

Fund Raising

Fund raising should be among alumni and not from alumni to the undergraduates. Therefore, get as many of your alumni involved in the fund raising campaign as possible. The more people you have asking for the money, the more total dollars you will eventually receive.

Here, are just a few rules and suggestions taken from Harold J. Seymour's book, DESIGNS FOR FUND RAISING, which should help you:

1. Make a Plan.

What you do ahead of time is what counts most, so make a plan. This is the time for you to (1) define, (2) investigate, (3) analyze, and (4) design. To begin with, you need to find the answers to such questions as these:

- Just what is the financial problem we are trying to solve?
- What do we intend to do about the problem?
- What is our alumni audience?
- What are the time factors on starting, the duration, and closing the fund raising campaign?

Next, you need to study and investigate the giving and working potential of your alumni members and friends. The goals sought in any pre-campaign investigation are: (1) the identification of the very top men among your constituency who make anything go, (2) locating the desirable leadership, (3) spotting the dependable workers and committee members, and (4) finding out as much as possible about the probable levels of support and where the bulk of your money will be coming from. All this should be put into writing and studies by your most confident and competent alumni.

Thirdly, analyze these findings in light of the established definitions and you will have a consensus on what has to be done, how far the goal can be stretched, when the campaign should be launched, and how much time it should take to reach your stated goal.

You are now ready to make your plan . . . or design. It should contain at least these six items:

5. Your case, preferably in the form of a simple summary of the argument for support, rather than any attempt at deathless prose. It should reveal the aims of your program and the goals, and should constitute the official base for all further utterances regarding the campaign.
6. Your plan should indicate the structure of the campaign, in terms of identifying people, lines of authority, and forms of committees.
7. Your plan should state very clearly the requirements in terms of volunteer personnel needed and other supplies.
8. It should also have standards of giving in the form of tables showing the needed number of gifts of varying amounts in order to meet the goal.
9. Your plan needs a time schedule!
10. Your plan should have an approved expense budget, with the necessary direction for making the budget work.

2. Offer the Bid.

Your alumni members, just like your rushees, need to be ASKED to assist the chapter. And asked again . . . and again. (An alumnus who is busy raising funds for his church today may be more than willing to assist you next year.) BUT, have a definite program and sell the benefits of that program first.

There are only THREE WAYS to ask for the support of your alumni members and friends of the chapter . . . face to face . . . voice to ear . . . and, lastly, a genuinely personal letter. Remember, for clinking money, you can go and shake the can; but for the folding stuff, you should go out and ask for it on a very personal, face-to-face basis. As James R. Reynolds, the mastermind of the \$82 million program for Harvard College, said, "No cow will let down her milk in response to a letter or a telephone call. You have got to sit down beside her and go to work."

3. Reward and Recognize.

Giving sufficient reward and recognition to those who have helped you is as important as the actual campaign itself! Following-up with thank you notes, cards, letters, special awards, and honor clubs will constantly remind those who have volunteered that their time, energy, and money was well worth the effort. If you can't or won't follow through with this aspect of raising funds, don't begin. The basic concern of fund raising is not money; it's people!

4. Summary

Hopefully, you have arrived at a few conclusions about raising funds for your chapter...like these:

- Raising money effectively is never easy, but it can be simple: get your dedicated advocates committed by their own words, deeds, and gifts; organize to achieve reasonable coverage; then aim your promotion within an atmosphere of pride toward the art of good conversation.
- Talk about the opportunities, not the deficiencies, never forgetting that money flows to promising programs.
- Every good campaign is essentially a public relations operation an aggregate of the tremendous trifles by which you daily win approval.
- Give every step a plan and every move timing. And remember that the essence of it all is that somebody, with good reasons, has to see somebody else about giving some money for the advancement of some good cause.