



Phi Mu Foundation Fundraising Guidebook

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.

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 *Thank you for hosting a fundraiser for Phi Mu Foundation!*

- Chapter fundraising through True to Phi Mu inspires all Phi Mu members to invest in Sisters Helping Sisters by making a personal gift or helping their chapter raise funds for Phi Mu Foundation. Your chapter can begin fundraising for Phi Mu Foundation as soon as you're ready and we're committed to providing you all of the resources you need to be successful.
- Phi Mu Foundation will provide each collegiate chapter with a fundraising goal at the beginning of each academic year. If you have questions about your goal, please contact Senior Manager of Development & Marketing, Leinin Dumitrescu at lschuerr@phimufoundation.org.

5 Easy Steps to Help Your Chapter Reach Your True to Phi Mu Goal

1. Commit to True to Phi Mu

When a chapter participates in True to Phi Mu, the chapter is committing to raising funds and doing their best to meet their preset fundraising goal*.

* Your chapter's goal was pre-set by the Foundation at the beginning of the academic year

2. Fundraise First

The best way to reach your chapter's goal is through fundraising together as sisters. Hosting fundraisers builds sisterhood and helps your chapter rally around one common purpose. Many chapters host online or in-person fundraisers, encourage contributions from sisters, or use chapter funds to help meet their goal.

You can check in on your chapter's progress on the True to Phi Mu fundraising page at: <https://phimufoundation.org/truetophimu/>

3. Contribution Process

Once your chapter is ready to submit your contribution, you can:

- Use Re:Members Online Bill Pay
- Mail a check for the sum of your contributions
- Make online donations directly through the [True to Phi Mu fundraising page](#).

Note: the chapter must also submit a Remittance Form for each donation made to the Phi Mu Foundation.

4. Schedule the Phi Mu Program About Phi Mu Foundation

Hosting the Phi Mu Program about Phi Mu Foundation before the Founders Day celebration in March will help members understand the mission of Phi Mu Foundation and the impact of True to Phi Mu.

The program is available in 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 a True to Phi Mu 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 Phi Mu Foundation Chapter Fundraising, 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 phases 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 - Treasurers

You can make your contributions in one of three ways: by writing a check, using Re:Members online bill pay; or through the True to Phi Mu fundraising page on the Foundation's website using your Re:Members 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 Tips:

- **True to Phi Mu donations must be submitted by June 1, 2026. Find your chapter's True to Phi Mu fundraising goal here.**

Billing Members who Opt-In

- **Chapters can only bill members who opt-in to donate**
- **There must be a record of members opting in; this can be via Google Form or another written form. You can attach a copy of this list as an Excel or CSV file with names of all chapter members who opt-in to the remittance form.**
- **Members need to opt in each year. Past participation is not an indication of current participation!**

Collecting Donations/Fundraising

- **If you receive a check made out to Phi Mu Foundation. Please gather all checks and mail them to the address below. You need to include a note that states your name and your chapter for tracking purposes.**
 - **Phi Mu Foundation**
 - **400 Westpark Drive, Peachtree City, GA 30269**
- **Do not enter checks made out to Phi Mu Foundation into CrowdChange or your re:Members account.**
- **If a check is made out to your chapter, deposit it to your "Philanthropy/Donations" account in re:Members. Then continue to the "Making Your Donation" steps.**

Making Your Donation:

- **Create an Online Bill Pay or Check on re: Members and send it to Phi Mu Foundation.**
- **Include your chapter name on your donation and the remittance form**
- **Fill out the Foundation remittance form on the Resource Hub**
- ****Do not make your Foundation donation payable to Phi Mu Fraternity****
- ****Do not add the donation to your statement of charges or set up a scheduled payment for the Foundation through Re:Members.****
- **Please write in the check memo or comments section that this contribution is for True to Phi Mu 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 averaging around \$185,000 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.

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 collegiate and alumnae chapter fundraising is primarily driven through digital and social media, so we're encouraging you to promote your Foundation fundraisers and general support of Phi Mu Foundation 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 True to Phi Mu Campaign, and we'd love to be able to showcase the creativity your chapter is putting into fundraising and give you some national recognition for your hard work! Below are some examples of social media posts we have seen in the past.

The collage includes the following elements:

- A screenshot of a tweet from @hawaiiphimu: "Iota Alpha is committed to 100% participation for the @PhiMuFoundation M3 campaign! ❤️ #sistershelpingsisters". The tweet features a small profile picture of a pineapple.
- A screenshot of a Facebook post from UMaine Phi Mu: "Day three of our Hot Cocoa Bar! We are so happy to be tabling for Phi Mu Foundation! #m3 #marymarymartha #give185". The post includes a photo of three women at a table with a hot cocoa bar.
- A screenshot of a Twitter post from Nicole (@nicolemelv): "I donated \$18.52 to @PhiMuFoundation @PhiMuFraternity in honor of @PhiMu_SHC! Happy Founder's Month! #M3 #Give1852".
- A promotional poster for "chill N° NITROGEN ICE CREAM" by USCB Phi Mu Lambda Kappa. The poster features a large ice cream cone and the text "Chill' N' Ice Cream Night! Saturday August 30th 7PM-10PM". It also includes the address "65 Towne Dr Ste 65, Bluffton, SC 29910".