

ΑΣΦ

ALPHA SIGMA PHI

alphasig.org

PROMOTING PHILANTHROPY TIPS

GET THE MEDIA INVOLVED

Begin by contacting the school newspaper, radio station, TV station along with media pages and ask them to cover and/or promote the event. Let them know about the event that you will be holding. Give them information on the event including the cause, how much you are looking to raise, when and where the event is taking place, etc. If you would like people outside the campus community to get involved, you should contact the local newspapers and TV stations and provide them with the same information.

PUBLICITY

- Flyers - Hang them up on bulletin boards and around campus advertising your event.
- Handbills - Have a schedule of event(s) with all the information to hand out.
- Table Tents - Have the information on table tents in the cafeteria or library.
- Bed Sheets - Huge banners that can be hung on campus trees or buildings with permission.
- Sidewalk Chalk - Very easy to do and inexpensive as long as it doesn't rain.
- Banners - Can be as detailed or as big as you would like.
- Social Media - Facebook, Twitter, Instagram, etc.

SOCIAL MEDIA

- Start a Facebook event page listing all of the Brothers as administrators of the event and require them to send an invitation to all of their Facebook friends.
- Create an image to post on Facebook, Instagram, Twitter or Snapchat and have all members share the Chapters post. Promote the post with each platforms promoted post advertising.
- Create ads through Facebook, Instagram, Twitter or Snapchat and target people based on location, demographics and interests. You can also run ads based on their email addresses or phone numbers.
- Tag people/sororities on your Instagram story who donate or sign up for the event on your story to thank them for their donation/registration.
- Tag the Philanthropic Partner for them to re-share the post.

RAFFLE/DOOR PRIZE

You should offer door prizes for people who do come to the event. To keep it cheap, go around to local business and ask for donations or gift certificates for door prizes.

FREE FOOD

The best food is free food. If you have free food for people who participate or attend the event, you will get a bigger turn out for your event.

T-SHIRTS (WALKING ADVERTISEMENTS)

Design shirts that give all the information on the back and require your members to wear them around on the same day. Everyone on campus will be curious about why people are wearing the same shirts and what it's all about. Word will quickly spread. You could also sell them! Get vendors to pay for their logo on the back of the t-shirts to help offset or cover the cost of the shirts.

OTHER ORGANIZATIONS

Visit other organizations during their meeting times to talk about your event and get people to sign up there or even sell tickets to them.

CO-SPONSOR

Try to co-sponsor the event with another group on campus. Whether it be the campus programming board or the football team, two organizations spreading the word is better than just one. This is also a great way of recruiting non-Greek students.

CROWDCCHANGE

CrowdChange is the leading fundraising platform for Fraternities and is free for Alpha Sigma Phi Chapters! Chapters can create fundraising pages for events and sell tickets, merchandise and apparel for the event. Everyone who buys a ticket will get an email with a PDF ticket and the event organizer can download a full guest list. Chapters can engage companies through the sponsorship feature, allowing companies to buy a sponsorship package. Brothers can also create personal fundraising pages or team fundraising pages! Go to alphasigmaphi.crowdchange.co and click "Start a Fundraiser" button.

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