

Delta Sigma Theta Sorority, Inc. - Saginaw Alumnae Chapter

# Fundraising Strategic Workshop

Saturday, January 12, 2019 - 10 a.m. – 12:30 p.m.

Attendees: Harge, Osborne, McKenzie-Simmons, Whiter Bowmen and Lawrence-Webster

**Purpose:**

- To align fundraisers with benefiting chapter programs
  - Scholarship
  - Education programs
  - Operations
- Identify strategic sponsors
- Partnership agreement (Saginaw Alumnae Legacy Foundation)
- Identify best marketing best practices
- Identify membership incentives

**Alignment for Fiscal Year 2018/2019**

Fundraiser	Scholarship	Education Programs	Operations
FitFun Dollars for Scholars	x		
Sweetheart Ball		x	
Thelma Poston Golf Classic	x		
Praise Bruch - reevaluate		x	
Del Sprite Ball		x	
Miss Delta Doll Pageant	x		
White Party			x
Delta Store			x
Miscellaneous			x

**Strategic Sponsors**

	FitFun Dollars for Scholars	Thelma Poston Golf Classic	Miss Delta Doll	Praise Brunch
Target	Health	Scholars	Education	Arts and Letters
	Runners	Realtors	SVSU	Nutritionalist
	Dicks	Attorneys	Delta College	Public Safety
	Health Food Stores	Financial Services	Davenport	Grants
	Dunhams	Golf Stores	CMU	Medical
	Grains and Greens	Professional Athletes	SPSD	Spas
	Foot Locker	Churches	charter schools	Pit and Balcony
	Bike shops	Funeral Homes		
	St. Mary's Hospital	Car Dealers		
	Covenant Hospital			
	Garber Group			

### Strategic Sponsors for Fundraising – In-Kind Request

White Party – Businesses owned by Sorors and their Relatives

Sweetheart Ball – Businesses owned by Sorors and their Relatives

### Strategic Sponsors for Non-Fundraising Events – In Kind Request

PowerPlay Saturday – Health

Pulse 3

Health Delivery

Delta College

STARS

### Strategic Sponsors for Education Programs (in-kind) or Grants

READING Program

Project SEE

Dr. Betty Shabazz Leadership Academy

EMBODI

### Strategic Partners for Mentoring Groups

Del Sprites Youth Group - parents

Miss Delta Doll Pageant - parents

### Partnership Agreement – Saginaw Alumnae Legacy Foundation

- Grants
  - Foundation initiated
  - Chapter initiated
    - It is recommended that the Chapter obtains permission from the Foundation prior to writing a grant
    - Chapter and Foundation shall agree on use of funds before remitting the grant
    - Chapter shall prepare all required reports
    - Unspent funds shall be returned to the Foundation
    - Chapter shall formerly request funds from the chapter
- Fundraisers
  - Foundation
    - Chapter has to apply along with other organizations
  - Foundation and Chapter
    - Thelma Poston Golf Classic
      - Registration Fees – payable to Chapter
      - Sponsorships – payable to Foundation
      - Expenses and Liability – paid for by Chapter
    - Fit Fun Dollars for Scholars
      - Tickets – payable to Chapter

- Sponsorships – payable to Foundation
  - Expenses and Liability – paid for by Chapter
- Contributions – the Foundation shall establish a minimum collection amount
  - General
    - Chapter has to make a formal request, identifying specific purpose
      - Example: Hardship Scholarship
  - Designated to Chapter
    - Foundation shall remit to chapter within 30 days with or without a formal request from the Chapter

Marketing Best Practices (review document prepared by Soror Riley)

Identify Membership Incentives

- Ticket sales
  - Complimentary Tickets
  - Choice of Table locations
  - Gift Cards
  - Payment of Local Dues
  - Chapter acknowledgement – chapter meeting, newsletter, etc.
- Contributions
  - Income Tax Benefit – SALF

Additional Notes:

Widen Marketing Net	Target Attendance	Realistic Budget of Ticket Sales	Marketing Strategy	Themes	Additional Industries
Pan Hel Council		20% of Sorors	Implement Soror Riley's marketing plan via the Publicity and Communications Committee		Manufacturing: Megit, GM, Nexteer
State of Michigan Chapter Presidents		Consider other events in the community			Labor
Women Organizations					Retail
					Restaurant
					Municipal
					Engineering: Spence Brothers
					Professional Organizations

					Specialties: Hausbeck Pickle,
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Recommended Financial Handbook procedures:

Collection of Funds

Office Hours shall be set and funds collected during that time.

Invitations – purchase invitations for each ticketed event (1,000)

Ticket Sales Locations

Eventbrite

Greeks R US – when a financial Soror is willing to take the written responsibility for sales

Program Planning – fundraisers will be at least one month apart from each other

Branding – keep the same logo and/or graphic theme for each event