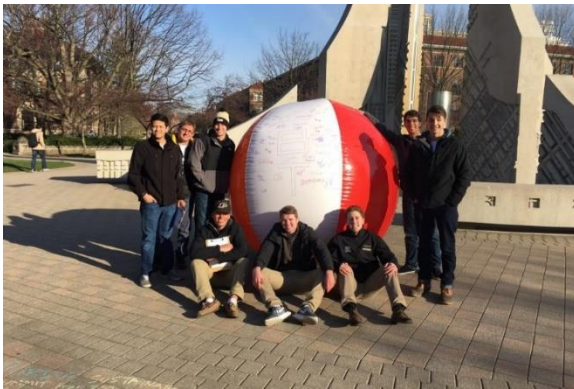




Zeta Beta Tau Fraternity Your Guide to Get on the Ball



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 and 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)
- Do not confuse this with community service, which the chapter should also be doing; these are two different types of activities

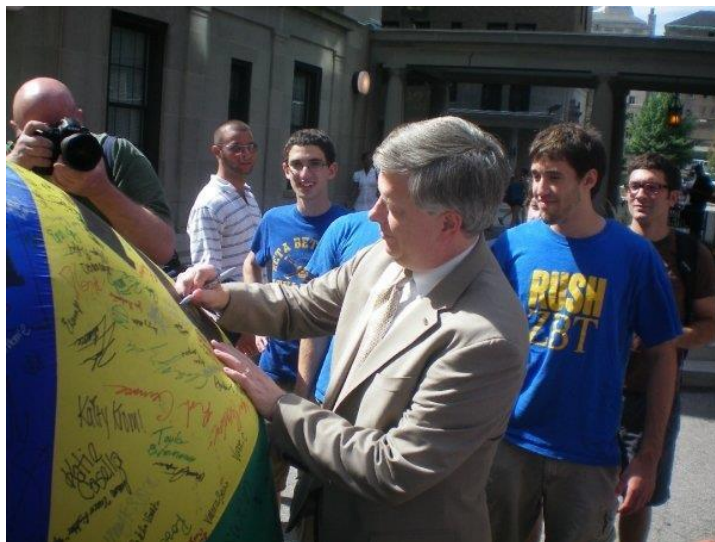
To ensure you are on the track to success, it is recommended that you consult your chapter advisor or staff liaison throughout the planning and implementation process. Be sure to submit this information for credit on your Standards of Excellence report.



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 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). 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 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.
 - 6-foot inflatable beach balls are available from additional online sellers.

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.

Sample Sponsorship Emails/Letters

There are several types of letters that chapters and prospective chapters can choose to use to assist them in preparing and fundraising for this event. Try to personalize as much as possible, including names of contacts and businesses, with details about your local hospital and chapter. This will help gauge interest. The below items are templates to help you get started.

Letter to Parent:

Dear Parent:

The Brothers of the <INSERT CHAPTER/PROSPECTIVE CHAPTER> chapter/prospective chapter of Zeta Beta Tau at <INSERT SCHOOL> are excited to announce our upcoming philanthropy event called Get on the Ball.

Your son and his brothers will be charged with the task of obtaining donations and sponsorships from business across <INSERT CITY> to benefit Children's Miracle Network Hospitals. The core of this event is a 6-foot ball that will be rolled around campus raising funds and awareness for ZBT and our selected charity.

This is a great chance for our chapter to continue building a positive reputation on campus and a good example of how philanthropic work is not only important to our chapter and your son, but also is a lot of fun.

We want to take this time to ask for your support in this worthwhile event. Below you will find a small form, which asks for ways you would like to get involved in our philanthropic efforts. You may also sign up to make a contribution online through our fundraising website, <https://portal.helpmakemiracles.org/>

Your son, and our chapter/prospective chapter, greatly appreciates any support you can provide in this important event. Should you have any questions, please get in touch with me. Thank you for your continued support of our chapter. It means a great deal to us!

Sincerely,

<INSERT NAME>
Philanthropy Chairman

<INSERT NAME>
President

Son's name:

Your name:

Please check one:

- _____ I would like to donate to this philanthropic event. Enclosed you will find my check made out to Children's Miracle Network Hospitals
- _____ I would like to donate .10 per signature not to exceed _____ signatures or _____ dollars. Please follow up with me after the event to obtain my contribution.
- _____ I would like to donate .25 per signature not to exceed _____ signatures or _____ dollars. Please follow up with me after the event to obtain my contribution.

Please return this form and your contribution to: <INSERT ADDRESS>

Letter to businesses:

To <INSERT NAME HERE>:

My name is <INSERT NAME HERE>, Philanthropy Chair of the Zeta Beta Tau Fraternity at <INSERT SCHOOL HERE>. This fall, our entire fraternity will be embarking on a weeklong event named "Get on the Ball!" This event will run from <START DATE> until <END DATE>. Our campaign is strictly philanthropic, to benefit Children's Miracle Network Hospitals.

We will have a group walking around the campus with a giant 6-foot ball, encouraging students and residents to sign the ball and contribute donations.

We will cover the ball with the charity name and advertisements of businesses like yours. Additionally, there is the option to include your business' logo on the T-shirts we create for the event. What we would like from your business is a donation to the charity. All of this money will be donated, and proper documentation of the contribution will be given to you.

We are selling space on the ball to our sponsors for the following prices:

Bronze – 6"x6" (.25 sq ft) \$25

Silver – 1'x1' (1 sq ft) \$50 (a \$100 value at the \$25 price)

Gold – 2'x2' (2 sq ft) \$100 (a \$200 value at the \$25 price)

Other ways you may donate:

Product/Service: _____

Logo on T-Shirts: _____

Price Per Signature: _____

Should you be willing to donate and wish to have your business advertised on the ball or on T-shirts, we ask that you provide us with a logo which we will place on the ball or T-shirt.

This will serve as an advertisement in motion for several hours a day for one full week on our campus. Additionally, we will bring the ball to professional and college sporting events during the week. The weeklong Get on the Ball! event will start with a publicized kickoff event including appearances from campus celebrities on the afternoon of <DATE>.

This event serves as an opportunity for your business to show its dedication to the community while also advertising on your behalf.

Should your business be interested, I can be reached at <NUMBER> at any time of the week. If I do not pick up, please leave a voicemail and I will respond as quickly as possible. I can also be reached at <EMAIL>.

Over the past <#> years, we have raised thousands of dollars with this incredibly successful event.

Thank you very much for your time and we hope to hear from you soon.

Sincerely,

<INSERT NAME HERE>

Philanthropy Chair

Zeta Beta Tau Fraternity

Sample Press Release:

Contact: <NAME>

Cell: <NUMBER>

Email: <EMAIL>

<HEADLINE>

<CITY, STATE>- <DATE>— On <START DATE>, the Zeta Beta Tau Fraternity will be hosting the Kickoff Event for the Get On the Ball philanthropic event, benefitting Children's Miracle Network Hospitals. It will take place in the <PLACE AND TIME>, consisting of a raffle, food and drinks, and live music. The ball is 6 feet in diameter and covered in advertisements from local companies that have donated to our cause. Students and other locals will have the opportunity to sign the ball and donate themselves, while their signatures raise money pledged by local businesses. This provides a unique opportunity for local business owners to contribute to a worthwhile cause and actively engage the community as well. The fraternity brothers will roll the ball all around the city from <START DATE to END DATE>. This is the <INSERT NUMBER> year the Zeta Beta Tau Fraternity will Get on the Ball to benefit Children's Miracle Network Hospitals.

Anticipated Costs

One of the best aspects to this event is that very few costs are required to make it successful on your campus. Please consider the following when planning your event:

- ❑ The cost of the ball and cover. Remember that after the first year of the event, you should not need to purchase another ball for three to four years. The cover needs to be re-ordered each year since that is where the writing goes.
- ❑ Take into consideration any fees the campus may charge for the location of your kickoff event, required permits to roll the ball around campus, etc. You may need to rent a stage, A/V equipment or other technology for the event.
- ❑ Depending on how you plan to get the sponsor information and other material onto the ball, there may be a cost should you choose to paint, glue, tape, etc. This cost should be minimal.
- ❑ You will be making flyers for this event as well as the handouts to be distributed upon signing the ball. If a registered student organization, check with your student activities office as it may be possible that you are entitled to free copies as a student organization.
- ❑ Some chapters and colonies choose to make T-shirts. In some cases, you may be able to get a supplier to donate them or provide them to you at a discounted rate. Depending on the size of your order, delivery time, and other criteria, you may be able to have shirts cost between \$10 and \$20 per shirt.
- ❑ Should the chapter or colony choose to make a portion of this event a competition for student organizations (which is recommended as a way to increase excitement and signatures) you may need to purchase prizes for the winning groups. You may be able to get these donated by local businesses, alumni or parents.

**Remember that the purpose of a philanthropy event is
to raise money for charity.**

**Be careful not to get carried away in spending money for this program.
Be smart about what you purchase for this event.**

Ways to Publicize the Event

Although it may be hard for someone to not see you rolling around a 6-foot ball, there is still much publicity that should be done before, during and after the event.

Publicity BEFORE the event

- ❑ Use a “This ball is coming”-type campaign to lure interest in this event. Utilize flyers, chalking on campus (if permitted), buttons, social media, etc.
- ❑ Advertise a contest for student organizations to compete against each other win prizes for those with the most involvement. Do not limit yourselves to only reaching out to the Greek organizations. For example, the student organization who raises the most money may win prizes for their members. Minimally, provide information about the event to all student organization leaders so that they may share it with their members. This should include maps, dates, times, contact information.
- ❑ If shirts are made for the event, wear them prior to the event to generate interest.
- ❑ If possible, advertise in the student newspaper, Facebook, Twitter, Instagram, listservs or other avenues to get high-exposure publicity on your campus.

Publicity DURING the event

- ❑ Begin the event with an official Get on the Ball kickoff party. Host a barbecue or concert and invite “big names” on campus to be the first to sign the ball.
 - People to consider inviting to sign include: University President and Vice Presidents, Dean of Students, sports figures, popular professors, or community personalities, etc.
 - Invite representatives from Children’s Miracle Network Hospitals to speak about the importance of the event.
- ❑ Continue wearing T-shirts that have been made for the event, if applicable. Otherwise brothers should wear ZBT letters.
- ❑ Have campus media donate time/space to inform people of the event.
- ❑ Invite professors, student leaders and others to join you in rolling the ball.
 - Students may be more likely to stop and sign the ball if you are rolling it with the starting quarterback for the football team or other characters.
- ❑ Keep student organizations updated in regards to the contest (if applicable) and number of signatures obtained from each organization.
- ❑ Roll the ball around prior to campus football, basketball, or hockey games
- ❑ If your school is in a city, roll the ball around outside local sporting events, such as baseball or football games, or other major metropolitan events and festivals.



Things to do After the Event:

- ❑ Thank all of the participants, organizations, businesses, etc., for their support. Minimally this should be a social media post, but consider sending a thank you email or letter with pictures from the event and final results. You also should work with campus media on post-event publicity or issue a press release.
- ❑ Deduct any expenses from the event from the amount raised. These expenses could include the kickoff, materials, publicity, etc.
- ❑ Deflate the ball and put it in a safe place so it can be reused in the future.
- ❑ Organize all the details of the event (contacts made, costs associated with the event, sponsoring businesses.) and compile this in a binder that can be passed down to the next Get on the Ball chairman. Include what you learned from the event, specifically aspects that did or did not contribute to the program's success.
- ❑ Announce the total amount raised at the next IFC meeting and thank all student organizations that participated.