



Coordinating Fundraising Between Chapters and the Foundation

1. Partner with National Social Organization – Be fully aware of the atmosphere and the expectations of the chapter.
 - a. If a chapter is expected to have x-number of applications for national scholarships or raise a certain amount of money for accreditation, know what those expectations are and mirror communication with solutions.
2. Partner with Chapter – Respect the chapter’s priorities.
 - a. You don’t know what you don’t know. Sort through priorities with a chapter before even addressing fundraising. Treat it like a miniature feasibility study and be realistic. If a chapter is focused on housing, work with them in housing.
3. Be aware of the fundraising needs of the chapter.
 - a. It isn’t going to be a good use of resources to put together an initiative for a chapter that has no interest in pursuing your goal regardless of how good the case of support is. It’s not wise to have resources tied up in materials for all chapters to hit the ground running right away—most chapters won’t be ready for that, but some will, so...
4. Identify and reach out to chapter stakeholders.
 - a. Depending on the chapter’s dynamic and relationship with its alumni, it may be better to reach out to alumni at one chapter and undergraduates at another. At the end of the day, fundraising is still relationship building.
5. Be ready for some groups to be all-in right away; create and replicate a sustainable process.
 - a. A classic example of think smart, not hard. Sure, every group is going to have their specific needs but most of the time those details are covered under the umbrella of Chapter Fundraising. Provide a transition for yourself, though, and adjust as necessary. Let your frame of reference be “Can other chapters also benefit from this” instead of “This is what they need, so we’re going to do it.”
6. Educate traveling staff.
 - a. Each of our organizations has individuals who travel and carry a message, whether its expansion, chapter services, or even up to executive. Empower those individuals with the knowledge and know-how to carry *your* message. Buying a meal for a group or hosting a technological gathering provides a faster on-ramp for chapters to get to the end-goal, whatever their goal may be.
7. Embrace chapter-centric giving, but don’t let it completely overshadow annual giving.
 - a. We know the statistics are showing more donors are giving larger amounts to their affinity group. Allow that to happen, even if it means re-assessing administrative costs or adapting your case for support to do a split gift—something of something is better than nothing of everything.
8. Be mindful of costs. Have difficult conversations.
 - a. It costs money to raise money. Open the dialogue about those financial implications and who should be carrying that weight. Do chapter funds receive a chargeback for postage or printing costs? Is that something that the Annual Fund should cover? Should the success of one chapter support the difficulty of another chapter? There isn’t a blanket answer of this conversation, and each organization will have to internally decide.

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