



Phi Mu Foundation Fundraising Guidebook

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.

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Where to Start

- The M3 Campaign celebration officially begins on March 1, but you can fundraise all year long! Your chapter can begin fundraising for the M3 Campaign as soon as you're ready and we're committed to providing you all of the resources you need to be successful. A live tracker of your chapters progress will live on the official M3 Campaign page.
- Phi Mu Foundation will provide your chapter with a fundraising goal in October for the M3 Campaign. If you have questions about your goal, please contact Development & Marketing Manager, Leinin Schuerr at lschuerr@phimu.org.

5 Easy Steps to Help Your Chapter Prepare for the M3 Campaign

1. Determine if your chapter will participate in the M3 Campaign

When a chapters participates in the M3 campaign, the chapter is committing to making contributions to meet the preset fundraising goal*. Every chapter that meets their fundraising goal will receive a commemorative Phi Mu Foundation t-shirt for each of their members just in time for summer.

* (goal = \$18.52 x campus total)

2. Fundraise First

Chapters can reach their goal in a variety of ways, but should consider fundraising as their first option. Fundraising fosters sisterhood and helps you work toward one common goal. Many chapters host online or in-person fundraisers ,encourage contributions from sisters or use chapter funds to increase their overall contribution. Donation pages can be made on phimufoundation.org. More info to come on these pages.

3. Contribution Process

Once the chapter is ready to submit their contribution, they can send their check through Billhighway Online Bill Pay, mailing in a check for the sum of their contributions, or make online donations on their chapters team page. Note: the chapter must also submit their M3 Remittance Form on Officer Portal for each donation made by check or Online Bill Pay.

4. Schedule the Phi Mu Program About Phi Mu Foundation

Hosting the Phi Mu Program about Phi Mu Foundation before the M3 Campaign celebration in March will help our members best understand the mission of Phi Mu Foundation and how campaigns like M3 help us reinvest in our members. The Phi Mu Foundation Program can be found on the Phi Mu Library, under the Vice President tab and is recommended by Phi Mu Fraternity to be hosted in January or February.

5. Share on Social Media

When you host an M3 fundraiser, post about it on social media! Tag us @PhiMuFoundation and use the hashtag #SistersHelpingSisters so that we can follow along and share your success.

Keep in mind when you are hosting fundraisers that you must adhere to the Fraternity's risk management policies. Fundraisers may not include alcohol and/or alcohol-related paraphernalia, questionable themes, and should not call into question the values of our Fraternity.

Virtual & In-Person Fundraising Ideas

To help your chapter develop new and exciting fundraising ideas for the Phi Mu Foundation M3 Campaign, here's 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.

- Online Bingo
- Online Raffles
- Virtual Race/Walk with Paid Admission
- Online Shopping Events
- Virtual Concert with Paid Admission
- Virtual Movie Night with Paid Admission
- Donation Game – Donate when words or phrases are used in a movie or TV show
- Virtual Cooking Class
- Virtual Arts/Crafts Class
- Online Silent Auction for Gift Baskets, Food, Food Delivery, Yard Work Services, Etc.
- Wellness Challenge – Donate for every step walked in a week/month
- Online Gala Dinner
- Birthday or Holiday Fundraiser
- Online Pub Quiz Competition with Admission Fee
- One Day Email Flash Fundraiser or Social Media Event
- Amazon Smile: <https://www.smile.amazon.com/>
- Host a 5K or 10K. Charge a fee or have participants collect pledges to participate. Recognize the runner/walker that wins and the highest fundraiser.
- Host a Grams, Flower, Gram, or Bake Sales
- Sponsor a sports tournament. Collect donations for prizes from local businesses.
Home run derby, Softball, Kick ball, Dodge ball, Soccer, Flag football, Volleyball, Bowling or Golf
- Host a spaghetti dinner or pancake breakfast. Have your chapter, alumnae chapter or parents' association sponsor a spaghetti dinner. Charge admission.
- Host and sell tickets for a family banquet.
- Host a 'tailgate' theme dinner.
- Host a BINGO, casino or poker tournament. Charge an admission fee and for concessions.
- 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.
- Sell custom-designed t-shirts to members, chapter alumnae, and/or your campus peers!
- Penny wars: Assign jars to different groups/organizations (SGA, other sororities, the basketball team, faculty and staff, etc.)
- Have members submit their favorite recipe and create a cookbook. Sell the cookbooks.
- Have local florists, movie theaters, 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
- Host an Egg Hunt on campus for children of the faculty and staff

How to Remit Funds

You can make your contributions in one of three ways: by writing a check, using Billhighway online bill pay; or through your M3 Chapter page on the Foundation's website using your Billhighway card (as long as the donation is within your card limits.)

To watch a full video tutorial on how to donate in one of the three ways above, [please watch this video](#) on our YouTube page. If you prefer to read the step by step guide, [please click here to open the PDF](#).

Treasurer Tip: do not add the donation to your statement of charges or set up a scheduled payment for the Foundation through Billhighway. Also please write in the check memo or comments section that this contribution is for the M3 Campaign and include your chapter name.

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 totaling about \$175,000 annually.
- Leadership and educational programs such as the Chapter Consultant program and Phi Mu Officer Academy (PMOA) 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! 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, GA.

To learn more about Phi Mu Foundation and the work that we do visit www.phimufoundation.org and click "Our Purpose".

Social Media Examples

The M3 Campaign is primarily driven through digital and social media, so we're encouraging you to promote your Foundation fundraisers and general support of the M3 Campaign on your social media accounts, and tag us **@PhiMuFoundation** and use our hashtag **#SistersHelpingSisters** so that we can track along with you and share your posts from our accounts. Effective use of social media is a top priority for the M3 Campaign, and we'd love to be able to showcase the creativity your chapter is putting into M3 and give you some national recognition for your hard work! Below are some examples of social media posts we have seen in the past.

To download the full social media guide, [please click this link.](#)
This guide and social media graphics can also be found in the document library.



Phi Mu at UH Mānoa @hawaiiiphimu ·

Iota Alpha is committed to 100% participation for the **@PhiMuFoundation** M3 campaign! ❤️ **#sistershelpingsisters**



Nicole
@nicolemelv

Follow

I donated \$18.52 to **@PhiMuFoundation**
@PhiMuFraternity in honor of **@PhiMu_SHC!**
Happy Founder's Month!
#Give1852

UMaine Phi Mu
January 27

Like Page

Day three of our Hot Cocoa Bar! We are so happy to be tabling for Phi Mu Foundation! #m3



phimu_epsilon

169 likes

phimufoundation Love this idea! Such a great way to include alumnae in your M3 Campaign. Only four more days...we can hardly wait!
#Give1852 #Repost @phimu_epsilon with @repostapp.

Our M3 letter writing campaign to alumnae!
#marymarymartha #phimuhillsaps