

Dear Chapter President –

Each year, the members of PRSSA Chapters set out to grow as young professionals. Many soon realize growth requires more than just drive – often, one of the toughest challenges we face in accomplishing our ambitious goals is securing the funding to do so.

Since PRSSA established the challenge as a National Initiative, **the FUNdraising Bowl** has encouraged Chapters to create innovative fundraising ideas and share their successes. The FUNdraising Bowl has collectively raised thousands of dollars to help PRSSA Chapters and their members reach their goals.

The FUNdraising Bowl provides the opportunity for your Chapter to overcome financial setbacks, share your best practices and even compete for two free registrations to the PRSSA 2012 National Conference in San Francisco.

I encourage you to reference the fundraising section of the PRSSA website (<http://www.prssa.org/chapters/leaders/fundraising/>) to view the guidelines and the application for submitting your fundraisers during each month of the “season.” While there, check out the FUNdraising Playbook and see how your efforts can be used to help other Chapters score big.

To view all of the submitted fundraisers, browse the FUNdraising Playbook on the PRSSA website: <http://www.prssa.org/chapters/leaders/fundraising>.

Just think: this year's winning Chapter could be you!

Good luck with your fundraising. Contact me at kendallmschmidt@gmail.com if you have any questions.

All the best,
Kendall Schmidt
2011-2012 Vice President of Chapter Development