

Greek Housing Fundraising Plan - Chapters

1 INTRODUCTION

Currently, all fraternities and sororities at Bowling Green State University have the opportunity to solicit donations to upgrade particular aspects of their new townhomes. This fundraising endeavor began in the summer of 2013 and is to be completed by the spring of 2015 based upon the construction timeline. The Division of Student Affairs and University Advancement are working together to assist chapters with their campaigns. This document contains information to support chapters' efforts to achieve their individual goals.

2 PLANS & STRATEGIES

Due to the timeline for completion of fundraising efforts, here is a quick guide to help your chapter to become more focused.

- Evaluate your current fundraising efforts and amount raised.
 - How have you done so far?
- Create a plan from now until the deadline to engage and solicit alumni.
 - Create a timeline of alumni events and corresponding communications. (e.g., Homecoming, Pig Roast, Moms' Weekend, and Dads' Weekend)
 - Utilize these events to talk with alumni about the Greek housing project, as well as the vision for your townhouse and your chapter's fundraising goal.
 - Ask your alumni to help. Ask alumni to be advocates and to contact other alumni from their era.
 - Utilize different fundraising strategies to reach your goal.
 - Direct Mailings
 - Special Events
 - Presentations to Alumni
 - Crowd Funding
- Thank your alumni that support your efforts.

3 TIMELINE

Below is an example timeline that connects all of the points from the Plans & Strategies section.

- August: Hold a meeting with chapter leadership and alumni (if alumni are engaged in the process) to evaluate current fundraising efforts and create a timeline to guide your plans.
- September: As you are planning for Homecoming find a time when you could talk to alumni about the project, as well as your vision and how they can participate.
- October: Coordinate educational efforts through alumni newsletters, chapter websites, social media and other communication tools to share your vision, goal and current status. Make sure that updates on the construction project and fundraising progress are regularly shared through communication tools.
- November: Coordinate a direct mailing or electronic solicitation to your alumni.
- December: Send thank you notes to alumni that donated through the direct mailing.
- January: Continue to send thank you notes to alumni that donated through the direct mailing campaign.
- February: Send an update to all alumni through communication tools.
- March: While planning spring alumni events, include a session similar to Homecoming to talk to alumni about the project, your vision with the money you will raise, and how they can participate.

- April: Consider doing one more direct mail or electronic solicitation.
- May: Write thank you notes to alumni that donated to your chapter.

4 DOS AND DON'TS

Below are some suggested Dos and Don'ts to help you reach your goal.

Dos:

- Clearly articulate the project and goal to alumni.
- Ask for help.
- Utilize the letter produced by Student Affairs to solicit alumni through direct mail.
- Use your organization's letterhead and envelopes.

Don'ts:

- Do not promise opportunities for alumni to name rooms, buildings, etc. University Advancement has naming opportunity guidelines for rooms, buildings, scholarships, etc. All naming opportunities need to be approved by University Advancement.
- We strongly encourage you not to use fundraising consultants. University Advancement has the tools you need to be successful. By coordinating efforts through Nick Kulik, Director of Development liaised to Student Affairs, you can be successful at a much lower price to your chapter.
- Do not sell bricks to be part of your individual townhouses structure or landscape.

5 UNIVERSITY ADVANCEMENT SUPPORT

Nick Kulik is the Director of Development liaised to Student Affairs. Primarily, Nick cultivates major gifts for Student Affairs but also works with the Division to coordinate fundraising activities. If you need assistance with your campaigns or if alumni have specific questions contact Nick. He can connect you with other staff and services that your chapter can utilize through University Advancement. His contact information is below.

Nick Kulik

Director of Development

nkulik@bgsu.edu

419-575-9847