

OFFICIAL GUIDE TO SUCCESSFUL PHILANTHROPY EVENTS



TAU KAPPA EPSILON
— Better Men for a Better World —

FAILING TO PLAN IS PLANNING TO FAIL

TIPS TO MAKE SURE YOUR EVENT RUNS SMOOTHLY

BUILDING YOUR COMMITTEE

HOW TO STRUCTURE AND FIND THE RIGHT PEOPLE FOR
YOUR PHILANTHROPY COMMITTEE

EVENT IDEAS

LISTING OF EVENTS THAT HAVE BEEN SUCCESSFUL
THROUGHOUT TKE NATION



Foreward

Every year, chapters across TKE Nation plan, host and execute large events as fundraisers and charity tournaments; everything from golf tournaments to teeter-totters, walk/runs to pushing a bathtub, and now, even virtual events.

Many of these groups found themselves beginning the process with no prior experience, little resources to get started, and no real idea of where to start. Sometimes this can be a good thing, because if the Fraters who took the lead understood the work ahead, they may have thought twice about taking on the challenge. However, this inexperience has also led to some of the most unique and successful events in TKE Nation. At the end of the day, the level of success experienced will be a direct reflection of the effort and planning put in to your event, which we hope to help you with throughout this guide.



The purpose of this guide is to help see the challenges ahead in putting together a fundraising event so you can turn them into opportunity, provide ideas for improving your existing event(s), and help ensure your chapter experiences success after all of the hours spent putting together your tournament or fundraiser. By combining experience, lessons learned, industry knowledge and past successes from other groups in TKE Nation, we've come up with ten steps to help you make your next fundraiser/philanthropy event a resounding success!

Make no mistake, it isn't easy to organize a successful event for your campus and/or community, however with the right plan and team in place, it can be a fun experience for your members, extremely successful and be something people will want to do again and again.

Some of the information contained throughout this guide is adapted from a seminar by Phil Immordino, President of the Golf Tournament Association of America. His presentation centered on hosting a successful Golf Tournament, however, the information is just as relevant if your chapter is holding a kickball tournament, Run/Walk/5k, etc., philanthropy filled "TKE Week", softball tournament, or any number of other tournament/large philanthropy events like the ones showcased in THE TEKE magazine.

Foreward (cont.)

It takes an incredible amount of planning, a dedicated team, tremendous effort, and a resiliency to see it through to completion in order to reach your chapter's goal of holding a large, successful event.

It is my hope that whether planning your Red Carnation Ball, your annual signature philanthropy event or even an alumni weekend, you will find information within this guide to help make the planning for your next event a little more manageable, increase your chapter's success, and help take your event to a higher level than you've had in the past.

I look forward to seeing many successful chapter events in your future!

Yours in the Bond,



Nate Lehman
Director of Fraternal Health

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Getting Started

Although the basic principles throughout this guide can be used to help plan for any chapter event, we'll be focusing on events where the primary focus is fundraising for a philanthropic cause. The reason for this is simple, philanthropy is the most common reason we see groups in TKE Nation holding large scale events designed for raising money. For this reason, the language throughout this guide will be centered around this type of event.

Before going too far in to the process, you need to decide what sort of event you and your chapter want to hold. What sort of event is going to work for your community/campus? There is no shortage of ideas out there, but what works at one campus or city won't necessarily work for you.

When you've decided on the type of event you want to host, you'll want to ask yourself if you know anyone who actually participates in the activity you want to hold and do you have a committee that is dedicated to seeing it through.

For example:

If holding a golf tournament, it is imperative to have people on the committee who actively participate in golf and golf tournaments. They will know what golfers like or don't like when attending a tournament, they'll understand what formats are best to use (did you know there are over 100 formats for a golf tournament?), what prizes and gifts will get folks excited, etc.

If holding a 5k, having someone who has participated in a number of runs is important because they can tell you what other running events have done to make it a positive experience and possibly more important what they have saw at courses that caused a negative experience. They'll know if having a finishers medal, chip timing and goodies for post-race are important to other runners (hint, they all are if you want to have a high turnout).

When you first begin to plan for your event, understand that no single person can handle everything, especially if it going to be a large-scale event. Surround yourself with a committee of people who have a diverse set of skills and perspectives. Having a diverse committee is how you get the most out of your time, energy, resources and end up with producing a highly successful event. Through multiple members working together, you will achieve far more than any one person could do alone.

Why ...

It's the question we must always ask ourselves before taking on any large project.

... ARE WE DOING THIS?

Why are we doing this? It's a simple question, but it has a far deeper meaning that we often give it credit for. Before you take on the responsibility of organizing a large event for your chapter, ask yourself, "Why are we doing this?" Here are a few possible answers you may come up with, depending on what you're looking to do:

1. Raise awareness.
2. Have fun.
3. Meet new people.
4. Create a competition among participants.
5. Raise money for a cause.

This isn't to say that your event can't be a combination of some of these, however, there is always going to be a primary reason for holding a large event. It's important that we identify this core reason for your efforts early on, because it will help shape many of your decisions throughout this process. If the primary focus is to raise awareness (ex. Student Organization Fair), have fun (ex. Brotherhood event), meet new people (ex. Recruitment event), or compete (ex. Intramurals), your focus does not need to ensure we wind up having a positive outcome financially. However, if your focus is to raise money, we need to ensure that any money we spend is outweighed by the money it raises, each dollar spent should be an investment to create additional dollars for our cause.

For your philanthropy event, the focus is to raise money so the decisions we make need to be within the lens of "How does X decision help us to raise additional funds for our philanthropy event?"

Knowing our reason for doing our event gives our committee its purpose for working together on this project.

Knowing the purpose for your chapter's event gives the direction for your committee to work from.

Why ... (cont.)

... BUILD A COMMITTEE?

Whether this is your Chapter's inaugural event or 20th annual, utilize a committee, share the workload and also share in the success. You're a full time college student, putting on the type of philanthropy events that we see in THE TEKE magazine could be a full time job for any one person, by spreading the workload you ensure tasks don't get missed and no one person had to carry the entire weight of the event themselves.

When building your committee, consider the cause you're supporting. Utilize the members in your chapter who are the most passionate about the cause. Those are the members you want to spearhead the committee! The other members in your chapter will see the passion they have for it and will want to do their part to ensure its overall success. The ones with the most passion for the cause will be the ones who are more willing to do the dirty work (behind the scenes, planning, paperwork, getting approval for locations, etc) to make it a success, leaving the man power and action items for the general members to help with.

A weekly committee check-in to evaluate progress will help ensure we are on pace to meet our deadlines and goals. Knowing there will be a check-in to gauge progress will also ensure committee members are knocking out tasks along the way; no one wants to report back that they haven't done anything since the last check-in.

Why ... (cont.)

... SET A GOAL?

It's important that your committee set an actual goal for the event, they need to know what they're striving toward and so do your members. Raising a "bunch of money" for St. Jude isn't the same, or nearly as inspiring, as saying "we're going to raise \$10,000 for St. Jude." You can measure if you're on pace, if you've been successful and it gives people something to aim for when they're donating/fundraising.

... SHARE OUR CAUSE?

People who are going to be asked to donate want to know what they are donating toward. They want to know "Why" they should hand over their hard earned money. Addressing this critical "Why" is an important piece that cannot be overlooked by your event committee. For a cause like the TKE International Philanthropy, St. Jude Children's Research Hospital, there are resources, videos, facts and information that can be found for you to utilize at TKE.org/StJude and even more at StJude.org. Members should create and practice elevator pitches, similar to skills learned for recruitment, to know facts about the cause and be able to answer questions.

... DOES HAVING THE RIGHT PEOPLE MATTER?

In addition to having people on the committee who genuinely care about the cause your chapter is supporting, it's important to have some other critical people involved to ensure the success of your event.

If your fundraising event is some form of sports event/tournament, make sure that there is at least one person on your committee who participates in them on a regular basis. People who participate in Golf Tournaments can tell you what they've seen that stood out to them in past tournaments, both good and bad; they can tell you what would get them excited about doing a tournament and what they would steer clear of. Runners can tell you what they want to see at a finish line, ideas for finisher medals, reasonable prizes for top places, routes that would make the run enjoyable and how much they're willing to pay to take part in a run. But, most importantly, they'll know the types of companies to target for sponsorships and they're more likely to have connections in that particular market to help get folks registered and spread the word about your event.

Why ... (cont.)

The bottom line is; you need to know why you're holding this event in the first place. What is your cause you're supporting and what is your purpose?

Then decide what sort of event will make the most sense for you, for your chapter, for your community, for the cause you're supporting and will it attract enough interest to make it worth your time.

After that, who are the people who are passionate about your cause and you can form your committee around to make this event successful?

Who are the people in your chapter who have experience with the type of event you're looking to hold to get on board your committee to ensure it runs smoothly and participants will have a positive experience?

Write your expectations down. Expectations/job roles for committee members, fundraising goals, etc... if it's important, write it down! If it's not written down, your committee won't know what is expected of them and the group doesn't know what goal they are aiming to achieve.



Tip #1 - Build Your Committee

By no means is this the end-all-be-all list. Have another need to fill? Create a chair position for it and find the best person to fill that role. It's about creating ownership for each person's role. When you have a title and job description, you know what's expected of you and are less likely to drop the ball on it. No one wants to fail, often it comes down to just not knowing what was expected of them, so take these descriptions as only your starting point for YOUR event's job description and expand on them as needed.

01 HONORARY CHAIRMAN

If possible, find someone in the local community who you'd consider a celebrity. Could be a former athlete, maybe a popular business person in the area, politician or even your University President, to act as the Honorary Chairman of your event. This helps to reinforce the legitimacy of your event. They may or may not help a great deal, but having their name associated with your fundraiser is going to help you be more successful.

02 SPONSOR CHAIRMAN

This person is in charge of identifying potential sponsors and ensuring we are getting them on board. Ensures the promises made to our sponsors are delivered. Sponsors are where the big money comes in for your philanthropy event, if you want to take your event to the next level, this is one piece of the committee who will have a huge impact on doing that. This person is also responsible for thanking sponsors after the event with a follow up letter!

03 PARTICIPANT CHAIRMAN

Whether you're holding a golf tournament, Fun Run/Walk or some other sort of tournament, you'll want a chairman for ensuring we have participants. Someone who's focus is on getting folks registered and ensuring they know what to expect when they arrive at your event.

Tip #1 - Build Your Committee (cont.)

04 GIFTS/PRIZES (SWAG) CHAIRMAN:

Person in charge of ensuring the trophies, medals, prizes, swag you hand out at your event is top notch and is ordered so it will arrive on time. If you are giving away anything, such as prizes, awards or grab bags, your event will be judged on them. Whether or not someone will sign up to do your event in the future will be made, in large part, by the swag you hand out.

05 PR CHAIRMAN

This person is responsible for getting all the tweets, likes and shares out there for everyone to know about your event. This person will be communicating with the local news crews and radio stations to get as much publicity about your event and cause as possible.

06 TOURNAMENT CHAIRMAN

Ideally, this is someone who plays the sport or game you're doing. This person should be the one responsible for ensuring the layout of the tournament is what is best for the purpose of your event. Will it help encourage or detract participation? Only someone who has experience in the tournament you are wanting to hold will know those answers. For example, did you know there are over 100 formats for a golf tournament? A regular golfer probably would and will know the best format for what you're looking to do.

Tip #2 - Plan Ahead

The most common reason our events aren't as successful as we had hoped isn't from a lack of effort, desire or determination, it's from a lack of planning, or more accurately, proper planning.

If your chapter goal is to raise \$500 to \$1,000, you may be able to get away with having your idea for an event and throwing it all together last minute to make it work. Will you make the event work? Most likely. Can you hit your goal? It's certainly possible. Will it be anywhere near as successful as it could have been had you started planning for your event six months to a year ahead of time? With absolute certainty, no!

Want to take your event to a higher level of success, start planning AT LEAST six months out, the closer you can get to planning a large event with a full year of lead time the better off you'll be.

Why Six Months to a Year?

01 SPONSORS

If you're going to be serious about getting sponsors on board for your event, they NEED to know about your event at least six months out. Contacting them in the calendar year prior to your event helps them put your sponsorship cost in to their budget, helping you to have a higher probability of landing sponsors. It also lends credibility to your event that you are planning this far out. On top of that, it gives the sponsors more bang for their buck.

While you are advertising and building the awareness for your event, your sponsors love to see their logos and names on the PR material for six or more months, instead of the week or two leading up to the event. Locking in sponsors in the early stages helps you provide a higher Return on Investment (ROI) to them, and ROI is what businesses live for. You provide them a high ROI and they'll continue to be your event sponsor for as long as you maintain the relationship.

Tip #2 - Plan Ahead (cont.)

02 LOCATION

Whether you are planning your chapter RCB, your wedding day, a large group dinner at a restaurant or a signature philanthropic event, it pays to plan ahead if you want a particular venue. Planning six months to a year out provides you the opportunity to request the venue you want, for the date you want, before someone else swoops in and takes it first. It also helps you in negotiating rates, if applicable. Think about all of the large community/campus events that go on during the course of the year, how hard will it be to get a prime venue for your event on the date you want if they announce that same date has been selected for a local festival?

Planning this far out helps you with negotiating the best rate for your event, the best location and the best selection of date to make your event as successful as possible.

03 PR

Whether it is sharing an event announcement with local media or ordering signs and materials, you want to have as much time as possible for getting your marketing materials together.

The last thing you want is for sponsors to show up to your event, expecting to see some great looking signs showcasing their name as a major sponsor and come up short because we didn't get an order in with enough time for them to be produced. Any sign that you're using to showcase sponsors should be ordered and delivered at least two weeks before your event so you know that you have them, you have time to check for errors and have replacements made if needed.

Same goes for banners you may make for your event to help draw in folks who otherwise may just be walking by. If you're going to take the time to have a banner made for your event, don't just toss some paint or markers on a white bed sheet. Add to your legitimacy and class it up with professionally made banners. They'll draw more attention and show that you know what you're doing.

If you're doing something like golf hole flags, tee box signs, mile marker signs, etc., order them as soon as you can, there is no need to wait around on these.

Review our partnership with Staples ([TKE.org/Staples](https://www.tke.org/Staples)) for great pricing on printing.

Tip #2 - Plan Ahead (cont.)

04 REGISTRATION

Does your event require individuals or teams to sign up? The earlier you announce your event, the more likely you will be to get folks to commit to it.

The people you want to sign up for your event are planning their schedule. They are scheduling things like friend's weddings, homecomings, kid's activities, vacations, local festivals, finals or other hobbies... The earlier you can get your event out there and on people's calendars, the better chance you have at achieving your registration goal.

Set deadlines for registering. Depending on what sort of activity you're holding will determine the types of deadlines you may need to create.

If you're doing a team tournament (soccer, softball, basketball, volleyball, kickball, etc), you will likely limit entry to a number of teams, with a first come, first serve policy; sharing the number of spots remaining on your registration system will help to raise the level of urgency for those who are interested.

If you're doing an individual event, like some form of run or walk, it may be price increases on the day of (most expensive), one week out, a month out, 2 months out and 4 months out (early bird rate).

If you're doing a golf tournament, it might be a combination of the two, with a limited number of spots (a golf tournament is considered a "sellout" between 120-140 depending on the course, and an average tournament has 72 golfers) and price points starting 6 months out (early bird), increases at 2 months out and a hard deadline 2 weeks away from the tournament. If you're going to have a walk up rate, advertise it as double the normal fee. Why? You're going to get slammed with fees for those last minute golfers, everything from meals to carts, time on the course, last minute additions to your give-a-way numbers and swag bags, everything costs more to you the later you order them, and after all, the whole reason you're doing this is to make money for your cause, not spend it on last minute additions to your tournament.

Tip #3 - Budgeting for Success

This very well may be the most straightforward piece to the entire process of putting on a signature philanthropy event. However, it can also be one of the hardest ones to not burn ourselves on if we've not taken the time to develop our purpose, build our team, put a solid plan in place and plan ahead to avoid last minute expenses.

The biggest piece in budgeting for your event, to ensure you are making money toward your cause...

**“DON'T SPEND MORE MONEY
THAN YOU BRING IN!”**

What can we do to ensure we will wind up making money for our cause and also put on an amazing event that people will want to come back to each year to continue to support us?



Tip #3 - Budgeting for Success (cont.)

Look at all of the ways you can bring in money for your event.

- Sponsors
- Participants
- Games
- Raffle
- Donations
- Auction

Where are all the places you'll spend money?

- Venue for your event
- Food and Beverage
- Gifts, Prizes, Awards, Swag
- Signage, Banners
- Insurance *(some venues require)*
- Website *(if you plan to have one for registration or PR)*
- Advertising
- Printing
- Postage *(if doing any mailings)*
- Photography
- Bank Fees *(credit card transactions at registration, etc)*

So, with all of that going on, how do you ensure you can produce a profit from each participant at your event?

Cost Per Person * 25%

You will want to calculate your anticipated cost per participant and then add about 25%, depending on the type of event you're holding. If it's your first year doing this event, you may want to go even lower, to encourage participation and grow your attendees, relying on them having a positive experience and then raising the registration slightly in each of the coming years.

For example, if your golf tournament costs you \$75 per golfer for a round of golf, you've negotiated to be charged \$25 per person for food and beverage, and you've planned to spend \$25 on their shirt/gifts/swag, the cost per person is \$125. At a **MINIMUM**, you need to charge \$125 per person in order to remain neutral and not lose money on each participant. And if that is the case (registration neutral), your sponsors and other ways of bringing in a profit become increasingly important to the success of your event.

Tip #4 - Make or Break ... Sponsors

There is no way around it, to put on a quality event for your community or campus, one that people will want to come back to year after year, will cost money to put on.

There are parts of an experience that people come to expect to receive at a high level event, whether it's for charity or not, that if you don't deliver on, they will not come back to your 2nd annual event.

- Finishers medals, bottled water, bananas or a snack at a finish line for a running event.
- Give-a-ways like golf balls, tees, golf glove, chance to win an awesome new golf bag, or closest to the pin competition at a golf tournament.
- A nice team shirt and an awesome looking trophy that every single team is dying to place on their mantle for your softball, soccer, or basketball tournament.

These things matter if you're wanting to create an annual event that people will want to come back to year after year.

Sponsors allow us to keep registration costs as close to our real cost as possible and still have a high quality event.

When thinking about sponsorships for your event, it's more than the "we're asking for businesses to donate \$250, \$500, or whatever you're comfortable donating to our event." The real, targeted and useful sponsorships are ones that will leave people dying to find out how you made your event so successful and asking when registration opens for next year.

The first question you should ask is, "What would I want to receive, or have a chance to win, if I were a participant?" This is not the time to have small thoughts, think big, think outside the box and don't be afraid of any idea.

Once you have your ideas, which businesses in your community would benefit from putting their name on that item or having it associated with them? This is your starting point for targeting your potential sponsors.

Tip #4 - Make or Break ... Sponsors (cont.)

Design perks that help drive positive brand association, a chance to interact with potential customers or drive customers to their business.

Your sponsorship opportunities may look like this:

We're hosting a 5k Run/Walk

Event Title Sponsor, ie. Apollo's Auto Dealership 5k for St. Jude
(limited to one sponsor)

- As the main sponsor, Apollo's has its logo on the performance tee you give out to all finishers. Their logo is on the front with the event logo as well as across the top of the back side of the shirt, listed as the title sponsor.
- Logo on the Event banner that hangs over the start/finish line.
- Their CEO/President gets to speak at the kick off and hand out the top place awards at the closing ceremony.
- Logo is on the 1st, 2nd and 3rd place trophy as part of the event logo.
- Logo will be on all PR materials: posters, social media announcements, email messages, etc.
- They have a table at the event to advertise their business.
- They get to craft a thank you message that you send out to all participants, post-race, inviting them to visit their business and receive X% off of their next purchase or \$X off of a \$XX purchase (they would decide this) with the email printed off or on their phone.
- Packet pickup is at their business the day before to avoid the lines on race day.

Tip #4 - Make or Break ... Sponsors (cont.)

For this, you'll need to find out what is the cost of:

- Renting your venue/location (including security for any road crossings).
- Difference to upgrade your shirts from a normal tee to a performance tee (regular tee would be covered with runner registration cost).
- All of your trophies (Male and Female for 1, 2, 3 and any special trophy you may give out, ie. best costume if near Halloween, etc.).
- Your printed materials cost.
- The Start/Finish Banner.
- Renting the table they'll utilize.
- Any additional materials the sponsor will receive.

The bottom line is, it needs to be worth their investment. The more you give them, the more you can ask from them for this title sponsor level. Take the cost of the materials and double it. For example, if the cost of the items above is \$3,000, the title sponsor should be \$6000.

Utilize your event to help businesses promote themselves. If you find vendors who will provide services for free, such as photography, they should still be expected to pay to be a sponsor because you are still advertising for them and pushing business to them after the event.



Tip #4 - Make or Break ... Sponsors (cont.)

Gold Level Sponsor *(limited to three)*

- Their logo is on the performance tee shirt, on the back side. Smaller than the title sponsor and listed as a gold sponsor.
 - Table to interact with participants before and after the race.
 - Professionally made sign that will designate mile marker 1 (or 2 or 3) with their logo on it.
 - Logo included on printed materials/PR leading up to race, listed on social media marketing and any email marketing.
 - Offering some sort of incentive to participants to come to their business, that will be printed and included in their grab bag.
-

For this, again, add up the costs below and double it:

- Adding their logo to your finisher shirt.
- Renting the table they'll utilize.
- Professional sign for the mile markers.

Specific Needs Sponsor(s) *(limited to as many special needs you have)*

Photography

- Logo included as event sponsor on shirt.
 - Covers cost of photographer(s) for event.
 - Allows participant to get free photo downloads afterward.
 - If sponsor is a photographer, they can host the photo download from their site (drives potential customers to them). Allow them to sell printed copies from their site in various sizes.
-

For this, add up the costs below and double it:

- The cost of the photographer.
- Cost of logo on shirt.

Tip #4 - Make or Break ... Sponsors (cont.)

Snacks and Water for post-race

- Logo included as event sponsor on shirt.
 - Covers cost of all snacks, bottled water, etc.
 - Could split in to two separate categories, water and snacks if needed.
-

Determine the cost of the items below and double it:

- Cost of logo on shirt.
- Cost of 1 bottle of water per participant (plus about 10-25% for late registrants).
- Cost of one banana, one granola/protein bar, one pack of pretzels, etc per participant (plus 10-25% for late registrants).

For a Golf outing, consider sponsorship benefits such as:

- Tee Box sign.
- Banners at the ceremony area.
- Competitions on the course (*longest drive, closest to the pin, etc.*).
- Logos on things for the swag bag (*the swag bag itself, golf glove, tees, balls, umbrellas, etc.*).
- Name Brand golf bag for silent auction, raffle or door prize.
- Having registration being at a business.
- The opportunities are really endless!

Tip #4 - Make or Break ... Sponsors (cont.)

Companies who sponsor your event are not looking to give you a bunch of money to support your cause just because you're holding the event. They are looking at it as an investment and they want to get something more out of it than a warm fuzzy feeling that they are supporting a cause you believe in. For every dollar they give you, they want to get four dollars back.

It's up to YOU, to show them how being a sponsor for YOUR event will help drive BUSINESS to them! How do we do that? By planning, research and packaging our sponsorship opportunities to give them the best bang for their buck.

Early on, we discussed the importance of planning months ahead. We mentioned why this was important for our potential sponsors: longer time frame of promotion WITH their logos on our material for our event. There are plenty of other reasons we can provide companies that will make them WANT to sponsor your philanthropy event, and many of them are listed in the examples given over the previous few pages. Here are a few more options to consider:

Include your main sponsor in the registration process:

- The cost to register is \$100, but if you register on site at ABC Insurance, it's \$50. *(Make sure the price difference is enough to make it worth the participant's time to go there to register.)*
- Remember, the big money is in the sponsorships. If you're trying to get the majority of your fundraising from registration fees, discounting registration isn't a good tactic to use.

Create packages for sponsors; larger packages for large businesses and smaller packages for smaller businesses.

- No matter the size, packages should provide something of quality to your tournament/event and provide the sponsor a positive image to your participants, all while producing a profit for your event.
- Packaging an item in the swag bag, with a professional sign, logo on mailers/emails, logo on the t-shirt would be an example of packaging for a smaller company. *(Larger packaging example was given in previous pages in the 5k Event Title Sponsor, Gold and Specific needs level sponsor.)*

Tip #4 - Make or Break ... Sponsors (cont.)

Demographics

Your advertising isn't only going to reach the people who attend your event. Know the demographics of where you will be advertising your event/tournament. Your sponsor's logos are going to be on your ads, they're going to be seen by the people in those areas. Being able to tell potential sponsors about demographics of these people can help you with gaining sponsors who want to be noticed in those areas.

The top reason a person or company are going to agree to sponsor your event is because they know who you are and the event is increasing their business. So, having the right people on your Sponsorship Committee is absolutely key to producing the best results. This is a great reason for including your chapter alumni in your efforts and keeping them engaged about your chapter, all year long.



Tip #5 - Promotion is Key

At this point, you've recruited your sponsors and are ready to start creating some buzz about your event, you're ready to start getting your early registrants and prepared for the long sprint to the kick off of your philanthropy event!

So, here are some tips to consider, many of which you're likely already using each year for recruitment:

Plaster Marketing

This doesn't work because you are not targeting the people you want to reach.

- Place your ads where your targeted audience is most likely to see them!
 - This could be online ads, newspaper, posters, flyers, etc. You want to target your potential participants, not blanket market and hope the people you want to come will see your ads. Hope is not a strategy for marketing.

The quality of your advertising matters, going with higher quality advertisements adds legitimacy to your event. It is also an opportunity to promote your sponsors. They don't want to see their logos on advertising that is subpar quality.

- Everything from flyers to banners or email messages should be professional looking.
- People will associate subpar fliers with your event having crummy awards, cheap prizes and swag bags.



Tip #5 - Promotion is Key (cont.)

Ideas for promoting your event:

- **Website:** if this is going to be an annual event, it may be worth devoting a budget to creating it's own website. Something simple, clean and one or two pages to share information, dates, times and how to register. Registration could be built in to the site as well. Don't use long URLs through a registration vendor. Buy a domain for \$10/year via GoDaddy.com and have it redirect to the URL.
- **Social Media:** in addition to having members share the event regularly with their network, paying for ads to target your ideal audience could be worth it to drive up your participation. For a very low cost, it can have a very high impact.
- **Blast emails:** if you can get email addresses for your target audience, sending updates, information and deadlines for your event will help to create urgency and action as well as keep folks informed.
- **Brochures:** Have them available at sponsor locations. They can be ¼ page handout type, just as long as they have the important information, date and time, location, how to register, cost to register, where to go for more information; they should probably also thank your sponsors by listing them either in a section or on the back side.

Notice we didn't include TKE in the needed information?

While you certainly can include that Tau Kappa Epsilon is the host, it's not the important piece of information here nor are we trying to be in the spotlight for attention in the brochure/flyer. We're advertising the event and the fundraising that is going on. If you want to put TKE or Tau Kappa Epsilon in big, bold letters on a flyer, save it for your recruitment efforts.

Tip #5 - Promotion is Key (cont.)

Person-to-Person Advertising

Despite your best efforts to recruit participants, the best form of advertising will always be peer to peer. You can influence and encourage participants to get more of their friends to participate however. Create a way to encourage participants to get their friends to attend. Incentives might be:

- Register 5 people at once, get one free.
- Using a special team code to get 10% off of registration.
- For runs, allowing teams to run together if doing multiple waves.
- Simply asking participants to invite their friends to join the fun.
- Encourage Social Media sharing of your posts by picking random winners for events on the day of your event based on people who “Like” or “Share” a post advertising your philanthropy event as you lead up to it. You could do this once a month leading up to the start date with prizes each time and utilize a “must be registered/present to win strategy”.
- Speak with other student organization meetings on your campus to share what the funds are for and how to get involved. Create an incentive for the largest team (by a deadline and also by the morning of the event), don’t only include fellow Fraternity and Sorority organizations, include all student organizations.

By using a combination of all of these strategies, you can help to ensure your event is filled with participants which will make for a more fun environment, it will ensure that your sponsors are happy and wanting to come back next year as well as help to ensure that at the end of the day you’re sending a significant donation to your charity you’re raising money for.

It takes the same amount of energy and time commitment to organize your charity event, whether one person shows up or you have to close registration because you’ve hit your max attendance allowed by your host venue. Why not put in the effort with your advertising and awareness to force you to close registration and have a great time? Plus, you’ll sleep better in the days leading up to it knowing you don’t have to resort to begging and pleading your friends to sign up just to try to hit an attendance goal to make sponsors happy.

Tip #6 - It's All About the Swag!

You will be judged by the quality of what you produce, including the “free” gifts, prizes, awards, and anything else you provide, or don’t provide, at your event. If you have high quality swag, you will get repeat attendees and you will appeal to more people.

So, what are we talking about when we say “Swag”?

What are the participants playing/competing for?

- If your event is some sort of competition (race, golf, team sport, etc.), what is 1st, 2nd and 3rd prize? Is it money, is it a trip, gift certificate related to what you’re doing?

What CAN they win? For example:

For Golf

- A tournament may have holes designated on Par 3’s, if you get a hole in one, you win a car, money, trip, etc. (there are companies that will insure this for you if you’re willing to put in the effort to get them the information and pay the insurance fee).
- Longest Drive/Closest to the Pin competition wins a \$100 gift card to local (or online) golf shop (prime sponsor opportunity here to cover the cost of this).

For Any Team Event

- What do the trophies look like?
- Are their winner’s shirts or some other individual award each member of the team will receive?
- Some sort of monetary award, either cash or gift certificate to local business, maybe the title sponsor.
- Homerun Derby? Fastest around the bases competition? What else could you do that’d be easy to organize and create a fun memory?
- For St. Jude events be sure to connect with your St. Jude Representative to see if they have promotional items available.

Tip #6 - It's All About the Swag! (cont.)

Running

- Trophies for top 3 in various age groupings?
- Top 3 overall, male and female?
- Finisher medals for everyone? *(this can be a huge determining factor whether someone will sign up for your run or not)*
- Gift card/certificate to local run shop for top overall male and female?
- Beginning your second year, a cash award for the person who breaks the "course record" for your event. *(The top time would be awarded only if they break the current course record. The Course record would always become more difficult to break with each time it's beaten, making it even more of a challenge.)*
- Swag/Gift Bags

Some ideas to consider for creating great gift bags. And remember, these can all be taken care of through bundling sponsor packages if you take the time to plan it out, research their cost and add the sponsors logo to them; EVERY sponsorship level should include some sort of giveaway item.

First, for any event, if you're going to include a shirt, it's worth going with a higher quality. Your participants will appreciate the higher quality and they'll actually wear it after your event. For specific events, consider:

Golf

- | | |
|---------|----------------------|
| • Glove | • Performance polo |
| • Towel | • Water bottle |
| • Tees | • Collapsible cooler |
| • Balls | |

Running (pre-race)

- | | |
|--|--------------------------|
| • Performance tee | • Gels |
| • Sweat band or bandana with event logo. | • Hydration tabs/mixes |
| | • Sample protein powders |

Running (post-race)

- | | |
|--|--------------------------|
| • Water bottles at the finish line | • Bananas or other fruit |
| • Protein/granola bar <i>(you can find mini Clif bars that are perfect for this kind of thing)</i> | • Protein drink |
| | • Finishers Medal |

Tip #6 - It's All About the Swag! (cont.)

Team Event

- Event shirt/jersey
- Sweat bands
- Equipment related to your event
- No limit to possibilities here

Include in your bag for any event

- Flyer for sponsors with a discount at their business
- The bag itself. You could use a simple plastic bag, or get nice ones made with draw strings and your event logo on them. Or, go all out and have them be useful, like a gym bag or leather briefcase (don't limit yourself with simple, remember, we can offer these as sponsor opportunities).
- Flyer with information for next year's event, including date and location and a code for a discount if registered by ____ date.
- Raffle ticket for larger prize (golf club, golf bag, gift card for sporting goods store, 2 tickets for local sporting team, etc.)

If you provide quality items for your participants, two things happen. One, your sponsors are happy to put their logo on your items, and two, your participants will actually use the items you give away rather than drop them in the first trash can they come across.

Cool swag or awards get shared on social media. #MedalMonday shows off runner's bling from the previous weekend's race.

Review our partnership with Staples ([TKE.org/Staples](https://www.tke.org/Staples)) for great promotional swag products.

Tip #6 - It's All About the Swag! (cont.)

Entertainment

While not part of the Swag package, it's important to include on site entertainment here as well as it can provide a significant lift to your event and help take it up another notch for your participants.

Pre-Event

- Having a DJ on hand can help your participants enjoy themselves before your event starts.
- Sets the tone for your event and influences the mood of all participants.
- Allows for you to have a quick way to speak with your participants as you get ready to start by utilizing their microphone.

During the Event

- If including a DJ during, it helps to keep a fun atmosphere for the people who may have come to just watch their friends or family play in your tournament or run your race.

After the Event

- Can keep the atmosphere where you want it until you're ready to do awards.
- You're able to utilize microphone/speakers for awards ceremony.
- You're also able to do any final announcements before inviting everyone to next year's event and thanking them for being at this one.

Tip #7 - Capture the Memory

An aspect of your event you may not consider is including the services of a professional photographer. Having someone there to capture moments of your event and provide them to your participants can add a great touch to your Tournament, Run or Event.

Regardless of where you utilize photographers for your event, they're going to capture moments for your participants that they otherwise wouldn't be able to have.

A good photographer will be able to capture individual photos, team photos, action shots, groups of people, award winners, pre and post event mingling, and even committee members working throughout the event.

What happens with the photos after your event will be up for negotiation between you and your photographer. To increase your participants experience, and encourage them to come back, you will likely want to work with your photographer to provide online downloads for the event photos at no charge to your attendees. This may mean there is a fee up front for their services, or you may be able to negotiate with them to do the photography for you for free and be listed as a sponsor to gain awareness of their company.

Another option would be to have the photographer provide them on their website to download, with an option to purchase prints of varying sizes through them. You're pushing potential business to their site.

You could also have all of the pictures uploaded to your Event's Facebook page for download there.

You may come to the conclusion that you want to build the cost of your photographer in to your budget and pay for them to take the photos and not have to worry about how they want to distribute the photos afterwards and upload them all to your event website. You may also decide that you want to add your event logo to a corner of your photos so that anyone who prints them will see your event logo and be reminded they should probably sign up for the next year's event.

In the end, it's really up to you and how you want to provide this service to your participants. It is important though, that if you are providing photos, to remember that part of the conversation with your photographer should include a very quick turnaround from event finish to having the photos ready to share. The last thing you want is to have to wait a month before sharing your event photos. Your participants want to see their photos five minutes ago, not 5 weeks from now.

Tip #8 - And the Winner Is ...

Your first decision here is whether you actually want your participants to stick around for the ceremony or if you just want to create a quick photo opportunity to award the winners their trophies/prizes.

If you just want to have a quick photo opportunity, then as soon as the winner have been decided you can call them up to receive their award/trophy and then get group and individual photos as needed. As mentioned earlier, your title sponsor could be a part of this ceremony as well. If doing a running event, as soon as your top three finishers for your various groupings have completed their run you can call them up and award them their recognition without having to wait for everyone else to finish.

For team tournaments, you'll know the outcome at the completion of the final competition and can award trophies immediately following.

However, if you want it to be more than a photo opportunity and actually want participants to stick around, there needs to be more going on than just handing out a trophy.

Continue to utilize the DJ after the tournament is completed. Having this person involved post-event to keep people in a good mood will help keep them there. They can engage the crowd and keep people happy and entertained. The DJ equipment can also be used when handing out the awards or announcing raffle winners, etc.

On that note, the raffle tickets that were mentioned in the Swag Bag tips, this is when you want to pick/announce those. Awards for any competitions you had during your event can be announced now while you are finalizing your top performer awards.

You could include a live auction if you have some neat big ticket items that you were able to procure. It's an opportunity to bid on things you might not normally think to buy. Local sports memorabilia or artwork are popular options.

Creating a social event or post party for participants to take part in. This could also be something where you open it up to non-participants for a cover charge to get in. Maybe you have your event close enough to an already planned festival and they receive admission to the festival following the awards presentation. You could have additional games or contests to create additional fundraising opportunities as well as opportunities for fun memories. You could also contract third party vendors to provide food and drink if your host venue doesn't have that capability.

Before the final award is handed out you do need to do one last thing, announce the date and title sponsor for next year's event!

Tip #9 - Follow Up for Future Success!

At this point, if you've done everything we've discussed, you're celebrating a successful event and looking ahead to planning to make next year an even larger success! There is still one last bow to tie on this year's event.

Before your event is over, you should consider doing the following things:

Get Early Registrants for next year and increase your donation total today.

- At the Awards Ceremony, ask "Did everyone have fun?"
- "Did you like the course/venue/route?"
- "Will you be here again next year?"
- "We've already picked our date, it's _____, and from the sounds of all of you, we'll likely be back right here!"
- "So, for anyone who'd like to pre-register for next year, for \$10 you can lock in your spot for next year and we'll throw in a (small swag type item), we can't wait to see you all again next year!"



Tip #9 - Follow Up for Future Success! (cont.)

Talk to your venue host and lock in the location if your participants had a good time and they were good partners for your event.

If there were issues, identify them and how they can be fixed to make your event better. They can see the people you brought them, they'll know whether or not they want to host again on the day of your event based on the interactions and atmosphere of your attendees you brought them.

Talk to your Sponsors.

What did they think of the signage you made, did they have fun, was it worth it? If the answer is yes, ask if they'd like to commit to being on board for next year so you can promote them for the entire 12 months while you're advertising for next year's event.

If it went really well and they're extremely happy, consider asking if they'd like to do a three-year sponsorship or step up to a larger sponsor level.

Keep in contact with your participants and keep them up to date on announcements regarding next year's event.

There should be something once a month going out, some possible ideas are:

- Together we raised \$XX,000 and this is what it's being used for!
- Announcing results are posted online.
- Announcing pictures are ready for download with link.
- Venue locked in.
- Title sponsor and Logo reveal.
- Registration is live.
- Deadlines for discounted rates or announcing Holiday special rate.
- Countdown to your event.
- Celebrity attendee announcement.

Tip #10 - Suggested Events from TKE & St. Jude

There are hundreds of ways to make your event stand out on your campus. Here are a few ideas we've seen be successful by chapters in TKE Nation.

Event: St. Jude No More Cancer Rally

St. Jude No More Cancer Rally is a fundraising activation event that highlights the St. Jude mission, while training participants on how to use the TeamRaiser Peer-to-Peer online fundraising platform through fun, competitive challenges.

The purpose of a St. Jude No More Cancer Rally (or "Rally") is to provide a successful framework enhancing fundraising, with an experience themed around No More Chemo Parties.

Event: Jarring/Tabling/Penny Wars

Set this up ahead of time as part of a competition. Label each jar a different sorority. The one with the most donations wins a predetermined prize.

Event: Playing with Puppies*

Partner with a local animal shelter to bring in man's best friend for people to interact with and relieve some of their academic stress. Who wouldn't part with a few bucks to spend some time making a four-legged friend?

Event: Shave-a-Teke

Find some dedicated volunteers. Have volunteers set up a personal St. Jude fundraising page from the chapter's page. Have them share their pages online. The one with the least donations gets their head or beard shaved. Some sweethearts have even been willing to face the shears to support St. Jude! (Variation could be the entire chapter raises funds, at each milestone a designated member gets clipped, with the one with the longest hair being last.)

Event: Teeter-Totter-A-Thon

Build a teeter totter. For every dollar received to your chapter's St. Jude page, you'll add "X" minutes to the teeter-totter action. Have brothers rotate through shifts. Don't stop until the clock runs out.

Event: Pie-a-Teke

For a designated donation, participants can fling a pie at their favorite Frater. See if you can get other well-known campus faculty (president, coaches, Deans or department heads) involved to support the cause as well!

Event: Car Smash*

Want to burn off some midterm stress? How about smashing a car with a sledgehammer? This classic event includes finding an old car (work with a local dump or car dealership to get one donated), safety glasses and of course, a solid sledge hammer. You will need to contact our insurance provider, James R. Favor & Co., to host one of these events.

Event: Push Up for the Kids

Similar to the Teeter-Totter-a-Thon, this one involved doing push-ups based on how much money is raised. OR, set a goal of doing one push up (as a chapter) for each child who was diagnosed with cancer the previous year. You can utilize bucketing on site as well as your Chapter Fundraiser page to spread the word and raise donations.

***Please contact our Risk Management Insurance provider**

James R. Favor & Co at JRFCO.com to ensure you are protected.

Top #10 - Suggested Events from TKE & St. Jude (cont.)

Food Based Fundraising Events

- **Percentage Night:** A local restaurant agrees to donate a portion of the night's sales to St. Jude. 1) Portion of all sales are donated to St. Jude. 2) Portion of sales from participants of event are donated to St. Jude.
 - Funds are raised through pledged contribution through the restaurant. It's your responsibility to get people there. The more people attend, the larger the contribution will be!
 - Tips: select a night where the restaurant would receive a lot of business; select restaurants looking to appeal to the college demographic; consider what is going on campus/ within college culture during the time of the event (i.e. finals, sporting events, other fundraising events).
- **Giveback:** TKE chapter at XYZ University hosts participating organizations/ school community to join them for dinner/ desserts/ cook off to benefit the children at St. Jude. Food will be provided at ___ (specified location) on ___ (date/ time). The event will include ____ (entertainment, competition, activity).
 - Funds are raised through individual attendees. Entrance to the event will cost _____ (ticket price) and can be paid for in cash, card or payment app. Additional donations can be accepted at the event.

Potential Themes

- BBQ/Cookout
- TKE Tacos
- Chili Cook Off
- Wings Night
- Pizza Party

Top #10 - Suggested Events from TKE & St. Jude (cont.)

Athletic Competition Fundraising Events

- **Sporting Event:** Participants form teams to compete in the sporting event. Teams will be entered into a tournament pool and will advance based on single/double elimination. 1) The winning team will receive points that will go to their overall organization score. 2) The winning team will receive the specified incentive (catered breakfast, trophy, dinner, gift cards, etc.).
 - Teams pay an inclusive flat rate entrance fee to play in the tournament. All proceeds go to benefit St. Jude.
 - Can use your St. Jude Teamraiser page to collect entry fees online!

Potential Events

- Softball / Sororities at Bat
- Kickball
- Basketball / Dodgeball
- Golf
- Flag Football / Powderpuff

For all athletic events, please contact our Risk Management Insurance provider James R. Favor & Co at JRFCO.com to ensure you are protected.

Top #10 - Suggested Events from TKE & St. Jude (cont.)

Game Day Fundraising Events

- **Game Day Festivities:** Guests are invited to come to the specified location either prior to the sporting event or to watch a live stream of the ABC vs XYZ football (or other sport) game. The event may include raffles, food from local restaurants, corn hole, individuals speaking on behalf of St. Jude and entertainment.
 - Money is raised through ticket sales for entrance into the event, raffle items such as gift cards, and sports apparel (jerseys, footballs, hats, etc.) and sponsorships. Local restaurants can sponsor the event by catering tables of food for attendees.

Potential Events

- Breakfast
- Cookout
- Game Day Watch Party
- Athletic Event Activities

Talent Show Fundraising Events

- Attendees enter the talent show to compete amongst fellow students. Performance can include singing, dancing, or other genres of appropriate entertainment/ talent. Spectators will pay an entrance fee to watch the show. 1) A panel of judges will choose the winner. 2) The audience will choose the winner.
 - Proceeds come from ticket sales at the door on the day of the event. The more demographics performing, the more spectators will attend, resulting in higher fundraising totals.

Potential Events

- Talent Show
- Incentive Based Challenge

Top #10 - Suggested Events from TKE & St. Jude (cont.)

Auction/Dinners Fundraising Events

- **Gala:** Guests are invited to attend an auction or gala where donated items will be bid on through either a live or silent auction. Raffle items may also be bid on such as gift baskets, vacation getaways, sports apparel, gift cards and more.
 - This event may include non-alcoholic drinks and food for the guests to enjoy. Speeches given by anyone who has a strong tie to the St. Jude mission can instill passion for the cause in others and would be a great addition to the event.
 - Chapter or university parent's weekend, homecoming weekend or other occasions of its kind would be popular times for this type of event.
 - The proceeds from this event will come from the money bid on donated items to be sold either in a live or silent auction.
 - Raffle items and on-sight donations will also bring in a significant amount of money. The quality of the items donated will determine the quantity of money donated.

Potential Events

- Silent Auctions
- Raffle Items
- Speakers
- Casino Night

Final Thoughts

With St. Jude Children's Research Hospital being our primary philanthropy partner, there are common mistakes made on an annual basis by our groups. These are examples of little details that can add up to be large difference makers for your event.

1. **Language Matters:** "St. Jude Children's Research Hospital", commonly shortened to "St. Jude". Using "St. Jude's" is not accurate in 99% of the cases that we see. When you are advertising to do a philanthropy event for St. Jude, please double check your materials before hitting print, share, or post. Using their name improperly only takes away from our credibility.
 - a. On a similar note, if it is the first year your chapter will hold something that you plan to make in to an annual signature philanthropy event, it would be the "Inaugural" event, not the "first annual".
2. **Trademarks:** St. Jude is very careful with how their trademarked logos and images are used. Just like TKE protects our trademarks and marketing branding, St. Jude does as well. We have built a great partnership and relationship together, out of respect for our Friends at St. Jude, please only use authorized logo's and images when fundraising for them. You can find them at TKE.org/Logos or contact the Offices of the Grand Chapter with a proposed logo to be shared with St. Jude for permission. Please send this at least six months ahead of your event if you want it to be useful for you.
3. **Online Fundraising:** Our partners at St. Jude have created our chapter's a terrific tool for fundraising, the chapter fundraiser pages. You can find your group's page at StJude.org/TKE and searching for your school name. This site will allow your members to create individual pages and set their own goal, other groups on your campus can create an account on your page as well if you are having a competition as part of your fundraising, they can share directly to social media, send emails, invite people to join your team. Donors will receive an email confirmation almost instantly, confirming their donation and instructions to keep the email for their tax records. 100% of your donations will actually go to help Cancer Research, while you lose 8% or more on other crowd fund sites, like GoFundMe. You will also get credit on your KRA scorecard much faster, typically within one weekday.

Final Thoughts (cont.)

4. **Don't recreate the wheel:** Looking for ideas to create your own Signature event? Look no further than the most recent editions of THE TEKE magazine, every issue has examples of events other TKE groups have done to help get your creative juices flowing or utilize as a starting point to create something fun and successful on your campus.
5. **Need additional help?** Don't struggle over it, reach out to the TKE Professional Staff at the Offices of the Grand Chapter, that's what they're there for, to help you. They are working with chapters across TKE Nation and can share what they've saw on their visits, what other groups have done or are doing and provide a fresh view point to help you make your event successful or answer questions you have.

General Tips

1. **Spread the Workload:** As mentioned in this guide, build your committee. There's a saying, if you want to run fast, run alone, but if you want to run far, run with others. Don't go at this alone. The more motivated people you have to spread the work load for putting on this event, the more successful it can be.
2. **Your Network:** When planning a large event, utilize your network. Don't limit your scope to just the members in your chapter. Think of your chapter alumni who have connections in the community, other TKE alumni, nearby chapters, on-campus resources, community members you know, other Fraternity and Sorority groups on your campus, Family members... you have a wealth of knowledge and resources to tap in to while you are planning this large event, don't be afraid to ask, especially to connect with sponsorship opportunities. They'll want to help, especially if you're raising money to fight something like childhood cancer.
3. **Take it in:** Remember, don't get so caught up in the moment and planning to realize that what you're doing matters to others. Take the time to enjoy what you're doing and celebrate each success along the way.
4. **Document:** No matter how detailed we make this guide, nothing can replace your own experience, your own notes on what did or did not work for your event. Your goal with your own documentation is to lay the groundwork for the members who take up the torch for next year's event have a plan for making their version of the event more successful than it was when you led it. If you can help them to be more successful than it was for you, that is the legacy you've left your chapter, and an example of living the idea of Better Men for a Better World.

Resources

Night Flyer	Night Golf Equipment	nightflyer.com
HIO USA	HIO Insurance (Hole in One)	hioua.com
Wolff Golf Gloves	Custom Logo Golf Gloves	wolffgolfgloves.com
Birdease	Golfer Registration & Web	birdeasepro.com
Pin Flags	Pin Flags, Cart Flags, Banners, Table covers, and Apparel	pinflagsandmore.com
GiveSmart	Auction Software (hosting silent auctions for your event)	givesmart.com
Build a Sign	Yard Signs, Vinyl Banners, Oversized Checks, Feather Flags, etc	buildasign.com
Starting Time	Mini Golf/ Balls (create your own mini golf course)	startingtimegolf.com
5 Star Golf	Gifts and Prizes	myfivestargolf.com
Golf Fun	Accessories (novelty gifts)	golfun.net
Charity Golf International	Long Drive Champions	charitygolfinternational.com
GTS	Super Tickets (golf tournament in a box)	gts59.com
Diamonds in the Rough	Memorabilia and charity auctions	diamondsintheroughauctions.com
2GG Apparel	Shirts & other apparel	2ggapparel.com
Buddy Shelton	Trick shot Entertainment	buddyshelton.com

Resources (cont.)

TKE.org/StJude

This page hosts videos discussing the TKE relationship with St. Jude, St. Jude quick facts to help your efforts, an explanation of what Proton Therapy is (TKE's current commitment at St. Jude includes their Proton Therapy Center), Link to the St. Jude Guide to Fundraising, Promotional Resources your chapter can download and utilize, a brief storyline of TKE's involvement with St. Jude, explanation on how to send your donations to ensure they are credited properly.

You can also get to your Chapter or Colony's personalized St. Jude fundraising page here. This is your number one online fundraising tool for your groups St. Jude efforts!

TKE.org/Logos

Here you can find St. Jude approved logos to be used by TKE Chapters and Colonies.

TKE.org/MemberBenefits

Need to create some posters, flyers or signs for your next Philanthropy Event? Head over to Staples and take advantage of a discounted rate for all TKE Chapters and Alumni Associations.

- 25% off copies and documents in store

- 10% off snacks and beverages

- 10% off cleaning supplies

- 3% off orders over \$250

Learn how to create a Staples account for your Chapter, Colony or Alumni Association; or use account number 2005458100 at your local Staples store.

TKE.org/Shop

Are you looking to create an event t-shirt or other item? Head here for a list of all licensed TKE vendors to meet the needs of your participants and Fraters!

Key Contacts and Staff Resources

Tau Kappa Epsilon's Professional Staff is here to help you be successful.

If you have any questions, please reach out to the Offices of the Grand Chapter.

For general inquiries:

Email: TKEOGC@TKE.org

Telephone: (317) 872-6533

Address: 7439 Woodland Drive
Indianapolis, IN 46278

Unsure of who to contact?

Website: TKE.org/Contact



TAU KAPPA EPSILON

— Better Men for a Better World —

Established January 10, 1899, Tau Kappa Epsilon is a men's social fraternity founded on the honest convictions of Love, Charity and Esteem.

For more information,
please visit TKE.org

