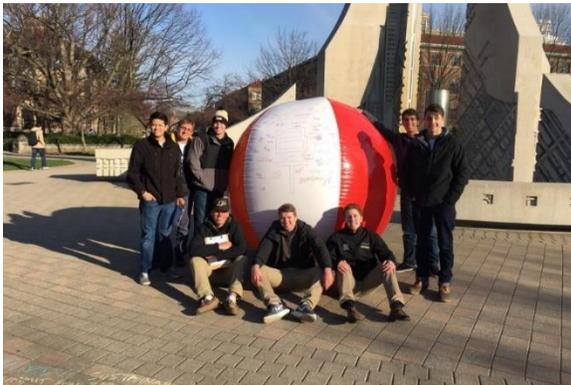




## Zeta Beta Tau Fraternity Your Guide to Get on the Ball



**CMN Hospitals Fundraising Guidebook**



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### Partnership Overview

In 2002, ZBT adopted Children’s Miracle Network Hospitals® as one of its national philanthropies. Children’s Miracle Network Hospitals raises funds and awareness for 170 member hospitals that provide 32 million treatments each year to kids across the U.S. and Canada. Donations stay local to fund critical treatments and healthcare services, pediatric medical equipment and charitable care. Since 1983, Children’s Miracle Network Hospitals has raised more than \$5 billion, most of it \$1 at a time through the charity’s Miracle Balloon icon. Its various fundraising partners and programs support the nonprofit’s mission to save and improve the lives of as many children as possible. Find out why children’s hospitals need community support, and learn about your member hospital, at [CMNHospitals.org](http://CMNHospitals.org) and [facebook.com/CMNHospitals](https://facebook.com/CMNHospitals).

Advantages of Fundraising for Children’s Miracle Network Hospitals:

- A CMN Hospitals staff member is specifically responsible for working with Greek organizations.
- Most CMN Hospitals have a staff member responsible for assisting students in fundraising efforts.
- All funds raised will be donated to the local children’s hospital.
- This means that you can visit your local hospital and see the impact of your fundraising efforts.
- **IMPORTANT:** Chapters must report the funds they raise to the Zeta Beta Tau Foundation via ZBT International Headquarters as well as the CMN Hospitals office in Salt Lake City, Utah. This is to ensure proper processing of the funds before they are donated to the local hospital.
- All ZBT staff members are familiar with CMN Hospitals and are able to assist you in any aspect of fundraising efforts. If a staff member is unable to do so, they will direct you to the person who will be able to answer your question.

## Importance of Philanthropy

Being a brother of Zeta Beta Tau requires many different responsibilities. As we say in ZBT, we are to cultivate the habit of service, making it part of our nature. Service can take on many different forms. It can be seen through hands-on work in the community with organizations such as Repair the World, or it can be seen in the form of service learning through participation in events such as Alternative Spring Break. It is important to realize, however, that philanthropy is another type of service, not a substitute for direct work in the community. As ZBTs, we know philanthropy is the positive action growing out of compassion for the needs of others, and it is an expectation that our brothers practice many different types of service and philanthropy, sharing the gift of life with others who may be in need.

Philanthropy can not only be one of the most rewarding types of activities for chapters, but it is also one of the best ways to receive positive recognition on campus and within the community. When done effectively, philanthropy can be a tremendous tool for brotherhood bonding, recruitment and leadership development for younger brothers looking to gain valuable experience.

Philanthropy takes on many forms. There is no “correct” event, but there are many points to consider when planning a philanthropic activity. Some of these include:

- Keep it consistent with our Mission and Credo
- Prevent any possibility of offending a community, being as inclusive and inviting as possible
- Remain tasteful in all aspects of the event, including the publicity
- Involve all brothers in some aspect of the event
- Appoint a brother as the leader for the event
- Maintain accurate records for the event
- Understand the value of fundraising, and practice articulating the message
- Relay information about the event to the ZBT International Headquarters ([zbt@zbtnational.org](mailto:zbt@zbtnational.org))
- Do not confuse this with community service, which the chapter should also be doing; these are two different types of activities

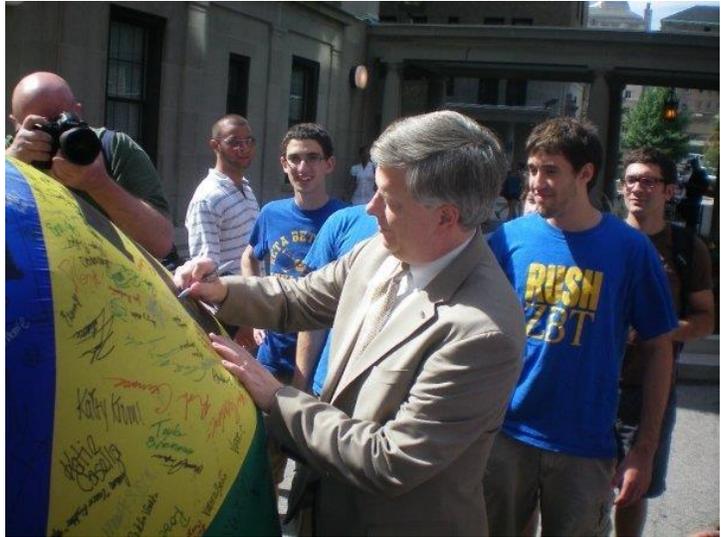
To ensure you are on the track to success, it is recommended that you consult your chapter advisor or staff liaison throughout the planning and implementation process. Be sure to submit this information for credit on your Standards of Excellence report.



## What is Get on the Ball?

Get on the Ball was started by the brothers of the Beta Zeta Epsilon Chapter at the University of Maryland–College Park. Designed to create a fun, worthwhile way of raising funds for charity, this event quickly became not only a chapter favorite, but also something that the campus community at the University looked forward to each year.

In its simplest form, Get on the Ball is the process of rolling a 6-foot ball around campus to collect signatures for Children’s Miracle Network Hospitals. Funds can be raised several ways, including:



- Donations from businesses to sponsor the event
- Donations to specific areas of the event, such as t-shirts or the purchase of the ball
- Pledges from surrounding businesses to donate a set amount of money per signature on the ball
- Donations from individuals at the time of signing the ball
- Donations given for raffles hosted by the chapter
- Online fundraising campaigns, particularly through the CMN Hospitals platform, [DonorDrive](#).

The event may last anywhere from two days to two weeks, depending on the size of your chapter and campus. On smaller campuses, it may not be necessary to roll the ball around collecting signatures for two weeks. On larger campuses, two weeks may be necessary to maximize participation by students, faculty, staff and guests.

## How it Works

Brothers identify a period of time in which the event will be held. **Planning to have this event just prior to the beginning of formal recruitment is typically a good idea. It greatly assists in publicizing your chapter/colony to the campus community and building your prospect list for new brothers.**

From there, brothers sign up in shifts to roll the ball around campus. It is necessary to have at least two brothers rolling the ball together due to its size. When requesting signatures on the ball, it is highly recommended to have all participants sign a clipboard or complete a form on a mobile device, in addition to the ball, to make counting the signatures a manageable task. It is good practice for the clipboard or form to include a request for other information from the signee, including email and/or phone number, in order to thank them after the event. **You can also ask for organizational affiliation (fraternity/sorority or other student groups, such as Phi Mu, Phi Delta Epsilon, or Sigma Alpha Epsilon who are also CMN Hospitals partners) to help target potential recruits or to thank organizations with high turnouts, such as other organizations which raise funds for CMN Hospitals, such as Walmart, Sam’s Club, Costco, IHOP, Dairy Queen, Panda Express, Speedway, and many more! If you want to view a full list of CMN Hospitals partners, please visit the CMN Hospitals website: <https://childrensmiraclenetworkhospitals.org/our-partners/>.**

It is wise for chapters to use this time to provide information to participants about the chapter as well as the local Children’s Miracle Network Hospitals benefitting hospital. For example, many chapters have chosen to create a two-sided handout that includes information about the local Children’s Miracle Network Hospital on one side and information about the chapter and any upcoming recruitment events on the other.

Some chapters have chosen to hold other events in conjunction with Get on the Ball. Examples include:

- Official kickoff program with local celebrities (football players, radio personalities, university administrators, etc.) to be the first to sign the ball. Some chapters have had a CMN Hospitals Miracle Family speak at this kickoff about the ways in which the hospital has saved their child.
- Closing celebration announcing the winning organization (if done as a contest) or raffle winners, as well as revealing the total amount raised.
- Organized ball-related team competitions, such as basketball, dodgeball, flag football or softball tournaments, with teams and spectators making contributions to participate in the event.

## General Tips for Successful Program Planning

### 1. Set a goal.

At the start of planning your program, you and your team should set actionable goals, such as a total fundraising amount, number of participants, etc.

### 2. Set a timeline.

This will assist you in mapping out the things that need to get done, when they need to get done, who needs to do them, etc. – refer to the planning document, if needed.

### 3. Get the right people in the right places.

You should not be doing this alone! Appoint a committee to assist with the planning (contacting businesses, reserving space, creating the volunteer list, etc.). Look for the specific skills you need brothers to have in certain roles, then hand-pick those who fit the bill. Assembling your team should involve looking at what someone can offer to achieve your goal as well as teaching a future event lead.

### 4. Set a budget.

All programs have costs associated with them. Work with your Finance Director to ensure the program is reflected in your chapter’s budget to help you plan accordingly and avoid unforeseen expenses.

### 5. Start planning EARLY.

At a minimum, give yourself six to eight weeks to be sure all details are accounted for in the process.

### 6. Understand the policies and procedures on your campus.



Meet with your Greek Advisor or someone in your Student Activities office as one of the first things to do prior to planning any big program. Use this time to ensure no other big events will conflict with yours (homecoming, for example) or to ensure you can run your program during it. Learn about any policies or procedures you need to follow for the program. These people can also help you maximize advertising.

**7. Be sure someone is responsible for publicity.**

Is someone in your chapter majoring in PR? If so, ask him to assist with promoting the event. If not, seek out and ask any brother with good writing or photography skills to assist in the creation of social posts, press releases, advertisements and other ways to reach other students, particularly the media.

**8. Keep notes.**

Keeping records of everything you do and everyone you speak with will help keep you organized. This will also make it easier to report funds coming in.

**9. Involve and engage the whole chapter.**

Make all brothers feel like they are part of the event!

**10. Ensure all funds are accounted for and donated properly.**

All online fundraising should go through your DonorDrive page. Any checks or cash should be submitted to CMN Hospitals accompanying the Funds Submission Form.

**11. Transition the next leader.**

Be sure to keep all your event information well-organized. It will be essential when you transition the person who takes over after you. Once known, take the time to review everything with your successor.

## Planning Timeline

Before following this timeline, the first step is to identify when your event will occur!

### 8 Weeks Before the Event

- Finalize event dates.
- Complete the Children’s Miracle Network Hospitals online event page request ([portal.helpmakemiracles.org](http://portal.helpmakemiracles.org)). See the [instruction sheet](#) for more information.
- Complete any necessary requests to host the event on campus, including reserving any space needed for the ball rolling, official kickoff, or other events.
- Contact ZBT International Headquarters for assistance (if needed) and to let them know when the event is taking place.
- Form a committee of three to five brothers responsible for the overall planning of the event.



- Order the ball and cover.
  - Visit [www.flaghouse.com](http://www.flaghouse.com) and order item **#9419 Multicolor Pushball 72"** (ball, pump, cover)
  - Through Flaghouse, the ball costs approximately \$372. If you mention ZBT, you may get a discount. You may also find a better rate elsewhere, but this is the standard ball appearance.
  - Be sure to take care of the ball and pump when the event is done so you only need to purchase a new cover for future events.
  - **If you are unable to pay for the ball, pump and cover, you may rent one from ZBT Headquarters. You would pay for shipping and a replacement ball cover. If you break the ball or pump, you would pay for a replacement.**

#### **6 to 7 Weeks Before the Event**

- Design or create any publicity the chapter will be using (logo, T-shirts, banners/posters, press releases, etc.). Follow up with the local representative from Children's Miracle Network Hospitals to obtain promotional material from the organization.
- Begin posting information and Save the Dates on social media. Correspond with all campus organizations informing them of the event, dates, kickoff event, raffle and a student organization contest if applicable.
- Finalize sponsorship packet and begin building your list of businesses to approach for sponsorships.
  - **HINT:** A good place to start is by building a list of all businesses where brothers and friends work. It is always easiest to have someone on the "inside" in a business who can speak on behalf of the organization and the cause.
- Receive the ball, pump and cover, then customize it for your unique event.
- Have all necessary paperwork completed and space reserved with the University.
- Identify a team of brothers who will seek sponsorships and have a meeting with them to discuss proper protocol when soliciting for donations.

#### **4 to 5 Weeks Before the Event**

- Order T-shirts. Design approval takes up to three days. If shipping, that may take another 3 to 5 days.
- Continue soliciting businesses for sponsorships. Be sure to include any major sponsors on the T-shirt or on the ball for recognition purposes. You may want to seek out a sponsor specifically for the purpose of donating the funds for the T-shirts.
- Check on the status of the ball and cover, if you have not received it yet.
- Finalize any details about the student organization competition, raffle and kickoff event if applicable.
- Send letters to parents and alumni informing them of the event. Include information for them about sponsoring this event.
- Encourage the Get on the Ball committee to begin meeting weekly to go over details of the event and additional programs that will be going on in conjunction.
- Be sure to inform your chapter advisors of the details of the event to encourage their participation.
- Contact local celebrities or high-ranking school officials to arrange for them to sign the ball at your official kickoff. Be sure you provide them with information about the event, the charity as well as the time and location for their signing.

## **2 to 3 Weeks Before the Event**

- Continue soliciting businesses for sponsorships.
- Finalize schedule of shifts for brothers to roll the ball around campus.
- Send out press releases to all campus and city media about the upcoming event. Contact ZBT International Headquarters if you would like this on official chapter letterhead.
- Follow-up with special guest signers.
- Finalize the official Get on the Ball kickoff event.
- Begin posting flyers around campus.
- Follow-up with representatives of Children’s Miracle Network Hospitals to finalize any plans to attend the official kickoff event.
  - If applicable, distribute competition information to organizations to encourage participation.
- If you have a house, put a banner outside of the house promoting the upcoming event using a similar format to the flyers posted around campus.
- Complete the solicitation of sponsors so the committee can finalize which sponsors to include on the physical ball (which should be in your possession by this point).

## **1 Week Before the Event**

- Remind brothers of the times they have signed up to roll the ball around campus. This should also include locations of where the ball will be rolled.
- Remind brothers when to wear their Get on the Ball shirts or ZBT letters.
- Buy any remaining supplies needed such as markers, pens, clipboard, tape, card reader for tablet, etc.
- Be sure all paperwork is finalized for the kickoff event, the actual rolling of the ball on campus/with your municipality and any other events that will be going on during the week.
- If applicable, inform all student organizations of how they can earn their points in the competitive aspect to this event.

## **Week of the Event**

- Remind brothers of assigned times and locations to roll the ball on campus. Provide a printed map with the route they should take when rolling the ball.
- Follow-up with campus and city media to encourage coverage.
- Be sure all brothers on the committee are aware of their responsibilities.
- Be sure to bring the clipboard/tablet with you so that all participants who sign the ball also sign the form to easily count signatures and obtain follow-up information.
- Share pictures and results with ZBT International Headquarters for social media promotion.

## **ZBT Staff Contact**

For any questions, please email Jason Horowitz, Director of Heritage Education and Partnerships, at [jhorowitz@zbtnational.org](mailto:jhorowitz@zbtnational.org).