



Guide to Fundraising for Phi Mu Foundation

Give Back. Make an Impact. Be True to Phi Mu.

Phi Mu Foundation supports the lifelong development of women through the support of Phi Mu's leadership, scholarship, philanthropic and educational programs, and historic preservation. Through the generosity of Phi Mu chapters, members and friends, the Foundation provides opportunities that strengthen our sisterhood.

True to Phi Mu is the Phi Mu Foundation's annual chapter fundraising campaign. Through True to Phi Mu, chapters have the opportunity to raise funds that support the Foundation's mission and make a lasting impact on Phi Mu.

The donation deadline for the 2026–27 True to Phi Mu campaign is May 15, 2027.

We encourage chapters to start planning and participating in the fall! If you have questions about your chapter's donation or need help planning your fundraiser, please contact Leinin Dumitrescu at Ischuerr@phimufoundation.org.

This guide will help your chapter plan and participate in True to Phi Mu with:

- Ways your chapter can participate in True to Phi Mu
- Fundraising ideas
- Social media examples and resources
- Details on how to make a gift to Phi Mu Foundation

Need help?

- Reach out to the Area Philanthropy Specialist for creative ideas for fundraising or help setting up donation sites
- Reach out to your Area Operations and Finance Director (AOFD) for finance related questions.
- Reach out to Foundation Staff for Phi Mu Foundation fundraising support | Ischuerr@phimufoundation.org



Where to Start

True to Phi Mu gives every chapter an opportunity to support the Phi Mu Foundation through personal giving, chapter fundraising or a combination of both. Chapters can begin participating as soon as they are ready, and the Foundation is here to provide the resources and support you need along the way.

Each collegiate chapter will receive a True to Phi Mu fundraising goal from the Foundation based on the chapter's average annual Foundation and CMN fundraising contributions and the number of chapter members. Chapters are then organized into brackets to make competition and recognition fair. The Carnation, Truth, Honor and Love brackets are for active collegiate chapters.

4 Easy Steps to Reach Your True to Phi Mu Goal

1. Decide How Your Chapter Will Participate

Your chapter should create a plan for how you will reach your goal. You can choose one approach or combine several options.

• **Bill Members** – Chapters may bill members who have opted in to donate to the Phi Mu Foundation.

- Billing options include:
 - One-time billing: Add the full donation amount to a single bill.
 - Micro billing: Divide the donation into smaller amounts billed throughout the year.
 - We encourage chapters to discuss member billing in the fall and establish a plan for the year.

Important: Member billing must be created as an Other Fee. Chapters may only bill members who have opted in to donate. Consent may be collected through an official chapter vote, Google Form, OmegaOne or another written form.

• **Online Fundraising**

- Host an organized fundraiser through the True to Phi Mu website (<https://phimufoundation.org/truetophimu/>)
 - Each chapter has a designated fundraising page they can send out to friends and family.
 - Contact Foundation staff if you are setting up a campaign on the True to Phi Mu website.
- Create a [CrowdChange](#) fundraiser. Funds raised through CrowdChange will be deposited into your chapter account and then donated to the Foundation.
- Host a Double Good popcorn fundraiser. Visit <https://linktr.ee/PMFXDG> to access resources to start a fundraiser.

• **Traditional Fundraising**

- Popular options include:
 - Giveback nights at local restaurants
 - Milkshakes with Mus
 - Selling carnations or flowers for Valentine's Day
 - More ideas on the page 4

• **Use Chapter Philanthropy Funds** – Your chapter may use funds from its philanthropy budget for its Foundation contribution if:

- The chapter has not overspent its fiscal-year budget.
- A specific amount was budgeted for a Phi Mu Foundation donation.
- The spring philanthropy event has already taken place and expenses were under budget.



2. Plan, Fundraise and Collect Donations

Once your chapter has a plan, start collecting donations and hosting fundraisers throughout the year. Starting in the fall gives your chapter more time to reach its goal and allows you to build True to Phi Mu into your chapter's annual fundraising plans.

You can track your chapter's progress on the [True to Phi Mu fundraising page](#).

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.

3. Make Your Contribution

When your chapter is ready to contribute, work with your chapter treasurer to submit your donation through one of these options:

- **Create an Online Bill Pay on re:Members**
- **Write a Check on re:Members and mail it to Phi Mu Foundation**
 - Please make your Foundation donation payable to Phi Mu Foundation. We **cannot** cash checks made out to Phi Mu Fraternity.
 - Please write in the check memo or comments section that this contribution is for True to Phi Mu and include your chapter name.
- **Online donation through your chapter's True to Phi Mu fundraising page. [Click here to donate](#).**
 - If you donate online, please be prepared to cover the website fees.
 - If you cannot cover the fees, please send a check instead.

A Remittance Form must be submitted with every chapter contribution to Phi Mu Foundation.

- If you mail your donation, please print and mail the remittance form along with the check.
- You can submit the remittance form digitally if you are making an online donation or set up an Online Bill Pay. <https://bit.ly/PMFRemittanceForm>

4. Educate Your Members

Help your members understand why being True to Phi Mu matters. Schedule the Phi Mu Program about Phi Mu Foundation before Founders Day in March to learn more about the Foundation's mission and the impact of your chapter's support. The program is available in the [Resource Hub](#) under the Vice President tab and is recommended by Phi Mu Fraternity for January or February.

This is also a great time to do a chapter inventory. Has anyone received a Phi Mu Foundation scholarship or member assistance grant? Have them share with the chapter how impactful that was in their life.

Bonus! Share Your True to Phi Mu Story

When you host a True to Phi Mu fundraiser or reach an exciting milestone, share it on social media! Tag @PhiMuFoundation and use #SistersHelpingSisters so we can follow along and celebrate your chapter.



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.

- Double Good Popcorn Fundraiser. [Click here for resources.](#)
- 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
- 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, 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



Key Messages

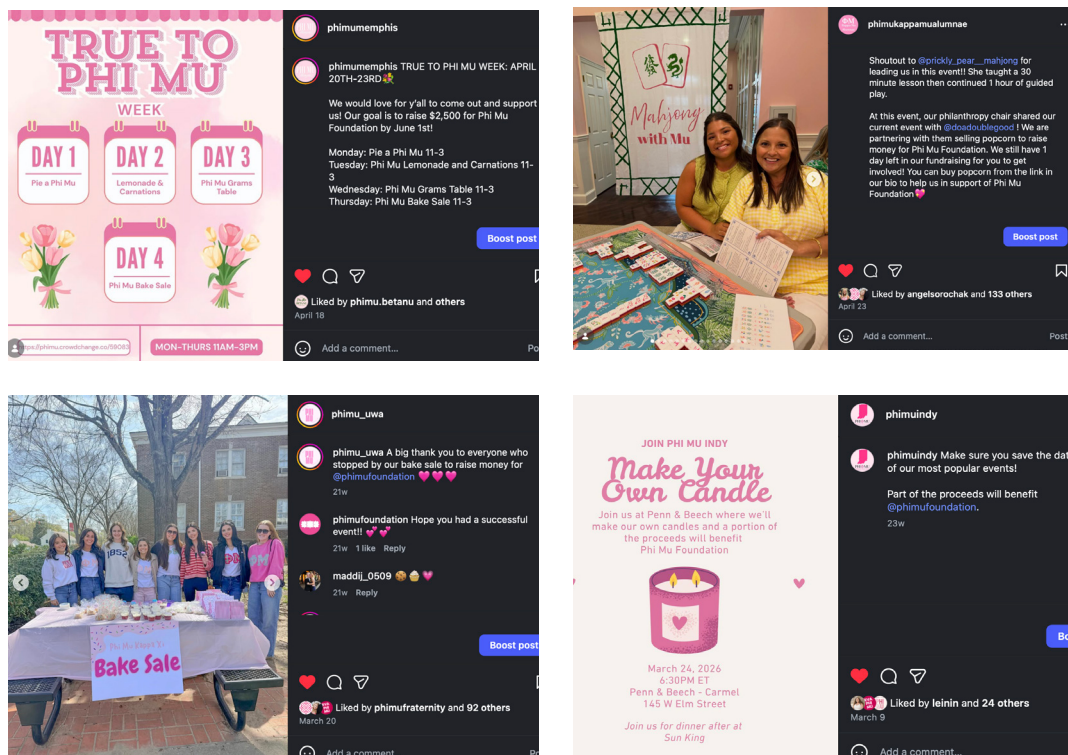
- The mission of Phi Mu Foundation is the lifetime development of women through the support of Phi Mu's leadership, scholarship, philanthropic and educational programs, and historic preservation.
- The Foundation provides more than 100 academic scholarship opportunities to our undergraduate and graduate 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

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.



How to Make a Donation to Phi Mu Foundation

Treasurers Guide



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).

You can find video tutorials and step-by-step guides on how to donate on our Document Library.
phimufoundation.org/document-library/

True to Phi Mu donations must be submitted by May 15, 2027.

Billing Members who Opt-In

- Chapters may bill members who have opted in to donate to the Phi Mu Foundation.
 - Billing options include:
 - One-time billing: Add the full donation amount to a single bill.
 - Micro billing: Divide the donation into smaller amounts billed throughout the year.
 - We encourage chapters to discuss member billing in the fall and establish a plan for the year.

Important: Member billing must be created as an Other Fee.

Chapters may only bill members who have opted in to donate. Consent may be collected through an official chapter vote, Google Form, OmegaOne or another written 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 remittance form 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 on re:Members**
- **Write a Check on re:Members and mail it to Phi Mu Foundation**
 - Please make your Foundation donation payable to Phi Mu Foundation. We **cannot** cash checks made out to Phi Mu Fraternity.
 - Please write in the check memo or comments section that this contribution is for True to Phi Mu and include your chapter name.
- **Online donation through your chapter's True to Phi Mu fundraising page. Click here to donate.**
 - If you donate online, please be prepared to cover the website fees.
 - If you cannot cover the fees, please send a check instead.

A Remittance Form must be submitted with every chapter contribution to Phi Mu Foundation.

- If you mail your donation, please print and mail the remittance form along with the check.
- You can submit the remittance form digitally if you are making an online donation or set up an Online Bill Pay. <https://bit.ly/PMFRemittanceForm>

****Do not add the donation to your statement of charges or set up a scheduled payment for the Foundation through Re:Members.****