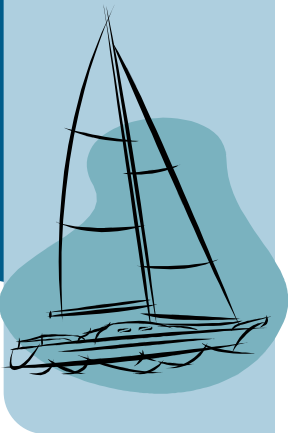


GET INSPIRED!

“Twenty years from now you will be more disappointed by the things you didn’t do than by the ones you did do. So throw off the bowlines, sail away from the safe harbor. Catch the trade winds in your sails.

Explore. Dream. Discover.”

—Mark Twain



2009 Golden Key Regional Conferences



NAVIGATE

Your Course for the Future



How to fund your trip to Regional Conference

Big Ideas

- Car Wash
- Raffle (donated prizes)
- Movie Night & Refreshments
- Dunk Tank
- Guess the number of Jelly Beans
- Pie Auction
- Graduation Flower Sale
- Split-the-Pot Raffle
- Letter Writing Campaign

Bigger Ones

- Button, Flower, T-Shirt, or Used Book Sale
- Usher at Music or Sporting Events
- Care Packages during Finals Week
- Graduate School Practice Entrance Exams
- Alumni Donations
- 5K Walk-a-Thon with pledges

Even Bigger

- Variety or Talent Show
- Tournaments: Pool, Cards, Golf, Tennis
- Fashion show with partner merchants
- Carnival
- King, Queen, or Calendar Contest
- Honors Dance
- Campus Calendars
- Campus Daily Planner Design and Sale

Success Story: Raising Funds & Serving the Community

The UMBC Golden Key Chapter recently collaborated with their Office of Alumni Relations to raise money for their trip to International Conference in New Orleans in summer of 2008 by organizing the first annual Golden Key Thank-a-Thon Calling Night at UMBC.

Golden Key members volunteered for four hours in December to call hundreds of UMBC Alumni who had made pledges over the past year to UMBC to thank them for their generosity. The event was a win-win for everyone involved, as the university did not have to pay for callers, UMBC alumni who had made

pledges received a heartfelt thank you from current students, and the chapter raised funds for New Orleans.

The chapter raised \$500 and the Office of Alumni Relations agreed to work with the chapter as they move forward with individual fund raising.



**Have fun with
the event!**

*If implemented
correctly, the
event will heighten
the awareness of
Golden Key on
campus and in the
community. Make
sure to check off
all of the details
on your list. Good
luck on a
successful activity!*

Research!

Research the opportunities, limitations, and regulations placed on student organizations by your university.

You may also be able to find funding within your university. Alumni development offices, student affairs and academic affairs are other divisions from which your chapter may gain some type of support... perhaps student government can fund one of your events or a delegate's travel to the Regional Conference.

Don't forget to tap into your Honorary Members!

In-kind donations of materials or services (paper, printing, postage, food, etc.) are also quite helpful and often just as good as monetary support.

Plan!

1. Register your event with the university, if necessary.
2. Plan your publicity campaign! Post signs, chalk sidewalks; let people know you are going to the 2009 Regional Conference and will be participating in a variety of workshops and activities. Post information on your chapter website and your chapter's MyGK group.
3. Get the whole organization involved.
4. Delegate tasks and form committees (food, equipment, reservations, tickets, publicity, etc.).
5. Follow up with delegated tasks and responsibilities for progress reports.
6. Keep Golden Key HQ aware of your activities and progress!

Develop Your Technique

Make an outline of each item you want to include in your letters, presentations, and conversations. Your Associate Director can help you with information to answer the following questions:

- What is your organization?
- How does it help others?
- Why is it raising money?
- How will the donation be used?
- How will the donors/businesses benefit? "What's in it for me?"...Recognition? Contact with students? Publicity? An event T-shirt with my company listed as a sponsor?

Follow-up!



1. Collect all receipts. Reimburse all parties and pay all bills.
2. Thank all contributors and committee members. A
3. Evaluate the event with committees and the leadership team.
4. Update your files and the Chapter Status/Activity

formal letter, a kind note, or any appreciation dinner may be in order. Photos of your group sent in a card after the Regional Conference would be appreciated as well as a description of the activity and the results.

Report—what a great way to supplement your Chapter Standards Reporting!

5. Begin to plan for the next event; can your chapter perform a similar activity closer to home?

Doing the proper follow-up for your event ensures that future events are even more successful!

**Get
creative!
Do what
works for
your
chapter!**

Other Event Ideas:

- **Donut Sales** (chocolate sales, popcorn sales—you get the picture!) Okay, it's not an original idea, and students always claim to hate it, but it's easy and it still works. Let faculty, staff, students, and co-workers know ahead of time so they'll bring cash.
- **Clean Those Cars!** Hold an old fashioned car wash! Let faculty and staff know a couple of days in advance to bring in their dirty car and money. Make easy-to-read signs to draw attention!
- **The Standard: Labor for Funds** Sign up as wait-staff at on or off campus events. Some groups may even do this on a regular basis with their food service provider. Make sure your group understands this is hard work.
- **Can You Spare Some Change?** Have your group meet one night, then send them to the residence halls and office buildings to knock on doors. Identify yourself and ask them for spare change. You may be surprised how much money you can raise in a few hours if you have a lot of help!
- **Yard Sale** Obtain donated items from members, their friends and family, faculty and staff. Advertise to the public and overlap a Monday or Friday morning for increased student participation.
- **_____ -A-Thon or 'Til Dawn** Dance, play volleyball, walk—you get the point. Get sponsorships for every mile/hour/etc. and have an opening and/or closing ceremony, or charge a cover fee that more than covers your costs. Give fun or crazy awards to your participants!

