

**Mu Chapter of the Chi Phi Fraternity  
Mu Alumni Association  
Building Fundraising Campaign  
PLAN & PROCEDURES MANUAL**

## **SECTION I PURPOSE**

The Chi Phi Fraternity Mu Chapter House, the Green Gate, is 100 years old (circa 1904). The Green Gate has been owned and operated by the Mu Alumni Association which was incorporated for this purpose since 1914. The House is well worn and in need of significant repairs and renovations in nearly every area. In order to protect the investment in the Green Gate and provide a suitable residence for future generations of Chi Phi's, it is imperative that major repair and renovation work be undertaken within the next 10 years.

The work that needs to be performed has been determined through a detailed historical study of the House and property, and a comprehensive engineering analysis of the structure. The engineering report provides specific recommendations and cost estimates for needed repairs and improvements. The proposed work is broken down into three priority levels and time frames as follows:

|  | Estimated Cost    |
|--|-------------------|
| Level A - work to be completed within two years  | \$ 168,000        |
| Level B - work to be completed within five years | \$ 391,000        |
| Level C - work to be completed within ten years  | <u>\$ 234,000</u> |
| Total  | \$ 793,000        |

The Mu Alumni Association has established a goal of raising \$ 800,000 for the Building Fund. The plan is to achieve this goal by soliciting donations to the Building Fund in accordance with the anticipated Giving Tree shown in Attachment I-1.

The Building Fund is established in accordance with the Mu Alumni Association Bylaws and is to be used only for major repairs or renovations of the Chapter House. The current balance in the Building Fund is significantly deficient. The normal means of increasing the Building Fund through Alumni dues is projected to be insufficient for the amount of work required. Therefore, it is apparent that special means are needed raise money for the Building Fund.

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The Building Fundraising Committee was formed by action of the Mu Alumni Association. The Committee is responsible for executing a Building Fundraising Campaign to solicit donations to the Building Fund to meet the above goal. The Campaign was officially introduced at the Chi Phi Alumni Ball on November 3, 2004.

The Building Fundraising Campaign objectives are as follows:

- Facilitate reconnection of all members of the Mu Alumni Association with other Brothers of the Chi Phi Fraternity and the Green Gate House.
- Raise \$800,000 in donations to the Mu Alumni Association Building Fund by appealing to the generosity of the brotherhood and the friends of Chi Phi for the following purposes:
  - Repair/renovate the House as recommended in the:
    - “Green Gate” Mu Chapter House historian’s report dated Spring 2002 by Mary Delaney A. Krugman Associates, Inc.
    - “Building Fund Report, Green Gate” Architect’s report dated June 5, 2004 by AEP Associates, Inc.
  - Restore and preserve the historical features of the house to the extent feasible.

This manual contains the procedures that will be followed by the Committee during the execution of this Campaign. The manual is in accordance with and supports the Bylaws of the Mu Alumni Association, and is intended to outline the actions to be taken to organize, properly and carefully account for all financial matters, and set policies for solicitations of donations.

No manual can contain procedures for unanticipated events. In the event of situations not covered by this manual, the Chairman, Building Fundraising Committee, in consultation with the Mu Alumni Association President and Executive Council, will determine the appropriate course of action.

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## **Attachment I-1**

### **GIVING TREE**

As with all charitable organizations, the amounts contributed by individuals varies considerably. As a rule of thumb, 75% of the fund raised comes from the top 25% of donors. The following giving tree is a scenario that will allow us to meet the goal of the Building Fundraising Committee.

|        | <u>No. of Donors</u> | <u>Individual Amount</u> | <u>Total Amount</u> |
|--------|----------------------|--------------------------|---------------------|
|        | 1                    | \$ 75,000                | \$ 75,000           |
|        | 2                    | \$ 50,000                | \$ 100,000          |
|        | 4                    | \$ 25,000                | \$ 100,000          |
|        | 20                   | \$ 10,000                | \$ 200,000          |
|        | 40                   | \$ 5,000                 | \$ 200,000          |
|        | 75                   | \$ 1,000                 | \$ 75,000           |
|        | 60                   | \$ 500                   | \$ 30,000           |
|        | <u>240</u>           | < \$ 500                 | <u>\$ 20,000</u>    |
| Totals | 442                  |                          | \$ 800,000          |

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## **SECTION II ORGANIZATION**

The organization of the Building Fundraising Committee is shown in the Attachment II-1.

The Mu Alumni Association has formed an Executive Council to function as the main policy and decision making body of the Mu Chapter of the Chi Phi Fraternity. It consists of the following Trustees:

- President, Mu Alumni Association
- Vice-President, Mu Alumni Association
- Secretary, Mu Alumni Association
- Treasurer, Mu Alumni Association
- Risk Manager, Mu Alumni Association
- Chapter Advisor, Mu Alumni Association

The Executive Council has formed the Building Fundraising Committee. The Building Fundraising Committee reports directly to the Mu Alumni Association Executive Council.

The Executive Council will support the work of the Building Fundraising Committee. The President, Mu Alumni Association and the Treasurer, Mu Alumni Association will be ex-officio members of the Building Fundraising Committee. The President will provide communication between the Building Fundraising Committee and the Executive Council. The Treasurer will maintain the Building Fundraising accounts and will provide periodic financial reports to the Committee. The Secretary will assist the Committee by keeping the Alumni Association database up to date. The Vice-President may assist the Committee with group events.

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The Building Fundraising Committee is authorized to solicit and raise money for the Building Fund in order to fund the repairs and renovations needed for the Mu Chapter house. The Building Fundraising Committee will include the following positions:

- Chairman, Building Fundraising Committee: Reports to the Mu Alumni Association Executive Council. The Chairman is responsible for all activities of the Committee and execution of the Building Fundraising Campaign including all organizational, budget, schedule, financial, solicitation, social, and all other matters related to the fundraising. The Chairman forms subcommittees as needed and assigns subcommittee chairmen, including but not limited to, the following:
  - Subcommittee, Contacts: Working with the Secretary, Mu Alumni Association, develops and maintains lists of Mu Chapter Alumni; produces printouts and mailing labels as needed; gathers phone numbers, fax numbers, e-mail addresses, and any other available contact information for use by the Building Fundraising Committee.
  - Subcommittee, Decade and Class Representatives: (See Attachment II-2 for the Class Representative Job Description) Recruits decade and class representatives to support the Campaign; maintains and coordinates communications and activities with the representatives.
  - Subcommittee, Web Site: Develops, maintains and updates Mu Chapter internet web site with current information regarding the Building Fundraising Campaign issues.
  - Subcommittee, Information/CD: Gathers information and prepares letters and information packages; produces packages; mails packages.
  - Subcommittee, Slide Show: Produces and updates slide show.
  - Subcommittee, Social: Arranges get-togethers for selected alumni (20-25 potential big donors, held at one or two locations); organizes events; produces items needed for events; handles mailings and phone calls for events; follows-up on all event activities.
  - Subcommittee, Regional Gatherings: Arranges get-togethers: (10 –20 events held at key locations, that Alumni in the region are invited to attend, could be held at regional event leader’s house); organizes basics for events; recruits and educates regional leaders; produces items needed for events; mailings for events; follows-up on all event activities.

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- Subcommittee, Open House Gatherings: Organizes events at the Green Gate house, produces items needed for events; mailings for events.
- Subcommittee, Celebrations: Organizes events; produces items needed for events; mailings for events.

The Mu Alumni Association Executive Council, in consultation with the Building Fundraising Committee, may contract with a professional fund raising consultant experienced in building fund raising for fraternities or similar organizations.

Consultants can help the Committee by providing a variety of services including:

- feasibility/validation review of the Committee plans
- recommendations on plan approach, goals, timeline, organization, presentation materials, follow-up
- training/education of solicitors
- support for soliciting anticipated major contributors
- overall support for the fund raising effort

The Committee may obtain written quotations for services from qualified consultants. The Chairman will review all quotations for acceptance and forward acceptable quotations to the Executive Counsel for approval.

It is intended that all solicitations be made by members of the Committee. Since Committee members will have various levels of expertise in solicitations, some degree of additional support from consultants may be needed. The level of additional support needed, if any, will be determined as the fund raising effort progresses.

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# **Attachment II-1**

## **ORGANIZATION CHART**



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## **SECTION III BUDGET & REPORTS**

### 1. Budget

The Chairman, Building Fundraising Committee, will submit a budget for the Building Fundraising Campaign to the Mu Alumni Association Executive Council for approval. The budget must include anticipated expenditures for all items including, but not limited to:

- Consultant Fees
- Information packages and mailings
- Regional meetings
- Open House gatherings
- Selected Alumni gatherings
- Celebrations
- Travel and living
- Miscellaneous Expenses

Upon approval, the Chairman will be responsible to control expenditures and adhere to the budget.

Budget revision requests shall be made in writing by the Chairman to the Executive Council. The requests shall include the following:

- Reason for budget change
- Amount of budget change

No expenditures, contracts or any other commitments that are not included in the approved budget shall be made or entered into without the prior approval of the Mu Alumni Association Executive Council.

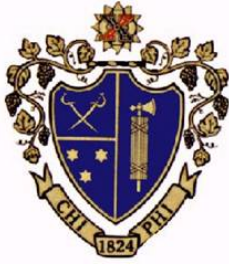
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2. Reports

The Chairman, Building Fundraising Committee will issue a monthly report to the Executive Council. This report will include, as a minimum, details of the following:

- Organization
  - o Current list of Committees and members
- Activities
  - o Schedule/timeline
  - o Task list and assignments
- Financial
  - o Expenditures to date
  - o Updated budget projections
  - o Donations Received

The Committee will provide periodic reports to all Alumni through the Green Gate newsletter.



**Mu Chapter of the Chi Phi Fraternity**  
**Mu Alumni Association**  
 801 Hudson Street • P.O. Box 1636 • Hoboken, New Jersey 07030  
**BUILDING FUNDRAISING CAMPAIGN**  
 “Preserving Our History - Building Our Future”



## CONTRIBUTION FORM

There are three ways to contribute to the Building Fundraising Campaign:

**CASH DONATION:** Send a check payable to the Mu Alumni Association with Building Fund indicated on the note line.

**PLEDGE OF CASH:** Make a pledge for future payment. We encourage annual payments spaced evenly over a period of three years. However, you may make any pledge that suits your needs.

**BEQUEST:** Add the Mu Alumni Association Building Fund to your will.

Other possibilities may be appropriate to your situation. Please contact the Building Fundraising Campaign to discuss.

Contributions of any size and type are gratefully appreciated and will be promptly acknowledged. Please complete this form and return it to the above address.

*Although the Mu Alumni Association is a non-profit organization we are not tax exempt and your contribution is not tax deductible. Your contribution is one of true generosity.*

To: Mu Alumni Association Building Fundraising Campaign \_\_\_\_\_  
 (date)

I hereby donate \$ \_\_\_\_\_ to the Mu Alumni Association Building Fund.  
 Enclosed is my check number \_\_\_\_\_.

I hereby pledge to donate \$ \_\_\_\_\_ to the Mu Alumni Association Building Fund.  
 Payment will be annually/ \_\_\_\_\_ over a period of three/ \_\_\_\_\_ years.

I have added the Mu Alumni Association Building Fund to my will. The bequest is in the amount of \$ \_\_\_\_\_ (specific amount/estimate based on percentage).

(Signature)

(Printed Name)

(Phone)

(Address)

(E-mail)

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**DONATION RECEIPT AND  
DOCUMENTATION FORM**

**Donor Information**

Name: \_\_\_\_\_ Year \_\_\_\_\_  
Address: \_\_\_\_\_  
\_\_\_\_\_  
City: \_\_\_\_\_  
State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

**Donation Data**

Donation Amount: \_\_\_\_\_  
Date Received: \_\_\_\_\_  
Form of Donation: \_\_\_\_\_  
Cash: \_\_\_\_\_  
Check: Check No. \_\_\_\_\_ Amount \_\_\_\_\_  
Pledge: \_\_\_\_\_  
Bequest: \_\_\_\_\_  
Anonymous \_\_\_\_\_  
Other: \_\_\_\_\_  
Extended Payment Terms: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Receipt Information**

Donation Solicited By: \_\_\_\_\_  
Donation Received By: \_\_\_\_\_

**Deposit Information**

Date Deposited into MuAA Building Fund Account: \_\_\_\_\_  
Deposited By: \_\_\_\_\_

**Distribution within five (5) business days:**  
**Completed form with donation attached – Treasurer, MuAA**  
**Completed form only – BF Chairman(s), President & Secretary, MuAA**

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## **SECTION IV CAMPAIGN TIMETABLE**

The following is the timetable for activities for the Building Fundraising Campaign. Certainly, timetable changes can be expected and will occur. The following, however, are dates for key activities.

|                            |  |
|----------------------------|--|
| November 13 2004           | Kickoff Capital Fund Drive at Alumni Ball  |
| December 2004 - March 2006 | Campaign Development<br>(with training classes provided by Consultant starting in January 2006)  |
| March - April 2006         | Logistics: <ul style="list-style-type: none"><li>- Final approval of goal and plan by EC</li><li>- Committee recruitment</li><li>- Information organization</li></ul>  |
| May - October 2006         | Information dissemination and alumni contact: <ul style="list-style-type: none"><li>- Information for broad alumni education</li><li>- Regional and class events</li><li>- Personal contact by regional and class reps</li><li>- Telethons</li></ul> |
| November 2006              | Celebration/Awards (at Alumni Ball): <ul style="list-style-type: none"><li>- Meet fundraising goals with donations and pledges</li><li>- Recognition and awards</li></ul>  |

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## **SECTION V CORRESPONDENCE**

This Section contains the procedures for the handling of correspondence.

All members of the Building Fundraising Campaign Committee and subcommittees must be sensitive to the effects of communications. Misinformation and miscommunications could result in gross misunderstandings of the intent of the Campaign and, accordingly, failure of the Campaign to successfully solicit donations. The following procedures are intended to describe the controls for all official communications with any party. Informal communications within the Committee and subcommittee, however, are encouraged and are necessary to ensure close coordination of the active working campaign members.

### 1. Correspondence and Communications

A. All official written communications shall bear the signature of the Chairman, Building Fundraising Committee with a copy to the President, Mu Alumni Association and file. The Chairman may approve the issuance of the communications with the requesting individual's signature.

B. All letters shall be written on standard Mu Alumni Association Building Fundraising Campaign letterhead. A sample letterhead is shown in Attachment V-I. Formal letters, such as letters of thanks for Campaign contributions, should be co-signed by the President of the Mu Alumni Association as appropriate.

C. Mass communications: Mass communications by US mail, express mail service, email, telephone, or any other means shall not be permitted unless approved by the Mu Alumni Association President and reviewed by the Executive Council.

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2. Records Retention

A. The Chairman, Building Fundraising Committee, shall maintain complete and accurate files throughout the Campaign of all documents and correspondence related to the Building Fundraising Campaign. The files shall contain, as a minimum, the following:

- (1) Budget requests and approvals
- (2) Financial data, reports, and information
- (3) Copy of all outgoing written:
  - Correspondence
  - Brochures
  - Mass Communications
  - Attachments to documents
- (4) Copy of all incoming documents, including:
  - Originals of letters
  - Originals of documents
- (5) Electronic files shall be maintained for all email correspondence. Electronic files can be maintained via:
  - Printouts that are filed in the appropriate hardcopy files
  - Storage on compact disksAlthough storage on a computer hard drive is acceptable for the short term, long term storage should be on compact disks. Frequent backups of computer files must occur periodically and be stored offsite at least once per month to ensure no information or data is lost.

The Chairman shall establish an appropriate filing system the will allow quick retrieval of information.

All active files shall be stored in a safe location.

B. All files shall be turned over to the Secretary, Mu Alumni Association, at the conclusion of the Building Fundraising Committee, and kept in safe storage for a period of seven (7) years.

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## **SECTION VI EXPENSE REIMBURSEMENTS**

During the course of the Building Fundraising Campaign, expenses directly related to activities supporting the Campaign will be incurred by those on the committee and subcommittees.

All expense reimbursements must be requested using the Expense Reimbursement Form shown in Attachment VI-1. All areas of this form must be completed. The Form is submitted to the Chairman, Building Fundraising Committee for review and approval. The Chairman then submits the form to the Treasurer, Mu Alumni Association for approval. Upon approval, the Treasurer, Mu Alumni Association, will forward reimbursement directly to the person requesting reimbursement. Usually, the reimbursement will be in the form of a check from the Mu Alumni Association.

Only expenses that have been budgeted and approved by the Mu Alumni Association Executive Council will be reimbursed. If a person is unsure of whether an item is budgeted or whether an item is reimbursable at all should first contact the Chairman, Building Fundraising Committee to determine if the proposed expense is reimbursable before incurring the expense.

1. Budgeted Expenses: Reasonable expenses that have been budgeted and approved will be paid directly by the Mu Alumni Association Treasurer upon receipt of the original invoice. When necessary such expenses may be paid by committee member using their own funds. These expenses will be reimbursed upon submittal and approval of a completed Reimbursement Request Form shown in Attachment VI-1. Original receipts for reimbursable items must be attached to the request form.

2. Non-Budgeted Expenses: Non-budgeted expenses may or may not be reimbursable. Non-budgeted expense reimbursements should be requested by submitting a completed Reimbursement Request Form shown in Attachment VI-1. Original receipts for the requested reimbursement items must be attached to the request form. The Chairman will review the Form and determine if a budget revision request should be submitted to the Mu Alumni Association. If so, the Chairman will request that the expense be included in a revised budget. The Mu Alumni Association will review the budget request. If approved, the Mu Alumni Association will revise the budget and advise the Chairman of such approval. The Mu Alumni Association will then forward reimbursement directly to the person requesting reimbursement. If the budget request is denied, the Chairman will be advised. The Chairman will then advise the person requesting reimbursement of the reasons for denial of the request.

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**ATTACHMENT VI-1**

**EXPENSE REIMBURSEMENT FORM**

This section contains the Expense Reimbursement Form.



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## **SECTION VII SOLICITATIONS**

Soliciting donors for contributions to the Building Fundraising Campaign is at the heart of the committee activities. The approach and manner in which solicitations are made can make or break the fund raising activities. The Building Fundraising Committee establishes the following mandatory policies which must be applied by all when soliciting for donations.

- The highest standards of professionalism and ethics by solicitors are demanded.
- Confidentiality of the donors and donations shall be maintained.
- Only legitimate, ethical, and legal sources shall be solicited for donations.
- Solicitations should only be done by trained Mu Alumni Association member, unless otherwise specifically approved by the Building Fundraising Chairman.

It is intended that every living Mu Chapter Alumnus be contacted to solicit donations. This will be achieved by a variety and combination of means including:

- Direct individual contacts
- Regional gatherings
- Open House gatherings at the Green Gate
- Various social gatherings
- Telephone contacts
- E-mail contacts
- Other means, including faxes, newsletters, brochures, etc.

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## **SECTION VIII DONATIONS**

### 1. Types of Donations

Donations to the Building Fund will be accepted in any amount from any legitimate, ethical, and legal sources. If there is any doubt as to whether a donation should be accepted, the Chairman, Building Fundraising Committee must be consulted. If the Chairman is unsure of the source, then he may direct that the donation not be accepted and request that the Mu Alumni Association Executive Council review the situation and provide direction.

There are several donor methods that should be considered. These include the following:

- Direct donations from sources in the form of checks.
- Inclusion in wills for future donations.
- Distributed donation payment plans.
- Pledges for one-time or distributed donations.

Although the fraternity is a non-profit organization, it is not a tax-exempt organization and, therefore, the donations are not tax deductible. This will be made clear to the Alumni during solicitation and with receipt acknowledgement.

All donations to the Building Fund should be directed to the Treasurer, Mu Alumni Association. The Mu Alumni Association has established a bank account for the Building Fund. All donations shall be deposited into this bank account.

### 2. Ways to Donate

Donors may contribute to the fund by:

- Checks made out to the Mu Alumni Association Building Fund
- Direct deposit into the Mu Alumni Association Building Fund bank account
- Cash donations are discouraged but acceptable. Clear and concise receipts for the handling of cash must be made between all exchanging parties to ensure accountability.

Direct Deposits to the Building Fund should be made through the Treasurer, Mu Alumni Association.

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### 3. Donation Receipt and Documentation Procedure

It is essential that all donations to the Building Fundraising Campaign be controlled in a uniform manner by all participants. This procedure documents the steps to be taken upon receipt of any donation to the Building Fundraising Campaign from any source.

Donations may be received by:

- Any EC member
- Co-chairman, Building Fundraising Committee
- Any volunteer
- Any other source

In some cases, donations may be received via the Contribution Form (Attachment VIII-1). This form will be used by solicitors as appropriate for the situation. When used, the Form must be completed in full.

In all cases, however, the Donation Receipt and Documentation Form (Attachment VIII-2) shall be completed by the person receiving the donation.

Regardless of who receives the donation, the donation shall be processed as follows:

A. The person receiving the donation shall complete the Donation Receipt and Documentation Form in full.

B. The completed Donation Receipt and Documentation Form shall be forwarded to the Treasurer, Mu Alumni Association, within five business days. Attached to this form shall be the:

- Donation
- Completed Contribution Form (if used).

The person forwarding the Forms and donation shall:

- 1) Keep a copy of the Forms for record and later follow-up.
- 2) Contact the Treasurer within a reasonable time to confirm that the Forms and donation are received.

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C. A copy of the completed Donation Receipt and Documentation Form only shall be forwarded to the following people for information:

- Co-chairman, Building Fundraising Committee
- President, MuAA
- Secretary, MuAA

D. Upon receipt of the completed Donation Receipt and Documentation Form, the Building Fundraising Committee Co-chairmen shall advise the applicable Class/Decade/Regional Representatives of the donation.

E. Upon receipt of the completed Donation Receipt and Documentation Form and donation, the Treasurer, MuAA shall deposit the donation into the Building Fund account. The Treasurer shall complete the Donation Receipt and Documentation Form with the following information:

- Date of receipt of donation
- Date of deposit of donation into the MuAA Building Fund Account

F. The Treasurer, MAA, shall maintain the official file of donations including, as a minimum, for every donation:

- 1) copy of the donor's check
- 2) copy of the Donation Receipt and Documentation Form
- 3) copy of the Contribution Form (if used)

G. Upon receipt of the completed Donation Receipt and Documentation Form, the MuAA Secretary shall record the following:

- The name of the contributor
- Date and the amount of the donation
- Any special requests the donor may have (such as anonymity)

#### 4. Donation Acknowledgement and Recognition

All donations will be acknowledged with a written thank you to each donor. Additional recognition will be provided by placing donors' names on a permanent plaque that will be mounted in the front entryway of the Green Gate. Donors will be recognized based on the amount of donation as shown in Attachment VIII-3.

There will also be plaques recognizing the two decades and the two classes who contribute the largest total amount and the two decades and the two classes who have the highest percentage participation.

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All brothers who contribute will also receive a certificate commemorating the campaign and their participation.

Formal acknowledgement of donors will occur at the Building Fundraising Campaign Celebration in November 2006.

Other suitable forms of recognition may also be developed by the Building Fundraising Committee as appropriate.

Contributors may also be anonymous upon request to general membership and whose generosity will be kept private within the Committee and MuAA EC.

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## **Attachment VIII-3**

The name recognition plaque for donors to the Building Fundraising Campaign to be installed in the front entryway of the Green Gate will be based on the following levels:

| <u>Category</u>          | <u>Donation Amount</u> |
|--------------------------|------------------------|
| Order of the Crest       | \$50,000 and up        |
| Order of the Chakett     | \$25,000 to \$49,999   |
| Order of the Three Stars | \$10,000 to \$24,999   |
| Order of Scarlet         | \$5,000 to \$9,999     |
| Order of Blue            | \$1,000 to \$4,499     |
| Order of Green Gate      | \$250 to \$999         |

The plaque will be engraved to denote the categories. A typical engraving may be as follows:

**The Order of the Crest**  
In Recognition of the Generosity and Dedication  
Of the Following Brothers  
Who contributed \$25,000 and up  
To the Mu Chapter of the Chi Phi Building Fundraising Campaign

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**SECTION IX  
DISBURSEMENTS**

All money contained in the Mu Alumni Association Building Fund will be used only for the repair and renovation of the Mu Chapter House. All disbursements of funds in the Building Fund will be done strictly by the Mu Alumni Association Executive Council. The Executive Council intends to distribute funds in support of the plans described in Section I of this manual which follows the recommendations of the comprehensive engineering analysis of the structure. However, as with any aging structure, priorities can change. If it becomes apparent that the priorities must be changed, then the Executive Council reserves the right to rearrange the order of work to best serve the needs of the House and the Brothers.

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**Attachment II-2**

**CLASS REPRESENTATIVE JOB DESCRIPTION**

The following is a summary of the duties and responsibilities of the Class Representative for the Building Fundraising Campaign. It is recognized that the Class Representative is a volunteer and the Campaign is grateful to have the service of the volunteer.

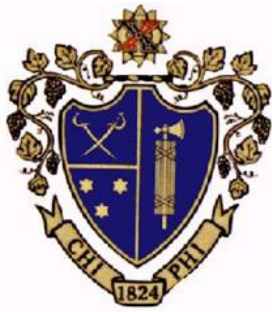
For additional guidance on any of the activities, contact the Building Fundraising Campaign Chairman.

Primary Activities

- Become educated about the Campaign.
- Establish contact with all members of the assigned class. Be the center point for all communications.
- Keep the Co-Chairmen and the Mu Alumni Association EC informed of all changes to contact information for database updates.
- Facilitate reconnecting the Brothers called with other brothers and the house. Ask for photos or stories for posting on the website.
- Tell the Brother about the Building Fundraising Campaign.
- Suggest that the Brother come down to the House for gatherings with his classmates.
- Advise the Co-chairmen of information needs.
- Ask if the brother is willing to support the Campaign by being a Class, Decade, or Regional Representative.

Additional Activities

- Consider taking on additional classes or tasks.
- If the Class Representative is willing, accept training to solicit donations



**Mu Chapter of the Chi Phi Fraternity  
Mu Alumni Association**

801 Hudson Street • P.O. Box 1636 • Hoboken, New Jersey 07030

**BUILDING FUNDRAISING CAMPAIGN**



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**Attachment V-1  
Sample Letterhead**

Cc: President, Mu Alumni Association  
MuAA file

**“Preserving Our History - Building Our Future”**

**Mu Chapter of the Chi Phi Fraternity**

**Mu Alumni Association  
Building Fundraising Committee**

# **Building Fundraising Campaign**

**PLAN & PROCEDURES MANUAL**



***“Preserving Our History – Building Our Future”***

Mu Chapter of the Chi Phi Fraternity

Mu Alumni Association  
Building Fundraising Committee

**Building Fundraising Campaign  
PLAN & PROCEDURES MANUAL**

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801 Hudson Street  
P.O. Box 1636  
Hoboken, New Jersey 07030

Prepared by: Roger Kellman '70

Reviewed by: Warren Fisher '70

Approved:

|                                    |            |
|------------------------------------|------------|
| _____                              | Date _____ |
| R. Henry Carnevale '80, President  |            |
| _____                              | Date _____ |
| James Bessette '98, Vice-President |            |
| _____                              | Date _____ |
| Russel Perlman '89, Treasurer      |            |
| _____                              | Date _____ |
| Joseph Griffo '96, Secretary       |            |
| _____                              | Date _____ |
| Andrew Bazil '04, Chapter Advisor  |            |
| _____                              | Date _____ |
| Greg Smith '04, Risk Manager       |            |

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## **SECTION i VISION AND MISSION STATEMENTS**

### **1. Vision**

It is the vision of the Mu Alumni Association Building Fundraising Committee that the future of both the Brotherhood and the physical House of the Mu Chapter of the Chi Phi Fraternity be strengthened, grown, assured, and secured.

### **2. Mission Statement**

The mission of the Building Fundraising Committee is to support the Mu Alumni Association to provide proper and inexpensive housing to its active members and, thus, ensure the future of the House of the Mu Chapter of the Chi Phi Fraternity at the Stevens Institute of Technology. This is to be accomplished through the Building Fundraising Campaign goals as follows:

- Facilitate reconnection of all members of the Mu Alumni Association with other Brothers of the Chi Phi Fraternity and the Green Gate House.
- Raise \$800,000 in donations to the Mu Alumni Association Building Fund by appealing to the generosity of the brotherhood and the friends of Chi Phi.