



ALPHA PHI
FOUNDATION

PHILANTHROPY EVENT TOOLKIT

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CHAPTER 1: WHY WE FUNDRAISE

ABOUT ALPHA PHI FOUNDATION

In 1956, Alpha Phi Foundation was one of the first women's fraternities to establish a Foundation. Demonstrating the philanthropic spirit of love and charity intended by our Founders, the Foundation was created as a trust to award grants specifically for scholarship and cardiac aid. Today, the original priorities of Alpha Phi Foundation remain.

The Foundation is well-known and respected internationally as a prominent philanthropic leader in the Greek community. We completed a ten million dollar campaign for leadership in 2010, the largest in National Panhellenic Conference (NPC) history.

- Our **mission:** Advancing women's lives through the power of philanthropy.
- Our **vision:** As a preeminent philanthropic organization, Alpha Phi Foundation is recognized for the strength of our endowment and for innovation in cultivating and sustaining donor participation. We strive to be the philanthropy-of-choice among our members, with every Alpha Phi supporting the Foundation.

ALPHA PHI FOUNDATION 501(C)(3) STATUS

- Alpha Phi Foundation, **EIN#36-3895478**, a charitable and educational organization, has been classified as a 501(c)(3) organization by the Internal Revenue Service. Donations to the Foundation are tax deductible in the United States as allowed by law.
- [View Alpha Phi Foundation's Non-Profit Status Letter](#)

FOUNDATION PROGRAMMING AND FIVE MAIN PILLARS

Alpha Phi Foundation fulfills its mission by focusing on five vital programs:

- **Leadership:** The Foundation invests of \$600,000 annually to educational programming led by Alpha Phi International Fraternity. These include the Emerging Leaders Institute (ELI) and Leadership Fellows programs, which develop hundreds of young Alpha Phi women into leaders on campuses, in careers and in communities.
- **Scholarship:** The Foundation awards more than \$200,000 annually in merit and need-based scholarships to undergraduate and graduate Alpha Phis across North America.
- **Women's Heart Health:** The Foundation's philanthropic focus in support of women's heart health is targeted to bring awareness to heart disease as the number one killer of women in North America. Each year, the Foundation awards as \$100,000 Heart to Heart Grant to fund research and educational programs that support the improvement of women's heart health.
- **Forget Me Not Grants:** Named after the forget-me-not, one of Alpha Phi's official flowers, the Forget Me Not Fund provides assistance grants to collegiate and alumnae members who face unforeseen financial crisis.
- **Heritage:** The Foundation is committed to preserving Alpha Phi's rich history and beloved ritual through our archives and Reflections of Alpha Phi film project.

CHAPTER 2: PLANNING YOUR EVENT

THINGS TO CONSIDER WHEN HOSTING AN EVENT

There are countless opportunities to give back to Alpha Phi through philanthropic events that support the Foundation. Some things to consider when hosting a fundraising event are:

- Who is the target group of attendees?
- How far from campus does the target group reside?
- Are entry costs for the event attainable for the target group?
- Is the event's location ideal for the format and time of day the event will be held?
- Will attendees need overnight accommodations for the event and are those accommodations readily available near the event?
- Is the budget required for the event realistic for the chapter?
- Is there enough time to successfully plan this event?
- Do we need to find sponsors for this event?
- How will we utilize social media for this event?
- Do we need to provide food for our attendees?
- Is it the time of year the event will be held easy for the target group to attend?

SELECT THE EVENT TYPE

Fundraising events vary by chapter, and the Foundation encourages event creativity! Some example ideas for fundraising events are:

Red Dress Events

Red Dress Gala
Red Dress Brunch

Move Your Phi't Athletic Events

5K Walk/Run
Zumba-A-Thon, Dance-A-Thon
Alpha Phifa Soccer Tournament
Fast Phi't
Phi Ball
APhi Bowl

Pageant Events

Mr. Alpha Phi
Mr. Heartthrob
King of Hearts

Food Events

Mac N' Phis
Eat Your Heart Out
Restaurant Fundraisers

Heart Health Week

HOW TO RAISE MONEY FOR THE FOUNDATION: FUNDRAISING IDEAS FOR YOUR EVENT

- Silent and/or live auctions
- Raffles (if your state allows)
- Paddle Raise/Open Your Heart
- Portion of Entrance Fees
- Portion of T-shirt Sales
- Ask for straight donations
- Host an event where attendees can "vote with their dollars"
- Any excess funds from ticket sales/entrance fees after the chapter has covered all expenses.

SELECT THE EVENT DATE

After selecting the event you'd like to host, it's important to select the event date (if it wasn't already pre-selected during your chapter's Program Council) in order to start planning your event timeline and budget. Make sure to take a look at university and Greek calendars to avoid event overlap!

NOTIFY ALPHA PHI FOUNDATION

All chapters should notify Alpha Phi Foundation of their philanthropy event **at least three months ahead of time**. Submit the date, time, location, and type of event online by completing our [Philanthropy Event Submission Form](#). By completing the form, you've done the following for you and your chapter:

1. You've shared your event!

Your philanthropy event is added to our website calendar and is incorporated into our social media schedule. We want as many collegians, alumnae and friends of Alpha Phi as possible to hear about your event!

2. You've asked for help!

The Philanthropy Event Submission form gives you the opportunity to ask the Foundation for help and suggestions in your event planning. Whether you need help finding a Red Dress speaker or you need ideas for increasing fundraising, this form is a great first step to starting that conversation with Foundation staff.

3. You've signed up to receive a post-event reminder email!

When you submit your event date, we can schedule a post-event email to be sent your way after your philanthropy event. The post-event email will simply remind you of proper post-event procedures, like how to properly send donations to the chapter, thank your donors and sponsors, and how to plan an even better event for next year!

BUILDING A TIMELINE

It is recommended to start planning your philanthropy event at least six months in advance.

Some things to consider when creating your timeline are:

- Work with your chapter's Dir. Finance to outline an event budget at least six months in advance.
- Select and reserve a location and obtain agreement in writing six months in advance.
- Discuss roles with appropriate officers and committee members three to six months in advance.
- Notify Alpha Phi Foundation of your event at least three months in advance.
- Finalize your order of events at least two months in advance.
- Send an email to parents and alumnae encouraging them to donate via alphaphifoundationchapters.org at least one month in advance.

BUILDING A BUDGET

Philanthropy budgets should be used to front money (i.e. put down a deposit on a venue, pay for vendors up front before ticket sales are paid out). Take the following things into consideration when creating your event budget:

- Be realistic about what you want to spend and what is needed!
- Check to see what items will incur cost from your list, and start to research prices.
- Use sponsorships from local vendors as a way to balance your budget, as sponsors may commit at varying levels.
- Ticket sales should cover all expenses - it's important to charge attendees enough to cover event costs.

For more information on building an event budget, contact leesha Anderson, Controller.

HANDLING CONTRACTS

Do not sign contracts for a venue or caterer without advisor approval! A second set of eyes is needed to review all contracts for clauses such as cancellation deadlines, breach of agreement, gratuities, or food minimums. All contracts, prior to signing, should also be reviewed by Alpha Phi's insurance provider, Holmes Murphey. Chapters tend to lose money if contracts aren't reviewed carefully.

GETTING THE ENTRANCE FEE RIGHT: TICKET SALES

Ticket sale revenue is meant to cover the entire cost of your philanthropy event. Philanthropy or Red Dress budgets should be used to front money (i.e. put down a deposit on a venue, pay for vendor up front before money from tickets is paid out). It is very important to make sure you charge attendees enough to cover the cost of your event.

A philanthropy event should pay for itself. Ticket sales should cover all expenses, including:

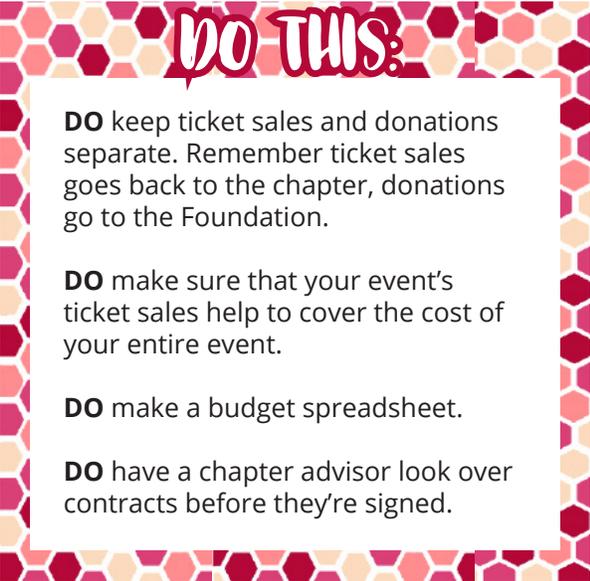
- Venue
- Decorations, table coverings, and centerpieces
- Invitations and postage
- Food, bartender, gratuity, and taxes
- DJ, photo booth, and other entertainment
- Photocopies, programs, tickets, and advertising
- Prizes (trophies, crowns, sashes, etc.)

We recommend mapping all expenses in a spreadsheet to make sure you have an accurate number.

Example:

Total Anticipated Expenses for Entire Event: \$25,656
Divided by Number of Ticket Payers Who Attended Last Year: 238
Price per ticket: \$107.00

BEST PRACTICES: TICKET SALES



DO THIS:

- DO** keep ticket sales and donations separate. Remember ticket sales goes back to the chapter, donations go to the Foundation.
- DO** make sure that your event's ticket sales help to cover the cost of your entire event.
- DO** make a budget spreadsheet.
- DO** have a chapter advisor look over contracts before they're signed.



NOT THAT:

- DON'T** use PayPal, Square or any other off-brand mobile card readers.
- DON'T** deposit monies raised into an officer or advisor account.
- DON'T** use any company that requires the BillHighway bank account and routing number on the bottom of a chapter check.
- DON'T** open bank accounts outside of BillHighway.

SPONSORSHIPS

Fundraising events provide an opportunity to bring in funds for the Foundation while also raising awareness. However, organizing an event also costs money and resources to manage all the details. To offset these costs, consider soliciting event sponsors.

What is an event sponsor?

An event sponsor is an individual or company who gives time, money or services to make your event a success, often by subsidizing your expenses.

- **Example:** A florist donates centerpieces: display their logo during your formal dinner; a parent gives a monetary sponsorship to pay expenses: give a full-page ad in your program.

Who should I ask for sponsorships?

Short answer: Everyone and anyone. Sponsors come in all shapes and sizes.

- **Tip:** Reach out to businesses and people you have an existing relationship with. Let's say you've been getting your nails done at the same establishment for years. They are much more likely to sponsor you than someone they don't have a relationship with.
- **Tip:** Make sure to clearly detail what the sponsor will get out of this partnership. For example: will they gain high exposure to their target audience? Make sure they know that!

When should I begin soliciting sponsorships?

The earlier, the better! It's best to reach out to sponsors no later than four months in advance. This will give you time to hear back, and coordinate ads or table displays as needed. This will also help balance your budget as sponsors begin to commit at varying levels.

Why are sponsorships helpful?

Securing sponsorships will help offset the costs to host your event. As your events become bigger and bigger, sponsorships are a necessity to not break the bank.

How should I solicit sponsorships?

In-person delivery is always best, but not always possible. Here are some alternative ideas:

- **Via Mail:** Schedule a meeting to focus on event details. This will be helpful for members who aren't familiar with the event, and a good refresher for older members. It's also an opportunity for sisters to hand-write notes (they need to bring addresses) to people or organizations they know. Collect the notes, stuff with a Sponsorship Packet, and mail them off!
- **Via E-mail:** You can do the same by asking for email addresses instead of via mail.

Are sponsorships tax-deductible?

Sponsorships are not tax-deductible contributions.

EXAMPLE SPONSORSHIP FORMS

Looking for a sample letter to use when soliciting sponsors? Use the following templates to ask potential sponsors to donate to your Red Dress event.

- [Full Editable Sponsorship Packet](#)
- [Sponsorship Letter](#)
- [Sponsorship Levels](#)
- [Sponsorship Agreement Form](#)

PERSONAL SPONSORSHIP NOTE

We recommend that this note be hand-written and inserted along with the Sponsorship Packet.

Dear FIRST NAME/COMPANY,

I am a member of the CHAPTER Chapter of Alpha Phi at SCHOOL NAME. On EVENT DATE, our chapter is holding our YEAR annual Red Dress Gala, a philanthropy event benefiting the Alpha Phi Foundation, which supports women's heart health research. INSERT PERSONAL SENTENCE ABOUT WHY YOU LOVE THEM (ex: I've loved coming to your hair salon over the years) and I am hoping you will consider sponsoring this event in order to ensure its success. Enclosed is information about the event. I hope you will consider supporting us!

With heartfelt thanks,

YOUR NAME

COMMUNITY CONTRIBUTIONS

Alpha Phi Foundation's Community Contribution Program allows Alpha Phi collegiate chapters to designate up to 50% of the chapter's donation to a Foundation program, non-profit organization or chapter-specific fund.

Requests for suggested Community Contributions funds may also be made for a qualified local 501(c)(3) organization whose work is in alignment with the mission of Alpha Phi Foundation (supporting scholarship, leadership, members in crisis and women's heart health). Any exceptions to this policy will be evaluated and approved by the Foundation Executive Director.

Chapters interested in requesting Community Contributions must complete this request form ([Collegiate Chapters](#) and [Alumnae Chapters](#)) at least 30 days in advance of the fundraising event, as all requests must be approved prior to the event date.

FOUNDATION PROGRAMS

Through the Community Contributions program, chapters can designate a portion of their event proceeds to one of the Foundation's vital programs: Forget Me Not, women's heart health, heritage, leadership or scholarship.

If you would like more information about any of the programs prior to making a donation, please contact Rachel Ray, Program Manager.

NON-PROFIT ORGANIZATIONS

A chapter can also suggest the support of an organization that is meaningful to the chapter and whose mission aligns with the mission of Alpha Phi Foundation. This allows the chapters to create partnerships with valuable organizations and for chapter members to deepen their connection to philanthropy.

In order to suggest a donation to a community organization, please make sure that you have the following information from the organization.

- Name of the Organization
- EIN Number (US) or Charitable Registration Number (Canada)
- IRS Determination Letter
- Mission Statement
- Website & Contact Information for the Organization

CHAPTER-SPECIFIC FUNDS

If your chapter has a chapter-specific fund such as an AED that has not been fully funded or a Chapter Scholarship Endowment, the chapter can designate up to 50% of the event proceeds to that fund.

FUND DISBURSEMENT

Following your event, you will need to complete the [Philanthropy Event Summary Form](#) to request a Community Contributions disbursement to your pre-approved 501(c)(3) organization or Foundation program or fund.

RISK MANAGEMENT AT ALPHA PHI FOUNDATION EVENTS

ALPHA PHI'S INSURANCE

How do you get proof of your chapter's insurance coverage for a venue, or how do you add the venue as an additional insured party?

1. On alphaphi.org:
 - Click on the Risk Management Department page, and scroll all the way to the bottom.
 - Click the link stating "Request a Certificate of Insurance."
 - An email to Holmes Murphy Insurance will automatically open.
 - A copy of the certificate will be sent to you and any other requested party.
2. By calling Wendy at Holmes Murphy Insurance at 402-898-5502.

Note: the Executive Office is not able to provide these certificates. **Please contact Holmes Murphy Insurance at least three weeks ahead of time.**

ALPHA PHI'S ALCOHOL POLICY

Alpha Phi International Fraternity strongly discourages any philanthropic event where alcohol is being served or is available. **Alcohol should not be a component of collegiate chapter philanthropy events. However, a cash bar is permissible at an event where a sizable portion of the audience consists of parents of members or alumnae members, even if the event is designed to raise funds or goods for a philanthropic effort.**

Remember:

- Alpha Phi chapter funds may not be used to purchase alcoholic beverages.
- Alcoholic beverages may not be sold or served by Alpha Phis at Alpha Phi sponsored events.
- Collegiate chapters shall not sponsor or co-sponsor any function with any distributor of alcoholic beverages.

For a more detailed version of Alpha Phi International Fraternity's alcohol policies, please refer to the Alpha Phi Collegiate Chapter Operations Manual (CCOM), Appendix B: Standing Rules, Section 2: Alcoholic Beverages.

ALPHA PHI EVENT PLANNER FORMS

Alpha Phi International Fraternity requires that every event hosted by an Alpha Phi chapter must be reported to the Executive Office by submitting an Event Planner Form (with or without alcohol present), found on Officer Portal. These forms must be submitted to the Executive Office at least two weeks prior to the event.

If this process is not followed in the correct time frame, the Chapter Advisor may use her discretion to cancel the event.

- **Step 1:** The officer responsible for planning the event completes the Event Planner Form on Officer Portal (two forms: with alcohol or without alcohol present).
- **Step 2:** The officer will review it with the Vice President of her department.
- **Step 3:** After making recommendations, the Vice President will submit the form to the Vice President of Risk Management.
- **Step 4:** The Vice President of Risk Management will review the form and present it to the Executive Council at the next Executive Council meeting.
- **Step 5:** After the Executive Council has reviewed the Event Planner Form, it is submitted to the Chapter Advisor for review at least two weeks prior to the event.

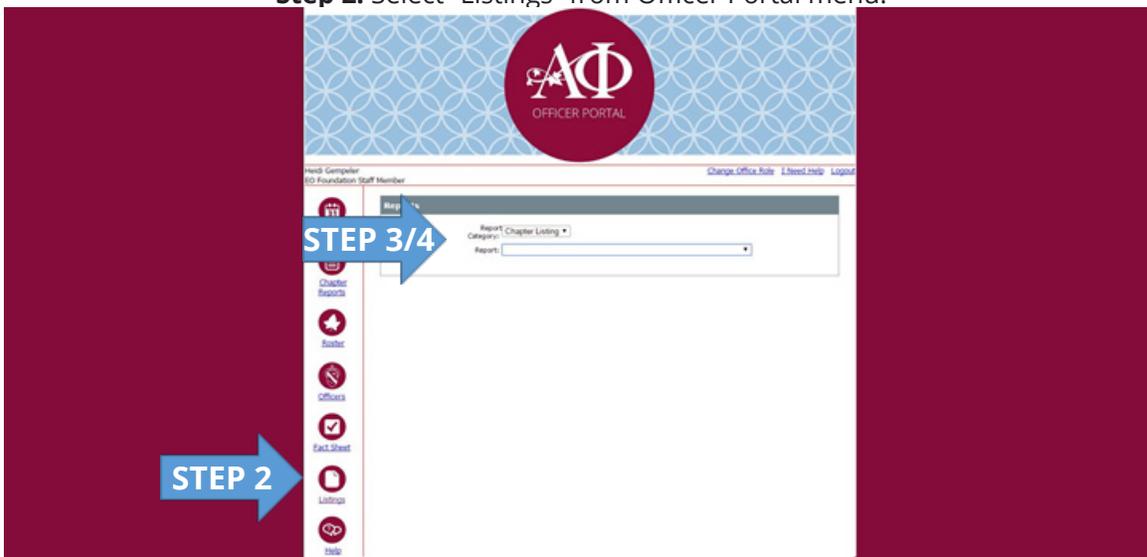
ALUMNAE ATTENDANCE AND INVOLVEMENT AT PHILANTHROPY EVENTS

It's highly encouraged to engage with your chapter's alumnae and local alumnae chapters by inviting these Alpha Phis to your philanthropy events. A simple invitation could do wonders for your chapter's alumnae engagement, or it might even secure an alumnae sponsorship! These alumnae spent their collegiate years dedicated to Alpha Phi's success, and it is a gracious gesture to continue to include them in local events.

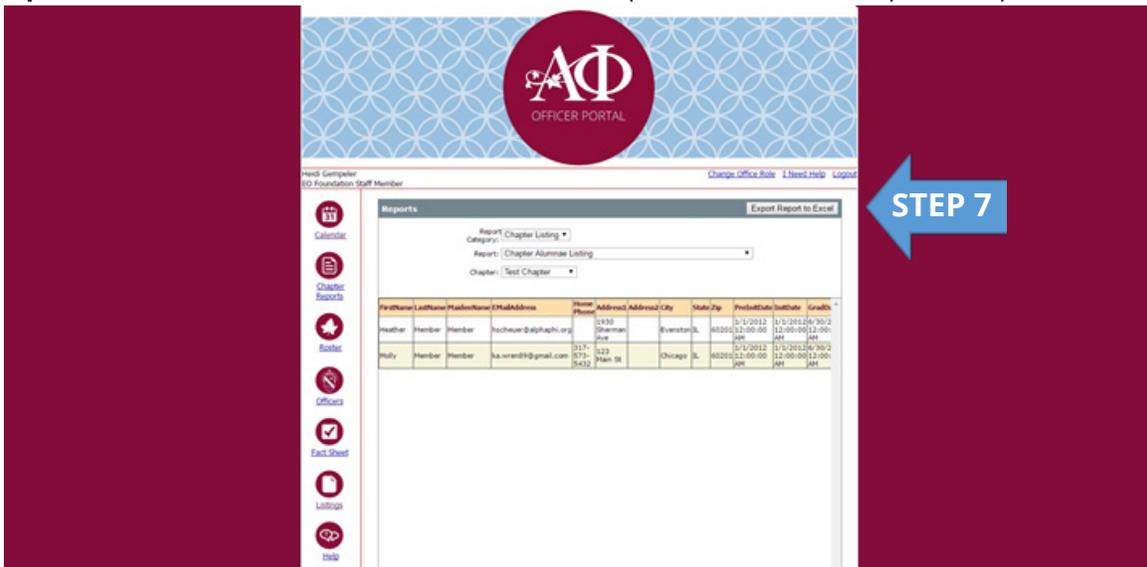
Inviting your chapter's alumnae and/or local alumnae might sound like a lengthy task, but all it takes is access to Officer Portal to pull lists of chapter and local alumnae.

HOW TO: PULL ALUMNAE LISTS IN OFFICER PORTAL

- Step 1:** Log in to Officer Portal.
- Step 2:** Select "Listings" from Officer Portal menu.



- Step 3:** In "Report Category," select "Chapter Listing" from the drop-down menu.
- Step 4:** In "Report" drop-down menu, select desired list (Chapter Alumnae or Local Alumnae Listing).
- Step 5:** Once the list is selected, find the desired chapter name from "Chapter" drop-down menu.



- Step 6:** Once the desired chapter is selected, the report should appear below its name.
- Step 7:** To save this list as an Excel file, select the "Export Report to Excel" button, opening the file.
- Step 8:** Depending on the use of this report, save to as Excel or CSV file (use CSV for Mail Merges)

CHAPTER 3: COLLECTING DONATIONS

ONLINE TICKET SALES

All chapters can utilize EventBrite as a ticket sale platform, but not for other donations. If your chapter prefers, ticket sales can also be processed directly through BillHighway.

BillHighway: Officer Screen

An Alpha Phi officer can create the BillHighway ticket link for potential attendees. This ticket link will stay valid forever (it can be edited from year to year), and no other chapter will be able to use the link. Though the link says "Collect Donations," **it's very import to remember that BillHighway can only be used for ticket sales, which are not tax deductible.**

Home > Other Tools > Collect Donations

My Organization Cash In Cash Out Other Tools Reports My Account

How to Collect Donations

Related Links
Web Links

Your organization can accept online donations through Billhighway. Setup is quick and easy, using any of the options listed below.

I would like to collect donations for:

My Organization

Find Group By:

Create a custom donations link to send to others

1) Create a unique name to identify your organization. Use it to complete the link below and click Submit. You can update this link at any time.
2) Send this link to donors or embed into your organization's website to let visitors know how to donate.

<http://donate.billhighway.com/2012ASURedDress>

Add a donation button to your organization's website

To create a button, copy and paste the HTML code into your website. Donors who click the button will be able to contribute directly to your organization's Billhighway account.

Donate today using billhighway

```
<a href="https://www.billhighway.com/aph/forChapters/v2/donateSearch.aspx?d=3yjjg41z%2bE6c%3d" target="_blank" style="CURSOR: hand"></a>
```

BillHighway: Attendee/Donor Screen

Once the BillHighway link has been created by an Alpha Phi officer, any potential event attendee will come to this page when clicking the link.

The screenshot shows a web form titled "Make a Donation" with a green header. A progress bar at the top indicates four steps: 1. Donation Amount (highlighted), 2. Payment Method, 3. Authorize, and 4. Confirmation. The main content area contains the following fields and instructions:

- Text: "You have selected to make a donation to the **Alpha Phi - Harvard University** group. Please enter the details below."
- Field: "Donation Amount:" followed by a text input box.
- Section: "Please tell us about yourself:"
- Fields: "Name:", "Email Address:", "Street Address:", "City:", "State / Province:" (with a dropdown menu showing "Select a state / province -->"), and "Postal Code:".
- Section: "Additional Information about this donation:"
- Field: "Notes:" followed by a text area. Below it is a small note: "You can say how you would like the donation to be used".
- Button: A blue "Next" button is located in the bottom right corner.

ONLINE DONATIONS

WuFoo

Your chapter can collect credit card donations for Alpha Phi Foundation online prior to your event through the Foundation's website exclusively for chapter donations at www.alphaphifoundationchapters.org. You can include this information on your website and social media channels to drive donations to the Foundation before your event.

Upon their successful transaction, donors will be emailed a transactional receipt for their gift. The site is adaptable to any desktop or mobile device with an internet connection, making it a great option for collecting donation before, during and after your event.

If your donors make gifts through our website, we will keep lists of donor and gift information for your chapter. We will send these lists to you no later than one week after your event. Your chapter is responsible for writing and sending acknowledgements to these donors.

MobilePay

The Blackbaud MobilePay Card Reader is a device intended to help you solicit donations or take the place of cash at events. It does not close out your events – you still need to complete a donation submission form.

Chapters cannot use Venmo, PayPal, Square, or any other company with card readers. They can only use the MobilePay card reader that was provided by the Foundation.

MobilePay card readers can be used for any money that will remain with the Foundation. This includes: donations, payments for auction items, tickets for food or games, or in place of cash for games and raffles. **MobilePay Card Readers cannot be used for anything that needs to go back to the chapter (i.e. ticket sales that are intended to cover the cost of the event).**

Need to order more card readers? We recommend having one card reader for every 100 event attendees. You can order more card readers for \$30.00/each (plus shipping) by filling out the [MobilePay Device Order Form](#).

How to Use MobilePay Card Readers

Here is a step-by-step guide on how to register and use your new card reader:

Step 1: Gather Login Information

- On the inner lid of your MobilePay box, there should be login information for your chapter. If you do not have it, contact foundation@alphaphi.org.
- A security code will need to be obtained from the Foundation by emailing foundation@alphaphi.org. **Security codes are only good for one device (phone or tablet), so if you plan on using multiple devices throughout the night, please be sure to request additional security codes.**

Step 2: Download App

- Download the Blackbaud MobilePay app on the devices that will be in use for the event (works for both Apple and Android products). **Double check with your venue to ensure you will have access to WiFi, as the app will only function with WiFi.** You can also look into securing a personal hotspot.

Step 3: Test Run

- **Test the app and card reader at least 48 hours before your event.**
 - Log into the app using the provided login information and security code, and plug the card reader into the headphone port of your phone or tablet. Enable the app to have access to your headphone/microphone port (you will be prompted for this), allowing the app to connect to the card reader itself.
 - Process a small test gift (\$5.00) in order to ensure the app is set up correctly, and to ensure the member using the card reader knows how it works. Keep in mind, when swiping a card, ensure the magnetic strip is facing the thickest part of the card reader.
 - If you have any issues testing, reach out to foundation@alphaphi.org immediately.

Step 4: Put to Use

- Things to keep in mind when processing gifts through the card reader at your event:
 - **All money processed through the card reader must be donations (not ticket sales).**
 - Funds will be directly deposited into the Foundation's bank account.
 - The Foundation will send you a full report of your donations through the card reader on the business day following your event.
 - *Always* double check the gift amount you are processing before submitting the gift. **There is no refund capability in the app, so you will have to email foundation@alphaphi.org to make any needed refunds or gift adjustments.**

MobilePay Card Reader FAQ

How do we test the app?

- Test your login and run a small gift (\$5.00) through the reader **at least 48 hours in advance of your event.**

Can we see how much money has been raised within the app?

- No, unfortunately the app does not have any reporting capabilities. The Foundation will run a report the following Tuesday after the event and send it to the appropriate contact with full detail of donations made through the Card Reader.

Can we issue refunds?

- **No, there is no refund capability in the app** – make sure to enter the correct amount. If needed, the Foundation can adjust payment during weekday business hours. All requests must be approved by Foundation staff; payment may not be adjusted the same business day.

Can donors receive a receipt for tax purposes?

- Yes! When you are entering the donation, there is an option to enter the donor's email address for an electronic receipt.

TAX-DEDUCTIBLE FUNDRAISING

Most patrons of philanthropy events, particular Red Dress Galas, are expecting their donations to remain tax-deductible. **In order for donations to be tax-deductible, they must be given directly to the Foundation and not funneled through chapter accounts.**

What is Alpha Phi Foundation's EIN#?

EIN#36-3895478.

What qualifies as a tax-deductible gift?

In order for a gift to be tax-deductible, the gift must be given away (i.e. cash donation, goods or services donated to your chapter to help with the fundraiser, or goods or services meant to be sold or auctioned at the event).

What are the guidelines for holding a tax-deductible fundraiser?

Alpha Phi International Fraternity and its chapters are formed under sections 501(c)(7) of the Internal Revenue Code, and because of this, gifts to the Fraternity are not tax-deductible. However, Alpha Phi Foundation is a part of section 501(c)(3) of the IRS, which allows Foundation donors to receive a tax donation for their gifts.

How should chapters handle tax-deductible fundraisers?

If a chapter chooses to hold a tax-deductible fundraiser, they need to submit 100% of gross proceeds to Alpha Phi Foundation.

- **Chapters should instruct their donors to make checks payable to Alpha Phi Foundation, and donations of \$250 or more will be directly receipted by the Foundation.** Chapters should send thank you notes for every gift received.

How can we advertise our fundraiser?

You can say:

- "Proceeds will support the philanthropy of Alpha Phi International Fraternity"
- "Proceeds will support the programs of Alpha Phi Foundation"
- "Proceeds will support both the programs of Alpha Phi Foundation and the [insert charity name here]" if your chapter has been approved for a Community Contribution by Alpha Phi Foundation.

You cannot say:

- "Proceeds will support the Alpha chapter of Alpha Phi"
- "Proceeds will support Alpha Phi International Fraternity"

What are some examples of non-tax-deductible fundraisers?

If a chapter purchases goods or services to be sold (i.e. car washes, flower sales, candle sales), these fundraisers are not tax-deductible. Proceeds sent to Alpha Phi Foundation will count towards the chapter's giving total, but donors will not receive a tax deduction.

DONATION POLICIES AND PROCEDURES

All donations should be submitted to Alpha Phi Foundation within 30 days of the event's completion.

BILLHIGHWAY

BillHighway SHOULD NOT be utilized for collecting Foundation donations (because they wouldn't be tax deductible). BillHighway can be used for ticket sales only.

CHECKS

All donation checks should be made payable to Alpha Phi Foundation. Please send all checks from your event directly to the Foundation no later than 30 days after your event. Do not deposit checks into your chapter's account and send a BillHighway check to the Foundation. Any check that is not directly deposited into the Foundation's account will not be tax deductible. Please use the [Check & Money Order Cover Sheet](#) to keep your donations organized.

CASH

DO NOT mail cash to the Foundation. It is a liability for everyone involved. If you have cash donations from your event, secure a money order and mail it along with your checks. You may secure money orders from the bank, post office and even the convenience store.

CREDIT CARDS & WEBSITE DONATIONS

All credit card gifts should be processed through www.alphaphifoundationchapters.org. You can send this link out to your event attendees and donors as well so they are able to make a convenient, online gift prior to your event.

Upon their successful transaction, donors will be automatically emailed a transaction receipt for their gift. The site is adaptable to any desktop or mobile device with an internet connection, making it a great option for collecting donation before, during and after your event.

If your donors make gifts through our website, we will keep lists of donor and gift information for your chapter. We will send these lists to you no later than one week after your event. Your chapter is responsible for writing and sending acknowledgements to these donors.

IN-KIND DONATIONS

For any gift-in-kind donation, your chapter is responsible for sending acknowledgements. If donors value their contribution at \$250 or above, they may wish to request a receipt from the Executive Office using the directions stated on the gift-in-kind letter provided by the chapter.

CHAPTER 4: AFTER YOUR EVENT

THANKING DONORS AND SPONSORS

Aside from a nice gesture, donors expect to be thanked and given receipt of their donation. Thanking your donors and acknowledging their gift may ensure future donations at upcoming Alpha Phi events. **It is a requirement for chapters to send both donors and sponsors thank you notes, as shown below.**

EXAMPLE THANK YOU LETTER

Looking for a sample thank you letter to use after your event? Use the following templates to thank your donors after your next Red Dress event.

- [Donor Thank You Letter](#)

PERSONAL SPONSORSHIP THANK YOU NOTE

We recommend that this note be hand-written and mailed to your sponsor within 1 week of receiving their sponsorship payment. It is crucial to keep good relationships with your sponsors, so year over year, you can count on their support. Here is a draft of what you might write:

Dear FIRST NAME/COMPANY,

I am a member of the CHAPTER Chapter of Alpha Phi at SCHOOL NAME. On EVENT DATE, our chapter is holding our YEAR annual Red Dress Gala, a philanthropy event benefiting the Alpha Phi Foundation, which supports women's heart health research.

I would like to personally thank (YOU, YOU BOTH, COMPANY) for giving my chapter the generous financial gift of a sponsorship to help us pay for event costs. Your financial contribution will help make our event an absolute success! Your support is very appreciated within our chapter and we are so grateful.

With heartfelt thanks,

YOUR NAME

COMPLETE PHILANTHROPY EVENT SUMMARY FORM

Please complete [this form](#) after each philanthropy event your chapter hosts that benefits Alpha Phi Foundation. We will use your answers as a reference for other chapter events and as a tool to help Foundation staff better prepare and support our chapters' philanthropic endeavors. This is an opportunity to share your chapter's philanthropy event success and best practices with others.

If your event was approved for a Community Contribution, this form must be completed before we can issue disbursement of funds to the local organization or Foundation program your chapter chose to support.



ALPHA PHI
FOUNDATION

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