



KAPPA ETA CHAPTER at
ST. JOHN'S UNIVERSITY, QUEENS
A KAPPA DELTA PI CHAPTER

Philanthropy Is Key

2015 ACE Award Winner,
2016 Program Award Winner

The Basics

The Kappa Eta Chapter at St. John's University in Queens, New York, raises funds in a variety of ways for a variety of causes. Not only does the chapter fundraise to provide for its own sustainability, it also engages with other student organizations on campus to participate with major charitable campaigns.

Engaging Others

The chapter held multiple fundraising campaigns supporting Relay For Life and Light It Up Blue, as well as for the chapter itself. For each campaign, they set a goal, which helped them know when and where to increase their efforts and gave them the opportunity to celebrate success.

For the Light It Up Blue campaign, the chapter wanted to match the previous year's \$500 donation to Autism Speaks. To reach this goal the chapter joined with several other campus organizations and held a number of fundraising activities around campus, including a

raffle, t-shirt sales, coffeehouse musical performances, and bake sales. In combining their efforts with that of their partners' own fundraising activities, they could provide a larger donation to the charity they supported.

To support their second fundraising activity, Relay For Life, the chapter formed a fundraising team of seven members and joined with 71 other teams at St. John's University to raise funds for the American Cancer Society. The chapter reached its \$1,000 goal through t-shirt sales, personal member donations, and solicitation of friends and family.

Supporting Your Chapter

While the chapter engages in many philanthropic endeavors, it also supports itself through fundraising. KDP chapters are not-for-profit organizations, so you are permitted to accept donations just like any other charity. Your donors can even take a tax deduction for supporting your chapter financially. Many of the same strategies used for fundraising for

outside charities can also be used for your chapter.

In order to remain financially sustainable, the Kappa Eta Chapter has a monthly bake sale in the School of Education lobby. This event is supported by numerous volunteers who bake for or are stationed at the sales. This regular fundraiser accumulated \$1,000 for the chapter.



The Kappa Eta Chapter's extensive fundraising allows them to create large scale campaigns with their partners, such as their annual "Light It Up Blue" takeover of the campus website.

Make This Event Your Own

- What causes are important to your chapter members that also would be important to nonmembers? Organize your own fundraising campaign with other organizations on campus.
- When something works, try it again. Creating a regular monthly bake sale encourages repeat business.
- Don't forget that your chapter and the Society needs your support first. Set fundraising goals for chapter support and the Chapter Challenge before you start fundraising for outside charities.

Fast Facts

\$1500

Raised for cancer

\$500

Raised for autism

\$1000

Raised for
chapter

FOR MORE INFORMATION

Contact the [Chapter Services Staff](#) at KDP Headquarters for help as you plan your program.

"In order to coordinate successful events and ceremonies, it is crucial to fundraise effectively and often."

-Kappa Eta Chapter Member