

## Responsible Fundraising

Fundraising isn't just about raising money, it's about building trust, modeling integrity, and representing the values of Delta Chi. As a leader in your chapter, you have the ability to make a real impact when fundraising is done the right way.

### SIX PRINCIPLES OF RESPONSIBLE FUNDRAISING

#### 1 - BE TRANSPARENT

Clearly share what cause or organization you're supporting (such as the V Foundation) and how funds will be used. Honesty builds credibility & generosity.

#### 2- LEAD WITH RESPECT, NOT PRESSURE

Avoid making anyone feel obligated to give. Invite participation, don't demand it. Fundraising should always feel positive and empowering.

#### 3 - USE APPROVED AND SECURE TOOLS

Always use official platforms like CrowdChange to collect funds. Avoid cash apps, Venmo, or in-person cash collections.

#### 4 - BE INCLUSIVE

Design fundraising efforts that are accessible to everyone. Think of low-cost options, tiered registration, or alternative ways to participate (like volunteering or sharing links).

#### 5 - CELEBRATE AND CREDIT OTHERS

Recognize donors, thank volunteers, and lift up your team. Public gratitude makes people more likely to give again.

#### 6 - CLOSE THE LOOP AND FOLLOW UP

Always follow up by showing what was accomplished. Whether you hit your goal or not, share the impact. That's what people remember!

### QUICK TIPS FOR YOUR CHAPTER

- Include statements like "Your \$10.00 supports one hour of research."
- Partner with organizations or departments for co-hosted events.
- Use social media responsibly. Images should reflect your mission, not just your fun.
- Ask for help! Your Officer Success Manager and CrowdChange representative are here to support you.