



## How to Fundraise for the M3 Campaign

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Thank you for hosting a fundraiser for Phi Mu Foundation! The Foundation has been a philanthropic priority for our members since its inception in 1957. The money you raise for the Foundation helps advance our mission of the lifetime development of women through the support of Phi Mu's leadership, scholarship, philanthropic and educational programs, and historic preservation.

Below are a few things to keep in mind as you plan your chapter's Foundation fundraiser:

### Key Messages

- The mission of Phi Mu Foundation is the lifetime development of women through the support of Phi Mu's leadership, scholarship, philanthropic and educational programs, and historic preservation.
- The Foundation provides more than 100 academic scholarship opportunities to our undergraduate and graduate members.
- Leadership and educational programs such as Phi Mu Officer Academy and Phi Mu Leadership Institute are also funded in part by Phi Mu Foundation. These initiatives encourage our women to lead with confidence in their chapters, campuses and communities.
- When our members face natural disasters or life-changing circumstances, they may be eligible to apply for member assistance grants through Phi Mu Foundation. These funds help women gain access to basic necessities that will help them get back on their feet.
- Phi Mu is the second-oldest Greek organization for women in the world and that comes with a huge responsibility to preserve our past! The Foundation helps fund the preservation of our archives and museums like the Heritage Museum at the National Headquarters and the Philomathean Room at the Cannonball House in Macon.

### Fundraising Tips

- **The M3 Campaign officially begins on March 1, but you can fundraise all year long!** If you host an M3 fundraiser prior to the kickoff, please hold onto your checks until March. Any checks submitted prior to March 1 will be recorded as a general contribution, and will not count towards your M3 total.
- Keep in mind when you are hosting fundraisers that you **must adhere to the Fraternity's risk management policies and state and local guidelines for social distancing**. Fundraisers may not include alcohol and/or alcohol-related paraphernalia, questionable themes, and should not call into question the values of our Fraternity.
- Use the Virtual Fundraising Ideas sheet on the Phi Mu Resource hub for virtual and socially-distanced fundraising ideas. You can also watch a recording of the Virtual Fundraising Webinar.
- **When you host an M3 fundraiser, post about it on social media!** Tag us @PhiMuFoundation and use the hashtag #MaryMaryMartha so that we can follow along and share your success.

## Fundraising Ideas

Now, on to the fun stuff! To help your chapter develop new and exciting fundraising ideas for the Phi Mu Foundation M3 Campaign, we've pulled together a list of popular fundraisers that chapters have done in the past. Events can be sponsored by themselves, in combination with one another, or expanded upon by your chapter. A reminder that ALL philanthropy fundraisers are to be in good taste, in compliance with Phi Mu risk management policies, and with the best interest of Phi Mu Foundation in mind.

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### 'THONS

- Phi Mu sisters are great at Marathons. These events generate funds by having participants (either Phi Mu sisters or attendees) participate in an event.
  - Teeter Totter-a-thon
  - Rock-a-thon
  - Dance-a-thon
  - Walk-a-thon
  - Skate-a-thon
  - Bowl-a-thon

### Walk or Run

- Host a 5K or 10K. You could also do this virtually! Charge a fee or have participants collect pledges to participate. Recognize the runner/walker that wins and the highest fundraiser. Have refreshments donated. Community involvement is key. **NOTE:** walk/runs may only be held in areas secured from traffic.

### Grams or Flowers

- Sell and/or deliver goods to students on campus
  - Carnations
  - Orange "Crush" Soda
  - Candy
  - Bake Sale

### Tournaments

- Sponsor a sports tournament. Collect donations for prizes from local businesses.
  - Home run derby or softball
  - Kickball
  - Dodgeball
  - Soccer
  - Flag football
  - Volleyball
  - Bowling
  - Golf

### Food

- Host a spaghetti dinner or pancake breakfast. Have your chapter, alumnae chapter or parents' association sponsor a spaghetti dinner. Charge admission. Add raffles or entertainment for a more memorable event.
- Honor banquet – Have your chapter secure a notable speaker or local celebrity to speak or do a presentation.

### **Kissing Booths**

- Sell Hershey kisses with stickers attached that say “I’ve been kissed by a Phi Mu.” **NOTE:** actual kissing is not encouraged or condoned.

### **“Idol”, Talent Shows and Dance Competitions**

- Set up a show for your campus and the general public. Charge an admission and entrance fee. Try karaoke, general talent show or a group dance competition (one option is to pair fraternities and sororities together).

### **Games**

- Host a bingo or casino night. This can also be done virtually! Charge an admission fee and for concessions.
- Guessing game – have a jar of coins or candy. With a \$1 donation participants can guess how many are in the jar. The winner receives the jar.

### **Basket Auction**

- Ask parents to bring themed baskets to your Parents’ Day or Parents’ Weekend. Hold a silent auction during the event, present the winners with the baskets, and announce the total amount raised. This is a very easy and fun way to raise a significant amount of money with little need for planning or effort by the chapter.

### **Other Fundraising Ideas**

- Penny wars: Assign jars to different groups/organizations (SGA, other sororities, the basketball team, faculty and staff, etc.) Pennies can be added to the jars as positive points. Other denominations (dimes, quarters, dollars, etc.) can be added to the jars and act as negative points. (Every quarter will deduct 25 pennies.) You can make a group lose by putting larger denominations in their jar.
- Cut-a-Thon: Ask a local hairdresser to come to campus to cut hair. Charge \$5.00 per haircut and send the proceeds to Phi Mu Foundation.
- Have local florists, movie theatres, restaurants, chocolate shops, nail salons, etc. donate items and gift certificates. “Package” the items together and hold a “dream date” auction. Auction the items prior to Valentine’s Day!
- Have sisters donate items for a campus wide yard sale
- Storm the dorm: Have sisters go room to room in the dorms asking for spare change for Phi Mu Foundation.
- Host an Easter Egg Hunt on campus for children of the faculty and staff
- Host a cheerleading competition for middle school or high school teams. OR, host a funny cheerleading competition for groups on your college campus.
- Have a “Don’t Stop the Music” Marathon. Play your chapter’s favorite song until enough donations are given to reach your goal.