Alumnae Chapter/Club

FUNDRAISING TOOLKIT

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I. Foundation Information and Resources

a. Foundation Infographic- Use this to explain how donations to the Foundation are distributed among our programs.

b. One-page guide explaining the causes your chapter/club is raising money for– share this with local businesses, family and friends to highlight Alpha Gamma Delta Foundation's Mission and our philanthropic purpose.

• **Need additional resources?** Contact Jamie Law, Development Manager for the Alpha Gam Foundation, at jlaw@alphagammadeltafoundation.org or by calling the Foundation office 317.663.4242.

II. Fundraising Resources

About fundraising for the Foundation:

a. Alpha Gamma Delta Foundation is a 501(c)(3), public charity. The Fraternity is a 501(c)(7) organization according to the IRS. Alumnae chapters/clubs fall under the Fraternity's umbrella, therefore they are **unable to provide a tax-deduction** when fundraising for the Foundation. While it seems that it should be tax deductible since you are raising money for a charity, the IRS does not see it that way. According to the IRS, for a donation to be considered charitable, the charity itself must receive the money directly and have control over it. Using the Foundation's tax id for fundraising efforts by a chapter or club is not allowed by the IRS. Many times, the donor is receiving goods and services which may mean that there is no tax benefit any way. Purchasing tickets to an event, buying items (t-shirts, candles, nuts, candy, etc) are not charitable.
   • We encourage requesting in-kind gifts or donations from a company's marketing budget, in exchange for advertising.

b. Fees are part of fundraising. It's very similar to when you use your credit card at the store, there is a fee for that credit card transaction, typically absorbed by the merchant. It's the same for using any platform or device for fundraising.
- When using CrowdChange, donors have the option to cover the transaction fee*. (This is a feature we suggest turning on when setting up the event and encourage your participants to consider so your chapter/club doesn't have to pay the fee per transaction.)
- *Transaction and other fees explained:

Chapter/Club Actions	Fees Associated	Notes
Sets up event in CrowdChange	0%	Alpha Gam Foundation partnered with CrowdChange to assist in chapter/club fundraising. There is no cost to the alumnae group for use of this platform.
Connects alumnae chapter/club bank account to CrowdChange event	0%	The connection is secure and protected
Event donations or payments received and processed via the CrowdChange platform	6.6% + $0.30 per transaction (4.3% to CrowdChange and 2.3% + 30c per to Stripe, the payment processor)	Donors can choose to cover this entire fee when making their donation. (Note: last year 90% of donors covered their fees)
Collect $/checks and deposit into bank account	0%	*Bank fees may apply
Recoup fundraising expenses then mail a check payable to Alpha Gamma Delta Foundation 8710 N. Meridian Street, Indianapolis, IN 46260 OR submit a secure online donation on the Foundation's website	0%	No fees associated, however, the cost is equivalent to one check and a stamp if the donation is mailed

*Fees as of 8.1.2024 and subject to change.

c. Many of you are aware of how CrowdChange works with collegiate chapters, however it works differently for alumnae chapters/clubs... it works better!
- Where the money goes– when setting up an event in CrowdChange you will add your alumnae group's banking information, therefore all donations and sales will go directly into your group's bank account.
- This CrowdChange platform allows alumnae groups (not collegiate chapters) to accept donations via credit card, PayPal, ApplePay and Google Pay.

d. Fundraising Ideas– Use this information to determine what event or fundraising effort works best for your chapter/club. Don't forget the add-ons, like selling baked goods at your pickleball tournament or selling tables with VIP seating at your Trivia Night event. Check out fundraising events from other alumnae chapters/clubs for inspiration.

e. Marketing Resources:
- Ideas
- Guidelines
- Create a QR Code that links to your CrowdChange event page or personal fundraising page. Create free codes using free-qr-code.net.

f. Samples
- Timeline & Checklist
- Budget
- Solicitation Letter
- Sponsorship Request Letter
- Sample Press Release

III. CrowdChange– Step by Step Instructions

1. Please know you can't break CrowdChange! Set up a sample event and play around with the features. The CrowdChange Help Center is an easy-to-search site for questions.

2. Decide who will set up and manage the event on CrowdChange.
    - Note: all past alumnae fundraisers are still listed and can be viewed by anyone. Use these to generate ideas; kind of like an idea bank.

3. Begin by clicking on "Start a Fundraiser"
    - Give your event a Name.
    - Set a Goal.
        - Click on the toggle and then enter your goal for total raised or number of donors.
    - Add the Date and Time.
    - Add the Location.
    - Provide an Event Description with all the details (i.e. who, what, when, where, why and how they can get involved).
        - This is a great place to encourage donors to cover the transaction fee so more proceeds can be directed towards the cause.
    - Add a Cover Image (or video).
        - Recommended image size is 640 x 320. Aspect ratio 2:1.
    - Select applicable Purchase Options (tickets, merchandise, registration, etc.)
    - Peer-to-peer features> Personal Fundraising Pages allow individuals to create their own fundraising pages for the event. The more people promoting your event and encouraging others to participate, the more successful it will be.
        - All individual donations feed up to the main event pages' goal and money raised towards that goal.

- Select any desired Advanced Features.
  - This is where you would turn on the eCard feature, select to accept donations, adjust the donation bar amounts, decide if you want the list of donor names displayed, etc.
- Select where donations should go by choosing "My Bank Account" from the dropdown.
  - Once the event is set up there will be a prompt for you to "Setup Banking" to connect your alumnae chapter's/ club's bank account.
  - By using CrowdChange, connected to your chapter/club bank account, the money (i.e. donations, sales, registration costs, etc.) will go into your bank account within 3 days.
- We recommend leaving "Donor covers service fees = Optional or Yes" so donors can choose to cover or must cover the fees of their transaction.

4. Please know, you can log into your event and change the information or features offered to your donors at any time prior to or during the fundraising process.

5. Post-Event
- Recoup any expenses.
- Send your chapter/club donation to the Foundation using a Remittance Form
  - This form is necessary to be sure your donation is directed to the correct fund(s). (Donations to the Annual Fund are put to work in the area most needed, making the largest impact. Donations may also be directed to a specific Foundation program or towards an endowed fund.)

IV. How to Get Involved with Alpha Gamma Delta Foundation's Day of Giving

a. Mark your calendar for March 26, 2025

b. Consider a Match or Challenge*:
- Your chapter/club could challenge other alumnae groups to a friendly competition during the celebration.
- If this sounds like something your group would like to do, or if you have questions, reach out to Julie Waitman, Foundation CEO at jwaitman@alphagammadeltafoundation.org.

*The minimum amount for establishing a Match or Challenge for Day of Giving is $1,000.

c. Help promote the 1,904-minute event on your group's social media, in your newsletter or as you talk with sisters leading up to and on March 26, 2025.

Questions? Contact Jamie Law, Development Manager at jlaw@alphagammadeltafoundation.org.

V. Making Donations to the Foundation
- If mailing a check, be sure your alumnae chapter's/club's name is noted in the memo and that it is accompanied by a Remittance Form. Made payable to Alpha Gamma Delta Foundation, mailed to 8710 N Meridian Street, Indianapolis, IN 46260.
- Secure, online donations may be made on the Foundation's website. Be sure to include your alumnae group's name in the Special Instructions. If you aren't mailing or emailing a Remittance Form, please also include how the funds were raised in the Special Instructions.

VI. 2022-24 Alumnae Chapter/Club Recognition

a. Top 10 Alumnae Chapters/Clubs

These alumnae groups dedicated time and hard work raising money for the Foundation last fiscal year (6.1.23-5.31.24). Some of their events are represented in the Fundraising Ideas list (Section II, d). Social media is a great resource for finding out more about events or reaching out for more information. (Unfortunately, the Foundation is not provided the details of alumnae chapter/club Foundation fundraising event most of the time.)

Auburn-Opelika Alumnae Chapter
$12,673

St. Louis Alumnae Club
$8,600

Houston Alumnae Club
$5,050

Akron Area Alumnae Chapter
$3,680

Beta Beta Alumnae Chapter
$3,000

Fox Valley Alumnae Club
$3,000

Los Angeles Area Alumnae Chapter
$2,319

Orange County Alumnae Chapter
$1,987

Valley of the Sun Alumnae Chapter
$1,860

North Atlanta Alumnae Club
$1,741

VI. 2023-24 Alumnae Chapter/Club Recognition

b. View the [2023-24 Alumnae Chapter/Club Jewel Society](#).

c. View the [Alumnae Chapter/Club Convention Awards from the 2022-24 Biennium](#).
  - View the [descriptions and criteria for alumnae chapter and club Convention awards](#).