



Virtual Foundation Fundraising Resource

FOR COLLEGIATE CHAPTERS



Delta Gamma

1873

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Introduction

Due to the ongoing impact of COVID-19, campus life will look quite different this fall. We know things aren't normal, and many chapters may not be able to engage in fundraising as they have in the past. Additionally, state, local and university regulations will affect many aspects of chapter operations, including Foundation fundraising events. This handbook is intended to help chapters navigate a variety of campus scenarios and provides guidance on holding virtual and socially distant events, should they choose to hold fundraisers. Please use it in conjunction with the 2020-2021 Collegiate Chapter Resource Guide (available in the [Library](#)) and follow the guidelines based on each campus scenario. While we encourage chapters to continue to do good through service and fundraising, we cannot expect that every chapter and member will be able to complete these activities.

Delta Gamma's collegiate chapters are consistently the Foundation's greatest fundraisers; despite a challenging environment, collegians collectively raised \$1.3 million in the past year. These efforts provide crucial funding for our three areas of support: Service for Sight, training and programming, and individual member support. During these uncertain times, Foundation fundraising efforts provide vital assistance to many Foundation programs, including:

- Our five Delta Gamma Schools for Children with Visual Impairments. These schools have been impacted by closures resulting from COVID-19.
- Merit-based undergraduate scholarships and graduate fellowships, and need-based scholarships. 550-600 sisters receive Foundation scholarships and fellowships each year.
- Crisis Grants, which are available to members in times of extreme financial need created by job loss, health crisis, natural disaster, or other unexpected life circumstances. We expect to see an increase in the need for these grants due to the economic fallout of the pandemic.
- Interest-free student loans are available for individuals needing financial assistance to complete their education.
- Foundation-funded Fraternity programming and training around Social Responsibility, Health and Well-Being, and Leadership.

Thank you for all that you do to help us do good, especially in times of trouble — we truly could not do it without you!



General Foundation Fundraising Event Guidelines

SIGNATURE VS. NON-SIGNATURE FOUNDATION FUNDRAISING EVENTS

Collegiate chapters are encouraged to hold a minimum of one Signature Foundation fundraiser and one Non-Signature Foundation fundraiser per academic year. **We know things aren't normal right now. If your chapter is facing obstacles to hosting a Foundation fundraiser, please contact your Regional Foundation Coordinator (RFNC).**

Signature fundraisers are large-scale fundraisers that require the full chapter membership when planning, participating, and executing the fundraising event. Signature Fundraisers are tax-deductible fundraisers. Anchor Splash® and Anchor Games are examples of Signature fundraisers.

Non-Signature Foundation fundraisers are small-scale fundraisers that are planned by the Foundation team and/or a small committee but require full chapter membership support. Some examples of small-scale fundraisers are Donuts with DGs, Paws for a Cause, Eye Scream for Ice Cream, auctions, basket sales, and other creative and fun events that raise money to support our Foundation on a smaller scale than our Signature fundraisers. Non-Signature fundraisers are normally non-tax-deductible fundraisers. For more information on the differences between tax-deductible and non-tax-deductible fundraisers, please refer to the Foundation Focus (available in the [Library](#)).

Some chapters choose to hold lead-in fundraising events the week leading up to their Signature fundraiser. These can be small fundraising events like percentage nights at local establishments, food sales, penny wars, and other creative small fundraising events that require little planning and build up to the Signature fundraiser.

USING MEMBERPLANET

Memberplanet has collaborated with Delta Gamma Foundation to create donation site templates, allowing you to fundraise online and share with family, friends, and chapter alumnae. Donation sites include thermometers showing the amount raised and goals, allow you to upload videos and pictures, and collect funds for T-shirts, donations, and tickets! Memberplanet is Delta Gamma's **ONLY authorized online donation vendor**. Utilize memberplanet to create a donation site for your Foundation fundraising event whether it is virtual or in-person on campus.

To create a site, begin by visiting the [DG Success Site](#) for step-by-step instructions on setting up your page. Once logged in, you will be able to edit, customize and create a unique page to fit your chapter's event.



MEMBERPLANET FAQ

Q: How do I become an administrator on memberplanet so I can create a campaign?

A: For details on how to add members, assign administrative roles and other management of group members questions, go to support.memberplanet.com. Once on the home page: Manage Members>Administrator Tools and Resources>How do I create a New Administrative Role. If you are still in need of assistance, contact your RFNC or email support@memberplanet.com and they will assist you.

Q: We are holding a Foundation Signature fundraiser. How do I make sure that the money donated through our memberplanet donation site goes directly to the Foundation bank account since this is a tax-deductible fundraiser?

A: Go to support.memberplanet.com: Reporting & Account Settings>How to Add and Verify Bank Account. When you set up your donation site, you will follow the above instructions and the Delta Gamma Foundation bank account will be listed as an option.

Q: Our chapter has never implemented memberplanet for our Foundation fundraising events. We would like to set up a donation site to help increase our fundraising dollars by increasing our reach of donors and be able to pre-sell t-shirts and tickets for our upcoming event. How do we get started?

A: Go to dgsuccess.memberplanet.com. Be sure and click on Collegiate Support and it will walk you through how to get started. If you have any questions throughout the process, contact your RFNC or email support.memberplanet.com. They will get back with you and help you create a personalized donation site for your chapter's event.

Note: Set up your donation site at least 6 weeks prior to the fundraising event to give your chapter members enough time to successfully fundraise.

RISK MANAGEMENT AND DISABILITY ETIQUETTE

When holding either a virtual or in-person Signature or Non-Signature Foundation fundraising event, it is vital that chapters adhere to all [Foundation Policies](#). **It is Delta Gamma's expectation and hope that all fundraising activities include respect for members, participants, and potential donors. Also, all activities, whether live or virtual, must adhere to risk management procedures, maintain positive health and wellness practices, and be reflective of the best interest of all involved.** Please pay special attention to fundraising themes, t-shirt designs, and promotional verbiage to ensure they are positive reflections of our fraternity values



and do not use language or images that are derogatory, offensive, or exclusive. When promoting Service for Sight within your fundraisers, always refer to the Guidelines for [Disability Etiquette](#) to ensure that we are always respectful to our visually impaired and blind community who are the heart of our philanthropy.

Special Guidelines and Considerations for Foundation Fundraising Events During COVID-19

As originally outlined in the Collegiate Chapter Resource Guide for the 2020-2021 School Year, there are four contemplated campus scenarios.

Below, you will find guidelines for Foundation fundraising events for each of the four scenarios. **Please note, you do not need to plan for all four scenarios, you only need to plan for the scenario that aligns with what your university chooses to do.** Additionally, these scenarios are intended to mirror what universities are doing and it is imperative that you follow your university guidance in determining which of the scenarios applies to your chapter.

Please stay updated on university regulations regarding events and gatherings and ensure that your event complies with campus, local, and state/provincial policies. As many chapters experienced in early 2020, COVID-19 may cause abrupt changes to campus operations. Should this occur at your university, please refer to the [pivot checklist](#) on page nine of this resource. **Reminder: if you face challenges adhering to these expectations, please reach out to your RFNC.**

Scenario 1: School is 100% online. No one comes back to campus. Or, there is a second wave and shutdown.

- Use memberplanet (the only DG-approved online vendor) to create or support your chapter's virtual Signature or Non-Signature Foundation fundraiser.

Scenario 2: Shortened term (either returning to school earlier and ending earlier or returning later).

- Use memberplanet (the only DG-approved online vendor) to create or support a virtual Signature fundraiser due to insufficient time required to plan an effective Signature fundraiser (i.e.: Anchor Splash/Games).
- Non-Signature Foundation fundraisers may be held in person under the guidelines allowed by the university/community or virtually if preferred.



Scenario 3: Social distancing continues on campus.

- Use memberplanet (the only DG-approved online vendor) to create or support a virtual Signature fundraiser due to insufficient time required to plan an effective Signature fundraiser (i.e.: Anchor Splash/Games).
- Non-Signature Foundation fundraisers may be held in person under the guidelines allowed by the university/community or virtually if preferred.

Scenario 4: A new normal, but things just feel different on campus (e.g., smaller groups, members don't feel comfortable gathering in a large group, more physical distance required, etc.)

- Signature fundraisers (i.e.: Anchor Splash/Games) may be held in person if guidelines related to COVID-19 can be followed. Otherwise, use the virtual option. As always, use memberplanet (the only DG-approved online vendor).
- Non-Signature fundraisers may be held in person under the guidelines allowed by the university/community.

ITEMS TO CONSIDER WHEN PLANNING YOUR FOUNDATION FUNDRAISING EVENT

- When selling tickets for an event, please include the following language on your event page: "Thank you for your support of Delta Gamma Foundation. Due to the uncertain environment created by COVID-19, we ask that you consider your ticket purchase a donation in the event that [name of event] is canceled."
 - Also be sure to set this expectation when working with corporate sponsors.
- If your event requires a third-party platform or software, carefully consider pricing options. Will your event be profitable after this cost?
 - If the platform or software requires a contract, be sure to review it with your CFA, ATC, and vp: Finance.
- When hosting a live virtual event, assign one or two members to actively monitor and moderate the comments section or chat window. To reduce the risk of inappropriate comments or trolls, set up an invitation-only event and/or require a password.
- If your event involves the sale of merchandise (t-shirts, etc.), carefully construct the order form in memberplanet to capture all necessary contact information. Each person making a purchase should provide a phone number, email address, and an alternate shipping address (in the event of campus closure). **If you decide to sell shirts or other items, you must pre-sell to avoid excess inventory.**



- Be wary of non-refundable deposits. Remember when planning an in-person or socially distanced event that you may be required to shift to a virtual format with very little notice. Try to avoid contracting with venues or other service providers that require a non-refundable deposit.
- If you order supplies for an in-person event, save all receipts and wait until right before your event occurs to open any packaging. This will make it easier to return the materials for a full refund if you are forced to cancel an in-person event.
- Given the current economic environment, refrain from requiring chapter members to meet minimum individual fundraising goals.

PIVOT CHECKLIST

If a change in university policy requires that your chapter cancel your campus event, please utilize the following checklist to transition your Foundation fundraiser to a virtual one:

- Email your RFNC to inform them of the change. Copy your ATC, CFA, vp: finance and Foundation adviser (if applicable).
- Remove the originally scheduled event from your Anchorbase calendar. If/when you convert your event to a virtual one, be sure to add it to your Anchorbase calendar so that it generates the required forms.
- Contact the venue, security guard, lifeguard, etc. to inform them that the event has been canceled, postponed, or changed to a virtual format. Carefully review any contracts. Additionally, make sure that the entire chapter is aware of the change in plans.
- Brainstorm creative ways to honor your corporate sponsors (social media shout-outs, etc.).
 - If any of your corporate sponsors donated time-sensitive services or tickets (gift card with an expiration date, tickets to an event that may be impacted by COVID-19 closures), work with the sponsor to see if they'd be willing to extend the expiration date or honor the tickets on a future date.
- Use memberplanet to convert your in-person event to a virtual one. If your new event will occur over the course of multiple days or weeks, put the event on the calendar in Anchorbase for the day that the event/campaign will end.
- [Use this template](#) for suggested wording to include on the opening page of your memberplanet donor page.
- Utilize social media to communicate change in plans. Continue to promote your virtual event as you would with a campus event.



REVISED FORM SUBMISSION PROCESS FOR VIRTUAL OR ONLINE FUNDRAISERS

Virtual or Online fundraisers will only require the completion and submission of two forms:

1. Pre-Planning Fundraising Event Form
2. Fundraising Finance Report Form (FFRF).

In-person fundraisers (including socially distant events) will still require the completion of three forms: Pre-Planning Fundraising Event Form, Event Guideline Form for Events without Alcohol, and the Fundraising Finance Report Form (FFRF).

Pre-Planning Fundraising Event Form

(Anchorbase>Foundation>Task>Pre-Planning Event Form)

vp: Foundation or director of Anchor Splash/Fundraising is to complete the following boxes on Pre-Planning Fundraising Event Form with the following information:

Name of Person Completing the Form: This should be the vp: Foundation or director of Anchor Splash/Fundraising that is planning or leading the event.

Name of Foundation Fundraising Event: Please put VIRTUAL or ONLINE in front of the name of your event so that your RFNC can identify it as a virtual/online fundraiser.

Date of Event: Date that the virtual fundraiser is being launched.

Start Time of Event: Insert approximate time that you plan on launching online/virtual fundraiser.

Stop Time of Event: Insert approximate time on the ending date that you plan to end online/virtual fundraiser.

Location of Event: Please put N/A if online or virtual.

Describe details of the event: Please describe in detail the online or virtual event and please put the END DATE of the online or virtual event so RFNC knows the ending date of the event.

How is the Chapter Educating Attendees on the Foundation/Service for Sight at the event? Please inform RFNC if you are including an educational component to your online or virtual event. Donors want to KNOW THE WHY behind your fundraiser.

How/From whom are you soliciting donations for this event? Please describe who you are reaching out to secure any donations if applicable (i.e. local businesses, parents, Alumnae).



Are you Planning on Using the Delta Gamma Foundation approved online fundraising option memberplanet? The answer should be YES because it's a virtual or online fundraiser.

List the Organizations you are inviting to participate in the fundraising event: Please list all the non-Greek, Greek, and community organizations you are inviting to the online/virtual fundraiser.

How are you advertising for the fundraiser? List all the ways you are promoting the fundraiser.

Have you completed an Event Guideline Form for Events without Alcohol form? Put "No" because it is not required for a virtual/online fundraiser.

Has the ATC approved the Event Guideline Form for events without Alcohol Form pertaining to this event? Put "No" because form is not required.

Event Budget Details: Complete all questions and put 0 if no expenses.

Other Projected Event Expenses: Complete all questions as directed.

If Using Chapter Giving, please provide the following information: Please complete as directed.

Note: Once submitted via Anchorbase, the Regional Foundation Coordinator will review. IF revisions are needed, the RFNC will email you with requested revisions. Please revise and resubmit on Anchorbase. Continue process until RFNC gives final approval.

Fundraising Finance Report Form

(Anchorbase>Chapter Management Team>Finance>Task>Fundraising Finance Report Form)

- vp: finance is to complete the Fundraising Finance Report Form WITH the assistance of vp: Foundation or the director of Anchor Splash/Fundraising.
- The FFRF is due within 2 weeks AFTER the date of the fundraiser.
- vp: finance is to complete and submit the FFRF via Anchorbase and then PRINT A COPY of the completed form and send in with any checks made payable to the Delta Gamma Foundation and any receipts if reimbursement is needed for expenses. Send an email to FoundationFinance@deltagamma.org to inform EO that the documents and checks are in the mail.
 - If there are no checks to be mailed, email a PDF copy of the completed FFRF and any receipts for reimbursement of expenses, to FoundationFinance@deltagamma.org.



- Virtual or online fundraisers should be conducted via memberplanet. Please make sure that donations are connected to the DG Foundation account.
- **Reminder:** in-person Foundation fundraisers will still require three submission forms:
 - Pre-Planning Fundraising Event Form
 - Event Guideline Form for Events without Alcohol
 - Fundraising Finance Report Form

Virtual and Socially Distant Fundraising Event Ideas

This section provides a variety of ideas for socially distant and virtual fundraising events. **Please note that these are suggestions and that you are not required to choose an event from these lists.** Original, creative event ideas are welcome — we can't wait to see what you come up with! Remember, all events must adhere to Foundation policies. If you have questions, please contact your RFNC.

SOCIALLY DISTANT FUNDRAISING EVENT IDEAS

Percentage nights at restaurants

- Many restaurants offer programs to help organizations raise money. Contact the manager of a local restaurant to start planning. It's a win/win for the restaurant and the chapter.
- Promote and invite campus organizations, Greek community, university staff, community members, local DG alumnae, friends, and family.
- Focus on takeout orders or gift cards. (Gift cards are great for parents to purchase for you or themselves when they come to visit!)

Drive-thru Food Sales

- Chapter either sells food to attendees that buy or pre-orders food via a drive-thru distribution. (i.e. Drive-thru Pancake breakfast, Donut and Coffee pick-up)

Drive-In Movie

- Rent out a drive-in movie theatre and pre-sell tickets for a price that will allow for a profit to be donated to the Foundation.
- Reach out to the owner or manager of a local drive-in movie theatre and ask to schedule a percentage night when the chapter receives a percentage of the ticket sales.

DIY or Virtual Class Fundraiser

- Reach out to a local expert/professional or a member who has a special skill and set up a class to raise money for the Foundation. The chapter will receive



a percentage of the fee and the expert can promote their business.

- This fundraiser could be cooking classes, art lessons, tech workshops (anything that teaches a DIY skill).
- Charge participants a fee and/or admission for the supplies and to learn from the expert either through virtual class OR in a location where you can maintain a social distance.
- If your university is in Scenario #1, you can hold this type of event 100% virtually; contact participants prior to the event to let them know what supplies they will need and work with the expert to set up a live class via Zoom or Facebook.
- Example: Ask a local florist to teach your attendees how to create an appealing floral arrangement. The event fee covers the cost of the flowers and vase/container while also providing a profit to be donated to the Foundation. If your event will be virtual, you may request that participants pick up their supplies before the class. Alternatively, chapter members could pick up and deliver the supplies to participants. If your event will be socially distant, arrange to have all supplies at the event location (ideally outdoors).

Socially distant Anchor Slam/Hoops for Troops

- Instead of a tournament, hold a basketball shooting competition.
- Designate different spots around the court from which the participants will try to shoot a basket. You could use hula hoops, sidewalk chalk, or painters/masking tape to mark each spot.
- Assign a specific number of points for making a basket from each location or assign a letter for each missed basket (think HORSE, but feel free to choose a word related to your university or DG).
- Winners will have either the most points or fewest letters; plan a tiebreaker in the event you have more than one winner.

Rubber Duck Races

- For best results, encourage or require participants to sign up as groups or teams. Encourage participation across campus from members of clubs, sports teams, other Greek organizations, individual students, university staff, and professors.
- Teams sign up through memberplanet and create a memberplanet giving page to collect donations for their rubber duck.
- Encourage each team to share their donation pages with alumnae, family, friends, on-campus students, and organizations.
- Assign each team a duck and label with an assigned number.
- On the day of the race, the ducks are dropped into a waterway and race to the finish line. (Waterway could be a pool, small pond, or other small body of water)



- Optional: offer small prizes for the top three duck finishers.
- Rubber Ducks can be ordered with different looks or colors, or order plain rubber ducks and distributing them to the teams before the race, allowing each team to decorate their own duck.
- To adhere to social distancing guidelines, the race could be filmed on a live feed or recorded for viewing virtually.

Golf Tournament *(Please note that this event requires several months of pre-planning.)*

- Work with a local golf course to host a golf tournament that allows for social distancing. The course's staff may help you organize the tournament.
- Golf tournaments are great fundraising events to hold during Dads' or Parents' weekends; you can promote the chapter's philanthropic fundraising and have fun with your guests.
- Decide on the fee you will charge for your fundraiser. Make sure the event fee covers the costs for the tournament (be sure to include the cost of food/ non-alcoholic beverages) and allows for a profit to be donated to the Foundation.
- To raise additional funds, consider soliciting local businesses to sponsor your tournament and/or provide gifted goods or services to be auctioned during the tournament.
- Offer incentives for participants to form teams and increase participation.

VIRTUAL FUNDRAISING EVENT IDEAS

Pledge Challenges

- Ask your campus community for monetary pledges in exchange for a specific challenge. (i.e. pledge for each mile run, biked, walked or even for each lap that you swim).
- Alternatively, ask for monetary pledges for "Do Good" deeds like mowing lawns, picking up trash on campus or favorite parks, dog walking)
- Remember to use memberplanet to create an event page and collect pledge donations.

Virtual Anchor Dash

- Participants complete their run or walk remotely within a specific period of time (e.g. 2 weeks) designated by your chapter and gather pledges from donors via memberplanet.
- Consider allowing varied types of participants: individual, team, corporate sponsors.
- If your campus is fully remote, think about organizing a virtual relay race, having team members "pass the baton" to one another using social media



E-Sports Tournaments

- Convert your Anchor Games to an e-sports tournament (FIFA, Mario Kart, Madden, etc.).
- Utilize memberplanet to create an event registration page; require a registration fee and encourage participants to create their own memberplanet fundraising pages for the event.
- For best results, encourage or require participants to sign up as groups or teams. Encourage participation across campus from members of clubs, sports teams, other Greek organizations, individual students, university staff, and professors.
- Host the tournament using the free online platform [Battlefy](#).

Online Trivia Tournament

- Utilize memberplanet to create an event registration page; require a registration fee and encourage participants to create their own memberplanet fundraising pages for the event.
- To host the trivia game/tournament, use Zoom or a trivia platform like [TriviaMaker](#) or [CrowdPurr](#). Note that having a limited number of participants is likely cheaper (or free), so this may work best with teams rather than individual entrants.
- This is a great opportunity to raise awareness of the Foundation's programs or eye health, visual impairments, and sight preservation. Consider circulating or presenting information about these topics in the days leading up to the event and include a related category in your trivia game.

Direct Sale Percentage Fundraisers

- Reach out to local direct sale representatives to hold a percentage fundraiser with popular direct sale companies. Work with the representative to agree upon a percentage of the total sales that will be donated to the Foundation.
- Examples: Jewelry, cosmetics and skincare, oils, cleaning supplies, cooking products.

Online Contests/Competitions

Online contests and competitions are fun, easy, and interactive. Participants pay to enter, and then attendees pay to vote! Use memberplanet to set up an event page for registration and donations. Contest ideas:

- Talent contest: You might have your own campus version of The Voice or America's Got Talent and let the audience help choose a winner.
- Photography or art/drawing contest: Ask participants to submit their best photography, paintings, or drawings.



FAQs

Q: We have our Anchor Splash planned for the fall term, but no pools are currently taking reservations due to COVID-19. What should we do?

A: Due to the uncertainty of reserving the required venue (pool), we would suggest you replace Anchor Splash with a virtual fundraiser to allot enough time for you to plan a successful fundraiser.

Q: We want to have a virtual fundraiser, but we are not sure what platform to use?

A: Your chapter can use memberplanet for online campaigns and other virtual fundraising or if you have to use another platform (i.e. e-games) then you will need to attach the link to your chapter's memberplanet donation page for participants and/or donors to donate their money.

Q: How do we collect the money from an online fundraiser?

A: You will need to create a memberplanet donation page. Memberplanet also offers mobile and peer to peer payment capabilities.

Q: If we must replace our Signature Fundraiser (i.e. Anchor Splash/Games) with a virtual event, do we still have to complete the required forms on Anchorbase?

A: Yes. Virtual fundraising events are required to be added to your chapter's Anchorbase calendar in order to generate the required forms to be completed and submitted when holding a Foundation fundraising event. Normally, an in-person fundraiser would require three forms, for virtual fundraising, it will require two forms: Pre-Planning Form and Fundraising Finance Report Form. The Pre-Planning form is to be completed by the vp: Foundation or director of Anchor Splash/Fundraising six weeks prior to the event. The Fundraising Finance Report Form (FFRF) will need to be completed and submitted by the vp: finance with the vp: Foundation and/or director of Anchor Splash/Fundraising assistance within two weeks after the virtual event is completed.

Note: Remember to remove your original Signature fundraiser (Anchor Splash/Games) from your Anchorbase calendar before adding your new virtual fundraiser.



Q: What if we need assistance with trying to plan a virtual or social distancing Foundation fundraiser?

A: Reach out to your Regional Foundation Coordinator (RFNC) for guidance or assistance.

Region 1: RFNC1@deltagamma.org

Region 2: RFNC2@deltagamma.org

Region 3: RFNC3@deltagamma.org

Region 4: RFNC4@deltagamma.org

Region 5: RFNC5@deltagamma.org

Region 6: RFNC6@deltagamma.org

Region 7: RFNC7@deltagamma.org

Region 8: RFNC8@deltagamma.org

