# Table of Contents

The Foundation and Your Anchor Splash and Anchor Games ................................................. 3
The History of Anchor Splash ........................................................................................................ 4
Foundation Programming and Anchor Splash Multi-Purpose Programming ......................... 5
  Service ................................................................................................................................. 5
  Awareness .......................................................................................................................... 5
  Fundraising ....................................................................................................................... 6
  Fundraising Event Ideas .................................................................................................... 7
Tax-Deductible Fundraising FAQs ............................................................................................ 8
Truth in Advertising: Keep it Legal ........................................................................................... 10
Chapter Giving Program .......................................................................................................... 11
Create a memberplanet Donor Page ......................................................................................... 12
Trademarks and Licensing ....................................................................................................... 13
Working with Sponsors ........................................................................................................... 14
  Sample Letters ................................................................................................................ 15
Risk Management and Your Anchor Games ............................................................................ 16
  Foundation Fundraising Event Guideline ......................................................................... 19
  Medical Waiver and Release of Liability .......................................................................... 20
Mr./Ms. Anchor Splash Guidelines .......................................................................................... 22
MC Script for Anchor Splash/Anchor Games ......................................................................... 23
Keeping Good Records .......................................................................................................... 24
  Sample Budget ............................................................................................................... 26
  Keeping Track of Income and Expenses ....................................................................... 27
  Cash Receipts Sample Form ........................................................................................ 28
Fundraising Event Checklist ..................................................................................................... 30
The Delta Gamma Foundation

**Mission Statement:** The Delta Gamma Foundation fosters lifetime enrichment for members, promotes Service for Sight and partners with the Fraternity to ensure the future of our sisterhood.

Just as the three young Founders decided in 1873, Delta Gammas strive to “Do Good.” The motto remains the same today, though the Founders could never have envisioned how much good those two little words would inspire. As an extension of the Fraternity, the Delta Gamma Foundation was incorporated in 1951 and exists solely for all members to work together to “Do Good” through this philanthropic, non-profit organization.

Delta Gammas have indeed been reflecting our motto “Do Good” since our founding, but the efforts became more focused at the 1936 Delta Gamma Convention. Attendees agreed that the international philanthropic effort would be Sight Conservation and Aid to the Blind. Ever since then, Delta Gammas have been dedicated to this cause, now titled Service for Sight.

Thanks to the continually impressive commitment of its members and other supporters, the Delta Gamma Foundation is able to give back.
Anchor Splash is a major fundraiser of Delta Gamma collegians where fraternities, sororities and non-Greek organizations compete in swimming events! It is one of the most recognized philanthropic fundraisers in the Greek world today. Funds from this event can support Delta Gamma Foundation signature programs: Service for Sight, Grants to the Fraternity for Leadership and Educational Programming, and Grants to Individual Members.

Begun in 1966 at Beta Tau-Miami, as a way to celebrate its 25th anniversary, Anchor Splash has spread to chapters across North America. More than 100 Delta Gamma chapters annually hold an Anchor Splash competition which includes synchronized swimming to relay events. Both campus and community heavily support Anchor Splash in participation and sponsorship. On many campuses, it is one of the most popular events of the school year.

Many Anchor Splash events also include a Most Beautiful Eyes™ contest, a banner contest and skit competition. Some chapters distribute sight-saving materials, hold eye screenings as well as collect General Mills Box Tops for Education™. Delta Gamma sponsored preschools, which aid those with visual impairments and local or state schools for the blind and visually impaired may use these to purchase needed equipment and school supplies.

Along with Anchor Splash, Delta Gamma collegians hold other Anchor Games events, including Anchor Slam (basketball or volleyball), Anchor Dash runs and Anchor Bowl (bowling/football). Chapters also hold other fundraising events like Desserts with DGs, spaghetti dinners and restaurant profit shares.

By donating the proceeds of an Anchor Game event to the Delta Gamma Foundation, you are furthering Delta Gamma's ability to “Do Good!”
Foundation Programming and Anchor Splash Multi-Purpose Programming

Anchor Splash Multi-Purpose Programming
Consider incorporating an educational component or service activity as part of your Anchor Splash week.

Ideas:

• Set up a display about eye health, visual impairments and sight preservation.

• Order sight-related Delta Gamma materials to pass out at events about Service for Sight and Service for Sight: Joining Forces at no cost from Executive Offices. Contact request@deltagamma.org.

• General Mills Box Tops for Education™ can be used with money as part of an entrance fee to your Anchor Splash/Anchor Game. Give an award to the person or group who brings the most box tops. You could be recognized at Convention if you’re among the top groups! Contact a local or state school for the blind to see if they are interested in receiving them to redeem for cash for their schools.

• Collect specific items for care packages for soldiers. Afterwards, members can add information about Delta Gamma’s philanthropy and eye health to the care packages before sending them to the troops.

• Invite a speaker from the local school for the blind or from an agency where members volunteer to educate others about vision loss or how to assist someone who is blind.

• Create a display that explains our Foundation programs such as the Golden Anchor Program, merit-based scholarships and fellowships, and Lectureships in Values and Ethics or Fraternity programs funded by the Foundation such as GreekLifeEdu, Leveraging Leaders, Lewis Institute and the PRO Program. See the Foundation Focus for more information.

• Sponsor a vision screening during Anchor Games week.

• Set up a booth for collecting eyeglasses that can be donated to the local Lions Club or another group that recycles eyeglasses.

Contact collservice@deltagamma.org for more information.

Fundraising

Did you know Delta Gamma is supported almost entirely by Delta Gammas? Without the support of our individual members and groups, the Foundation could not continue to support our three signature programs: Service for Sight, Grants to the Fraternity for Leadership and Educational Programming, and Grants to Individual Members. Appropriate fundraising should be effective in raising funds and in spotlighting the Foundation and its
philanthropies. It should reflect positively on Delta Gamma and its members and have a purpose. Members should know why they are raising money and where the profits from the fundraiser are to be distributed.

Delta Gamma helps outside organizations that share our Service for Sight mission through the Chapter Giving Program. Without the support of our individual members and groups, we could not have previously provided grants to the five Delta Gamma schools, American Foundation for the Blind, American Printing House for the Blind, Foundation Fighting Blindness, Prevent Blindness America, Seedlings Braille Books for Children, United States Association for Blind Athletes and United States Space and Rocket Science Center.

The Foundation is able to support programming such as Collegiate Development Consultants (CDCs), Lewis Institute, Mu Chapter Lamp of Knowledge and many other programs focused on leadership and social responsibility through funds raised at Anchor Splash and other fundraiser events.

Delta Gamma fundraising also supports members through scholarships, fellowship and Anchor Grants for members in crisis. More information about scholarships and fellowships can be found on the Delta Gamma website under Foundation > Applications.

**Fundraising Event Ideas:**
- Anchor Splash®
- Anchor Games
- Anchor Bowl
- Anchor Slam
- Anchor Dash (5K Run/Walk)
- Anchor Tee (Golf)
- Cornhole Tournament
- Corn for a Cause
- Delta Gamburger
- Desserts/Donuts with DGs
- Hoops for Troops
- Milk and Cookies
- Most Beautiful Eyes™ (at any event)
- Mr./Ms. Anchor Splash/Anchor Games
- Paws for a Cause
- Penny Drop/Penny Wars (add to any event)
- Puppies and Pizza/Pizza for Paws
- Service for Slice
- T-shirt sales for events
- Restaurant profit shares

Additional information on each of the programs can be found in the Foundation Focus, The Golden Anchor Handbook or online at www.deltagamma.org/foundation.

Additional information regarding service, awareness and fundraising ideas can be found in the Foundation Focus and on the Foundation Pinterest page. You may also contact collservice@deltagamma.org for additional service or awareness ideas and information.
What are the guidelines for holding a tax-deductible fundraiser?
The Delta Gamma Fraternity and its chapters are formed under section 501(c)(7) of the Internal Revenue Code, and as such, gifts to the Fraternity are not tax deductible. However, the Delta Gamma Foundation is formed under section 501(c)(3) of the IRS, which allows donors to receive a tax deduction for gifts to the Foundation.

In order to hold a tax-deductible fundraiser through the Delta Gamma Foundation, all of the proceeds must go directly to the Delta Gamma Foundation for charitable purposes. Chapters cannot retain a portion of the proceeds for their own purposes. In order for the Foundation to maintain its tax-exempt status, it is essential that this basic guideline be followed. Chapters may raise funds for their own use, but they may not reference either the Delta Gamma Foundation or make statements suggesting or stating that donations are tax deductible.

What qualifies as a tax-deductible gift?
In general, someone has to give something away in order for a gift to be tax deductible. Some examples are: a simple cash donation, a ticket to a dinner where the admission price exceeds the cost of the meal, goods or services donated to be sold or auctioned, and goods or services donated to your chapter to assist you with your fundraiser.

What are some examples of tax-deductible fundraisers?
Anchor Games (Anchor Splash, Anchor Slam, Anchor Bowl, Anchor Dash, etc.), Most Beautiful Eyes, raffles, Parents’ Day auctions, silent auctions of donated items and many more.

How should chapters handle tax-deductible fundraisers?
If chapters choose to hold a tax-deductible fundraiser, they need to submit 100 percent of their gross proceeds to the Foundation. The chapter should:

- Instruct donors/purchasers to make their checks payable to the Delta Gamma Foundation. Donations of $250 and above will be receipted directly to the donor by the Foundation. Chapters should send thank-you notes for each gift received.

- Complete the Fundraising Finance Report Form (FFRF) task with vp: finance via Anchorbase within two weeks after the event.

- Collect all fundraising checks and send them to Executive Offices. Make a photocopy of each check (for your records and thank you notes). **Do not send cash.** Deposit cash gifts into your chapter’s 332 account and send a chapter check payable to the Delta Gamma Foundation for the cash donations with a printed copy of your completed FFRF to the Foundation at Delta Gamma Foundation, 3250 Riverside Dr., Columbus, OH 43221.

(Continue on next page)
• The Foundation will reimburse your chapter for all receipted expenses up to your total fundraising. Record each expense on the FFRF and submit the form, your original receipts with a note indicating your desired refund (the negative balance of your 332 account), and your donations to Executive Offices. Make photocopies of all receipts for your records.

**Our chapter wants to hold a fundraising dinner. How can we make it tax deductible?**

The IRS has specific guidelines for advertising and acknowledging dinners or any event where a donor receives something in return for their participation. If your chapter is considering an event of this type, please contact the Director of Finance at ernieh@deltagamma.org for assistance in complying with these guidelines.

**How can we advertise our fundraiser?**

You can say:

“Proceeds will support the philanthropy of the Delta Gamma Fraternity”

“Proceeds will support the programs of the Delta Gamma Foundation”

“Proceeds will support both the programs of the Delta Gamma Foundation and the ABC local charity”

You cannot say:

“Proceeds will support the Alpha Beta chapter of Delta Gamma”

“Proceeds will support the Delta Gamma Fraternity”

**How are gifts of goods or services recognized?**

If businesses or individuals donate goods or services to your chapter to auction or sell, the business or individual is entitled to a tax deduction. A gift of this type does not need a receipt unless it exceeds $500 in value. Receipts for these donations follow a different set of rules than cash gifts. If the gift of goods or services exceeds $500, the donor must prepare and submit an IRS form 8283 to the Foundation for the Foundation’s confirmation. The Foundation then confirms receipt of the item. It is the donor’s responsibility to substantiate the value of the donation. If you have questions about this procedure, please contact the Director of Finance for assistance in complying with the IRS guidelines.

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

In general, if a chapter is purchasing goods or services to be sold, these fundraisers are not tax deductible. Examples include: flower sales, candle sales, poinsettia sales, holiday card and stationery sales and car washes. Net proceeds sent to the Foundation will still count toward the chapter’s giving total, and chapters can still designate a portion of the proceeds to qualified 501(c)(3) organizations, but donors will not receive a tax deduction for their donations. For questions about whether a fundraiser is tax deductible or not, contact the Director of Finance, Ernie Holladay, at Executive Offices at 1-800-644-5414 or the Foundation Director: Special Events & Fundraising at fundraising@deltagamma.org.
Fifty percent or more of philanthropic fundraising profits must be allocated to the Delta Gamma Foundation. Contact your Regional Foundation Coordinator (RFNC) if you have questions.

Chapter members must vote on the distribution of fundraising profits.

Truth in advertising:

<table>
<thead>
<tr>
<th>When fundraising promotion and PR says:</th>
<th>Then:</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Proceeds will support the Delta Gamma Fraternity PHILANTHROPY, Service for Sight, Scholarships, Fellowships and Loans, Leadership &amp; Educational Programming”</td>
<td>ALL profits MUST be spent at either the local and/or national level.</td>
</tr>
<tr>
<td>“Proceeds will support the DELTA GAMMA FOUNDATION, Service for Sight, Scholarships, Fellowships and Loans, Leadership &amp; Educational Programming”</td>
<td>Profits MUST be directed to the Delta Gamma Foundation.</td>
</tr>
<tr>
<td>“Portions of the proceeds will GO TO the Delta Gamma Foundation or Portions of the proceeds will SUPPORT the ABC School for children who are Visually Impaired”</td>
<td>Some part (at least 50 percent) MUST be directed to Delta Gamma Foundation and to whatever recipient is named in the fundraising promotion.</td>
</tr>
<tr>
<td>“A Delta Gamma CHAPTER fundraising project”</td>
<td>Since NO philanthropic support is advertised, profit may be spent as the chapter membership desires.</td>
</tr>
</tbody>
</table>

Note: This option is not to be affiliated with any Delta Gamma Foundation fundraising events.
Chapter Giving Program

Many of our collegiate chapters give 100 percent of their fundraising proceeds to the Delta Gamma Foundation. Through those donations, the Foundation funds its programs, including merit and need-based scholarships, graduate fellowships and loans; educational and leadership programming; Service for Sight grants; Anchor Grants for members in crisis; and much more. The Chapter Giving Program offers a way for those chapters that also give to a local 501(c)(3) not-for-profit philanthropic organization that shares Delta Gamma’s mission of sight preservation and assistance to those who are blind or visually impaired to receive credit through the Delta Gamma Foundation.

Chapters may participate whether they perform tax-deductible or non tax-deductible fundraisers.

Collegiate chapters may designate UP TO 50 percent of their net proceeds to local 501(c)(3) non-profit organizations that share our philanthropic mission of Service for Sight. However, we encourage our chapters to consider designating more than 50 percent to the Delta Gamma Foundation’s General Fund which truly supports all Foundation programs for our collegians and alumnae.

**What are the advantages of the Chapter Giving Program?**

The chapter receives giving credit for 100 percent of its net fundraising! Giving credit is used to recognize chapters for chapter awards, Convention awards and provide year-round recognition. The Foundation will be able to recognize and report on national and local philanthropies supported by more than 300 collegiate chapters and alumnae groups of Delta Gamma. Also, soliciting tax-deductible gifts may increase the chapter’s fundraising.

**How does the Chapter Giving Program work?**

Participating chapters deposit their funds raised with the Delta Gamma Foundation. The chapters may designate a portion of their net fundraising to qualified local organizations that fulfill our philanthropic mission of Service for Sight. Gift checks are issued to qualified local organizations by the Delta Gamma Foundation. A letter is included with the check identifying the local chapter as the sponsor of the gift. The chapter receives credit with the Foundation as well as the local charity.

**What kinds of organizations can our chapter designate to receive a portion of our fundraising?**

Either local or national 501(c)(3) non-profit organizations who share our mission of Service for Sight. The Foundation will only make gifts to these types of organizations.

For more information about the Chapter Giving Program, contact Foundation Director: Special Events & Collegiate Fundraising at fundraising@deltagamma.org.
Create a memberplanet Donor Page to Boost Donations

Memberplanet has collaborated with the Delta Gamma Foundation to create donation site templates, allowing you to fundraise online and share with family and friends. Donation sites include thermometers showing amount raised and goals, allow you to upload videos and pictures, and collect funds for T-shirts, donations and tickets! Memberplanet is Delta Gamma's ONLY authorized online donation vendor (Venmo, PayPal, GoFundMe or any other online options are not approved by the Foundation).

To create a site, begin by logging in to memberplanet, www.memberplanet.com. Once logged in you will be able to edit, customize and create a unique page to fit your chapter’s event.

Visit the Delta Gamma Success Site for step-by-step instructions on setting up your page.

Once complete, the page can be shared via Twitter, Facebook or in an email explaining the campaign.

Questions on getting started with memberplanet? Contact fundraising@deltagamma.org.
Delta Gamma has paired with Affinity Marketing Consultants Inc. (AMC) to protect its registered trademarks. Only licensed vendors can legally sell merchandise with Delta Gamma’s marks. In turn, these vendors pay royalties to Delta Gamma.

**Delta Gamma’s Registered Trademarks**
The name Delta Gamma, the Greek letters ΔΓ, Dee Gee, the crest, the badge, the title Anchor Splash®, the title Most Beautiful Eyes™, the magazine ANCHORA of Delta Gamma

**Licensed Vendors**
Hannah’s Closet is the official boutique for Delta Gammas. Overall, there are more than 600 vendors who are licensed to sell products with Delta Gamma trademarks on them. A frequently-updated list of all licensed vendors is always available online:

AMC’s website: [https://greeklicensing.com/clients/delta-gamma/1024](https://greeklicensing.com/clients/delta-gamma/1024)
Delta Gamma’s website: [www.deltagamma.org](http://www.deltagamma.org) (click on Anchor Market Place in the website footer)

**Greek Product Logo**
Be sure to look for this Official Licensed Product logo on “legal” merchandise, catalogs, vendor advertisements and websites.

**FindGreek Mobile App**
AMC also has a mobile app, [FindGreek](https://greeklicensing.com/contact), which displays all Delta Gamma products that are sold by licensed vendors.

**Questions or Comments? Call or email:**
Affinity Marketing Consultants, Inc.
760-734-6764
[https://greeklicensing.com/contact](https://greeklicensing.com/contact)

*From the [Delta Gamma Style Guide](http://www.deltagamma.org), which can be found in the library of the Delta Gamma website:*

Anchor Splash® = Delta Gamma’s official philanthropic event is two words, capitalized and always followed by ® (Ctrl Alt R in Microsoft Word.) The ® is not required after the initial use.

Most Beautiful Eyes™ = Always capitalized and followed by ™ for the initial use . (Ctrl Alt T in Microsoft Word.)
How to work with potential donors:

• Compile a list of local businesses that may donate money (include campus businesses, corporations in your town, eye doctors, the Lions Club, alumnae, parents, etc.) Update this list every year!

• Record information about each one on the official sponsor list (see sample letters in the next section of this chapter).

• Send a personalized letter to each business (see sample letters in the next section of this chapter).

• Write a personalized thank-you note immediately after receiving any donations.

• Determine the criteria for listing the sponsors’ name in the program and/or T-shirt.

• Donations are only tax deductible if the check is made out to the “Delta Gamma Foundation” and if the chapter vp: finance sends it to the Delta Gamma Foundation. Checks payable to Delta Gamma Fraternity or the chapter are not tax deductible to the donor.

• “Sell” advertising space in the Anchor Splash program (size of ad varies with the amount donated).

• List major sponsors’ names on the back of the Anchor Splash T-shirts.

• Keep accurate, up-to-date files and sponsor lists.

• Contact with businesses must be professional; be credible!

• Discount coupons for alcoholic beverages may not be included in program. Neither should ads for “ladies night,” “bar or pub crawl” or “happy hour.”

• Communicate with parents, alumnae, service groups, etc., as you would potential business sponsors (see sample letters in the next section of this chapter).

• Share your donation campaign page on memberplanet with parents, alumnae, friends, etc.

• Solicit help from campus administrators, faculty and public officials; invite them to attend Anchor Splash.

• List donors’ names in the program.

On the following page are two sample letters that can be adjusted and used to send to potential sponsors or donors as well as parents and alumnae. Be sure to personalize the letter to meet the specifics of your event and why they should support your chapter. Be creative and have fun!
Sample Merchant Initial Letter

Dear [Name],

The ____________chapter of Delta Gamma at [List school/university] is planning a major fundraiser to benefit our philanthropy: Service for Sight. We will be holding our [Event name] on [Date] at [Location]. [Give brief description of event]. More than 100 chapters across the United States and Canada sponsored these competitions last year, enabling the Delta Gamma Foundation to give grants locally and nationally to those who share our Service for Sight mission.

Our success depends on you and we are asking for your support! ___________chapter and the Delta Gamma Foundation would appreciate a donation of any amount.

Please help ____ chapter of Delta Gamma “Do Good” for our philanthropy, Service for Sight, which provides aid to the blind or visually impaired. We would be proud to add your company’s name to our list of donors who feel the Delta Gamma (Event Name) is a worthy cause to support.

Thank you for your consideration. I will be contacting you by telephone very soon to answer any questions you may have. I may be reached at (000-000-0000 or e-mail _______).

I hope to hear from you soon!

[Your Name]

Enclosed: Delta Gamma Anchor Splash Sponsorship Levels, Information on event, past flier

Sample Alumnae/ Family Sponsor Letter

Dear [Name],

The ___________chapter of Delta Gamma at [school/university] is planning our major fundraiser to benefit the Delta Gamma Foundation, which supports Service for Sight, Grants to the Fraternity for Leadership and Educational Programming and Grants to Individual Members. More than 100 chapters across the United States and Canada sponsored these competitions last year, enabling the Delta Gamma Foundation to give grants locally and nationally to those who share our Service for Sight mission. We are excited to be holding our [Event] on [Date].

Your support as a patron would be extremely beneficial for the Delta Gamma Foundation as well. Any donation you are able to make would be greatly appreciated. Please make checks payable to ____________chapter of Delta Gamma. If you would like your donation to be tax deductible, make checks payable to the Delta Gamma Foundation. Please send checks to (please mention (Event Name) in the memo section):
[vp: finance contact info]
[chapter address]

We would really appreciate your help in making this [Event Name] our greatest event yet! Thank you for your support; I look forward to hearing from you soon!

In the Bonds, (or other closing)

[Name]
Collegiate Fundraising Precautions
The following precautions shall be taken for all Delta Gamma fundraising events that involve the athletic performance and/or require maximum mental alertness and physical condition of participants. Examples of such fundraising events include Delta Gamma swim meets, golf tournaments, tennis tournaments, bike racing, walks/walkathons, runs, track and field events, road block intersection collections and any other fundraising activity wherein participants’ well-being is endangered or athletic competition is a factor.

- A Delta Gamma Event Guideline form for events without alcohol must be completed via Anchorbase for each event and approved by the advisory team chairman.
- A Delta Gamma Pre-Planning Fundraising Event Form must be completed via Anchorbase 6 weeks prior to the fundraising event for approval by your Regional Foundation Coordinator.
- Collegiate chapters must have at least one licensed security guard on duty at fundraising events.
- Alcoholic beverages are forbidden.
- Any participant or spectator who consumes alcohol during the event or arrives at the event under the influence of alcohol will be disqualified and not allowed to participate in or observe the event.
- A fully equipped first-aid station with qualified attendants shall be maintained throughout the event.
- A certified lifeguard and at least one licensed security guard shall be in attendance throughout all poolside or water-related events. Chapter members shall not be utilized nor contracted to act as lifeguards for the event. Chapters need to utilize the University's lifeguards or contract with a third party to provide the lifeguards.
- There shall be no diving competition or exhibition.
- The use of dunk tanks at Foundation fundraising events is prohibited.
- All participants (competitors, judges, coaches, timers, etc.) shall sign the official Delta Gamma Fraternity Medical Waiver and Release of Liability form before the event. Minors who are unable to obtain the signature of parents or legal guardians may not participate.
- Before the event, the chapter will contact local law enforcement and rescue organizations to advise them of the time and location of the event.
- Members and new members may not be required to attend any collegiate function where alcohol is available.
- Delta Gamma Fraternity or Foundation functions may not be sponsored by distributors of alcoholic beverages or tobacco.
- Pre- and post-event activities (sponsored or co-sponsored by Delta Gamma) wherein alcoholic beverages are available may take place no less than 48 hours before a fundraising event or 24 hours after the event.
- Any rewarding of a celebratory event for winning organizations or individuals pertaining to or following a Delta Gamma fundraiser event that involves alcohol or is held at a venue that serves alcohol is prohibited.
Delta Gamma’s Alcohol Policy
The objects of the Delta Gamma Fraternity shall be to foster high ideals of friendship among college women, to promote their educational and cultural interests, to create in them a true sense of social responsibility and to develop in them the best qualities of character. (Delta Gamma Fraternity Constitution, Article II)

Delta Gamma policy states that no alcoholic beverages may be served or stored on Delta Gamma property. However, the social use of alcohol outside of Delta Gamma property is a matter of personal preference.

Pre- and post-event activities (sponsored or co-sponsored by Delta Gamma) wherein alcoholic beverages are available may take place no less than 48 hours before a fundraising event or 24 hours after the event.

Delta Gamma’s Relationship to Host Institution
Delta Gamma Fraternity has enjoyed mutually satisfying relationships with colleges and universities for more than 120 years. Because membership to Delta Gamma Fraternity begins at the student level, the Fraternity has sought to instill goals and foster programs that are in concert with the mission and purposes of the host institution.

These relationships have thrived because of Delta Gamma Fraternity’s objects as stated in the Delta Gamma Fraternity Constitution: “As Provided in the Articles of Incorporation, the objects of this Fraternity shall be to foster high ideals of friendship among women, to promote their educational and cultural interests, to create in them a true sense of social responsibility, and to develop in them the best qualities of character.”
Event Guideline Form

Executive Offices would like for all of our collegiate chapters to be able to have fun, safe and memorable social events. As is the process for those events where alcohol is present, a Delta Gamma Event Guideline form is also necessary for many events without alcohol (i.e. Anchor Splash, Anchor Games, social events without alcohol). Please be aware that the Delta Gamma Event Guideline serves many purposes; most importantly it is a way to ensure that you, as an officer of Delta Gamma are working to manage your risks and liability, so that you can have safe events. **The Delta Gamma Guideline Form for events without alcohol must be submitted via Anchorbase for ATC approval 4 weeks prior to the event. Do not send them to Executive Offices.**

Please note that additional documentation is required for all Anchor Splash and Anchor Game events. A separate Event Guideline is required for all events in conjunction with Anchor Splash and Anchor Games, for example, Most Beautiful Eyes, Mr./Ms. Anchor Splash, etc.

Contact your Regional Foundation Coordinator if you have any questions about filling out the documentation for fundraising events. Their information can be found below:

**Regional Foundation Coordinators**

| Region 1 | RFNC1@deltagamma.org |
| Region 2 | RFNC2@deltagamma.org |
| Region 3 | RFNC3@deltagamma.org |
| Region 4 | RFNC4@deltagamma.org |
| Region 5 | RFNC5@deltagamma.org |
| Region 6 | RFNC6@deltagamma.org |
| Region 7 | RFNC7@deltagamma.org |
| Region 8 | RFNC8@deltagamma.org |
**Delta Gamma Foundation Fundraising Event Guideline**

A Foundation Event Guideline Form for events without alcohol is required for your fundraising event. It will be populated in Anchorbase six weeks prior to your event. Complete and submit the Event Guideline Form for events without alcohol for your ATC to review and approve via Anchorbase at least four weeks before the event.

Complete this outline for your fundraising event. Submit the outline to your ATC for her approval at least 4 weeks prior to the event.

<table>
<thead>
<tr>
<th>Name of event (example: Most Beautiful Eyes, Serenade, Banner Contest, etc.)</th>
<th>Event Description (example: describe the event.. who, what, where, when, why; attach a sheet of paper if more room is needed)</th>
</tr>
</thead>
<tbody>
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<td>6.</td>
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</tr>
</tbody>
</table>

Chapter: Date:

Signature: vp: social standards ____________________________ Date: __________

Signature: vp: Foundation ____________________________ Date: __________

Signature: ATC ____________________________ Date: __________
DELTA GAMMA FRATERNITY MEDICAL WAIVER AND RELEASE OF LIABILITY

Name of Participant: _______________________________ Phone: _______________________________

Address: ____________________________________________________________________________

Date of Birth: _______________________________ Email: ______________________________________

Emergency Contact: ___________________________ Phone for Contact: _________________________

Team Affiliation: ____________________________________________
(Name of Fraternity, Sorority, Campus Organization)

Name of Event: _______________________________________________________________________
(Anchor Games, Anchor Run for the Blind, Anchor Splash, Service for Sight)

1. I hereby represent and certify that I am physically fit to participate in Delta Gamma ___________________, have sufficiently prepared or trained for participation in the activity or event, and have not been advised not to participate by a qualified medical professional. I certify that there are no health-related reasons or problems that preclude my participation in this activity or event.

2. I acknowledge that this Medical Waiver and Release of Liability Form will be used by the event holders, sponsors, and organizers of the activity or event in which I may participate, and that it will govern my actions and responsibilities at said event or activity.

3. It is understood that by signing this contact, I agree to abide by the rules and regulations of the above mentioned organizations and events. It is also understood that signing this contract releases Delta Gamma Fraternity, its chapters, and the Delta Gamma Foundation from liability. It is further understood that signing this contract releases from liability Delta Gamma Fraternity's and Delta Gamma Foundation’s members, employees, officers, volunteers, agents, sponsors, judges, coaches, and managers, from liability in connection with any injury or death to the above named participant.

4. I hereby consent to receive medical treatment which may be deemed advisable in the event, of injury, accident, and/or illness during this activity or event.

Warning and Assumption of the Risk
I am aware that playing or practicing to play/participate in any sport can a dangerous activity involving many risks of injury. I understand that the dangers and risks of playing or practicing to play/participate in the above mentioned event include, but are not limited to: death, serious neck and spinal injuries which may result in complete or partial paralysis, injury to virtually all bones, joints, ligaments, muscles, tendons and other aspects of the skeletal system, and serious injury or impairment to other aspects of my body, general health, and well being. I understand that the dangers of playing or practicing to play/participate in the above mentioned event may result not only in serious injury, but in serious impairment of my future abilities to earn a living, to engage in other business, social and recreational activities, and generally enjoy my life.
Acknowledgment of Warning and Assumption of the Risk
I knowingly and freely assume all such risk, both known and unknown, even those arising from the negligent acts or omissions of others, and assume full responsibility for my participation. I, ___________________________, hereby acknowledge that I have been properly advised, cautioned, and warned by the proper personnel of the Delta Gamma ______________________, that by participating in such event, I am exposing myself to the above described risks.

Date __________________________ Signature of Participant __________________________________________

Date __________________________ Signature of Witness __________________________________________

General Release of Liability and All Claims
In consideration of the permission granted me by Delta Gamma Fraternity/Foundation to participate in Delta Gamma ______________________, I hereby, for myself and on behalf of my heirs, assigns, personal representative, administrators, executors, and next of kin, release, agree to hold harmless, and discharge Delta Gamma Fraternity, its chapters, the Delta Gamma Foundation, Delta Gamma Fraternity’s and Delta Gamma Foundation’s members, employees, officers, volunteers, agents, sponsors, judges, coaches, and managers, from any and all liability in connection with any and all injury, disability, or death to me, including personal injuries or death caused by negligence, or otherwise, known or unknown, and injuries to property, real or personal, caused by, or arising out of the above described event.

I, the undersigned, have read this General Release of Liability and fully understand all its term, and understand that I have given up substantial rights. I execute it freely, voluntarily, and without any inducement and with full knowledge of its significance.

Date __________________________ Signature of Participant __________________________________________

Date __________________________ Signature of Witness __________________________________________
This is one of the most popular special events held in conjunction with Anchor Splash. It is critical that it be held with the most respect for human dignity. If it is not, your chapter runs the great risk of having this event eliminated in the future. Contact your Regional Foundation Coordinator or ATC with any questions.

Following are the criteria that should be observed when holding Mr./Ms. Anchor Splash:

- The contest should not be degrading or demeaning in any way. You must ensure that your contest does not jeopardize the reputation or integrity of Delta Gamma Fraternity and/or Delta Gamma Foundation OR your very own chapter. This should be a positive event on your campus and not be left up to criticism from the host institution of your Greek peers.
- Contestants’ dances or performances must be in good taste. No vulgar movements, gestures or touching of judges will be accepted.
- As a result of the 1988 resolution adopted by the National Panhellenic Conference (NPC) regarding human dignity, the following guidelines are mandatory:
  - Approval of your ATC
  - No alcohol
  - Facility must not sell or serve alcoholic beverages
- Judges of all competitive events must be non-collegian.
- Judges may include parents, house directors, alumnae, faculty, administrators or advisers.
- The contest should NOT be a beauty contest, rather it should focus on the candidates’ qualities as a gentleman/lady of good character.
- Interviews must be conducted in good taste. Ask the candidates value type questions about their goals, chapter achievements, philanthropic projects and service activities. Do not ask for their most embarrassing moment.
- Before you schedule this event, be certain that you can make a positive response to the following questions:
  - What is the purpose of the event and does it enhance the image and purpose of the Greek system?
  - Are the criteria equally acceptable for both men and women?
  - Do the criteria emphasize and permit the talents and qualities of each individual to stand alone?
- Delta Gamma Fraternity has supported and signed the National Panhellenic Conference (NPC) resolution to eliminate degrading and sexist activities from our chapter programming. We ask that our chapters not participate in or sponsor activities that are demeaning and have even a hint of sexism.
Pick a chapter member to be your MC is who is clear, strong, confident and poised public speaker.

Hello Ladies & Gentlemen,

Welcome to (name of chapter) chapter of Delta Gamma’s annual (name the Delta Gamma signature event).

My name is (state your name) and I am your MC for today.

Let me introduce our Foundation team (introduce by name the director of Anchor Splash and the director of fundraising) who I would like to thank in planning this fabulous event!

Along with the judges (ask each judge to stand up and introduce them and what role they play)

We also have special guest here today: (Introduce any special guests ask each special guest to stand up and introduce them and where they are from)

Participating in todays event will be (Introduce the participants in today’s event state individual’s name or organizations that are participating)

Today we are holding our annual (event name) for the Delta Gamma Foundation.

Delta Gamma was the first Panhellenic organization in 1951 to form a foundation. The Delta Gamma Foundation’s mission is to foster lifetime enrichment for members, promote Service for Sight and partner with the Fraternity to ensure the future of our sisterhood.

Our philanthropy is Service for Sight, dedicated to both the prevention of blindness and the improvement of lives affected by visual impairment. Each year our Foundation is grateful to be able to give funding to organizations that share our Service for Sight mission through education, genetic research, adaptive devices, braille and audiobooks, guide dogs and many other life-changing programs. As Delta Gammas, we are grateful to be able to support the Delta Gamma Foundation and our philanthropy through this year’s (event name).

Today at our (name the Delta Gamma signature event) we will be holding (list out events)

We would like to thank you for attending our event today and contributing to the Delta Gamma Foundation.

If you have a break during the event, please show a Foundation video or have your special guest speak about their organization.
Keeping Good Records

How to Have a Profitable Anchor Splash/Anchor Games/Fundraising Event

vp: Foundation and CMT should hold a meeting to map out projected income and expenses, then work with the vp: finance to make sure it is reflected in the chapter’s budget.

- Make a simple list of all the necessary expenses. Aim to make expenses less than 30 percent of anticipated total income.
- Set the prices for entry fees, T-shirts, admission, programs and project contributions to be received. Compare your projected income to your projected expenses. Make any necessary adjustments in order to make the profit your chapter expects.
- Work with the vp: finance on a regular basis to make sure things are on track.

Keep accurate financial records throughout your fundraiser.

- Use the cash receipts system to track income (see cash receipts instructions).
- Keep track of expenses per event by listing on the Anchor Splash event expense list (see expense sheet instructions). Purchases should be pre-approved from the projected expenses list. Be sure all members assisting with the event keep track of receipts and indicate them in the budget.
- Tell the vp: finance to code all income and expenses to the fundraising account #332.

Immediately upon completion of Anchor Splash/Anchor Games/Fundraising Event, summarize your finances and distribute your profits. Make sure profits are distributed as voted on by the chapter.

- Total all expense and income summary sheets. Using the Anchor Splash financial summary (at the end of this chapter), enter the total income and expenses from each event. Subtract your expenses from your income to arrive at your total profit. Profit = Income - Expenses
- Record all chapter checks written from your Anchor Splash profits.
- Note: If all income and expenses are coded correctly as #332 in the chapter bookkeeping records, your monthly financial report also should show the same net profit amount.

What to do if Anchor Splash/Anchor Games/Fundraising Event money is collected and a deposit cannot be made during regular banking hours:

- Only checks can be deposited in an ATM. Do NOT deposit cash in an ATM.
- Before the scheduled event, call your local bank to find out the proper procedures for making a night deposit.
- For cash, ask if the bank has moneybags that can be locked and see if the chapter can use them for making a night deposit.
- Deposit money as it is collected; record all of the deposits for your records. Deposit
all cash, make copies of all checks and mail the tax-deductible checks made out to the Delta Gamma Foundation by UPS or Fed Ex to Executive Offices. Any check made out to the chapter should be deposited in the chapter account, it is NOT tax deductible.

- After deposits are recorded and you are ready to deposit the money, call campus security to escort you or another member to the bank to make the deposit.
- Ask your ATC for help in holding the money for you and getting it to the bank.
- VERY IMPORTANT! Deposit the cash ASAP! Do not store cash in your room.

Please mail checks (no cash) and copy of completed Fundraising Finance Report Form submitted via Anchorbase to:

Delta Gamma Foundation  
3250 Riverside Dr.  
Columbus, OH 43221

If you have any questions, comments, or concerns in the process please feel free to reach out to Executive Offices, your Regional Foundation Coordinator or your ATC.
## Anchor Splash Sample Budget

<table>
<thead>
<tr>
<th>INCOME</th>
<th>BUDGET</th>
<th>ACTUAL</th>
<th>DIFFERENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Donations</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Merchant Sponsors</td>
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<td></td>
<td></td>
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<tr>
<td>Parents</td>
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<tr>
<td>Alumnae</td>
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<tr>
<td>Participating Groups/Individuals</td>
<td></td>
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<tr>
<td>Entrance Fee (per event)</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Anchor Splash ($______ x # of teams)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Most Beautiful Eyes ($______ x # of teams)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mr./Ms. AS ($______ x # of contestants)</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Program Advertising Fee</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Raffle Ticket Sales</td>
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<tr>
<td>Bake Sale/Bagel Sales</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>T-shirt Sales ($______ per shirt)</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Miscellaneous</td>
<td></td>
<td></td>
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<tr>
<td><strong>TOTAL INCOME</strong></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>EXPENSES</th>
<th>BUDGET</th>
<th>ACTUAL</th>
<th>DIFFERENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising (social media, magazines, etc.)</td>
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<tr>
<td>Awards (Trophies, Ribbons, Prizes)</td>
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<tr>
<td>First-Aid Kit</td>
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<tr>
<td>Decorations</td>
<td></td>
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<tr>
<td>Entertainment (DJ, Band, Music)</td>
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<tr>
<td>Concessions (Food and Beverages)</td>
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<tr>
<td>Lifeguard and Security Fee</td>
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<td></td>
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</tr>
<tr>
<td>Special Event Expenses</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>T-Shirts ($______ per shirt)</td>
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<tr>
<td>Most Beautiful Eyes</td>
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<tr>
<td>Mr./Ms. Anchor Splash</td>
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<tr>
<td>Photography</td>
<td></td>
<td></td>
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<tr>
<td>Pool or Facility Rental</td>
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<tr>
<td>Postage</td>
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<tr>
<td>Posters, Fliers, Banners</td>
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<tr>
<td>Program Printing</td>
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<tr>
<td>Rental Fees (tables, chairs, tents, PA system)</td>
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<tr>
<td>Stationary</td>
<td></td>
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<tr>
<td>Supplies (Office Type)</td>
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<tr>
<td>Swim Event Supplies</td>
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<tr>
<td>Copying Expense</td>
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<tr>
<td><strong>TOTAL EXPENSES</strong></td>
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</tbody>
</table>

**PROFIT (Income Minus Expenses)**
Keeping Track of Income & Expenses

Your first priority is to get organized! The vp: finance will be in charge of receiving and recording all money received as income and dispersing money for expenses. Each committee chairman will be given an income and expense sheet. The total budget will be noted at the top.

**Anchor Splash Income**

- Get a receipt book and use for all cash donations, entry fees, etc. Keep copies for the files.
- Set up file folders with large envelopes to keep forms, checks and supplies in. Label them: cash receipts forms, checks to be logged and completed forms.
- Gather cash/checks as they are received. Deposit cash in chapter checking accounts and any checks made out to the chapter are not tax deductible. For all checks made out to Delta Gamma Foundation, please send them to Executive Offices.
- Complete the Fundraising Finance Report Form **with vp: finance** via Anchorbase task.
- Using a cash receipts spreadsheet, fill in your name, title, committee, date and the sequential number of cash receipts forms that you are on.
- List each receipt individually.
- If a receipt is for more than one category, break it out accordingly across the line (see Anchor Splash Cash Receipts Form).
- After you have logged the receipts, total each column and each row. The totals should match in the bottom right corner.
- Make a copy of the form and checks and give it to the vp: finance. DO NOT hold on to receipts. Fill in partial cash receipts forms and give them to the vp: finance to deposit in the bank.
- After all Anchor Splash money has been received, transfer the total for each category to the Anchor Splash financial summary sheet.
# Anchor Splash Cash Receipts Sample Form

Date: ______________ Name: ______________ Title: ______________________________ Committee: ______________

<table>
<thead>
<tr>
<th>Cash Receipt Number</th>
<th>Name on Check / Participant</th>
<th>Entry Fee</th>
<th>T-Shirt Sales</th>
<th>Most Beautiful Eyes</th>
<th>Mr./Ms. Anchor Splash</th>
<th>Pool Admission</th>
<th>Donations</th>
<th>Other</th>
<th>Total</th>
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<td>$</td>
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</tbody>
</table>

**TOTAL** $ 

*Deposit all cash into chapter checking account.* Then write a check to the Delta Gamma Foundation for the amount, expense it to 332. Record as income on the Fundraising Finance Report Form.
Anchor Splash/Anchor Games/Fundraising Event Expenses

- All authorized officers and committee members should log any expenses they incur. Expenses should be pre-approved and in the Anchor Splash budget. Procedure must be followed for reimbursement.

- Set up an Anchor Splash event expense form and make copies. You can also e-mail the form to the event chairmen so they will have a copy on their computer.

- There should be only one event listed on an expense form. If there are expenses for more than one event, use separate expense forms.

- List the exact amount on the expense form. This is what the vp: finance will use for reimbursement.

- Remember, all expenses must be within the budgeted amount.

- Total all expenses per event after Anchor Splash/Anchor Games/Fundraising Event. Transfer the total to the Anchor Splash financial summary sheet

Disbursement of Funds and Evaluation

- Immediately after your Anchor Splash event, reconcile all monies.

- Collect any outstanding contributions, fees, T-shirt sales, etc.

- Pay any outstanding bills.

- Complete the Anchor Splash budget to determine profit.

- Per chapter vote, disperse the funds. Remember, ALL money raised must be distributed. This can be done through the Delta Gamma Foundation. Make sure the vp: finance marks “Anchor Splash” in the memo section of the check.

- Complete the Fundraising Finance Report Form with vp: finance via Anchorbase within two weeks following the event.
Fundraising Event Checklist

6-9 Months Prior:
- Determine an overall budget with vp: finance
- Set Goals with CMT (amount to be raised, participation, sponsorships, attendance)
- Set date for fundraising event (review with University, FSL/Panhellenic and chapter calendars)
- Add fundraising event to Master Calendar in Anchorbase by deadline, 5/15 (fall semester) or 12/5 (spring semester). For more information on successfully completing a fundraising event in Anchorbase, click on the help tab.
- Review Alcohol Policy and Master Calendar for conflicts

3-6 Months Prior:
- Reserve Facility for event and meet with facility coordinators
- Finalize artwork/design for T-shirt and submit to CMT/ATC for approval
- Compile a list of possible sponsors/alumnae
- Reach out to possible sponsors/alumnae/family/friends
- Confirm with all vendors (date/time/location/services needed)
- Order T-shirts for chapter (optional)
- Hold chapter vote to determine the allocation of proceeds, and discuss if the Chapter Giving Program is appropriate for your event
- Use memberplanet to create a donation site for your event
- Share memberplanet page with family, friends and alumnae
- Create program itinerary
- Share event on social media
- Hire security guard and certified non-DG life guards
- Utilize crews and share responsibilities

6 Weeks Prior/Week of Event:
- Complete Event Guidelines for Events without Alcohol and submit to ATC via Anchorbase (at least 4 weeks prior to event)
- Complete the Pre-Planning Fundraising Event Form in Anchorbase and submit to your Regional Foundation Coordinator for approval 6 weeks prior to event
- Share memberplanet donation site on social media
- Hang banners/signs around campus
- Finalize program itinerary
- Utilize crews to set up/clean up event
- Sell ticket/register teams
Distribute/Collect Medical Release Forms
Review and finalize budget
Make arrangements for cash box at event
Meet with facility to sign contracts/go over details
Share event on social media
Create a Foundation info board for event
Meet with facility to sign contracts/go over details
Meet with security/life guards to discuss expectations and event details
Organize prizes, raffles, give aways (if needed)
Obtain Certificates of Insurance for venue/security (if necessary-off campus)
-Contact your Regional Foundation Coordinator or ATC with questions
Assign a member to be the Master of Ceremonies (MC) and go over MC script as outlined in handbook with MC. By following the script that will ensure a well-timed/ executed event.

After the Event:
Secure funds, process and deposit
Send thank you letters to donors, sponsors and participants
Complete the Fundraising Finance Report Form via Anchorbase with vp: finance. Send a hard copy of completed form with proceeds (no cash) to EO within 2 weeks following the event.
Congratulate your chapter on a job well done!

Fundraising Event Tips
• Sell tickets ahead of time to members of campus
• Presale T-shirts before ordering
• Reach out to the Foundation to obtain educational materials or ask questions
• Work closely with your vp: finance and Regional Foundation Coordinator
• Assign members to crews and utilize these crews to distribute your workload responsibility (use your sisters for support!)
• Make arrangements prior to the event for tables, chairs, tents, etc.
• Set goals and work together as a CMT and JCMT to achieve them
• Articulate to your chapter what exactly needs to be done and how they can help; use and follow an agenda for the event
• Work with your Panhellenic community to get others involved
• Look to other chapters for ideas
• Share event info in your chapter newsletter to alumnae
• Utilize the Anchor Splash/Anchor Games Facebook page to communicate with collegians across the United States and Canada
• Personally, thank each donor/sponsor with a call and thank you note