

Sample Fundraiser

All We Bead Is Love



'All We Bead Is Love' is a sample fundraising event created for your New Member class.

Planning for and executing this event encourages teamwork, sisterhood, fun and supports the mission of the Alpha Gamma Delta Foundation. Proceeds from sales benefit Foundation programs including fighting hunger grants, scholarships, sisters in need, and Fraternity programs, such as Impact Talks, Acorn and the Academy for Collegiate Officers (ACO).

Your New Member class should make the bracelets to sell, create personal fundraising pages using [CrowdChange](#), and participate in marketing, selling, and distributing bracelets as directed by each committees' responsibilities. (Consider not only individual bracelet sales but encourage buyers to purchase bracelets for others. Execute this by having them pay for bracelet(s) and completing the "Pick Up" card (sample below) which will be used to contact and distribute the bracelet of the buyer's choice.)

Where to begin:

- Access the [Fundraising Toolkit](#).
 - Review the infographic to familiarize yourself with the Foundation and her programs
 - Select "Already have a fundraising event"
 - Use the five (5) sections of resources to execute the following
- Create committees – explore and capitalize on talents and skills of sisters in your New Member class
 - Logistics, Product Research & Ordering, Marketing, Fundraising, Production and Sales
- As a New Member class, determine your Fundraising Goals (individual and as a group), create a [Budget](#), Timeline and Checklist

Execution of the Plan (by Committee):

- **Logistics Committee** use the timeline and determine when and where your New Member class will make the bracelets (consider an additional date during the event in case your inventory runs low and/or if you choose to make custom orders). Decide on tabling sale date(s) (3-5 days of sales is suggested; during high-traffic times; reserve the location if necessary). Consider asking older sisters to sign up to work tabling shifts (use their connections for sales). Create the process for texting and distributing bracelets (along with "Pick Up" cards); consider texting recipients daily with a pick-up window.
- **Product Research & Ordering Committee** to determine if any supply items could be donated or borrowed? Then, consider supporting local or small businesses (Google what's near you or explore [Etsy](#)) when ordering supplies. Supplies to consider: variety of beads (6mm suggested; plan for 30-35 regular/large beads per bracelet, or 105-120 Heishi beads), [bead cord](#) (standard 7" bracelets will use 12" of cord), tape or [bead stoppers](#), [beading needle](#), [bead tray](#), ruler, glue (E6000 or [jewelry](#)), scissors, [crimp beads](#) and [crimping bead pliers](#), and [music](#) (to create hype!). If the budget allows, consider [organza bags](#) for packaging.
- **Marketing Committee** to use the logo, hashtag [#allwebeadislove](#) and designs created (below) to promote your Event. Included are flier, t-shirt and banner designs. (Check out [esigns.com](#), [postupstand.com](#) or [uprinting.com](#) for printing banners.) Don't forget about the use of QR Codes! Create free codes using [free-qr-code.net](#).

- **Fundraising Committee** to use this free fundraising platform, [CrowdChange](#), to **create an event** (Canadian chapters use [this CrowdChange link](#)) and invite all New Member's to create their own pages. (Consider a sisterly competition for sales.) Seek out and request sponsorships for supplies and donations. Note: donations are NOT TAX-DEDUCTIBLE. (Offer to market their business for a donation.) Check out the [Sponsorship](#) section of the [Fundraising Toolkit](#).
- **Production Committee** to create a plan for communicating the bracelet-making event time/place to New Members and working with the Product Research & Ordering Committee on transporting supplies. On-site, manage the explanation and execution of bracelet making (use this [step-by-step tutorial](#)). (Consider pictures of sample bracelets to encourage creativity.)
- **Sales Committee** to manage the budget, determine what you will charge for each bracelet (depending on the cost to make it) and if there is a price break for buyers purchasing more than one. Get a bank for tabling and a secure place for the money. (Assuming there will be cash or check sales (made payable to your chapter), at the end of each sale day, this committee will count, document and put money in a safe place; no action necessary if only using CrowdChange for sales.) At the end of the event, ask the Fundraising Committee to run and send the "Donations Report" from [CrowdChange](#). Work with your chapter's VP-Finance to gather all donations, remove expenses and submit (one donation) of event proceeds to the Alpha Gamma Delta Foundation using Billhighway.

Marketing Kit:



[Click here](#) for the following:

- Logo
- Social media profile picture/cover photo
- Sample marketing phrases/captions
- Banners
- Fliers
- T-Shirt Designs
- "Pick Up" Card (include a personal message and encourage recipient to pay it forward)

Keep in mind:

- Fundraisers are typically successful if you incorporate a need – do your bracelets provide special messages, confidence, encourage someone, express friendship, love or gratitude, show school spirit, provide the recipient with positive energy?
- Have fun! Enjoy being creative and bonding with members of your chapter. **(Success does not always come in the form of money!)**

Questions? Contact Jamie Law, Development Manager at the Alpha Gamma Delta Foundation, at fundraising@alphagammadelta.org or 317.663.4242.

good luck!