



True to Phi Mu

True to Phi Mu combines two of our most popular Annual Fund campaigns – chapter fundraising (formerly the M3 Campaign) and our annual day of giving, 18 Hours & 52 Minutes of Giving – into one powerful effort.

True to Phi Mu is about more than fundraising. It's about building a culture of philanthropy, inspiring greater engagement from collegiate and alumnae members, and ensuring a sustainable future of support for generations of Phi Mu sisters.

What your chapter needs to know:

- As part of Phi Mu Fraternity's Commitment to Excellence (CTE), all collegiate chapters are required to make a donation to Phi Mu Foundation each year. The CTE deadline this year is June 1, 2026.
- Each chapter has been placed in a fundraising bracket by chapter size. Every chapter within the bracket will have the same goal.

Fundraising Goal & Bracket
\$10,000 Carnation
\$5,000 Truth
\$2,500 Honor
\$1,000 Love

- Chapters have until June 1, 2026, to send in donations and fulfill their goal.
 - While there is no penalty for not reaching the goal, every chapter is strongly encouraged to participate.
- The Philanthropy Chair will be the main point of contact and work with the Chapter Treasurer to ensure donations are sent to Phi Mu Foundation.
- Recognition will be given to the Top Contributing Chapter and the chapter with the Highest Increase in Fundraising of each bracket at the 2026 National Convention



When a chapter participates in True to Phi Mu, the chapter is committing to making contributions and doing their best to meet the preset fundraising goal in your assigned bracket. Chapters have the flexibility to participate in the True to Phi Mu campaign in the way that works best for their members. **Your chapter should have a fundraising plan!**

Some options include:

- **Online Donations**

- Your chapter can share the True to Phi Mu website where alumnae, family, and friends can support your chapter
- phimufoundation.org/truetophimu

- **Traditional In-Person Fundraiser**

- Examples of popular fundraisers: Giveback Nights at local restaurants, Milkshakes with Mus, Selling Carnations or flowers for Valentine's day
- For a full list of fundraiser ideas, read our fundrasing guide!

- **Bill Members**

- Chapters can choose to bill members in the way that fits their chapter's needs:
 - One time billing: Add the full donation amount to a single bill.
 - Micro billing: Divide the donation into smaller amounts billed throughout the year, which may work better for smaller chapters or those with varying financial schedules.
- This bill should be created as an Other Fee in BillHighway
- Chapters may only bill members who have opted in to donate. Each chapter must maintain a record of those members' consent. This can be collected through a Google Form, OmegaOne, or another written form.

- **Use Funds From the Chapter Philanthropy Budget**

- Funds can be used from the budgeted amount in the Philanthropy section of the chapter budget if:
 - The chapter has not overspent this fiscal year
 - A specific amount was budgeted for a Phi Mu Foundation donation
 - The spring philanthropy event has already happened and the expenses came in under-budget