food drive for local shelter.
- Meet with local newspaper reporter.
- Follow up with sponsors and donors to make sure they are being taken care of.

Thursday

- Blood drive in student union on campus.
- Distribute information to students about the risks of cancer.

Friday

- Guest speaker to talk about risks of cancer. Tickets benefit The V Foundation.

Saturday

- Dodge ball tournament on campus. Entry fees and donations will benefit The V Foundation.
- BBQ for participants and community members. Awards will be presented during the BBQ.

WEEK-LONG PHILANTHROPY:

Monday

- Meet with local newspaper reporter regarding week's events.
- Follow up with sponsors and donors to make sure they are being taken care of.
- Philanthropy Committee review meeting with local hospital for screening events.

Tuesday

- Cancer screening at local hospital.

Wednesday

- Cancer screening at local hospital.

Thursday

- Cancer screening event at local hospital.
- Men's health public speaker at University Auditorium – entry fee "donation" is one item of canned food or non-perishable item.

Friday

- "Camp Out Against Cancer" at start line of Saturday's charity run.

Saturday

- Three-mile men's health charity run/walk around campus.
- BBQ for participants and community members.
- Awards given out.

APPENDIX D

SAMPLE PUBLIC RELATIONS TOOLS

SAMPLE LETTER TO CHAPTER ALUMNI

Dear Brother:

It is time for North/South Chapter's 9th Annual Golf Tournament! On behalf of the undergraduate brothers of the North/South Chapter, I would like to take this opportunity to invite you to participate in this year's exciting event.

As you may recall from your undergraduate days, the (name of tournament) is a three-day philanthropy event, capped off with the Saturday golf tournament, aimed to raise money for worthy causes while promoting brotherly spirit and unity through social, athletic, and service-oriented events.

This year, the North/South Chapter has decided to make The V Foundation, a cancer research grant foundation, the tournament's beneficiary. ESPN and the late Jim Valvano created The V Foundation in 1993. Valvano, the legendary North Carolina State basketball coach and ESPN broadcaster, won the hearts of sports fans across the country when his underdog North Carolina State Wolfpack captured the NCAA Basketball Championship in an upset win in 1983. Ten years later, he inspired millions more with his memorable speech at the inaugural ESPY Awards (see enclosed). A gravely ill Valvano entertained, amused and captured the imagination of a worldwide audience. He announced the creation of The V Foundation for Cancer Research and proclaimed "Don't Give Up... Don't Ever Give Up!"® as the motto in the fight against the disease that ultimately claimed him at the age of 47, after a brief and very public ten-month battle. Since then, the Foundation, conceived by a small group of Jim's friends and colleagues, has grown to include donors and volunteers nationwide. Since 1993, The V Foundation has raised more than \$50 million and awarded research grants in 36 states and the District of Columbia.

We would like to take this opportunity to ask for a small tax-deductible donation to The V Foundation to take part in the golf tournament. For a mere \$25, we will put your business card in the golf program to show all of your brothers what you are now doing, while making a contribution to a great cause. We would also appreciate any separate donation that you would be willing to make.

As the enclosed schedule indicates, the golf tournament is scheduled for Saturday, March 6, with a post-tournament dinner to which you and your family are cordially invited. If possible, I encourage you to stop by campus or the house and participate in the activities for the week, and help us make this year's tournament the most successful ever. The V Foundation is a worthy cause that touches us all, and the golf tournament is a proud North/South Delta Chi tradition.

Thank you for your consideration, and I look forward to seeing you in March!

In the Bond,
John Doe
Director of Philanthropy
North/South Chapter, The Delta Chi Fraternity
(555) 555-1890
contact@email.com

Enclosures: Golf Tournament Schedule
 Jim Valvano's ESPY speech

SAMPLE LETTER TO LOCAL BUSINESS

Dear Local Business:

The North/South Chapter of The Delta Chi Fraternity would like to invite your company to participate in the Delta Chi Softball Classic, a three-day philanthropy event held from March 4 through March 6 to benefit The V Foundation, funding cancer research and treatment efforts.

The Softball Classic, now in its 13th year, offers an excellent opportunity for advertising and continued public relations while making a contribution to a deserving cause. Since its inception, The Softball Classic has raised over \$20,000, and Delta Chi's new partnership with The V Foundation will be a lasting partnership.

For those of you not familiar with this organization, ESPN and the late Jim Valvano created The V Foundation in 1993. Valvano, the legendary North Carolina State basketball coach and ESPN broadcaster, won the hearts of sports fans across the country when his underdog NC State Wolfpack captured the NCAA Basketball Championship in an upset win in 1983. Ten years later, he inspired millions more with his memorable speech at the inaugural ESPY Awards (see enclosed). A gravely ill Valvano entertained, amused and captured the imagination of a worldwide audience. He announced the creation of The V Foundation for Cancer Research and proclaimed "Don't Give Up. . . Don't Ever Give Up!"® as the motto in the fight against the disease that ultimately claimed him at the age of 47, after a brief and very public ten-month battle. Since then, the Foundation, conceived by a small group of Jim's friends and colleagues, has grown to include donors and volunteers nationwide. Since 1993, The V Foundation has raised more than \$50 million and awarded research grants in 36 states and the District of Columbia.

I realize that with so many needs in our society, your company must plan its philanthropic budget with extreme care and consideration. However, the Softball Classic is well worth your support, as it offers the opportunity to make an important contribution to the community in which we live and work. I encourage you to consider making a donation or sponsoring an ad to be printed in the softball program. All contributions to The V Foundation are tax-deductible, and any company donating over \$500.00 will have its company name or logo placed on the back of the Softball Classic jerseys.

Since the Softball Classic is quickly approaching, I am eager to discuss your company's potential involvement. Please feel free to contact me at (555) 555-1890 to discuss ways your company can participate in the Delta Chi Fraternity Softball Classic. I appreciate your consideration and look forward to hearing from you.

Sincerely,

John Doe
Director of Philanthropy
North/South Chapter, The Delta Chi Fraternity
(555) 555-1890
contact@email.com

Enclosures: Softball Classic Schedule
 Sponsorship Information Form
 Jim Valvano's ESPY speech

SAMPLE LETTER TO PARENTS

Dear Mr. And Mrs. Parent,

Greetings from the members of the North/South Chapter of The Delta Chi Fraternity. We are excited about the new school year and are busy making plans and goals for the year. One of our areas of focus this year is philanthropy. Our mission is to raise \$_____ for The V Foundation, funding cancer research and treatment efforts. In order to achieve this goal, we will be hosting a/n (event) on (date). This is an event where we hope to raise money for The V Foundation, while educating the campus and community about our philanthropy, as well as the good service that Delta Chi provides.

We would really appreciate your help, as parents of a Delta Chi, in making our event a huge success. There are several ways in which you can help:

1. Order a t-shirt from your son for \$10.
2. Put a special message to your son in the program, including a picture if you like:
 - a. Full-page: \$100
 - b. One-half page: \$50
 - c. One-quarter page: \$25
3. Make a donation. Any amount will be greatly appreciated.
4. Sponsorship: If you know of a business that would be interested in helping in a major way, please let us know. Sponsorship levels range from \$250 to \$1,000 and come with many benefits. A sponsorship information form is included with this letter. If you prefer, we can gladly send the form out for you.

As always, we appreciate your support and time. If you have any questions or helpful advice, we would love to hear from you. *Checks can be made out to "Delta Chi Fraternity" for sponsorships or to "The V Foundation" for direct donations, and can be mailed to:*

The Delta Chi Fraternity
Chapter "D"
PO Box 1234
College Campus, US 67890

Sincerely,

John Doe
Director of Philanthropy
North/South Chapter, The Delta Chi Fraternity
555-555-1890
contact@email.com

Enclosures: Sponsorship Information form
 Jim Valvano's ESPY speech

SAMPLE NEWS RELEASE (INITIAL)

DATE
FOR IMMEDIATE RELEASE
CONTACT: John Doe
Director of Philanthropy
North/South Chapter, The Delta Chi Fraternity
(555) 555-1890
contact@email.com

**NORTH/SOUTH CHAPTER OF DELTA CHI FRATERNITY
PLANS PHILANTHROPY EVENT**

The North/South Chapter of The Delta Chi Fraternity will hold its 4th annual Chili Cook-Off—a weeklong, fundraising competition among North/South students—October 6-12th, 2006. Delta Chi will donate 100% of the proceeds generated from the Cook-Off to The V Foundation. The following student and community groups are scheduled to participate in the Cook-Off:

(list them)

Over the last three years, the Cook-Off has raised more than \$10,000, and the chapter hopes to continue its success in 2006.

“We are very excited about this year’s Cook-Off,” said Chapter “A” (president) Joe Smith. “The weather looks like it will be great, and there are local community members already buying tickets. It is so motivating for us to have people around us support these efforts and, in the end, The V Foundation.”

Events during the week will include the chili cook-off, food drive, City Park cleanup, and a visit to the local hospital to volunteer with various services. For more information about the Chili Cook-Off, or if you are interested in participating in the event, please contact John Doe, philanthropy chairman for the North South Chapter of The Delta Chi Fraternity.

The V Foundation is Delta Chi’s major public service project and is a charitable organization dedicated to saving lives by helping to find a cure for cancer.

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SAMPLE NEWS RELEASE (FOLLOW-UP)

DATE

FOR IMMEDIATE RELEASE

CONTACT: John Doe

Director of Philanthropy

North/South Chapter, The Delta Chi Fraternity

(555) 555-1890

contact@email.com

DELTA CHI PANCAKE FEED STACKS UP \$3,500 FOR CANCER RESEARCH

The North/South Chapter of The Delta Chi Fraternity raised \$3,500 last week during its inaugural Pancake Feed. The members of Delta Chi dished up more than 20,000 pancakes in a five-hour period, breaking their fundraising goal for The V Foundation, which supports cancer treatment research and education.

“This event would not have been a success without the participation from 25 campus organizations,” said Chapter “A” (president) Bob Smith. “Although many of our customers were students, the community really reached out and supported our efforts to raise money and awareness for The V Foundation.”

The Chapter is already in the process of planning for the next Pancake Feed, with the money again being raised for The V Foundation. The tentative date will be next March.

The Pancake Feed is designed to be an annual event as part of Spring Fling. The V Foundation is Delta Chi’s major public service project and is a charitable organization dedicated to saving lives by helping to find a cure for cancer.

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SAMPLE PUBLIC SERVICE ANNOUNCEMENT

CONTACT:

John Doe
Director of Philanthropy
North/South Chapter, The Delta Chi Fraternity
(555) 555-1890
contact@email.com

RELEASE DATE: April 1, 2007

*(The release date should be **at least two weeks** before the event. The PSA should be distributed to the station's program director at least four weeks prior to the event.)*

FRATERNITY PHILANTHROPY SERVICE EVENT

(Your PSA "title" needs to be simple and direct.)

Time: 0:30

(Generally, a 30-second PSA is most effective.)

The North/South Chapter of The Delta Chi Fraternity is holding its 3rd annual Kickball Classic – a campus-wide kickball tournament to raise money for The V Foundation – on Saturday, April 14. The tournament will start at 10 am and will take place at the intramural fields. Cost is \$50 per team, with all money going to The V Foundation.

The V Foundation, which is a charitable organization dedicated to saving lives by helping to find a cure for cancer, is Delta Chi's major public service project. For more information about the Kickball Classic, including registration, please contact John Doe, Director of Philanthropy, at (555) 555-1890 or email at contact@email.com.

SAMPLE THANK YOU LETTER

Event Contributor
Local Business
1111 Local Street
Anytown, US 52244

Dear Contributor,

Thank you so much for your contribution of _____ to the North/South Chapter of The Delta Chi Fraternity's annual philanthropy event. Your donation has made it possible for Delta Chi to make a significant contribution to The V Foundation, a charitable organization dedicated to saving lives by helping to find a cure for cancer. The philanthropy event was a great success, and we appreciate your participation very much.

Thank you again for your support!

Sincerely,

John Doe
Director of Philanthropy
North/South Chapter, The Delta Chi Fraternity
(555) 555-1890
contact@email.com

Enclosure: Event Program

It is recommended that all thank you cards and letters be handwritten. Handwritten correspondence presents a more personal touch from the chapter to the recipient. Thank you letters and cards should also be done on Delta Chi stationary or cards. Delta Chi stationary and cards can be purchased from Delta Chi Headquarters.

APPENDIX E SAMPLE SPONSORSHIP INFORMATION FORM

MAJOR SPONSORS:	PERKS:
White Level \$250 - \$499	T-SHIRT: Name (small print) NEWSPAPER: Acknowledgement PROGRAM: Name and logo, passed out at the event
Buff Level \$500 - \$999	BANNER: Name, banner at main area T-SHIRT: Name and logo NEWSPAPER: Acknowledgement PROGRAM: Name and logo, passed out at the event
Red Level \$1,000 or above	ADDITIONAL PERK T-SHIRT: Name and logo NEWSPAPER: Acknowledgement PROGRAM: Name and logo, passed out at the event

Philanthropy

Program advertising

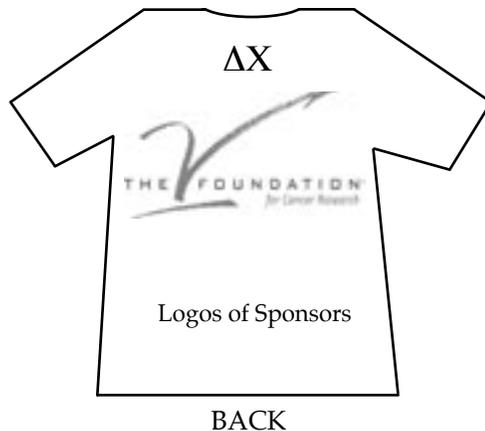
Full page: \$100
One-half page: \$50
One-quarter page: \$25

Prizes for Raffle and Awards:

Monetary donations: _____

I would like to help in the following way:

- \$ _____ WHITE LEVEL SPONSOR
- \$ _____ BUFF LEVEL SPONSOR
- \$ _____ RED LEVEL SPONSOR
- _____ \$100 donation for a full-page ad
- _____ \$50 donation for a one-half-page ad
- _____ \$25 donation for a one-quarter-page ad
- _____ Donation for a prize (please specify) _____
- _____ Other donation in any amount (please specify) _____



Please make checks payable to "Delta Chi Fraternity" for sponsorships, or to "The V Foundation" for direct donations. Please return before February 1, 20__.

Mail check to:
John Doe
Director of Philanthropy
The Delta Chi Fraternity
P.O. Box 1817
Iowa City, IA 52244

In the memo section, please write Delta Chi Philanthropy.

_____ My business card is enclosed

NAME: _____

COMPANY NAME: _____

ADDRESS: _____

PHONE: _____ EMAIL: _____

**APPENDIX F
PHILANTHROPY EVENT REPORT**

Please keep a copy of this report with the Director of Philanthropy's notebook, so that the Chapter can keep documentation of the philanthropic work completed.

Date: _____

Chapter/Colony/Alumni Chapter: _____

Director of Philanthropy: _____

Phone: _____ **Email:** _____

Charitable Organization: _____

Address: _____

Phone: _____

Please provide a description of the philanthropy activity that was done: *(Please attach additional pages, if needed).*

Number of members that participated: _____

Volunteer hours for the activity: _____

Total Man Hours for activity: _____

\$ Amount Raised: _____

Please enclose, when possible, any pictures, press releases, print clippings, or other publicity received as a result of the event.

Please send this completed form to the Delta Chi Director of Chapter Services:

The Delta Chi Fraternity

P.O. Box 1817

Iowa City, IA 52244

A special thank you to the following groups for their feedback and information in the making of this **BRIEF**. It is Delta Chi's hope that this **BRIEF** will be used to make a difference in the lives of people throughout the world.

The V Foundation
Sigma Chi Fraternity
Alpha Xi Delta Women's Fraternity
Delta Gamma Fraternity
Kappa Alpha Order
Pi Beta Phi Fraternity for Women
Sigma Alpha Epsilon Fraternity
Sigma Phi Epsilon Fraternity
Triangle Fraternity
Phi Kappa Tau Fraternity
Chi Omega Fraternity