

# Event



# Planning Pack

## Philanthropy Events

### Planning a safe philanthropy event.

		<i>date due / date completed</i>
1	Working with your philanthropy committee, propose a potential event to the executive board and risk management chair before further planning begins.	<input type="text"/>
2	Using this form, work with the philanthropy committee, university and advisors to plan a low-risk event.	<input type="text"/>
3	Present the plan and completed "Event Planning Pack" to the risk management chair and chapter advisor at least two weeks prior to the event.	<input type="text"/>
4	Make changes to the plan based on feedback from the risk management chair and chapter advisor.	<input type="text"/>
5	Evaluate the event and note changes to make for the next event that you plan.	<input type="text"/>

*This Event Planning Pack must be completed two weeks prior to the event and be approved by the risk management chair and chapter advisor. If you have questions, contact a Foundation staff member at [foundation@trisigma.org](mailto:foundation@trisigma.org).*

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# Philanthropy Event Dos and Don'ts

## Do...

- ...utilize the Event Planning Pack as you prepare. This is a must to ensure that the event is being planned according to standards.
- ...be sure to include an awareness piece at every philanthropy event. It is necessary to educate your audience regarding the cause you are supporting. Find simple Foundation Awareness cards in Chapter Fundraiser Resources.
- ...focus on the WHY of the philanthropy event. Host the event for the benefit of the cause rather than a "requirement" placed upon you.
- ...consider utilizing the Tri Sigma Foundation for monies raised in order to benefit both the Tri Sigma Foundation, March of Dimes/RPM, or your local charitable organization.
- ...include all of your campus and fraternal community when advertising and inviting individuals or groups to your event (for example, partner with student government, nursing or pre-med clubs, or another organization with similar goals).
- ...create a marketing plan to be sure your event is well-publicized and well-attended by partnering with your public relations chair, webmaster, Panhellenic delegates, etc.  
Go the extra mile! Utilize your campus fraternity and sorority advisor as a resource for ideas and brainstorming.
- ...invite your local children's hospital or March of Dimes market representatives to attend or be involved in your Sigma Serves Children event.
- ...set guidelines for the chapter to follow for the event (for example, your expectations for member participation).
- ...delegate tasks to individuals (especially those on the philanthropy committee) throughout the planning and execution of the event.
- ...be sure you are following all guidelines when planning an event sponsored by a national organization (for example, March for Babies or the Race for the Cure).
- ...ask yourself if the event represents all values and standards of Tri Sigma and that there is dignity in all components of the event.
- ...work with the Risk Management Chair and Chapter Adviser to ensure a low-risk event.
- ...utilize the executive board, philanthropy committee and chapter members to build excitement for the event within the chapter, campus and community.

# Don't...

- ...have alcohol present or in correlation to any philanthropy event.
- ...promote nudity or promiscuity at your event. If you question whether this applies to your event, contact your advisor or headquarters staff for another opinion.
- ...invite only the fraternal organizations your chapter likes most.
- ...create T-shirts or other merchandise that display images or phrases having negative or second meanings. If you question whether this applies, contact your advisor or headquarters staff.
- ...inform individuals that they may make a tax-deductible donation to your chapter (all donations must go through the Tri Sigma Foundation to be tax-deductible).
- ...choose an inappropriate theme for the event (for example, anything related to alcohol, degrading to women, individuals or group, etc.).
- ...assume the media will automatically attend your event if you do not inform them.
- ...assume that your audience is familiar with Sigma Serves Children, Robbie Page Memorial, March of Dimes or another cause the chapter supports.
- ...set your sights too low. Dream of reaching high philanthropic goals.
- ...assume that you must follow the same practices your chapter has always done in regard to philanthropy event planning. Implement new ideas when appropriate and realistic.

# Our chapter wants to do *something* – but what?

## FUNDRAISING EVENT

This is the process of gathering voluntary contributions of money, with the intent of donating those contributions through the Tri Sigma Foundation, by requesting donations from individuals and businesses.

Examples of a fundraising events:

- Kickin' for Kids Kickball Tournament
- Pie a Sigma Tri
- Mile of Dimes

## AWARENESS RAISING EVENT

This is the process of sharing knowledge of a situation or fact with a person or group of people. Frequently, the intent of raising awareness is to help them understand why they should give money or items to a cause.

Examples of awareness raising events:

- Light your Campus Purple
- Military Baby Showers
- National Play Therapy Week

## SERVICE PROJECT

This is the process of volunteering time and talents intended to help people in a particular area. Service projects help solve problems, strengthen communities, improve lives and connect with others.

Examples of service events:

- Sewing Baby Blankets
- Knitting for the NICU

## Fundraising: As Tri Sigma's how can we support March of Dimes?

### Connect with Your Local March of Dimes Office

From supporting community events, like March for Babies, to providing help for families, your local March of Dimes staff may have a variety of hands-on projects. To find your local March of Dimes office address and contact information visit [marchofdimes.org/contactus](http://marchofdimes.org/contactus).

### March for Babies

When you walk in March for Babies you are helping us reach a day when all babies are born healthy. Register your chapter at [marchforbabies.org/TriSigma](http://marchforbabies.org/TriSigma) and gain access to a variety of online tools to help. Be sure to include "Tri Sigma" and your school in your team name.

- Set goals and brainstorm how to reach them. Some chapters raise money online, others host events. Find out what works best for you –online fundraising, hosting events (or both!)
- Ask for donations in person, online, and/or send letters. Encourage members to do the same. Keep in mind, it takes an average of 3 asks to one person to get a donation.
- Celebrate your chapter's success at March for Babies and remember to thank everyone who supported you. Don't forget to wear your Tri Sigma and March of Dimes swag during the walk! For more information visit <https://www.marchforbabies.org>.

## Fundraising: As Tri Sigma's how can we support the Foundation and the Robbie Page Memorial Fund?

### Connect with Your Local Children's Hospital

Search for local fundraising events to support your children's hospital. Contact the hospital volunteer office to determine if they need volunteers for upcoming events. Share why your chapter wants to support the hospital and leave contact information for future opportunities.

### Kickin' for Kids Kickball Tournament

Get your campus, community and businesses involved by hosting a kickball tournament to benefit the Foundation.

- *Learn.* Determine the best way to raise awareness for the Foundation or Robbie Page Memorial. Brainstorm with your committee and set fundraising goals. Be sure to submit your fundraiser on the Foundation website for the Event Calendar.
- *Lead.* Begin planning your tournament by using the Kickin' for Kids Fundraising Guide. Ask members to recruit teams to sign up. Also provide a way for others to donate to the cause if they are unable to participate in the event.
- *Give.* Celebrate your chapter's fundraising success and remember to thank everyone who supported you. Send photos to the Foundation so we can recognize you. Follow-up with your Treasurer to ensure your Foundation donation is submitted via BillHighway.

## Awareness Raising: As Tri Sigma's how can we support March of Dimes?

During November, [World Prematurity Awareness Month](#), the Foundation provides a social media campaign for each chapter to use. These campaigns have customizable information provided by the Foundation and could include a photo challenge, hashtags, etc. For more information, visit the Foundation Chapter Fundraising page for resources.

**Ask that your campus or community businesses "Light the Campus/City Purple."** By lighting your school in purple, you are honoring the 15 million babies born too soon each year and the one million who do not survive.

- Work with your administration to learn how to change your school lights. Ask about both exterior and interior lights (such as elevators and lobbies.)
- Approach local business with purple lightbulbs and ask if they would consider changing their window displays.

**Setup a table on campus or pass out items at a busy area of campus:**

- Order buttons, bracelet, or ribbons from the Foundation and reserve a spot on campus to pass them out! To place your order, email [foundation@trisigma.org](mailto:foundation@trisigma.org).

**Host drives for items within gift boxes and baskets for families in the NICU.** The March of Dimes has over 100 Family Support Programs in Neonatal Intensive Care Units across the country. For information about how to create these blankets and where to send them visit the Foundation Chapter Fundraising page for resources.

- **First Days Box:** Most families in the NICU have landed there unexpectedly. They come without food, phone chargers, toothbrushes and other essential toiletries. In those first hours, families are unwilling (to leave their baby) or unable to obtain these essential items for themselves.
- **Sibling Activities Box:** Same as above, only filled with age appropriate activities for siblings. Coloring books, crayons, puzzles, books, etc.
- **Baby Shower Box:** An early arrival often disrupts plans for a baby shower. These boxes would contain items typically received at a shower, from diapers and onesies to car seats and other larger items.
- **Mother's and Father's Day Boxes:** Always well received by the recipients, these boxes are aimed more at pampering items for moms and dads.

## Service: As Tri Sigma's how can we serve March of Dimes?

**Make Baby Blankets.** There is an opportunity for groups to create baby blankets for babies once they are out of isolettes as preemies. The personal touch is an item of comfort for families and serves as a memento to take home from their journey. For information about how to create these blankets and where to send them visit the Foundation Chapter Fundraising page for resources.

**Coordinate with community partners who also support March of Dimes:**

- **Stork's Nest:** Stork's Nest is an incentive-based, prenatal health promotion program for low-income pregnant women. A partnership of Zeta Phi Beta Sorority, Inc. and the March of Dimes, Stork's Nest encourages women to make and keep prenatal care appointments and participate in prenatal education classes. With over 100 Nest's across the country reaching over 10,000 women a year, volunteers are needed to coordinate the purchase, assembly and delivery of high demand items such as diapers, diaper bags, baby socks and onesies. To find a Stork Nest in your area visit <http://www.marchofdimes.org/volunteers/zeta-phi-beta-sorority-inc.aspx>.

# Event Planning Proposal

## Basic info.

Tri Sigma Chapter:

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Event Name:

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Form Completion Date:

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What cause-based organization are you fundraising/raising awareness:

Robbie Page Memorial

March of Dimes

Other: 

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Event Date and Time (start-end):

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Event

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Theme: Event Location (name, address, phone):

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Please describe the event in detail and all activities that are planned (attach agenda, if applicable):

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How will event participants be educated in regards to the cause?

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How is this event representative of Tri Sigma values and standards? Is there dignity in what we are doing?

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Additional Event Co-hosts/Sponsors and Associated Organization(s):

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*The primary leader of all sponsoring organizations must sign all contracts.*

## Is this an athletic event?

No

Yes

All non-Tri Sigma participants must complete the Athletic Participation Waiver. Find a copy on the Foundation website in Chapter Fundraising resources.

## Is this an auction?

No

Yes

If conducting an auction for the Foundation, the chapter must contact the Foundation. The Foundation will work with the chapter to ensure proper procedures are followed.

## Are there campus-specific policies to follow?

Yes

If your campus has specific policies in relation to philanthropic events, please explain.

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No

Even though you do not have a campus policy, you still need to follow Tri Sigma policies.

# How will the event be publicized?

NOTE: Always indicate the organization(s) that will benefit from the event. For example, if the money raised is going to be split between the Tri Sigma Foundation and March of Dimes both organizations need to be listed.

- Facebook
- Emails
- campus newspaper
- other
- Twitter
- local newspaper
- flyers


# Will ΣΣΣ merchandise be created for this event?

No

Yes

Please attach a copy of all approved apparel and/or merchandise designs created for this event. NOTE: Chapters are required to use Greek Licensed Vendors. For more information, see the Tri Sigma policy manual. A list of approved vendors may be found on [GreekLicensing.com](http://GreekLicensing.com).

# How many people will attend the event?

Capacity of Event Location

Number of Chapter  
Members Attending Event

Number of Guests Attending Event

Number of Co-host/  
Sponsor Members  
Attending Event

Number of Co-host/  
Sponsor Guests  
Attending Event

Total Event Attendees

# Who will attend the event?

Preparing a guest list and/or having an estimate number of attendees will be helpful in the planning process.

How will attendance be taken at the event?

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*The attendance sheet should be kept with this event planning pack for no less than one calendar year following the event. This ensures easy contact availability if needed.*

Are you going to send invitations for this event?

NO

YES

# A site inspection is a must.

Before the event, visit the chosen facility to discuss final preparations and make sure you understand the specific challenges that you will face.

Can the facility handle this event and meet all of our guidelines?

No

Yes

Have both parties, chapter representative and facility representative, verified the condition of the property?

No

Yes

Have you scheduled a walk through with the facility manager after the event?

No

Yes

*If you answered "No" to any of the above questions, the problem must be solved before the event starts.*

During the site visit, did you notice anything that requires additional planning or advice from your chapter advisor and/or the school's fraternity/sorority advisor? Explain.

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# How are you going to inform your members of the specific expectations for this event?

*No alcohol can be present at philanthropy or service events. Additionally, Tri Sigma does not support any form of "pre-drinking."*

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# What you need to know when making a donation.

## What does tax-deductible mean?

Gifts made directly to the Tri Sigma Foundation are tax-deductible to the fullest extent allowable by law. If a donor to your event wants a receipt for tax-purposes, the check must be written to the Tri Sigma Foundation or the credit card processed by the Foundation. Gifts made to collegiate or alumnae chapters are not tax-deductible as charitable contributions; chapters are not 501(c)(3) organizations! If a donor wants to claim a gift to a collegiate or alumnae chapter as tax-deductible, the donor is advised to consult her or his individual tax consultant.

## How will your chapter make a donation?

- Directly to the Tri Sigma Foundation (For RPM, Scholarship or unrestricted donations)
- To March of Dimes through Tri Sigma Foundation  
This process was designed to give your chapter the opportunity to support March of Dimes and the Tri Sigma Foundation simultaneously while receiving credit with Tri Sigma for every dollar that you raise. Gifts to March of Dimes provide a unique way to support both our national philanthropy, Sigma Serves Children, while also helping to enhance the Tri Sigma experience for future generations.
- Local beneficiary  
This organization(s) must be a public charity with 501(c)(3) tax status.

## How do we make a gift to March of Dimes through the Foundation?

1. The chapter completes the Gift Form (pages 15-18).
  - a. The chapter must allocate at least 15% of the gift (or more if they choose) to the Foundation's Greatest Need. The 15% will be used to cover the expenses associated with administering the gift and to support the educational and charitable programs of the Foundation which help Tri Sigma better serve its members. The remainder of the funds will be disbursed to March of Dimes as requested by the chapter.
2. The chapter sends all donations to the Tri Sigma Foundation along with the completed Gift Forms. All checks must be made payable to the Tri Sigma Foundation.
3. The chapter receives credit with the Foundation for 100% of the gift. Giving credit is used when presenting chapters with awards at Tri Sigma functions, such as National Convention.
4. The Foundation will send that National March of Dimes the actual funds raised by the chapter, along with contact information for the Chapter President and the location of the Chapter. The Foundation mails an official gift receipt to the chapter. We recommend that the chapter conduct an in-person presentation to the local March of Dimes market, as the local March of Dimes market will receive credit from the National March of Dimes office for their efforts in supporting your fundraiser! The gift presentation should be made to the local March of Dimes contact within 30 days of the date the gift is sent to the chapter.

## By allocating a portion of your gift to the Tri Sigma Foundation, your chapter is supporting such programs as...

- President's Academy
- Dunham Women of Character
- Undergraduate Interfraternity Institute
- State Days
- SAFE
- Volunteer Summit
- Sisterhood & Safety Institute
- Labyrinth

## Make an Impact

"The foundation is important to Eta Omicron because the chapter believes that giving back is the most important thing we can do as a group of women. The best advice for other chapters is to find and prompt a passion for the foundation in your members as it will help make your events more successful." [Mackenzie Gonzales, Eta Omicron President at Sam Houston State University](#)

## Submitting Foundation Event Forms

- Have you added your Foundation fundraiser to the online event calendar? Submit online so your alumnae and donors can support you. Visit the Foundation website Event section.
- Submit your Chapter Donation Forms before and after your event. Part 1 should be submitted prior to hosting your event. Part 2 should be submitted after the event or when your Treasurer submits the chapter donation via BillHighway.

For questions or assistance with completing your Foundation donation, contact us at [foundation@trisigm.org](mailto:foundation@trisigm.org).

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# Emergency Contact Information.

*name and phone number*

Chapter

President:

Chapter Advisor:

Fraternity/Sorority Advisor:

ΣΣΣ Headquarters:

Emergency Contact:

Facility Contact(s):

Co-host/Sponsor Contact(s):

Other Important Contacts:

*This page must be printed, signed and taken to the event. Electronic signatures are not allowed.*

# This person planned the event.

Name:

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Officer Title:

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Phone Number:

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Email:

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Signature and Date:

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# This officer oversaw the planning of the event.

Name:

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Officer Title:

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Phone Number:

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Email:

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Signature and Date:

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# The risk management committee reviewed and approved the event plan.

VP Risk Management's Printed Name, Signature and Date:

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Chapter President's Printed Name, Signature and Date:

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Chapter Advisor's Printed Name, Signature and Date:

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Risk Committee Signatures:

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