

Iron Phi Fundraising Tips

To those who are training and actively fundraising, we thank you for helping us get to this level of funds raised. For those who have just registered or still learning the system here are a few things to focus on:



1. **Select your athletic event** – Whether it’s an upcoming race or something that you and your chapter brothers have created, it’s important to set your goal and put a date next to it. We would even recommend paying for the event as soon as possible. You’ll get a better rate and it’s tougher to change your mind when you’re financial invested.
2. **Tell your story through your fundraising page** – When you register on Iron Phi, you automatically get your own fundraising page. To get to your Participant Center, login on the front page of www.ironphi.org. Take some time to develop your story, add a picture, and make edits to your page. Make sure you state why you are becoming an Iron Phi – Are you trying to get in shape and lose weight? Have you been affected by ALS? Are you dedicating your race to someone? People want to see what you are trying to achieve and why.
3. **Import Your Contacts** – Within your Participant Center you can either import or manually add the contact information for your potential donors. This is vital, because once entered, you can begin to send emails through the system to your donors. You can even categorize your donors (i.e. – Phi Delts, family, friends, etc.).
4. **Create your fundraising email and send to donors** – This can all be done within your Participant Center. We’ve provided sample text options, but I

would recommend using similar text that is on your fundraising page. Once developed, send this email to your donors. Don't forget to add one of our Iron Phi templates to your email. It's always a good practice to send the email to yourself before you send to the masses.

5. **Watch your donations grow** – Don't forget to send follow up emails after awhile to those that did not initially donate.

10 Other Fundraising Tips:

1. Write letters – Many people don't like to donate online or are bad with emails. Physical letters will help with this. It can be the same text that's on your online fundraising page.
2. Remember that all donations that are not given online should be mailed to you (checks made out to Iron Phi), recorded within your Participant Center (look for Enter Gift), and then sent into GHQ. It's vital that you record these amounts within the site so they are counted towards your progress. You can then send these donations to

Phi Delta Theta General Headquarters

Attn: Iron Phi

2 South Campus Ave.

Oxford, OH 45056

3. Work with a local restaurant to setup a fundraising event
4. Utilize Facebook – Create a support group, continually post a link to your fundraising page on your wall, recognize your donors within your status updates, and get creative and do giveaways to lucky donors who donate that week.

5. Make phone calls – It's tough for people to say know when you are on the phone with them!
6. Enlist your friends and family to help – Have your parents, siblings, or friends reach out to their networks.
7. Barter your old stuff for donations – What's that phrase? – "Your junk is someone else's treasure"
8. Send thank you notes to your donors – Written thank you notes are clutch
9. Stay the course. Make an effort to reach out to 1-3 donors a day. This will break up your fundraising. You'll be amazed how this strategy will also rekindle friendships and allow you to catch up with your friends and family.
10. Get your chapter brothers involved – Remember, this was a program developed for individuals who want to challenge themselves. It won't be for everyone. Don't get frustrated if your entire chapter won't get involved. Start small and get a handful of brothers to become Iron Phis. Their success will be contagious.