

**PRSSA 2010
FUNdraising Bowl
Playbook**

Table of Contents

The Rookie: Earning Potential \$100–\$499	2
Samuri Japanese Steakhouse	2
“Halloween-O-Gram” Sale	2
Kona Bistro Community Night Fundraiser.....	2
Mad River Social	3
Krispy Kreme Delivery	3
Halloween and Fall Treats Event	4
Bake Sale	5
Cardinal Chili Challenge	6
South African Beading.....	7
Silent Auction I	7
Silent Auction II	8
Pass the Pepper, Prez!	9
The Veteran: Earning Potential \$500 - \$999	10
Internship Expo	10
Paranormal State.....	10
Sammy Sweethearts.....	11
Hainesport Public School Survey	12
A Harmonious Philanthropic Event.....	12
Lights, Camera, Fashion.....	13
The Franchise: Earning Potential of \$1,000 or More	14
Frozen Goodies	14
“Boy Toy” Auction.....	14
Annual Italian Night Extravaganza.....	15
WVSU State Idol	16
Fourth Annual Charleston Battle of the Bands	16
Media Guide.....	17
OnTheGo Fitness Expo.....	17
Gold Picks Intern-for-a-Day Auction	18
Golf Tournament	19
Fresh Baked Pretzel Sale	19
Colt Concessions.....	20

The Rookie: Earning Potential \$100–\$499

Samuri Japanese Steakhouse

Earned: \$110

Players: One

Chapter: Rowan University

Dates: Any Day

Team: AJF PRSSA

Practice Time: Two Weeks

Promotional Tactics

The event was promoted through word of mouth, Chapter publications and in all meetings.

Event Replay

People came and ordered food. They told the restaurant that they are with our organization. We collected all of their bills and give them all to the manager. He counted the total amount of money made and then rewarded us with twenty percent of the total.

“Halloween-O-Gram” Sale

Earned: \$110

Players: One

Chapter: Rowan University

Dates: Any Day

Team: AJF PRSSA

Practice Time: Two Weeks

Promotional Tactics

The event was promoted through word of mouth, Chapter publications and in all meetings.

Event Replay

People came and ordered food. They told the restaurant that they are with our organization. We collected all of their bills and give them all to the manager. He counted the total amount of money made and then rewarded us with twenty percent of the total.

Kona Bistro Community Night Fundraiser

Earned: \$150

Players: Varies

Chapter: Miami University Ohio

Dates: April to May

Team: Miami Redhawks

Practice Time: Three Hours

Pep Talk

Members were encouraged during general meetings to make purchases at Coldstone Creamery and LaRosa's.

Promotional Tactics

The events were announced on the listserv to members. Coldstone Creamery donated 150 discount cards to the Chapter to encourage members to purchase ice cream from Coldstone and aid in FUNdraising

Event Replay

The Miami Redhawks used their FUNdraising strategies to negotiate with two local restaurants to donate a percent of PRSSA's members' transactions back to the organization. They also had Kona Bistro agree to sponsor a "Community Night" where PRSSA members could bartend and serve for a night of tips.

Coldstone Creamery gave the team 150 PRSSA/Coldstone cards to be used with each purchase, which gave a percentage of sales back to the Chapter.

At LaRosa's, PRSSA members could donate 15 percent of their bills to the team's Earned.

Mad River Social

Earned: \$175

Players: 6-10

Chapter: Temple University

Dates: Feb. 18

Practice Time: Two Weeks

Pep Talk

Call venue several months prior to when you hope to hold the event.

Promotional Tactics

Allow at least two weeks for promotion of the event.

Event Replay

The Temple University Chapter of PRSSA hosted a social at Mad River, a well-known bar in Old City Philadelphia. The event was held on a Thursday night from 8 p.m. to 12 a.m. and was open to anyone over the age of 21. Participants paid a \$3 cover charge, which gave them access to drink specials and half price appetizers all night. To raise even more money, two of our members acted as guest bartenders for the night and PRSSA received all of the tips that they made during the event.

Additional Information

We also held a raffle during the event where we gave away three prizes. Prizes included two \$25 gift certificates to Mad River as well as a movie themed gift basket.

Krispy Kreme Delivery

Earned: \$200

Players: 6-10

Chapter: University of Wisconsin at Milwaukee

Dates: April 4

Practice Time: One Week

Team: Panthers

Pep Talk

Members were encouraged to participate by volunteering to call professionals and sell doughnuts. They were also invited to ride along with the exec board on delivery day.

Promotional Tactics

Both the exec board and our members called professionals to sell the doughnuts. We utilized every contact. As this is our third time running the fund raiser, professionals are starting to recognize and get excited for the doughnuts.

Event Replay

The Krispy Kreme Fundraiser was originally developed to utilize the discounted doughnuts Krispy Kreme offers to non-profits. The organization decided to develop its relationship with PRSA by delivering the doughnuts to the professionals at local agencies and businesses. Our organization charges \$8/box and the businesses can choose a delivery time between 8 a.m. and 10 a.m.

Additional Information

When our Chapter delivers the doughnuts, we leave a press kit that contains a thank you card, flier, press release and information on our organizations upcoming events. Each exec board member drives to different places and members are invited to ride along. We wear our PRSSA t-shirts. This year several professionals invited us to join them for a quick cup of coffee. We sold 50 boxes of Krispy Kreme (the most ever) and delivered to 20 businesses.

Halloween and Fall Treats Event

Earned: \$200

Players: Four to Six

Chapter: Penn State University

Dates: October to November

Practice Time: two months

Pep Talk

Our Chapter determines active membership based on a point system. Each member needs to attain a certain amount of points throughout the semester in order to be considered an active member. I encouraged members to participate by offering them an additional point for each time slot that they worked. This seemed to work really well because many of the members wanted to be considered active members but they were in need of some more points.

Promotional Tactics

I designed mini-flyers on bright orange paper with black font. I made the flyers simple so that it would be easy for people to quickly read and grasp the information. I also created Facebook events for both portions of the event and asked all of my members to invite all of their PSU friends in order to pass the word around campus about our event.

Event Replay

For the Halloween portion of this event, we created goodie bags filled with different kinds of candy, spider rings, stickers, and other Halloween treats. We tied each bag with orange or black ribbon. We then set up a table in the HUB, which is our student union center, in order to sell the goodie bags to students who were passing by. We decorated the table with a

skeleton table cloth, cobwebs, spider rings, and had a skeleton punch bowl in the center of the table to hold additional goodie bags. We also designed a poster to hang on the front of the table to catch the attention of those walking by and to also inform of the prices. Each good bag was \$1. I had two members working at the table for each hour long time slot. At the end of each shift, they had to write down in pen on the time sheet the amount of money that they raised.

The second portion of this event was the Fall Treats Event. This event took place downtown on our campus in order to attract both students and community members. We sold hot apple cider, hot chocolate, any left over goodie bags, Hershey's chocolate bars, and we also had a donation cup on the table. We decorated the table by hanging an orange poster to the front that was decorated with fall leaves, and we also had a price sheet lying on the table. Goodie bags, a cup of hot apple cider or a cup of hot chocolate were all \$1. We also had a special where if you bought three candy bags you would receive a free Hershey's chocolate bar. We held the event on a Friday afternoon before a home football game when we were guaranteed to have a large number of people passing by.

Additional Information

This event truly proved to be a fun and successful. It was simple, yet it was still able to raise a lot of money for our committee. We took advantage of the Holiday and football season in order to attract the largest number of people to our event. The event was also able to establish a closer bond between committee members, because we had to all work together to create the goodie bags and work at the stations. This really made each member reach out to those around them and make friends within the group. Furthermore, this event greatly increased our number of active members. Everyone really stepped up and became extremely active every week to make sure that the event was pulled off successfully.

Bake Sale

Earned: \$240

Players: Approximately 30

Chapter: University of Nebraska, Omaha

Dates: Feb. 16

Team: Maverick

Practice Time: One Month

Pep Talk

Each semester we have two bake sales on campus adjacent to our School of Communication office. At monthly meetings prior to the event, we pass out a sign-up sheet for members to bring various items and to volunteer to work shifts during the sale.

Promotional Tactics

Flyers were distributed across campus two weeks prior to the event.

Event Replay

We have items such as brownies, rice crispies, cookies, fruit and our most popular: peanut butter and jelly sandwiches. The sale goes from 10:00 a.m. until 2:30 p.m. and after the sale is over we leave the leftover items in the teacher's lounge for our professors to buy. We hosted a 'Mardi Gras' Bake Sale on Tuesday, Feb. 16, which happened to be Fat Tuesday.

Additional Information

This event was a great success and we had great help from our members.

Magazine Sale

Earned: \$280

Players: 20

Chapter: Ohio Northern University

Dates: Oct. 13–16

Team: ONU Polar Bears

Practice Time: Two Weeks

Pep Talk

Chapter presentations and one-on-ones with members helped keep this FUNdraiser in motion. Each member was encouraged that their support would help the Chapter.

Promotional Tactics

The event was promoted through word of mouth and the members' individual magazine sales.

Event Replay

The FUNdraiser was held through a company called *Campus Fundraiser* (CF). They have a fundraising catalogue for non-profits to select which magazines organizations would like to sell to their target market. The ONU Polar Bears set the goal of selling three magazine subscriptions per member.

Additional Information

CF appeared to not be a legitimate company. They cut into the Chapter's earnings and did not follow through on some of the sold subscriptions.

Cardinal Chili Challenge

Earned: \$360

Players: 20–25

Chapter: Ball State University

Dates: March 31

Team: Cardinal Chili Challenge

Practice Time: Three Months

Pep Talk

Chapter members were encouraged to participate in the cook-off by promotions, flyers and advertising methods. Chapter meetings and classes included announcements about the cook-off.

Promotional Tactics

The event was promoted by flyers placed throughout campus and distributed to students passing by. One of the members dressed as a giant chili pepper in between classes to announce the event.

Event Replay

The FUNdraiser is an annual event that focuses on teamwork. Everyone on campus that wanted to participate formed their own team for the cook-off. Many teams perfect spend the year perfecting their chili concoctions. After they created their chili, groups competed in

several categories including: spiciest, most original and best overall. The event is judged by three “celebrities” that included the president of the university. \$3 purchased a “bottomless” bowl of chili. Attendees also purchased raffle tickets for their chance to win restaurant or tanning certificates.

South African Beading

Earned: \$400

Players: Three to Five

Chapter: West Virginia State University

Dates: September to May

Team: Yellow Jacket Buzz

Practice Time: Two to Three Weeks

Pep Talk

We encouraged members to get involved because this was one of the best FUNdraising ideas we had come up with in a long while. We also had good merchandise that was international and would make a good profit, and not just benefit our Chapter but benefit also the students from South Africa.

Promotional Tactics

We promoted the event through our Chapter website from our FUNdraising link. Any and every event on our university campus that we could participate in our Chapter members were there promoting and selling our jewelry.

Event Replay

In September, 2007, the Charles R. Byrd Chapter aka the “BUZZ” began selling handcrafted jewelry from South Africa as part of our fundraising efforts. The beautiful glass beaded jewelry is a traditional craft among the Xhosa people of South Africa. (President Nelson Mandela is the most well known Xhosa.) The jewelry is fashioned in our university colors of ‘black and gold’. When you purchase one of our items you support not only our PRSSA development and scholarship efforts but young entrepreneurs in South Africa.

Silent Auction I

Earned: \$400

Players: 10

Chapter: University of Florida

Dates: Nov. 9

Team: The Florida Gators

Practice Time: One Month

Pep Talk

The silent auction was held during a professional mixer between the University of Florida PRSSA students and the Florida Public Relations Association (FPRA). The professional mixer drew a large number of attendees and the professional nature of the event pulls in numerous donations from companies. The event takes place annually; so many participants anticipate attending to network and socialize with professionals.

Promotional Tactics

The event was promoted by Chapter announcements, e-mails to members, flyers throughout campus and facebook.com. The event was also announced on the Chapter website. A week prior to the event, tables were set up with PRSSA members in the courtyard to promote the auction.

Event Replay

UF placed bid sheets, pens and bid-able items on tables for professionals and students. The items ranged from Sea World tickets to facial gift certificates.

Additional Information

Chapter members were divided into particular areas to seek donations for the silent auction a month prior the event. The members put the companies they visited onto a list to insure that “thank you” cards would be distributed to donors.

Silent Auction II

Earned: \$411

Dates: Three Consecutive Days

Chapter: Pennsylvania State University

Practice Time: Six–Eight Weeks

Players: Five or More

Pep Talk

Our members earned participation points by working this event that counted towards their over all membership recognition. Also each of the members had an active part in planning the event whether writing a press release or contacting a vendor for a donation or simply adding input on what decorations should be used. There was an honest effort to make each member a key part of the event and feel like they were intricate to its success, which they were.

Promotional Tactics

We dispersed a number of press releases to local media outlets. A group on facebook.com was created about two weeks prior to the event and all members were encouraged to invite their friends. Students asked for permission in class to announce the event. We also embraced more creative promotional ideas such as having a student walk around holding a sign with the event information in it while walking their puppy, using the puppy as an attention getting factor. And during the auction student were place at two heavily trafficked locations on campus passing out lollypop and gum with stickers on them featuring the auction location and information.

Event Replay

It was a silent auction featuring about 13 items, ranging from designer sunglasses to restaurant gift certificates, which were donated by local businesses. The auction ran for 3 days during “busy” hours on campus (between 11-3). Students and faculty alike were given the chance to come in and write down a bid for each item and were encouraged to “compete” with one another for the items that they wanted.

Additional Information

We did try to pair a silent date auction with the items. This was an idea where students could bid on a date with a Penn State athlete or campus “celebrity”. The date night would be

a controlled social event organized and controlled by the club where the bidder would be able to meet with their date but the date could feel comfortable with PRSSA members and other “dates” around them. We planned it this way for safety factor and the idea was well received by the athletes willing to participate. However it was not well received by bidders. The general opinion seemed that people did not want to seem creepy or desperate bidding on the dates. It was a well-planned idea but needed to be executed/marketing in a different way.

Pass the Pepper, Prez!

Earned: \$400

Players: 15

Chapter: Western Kentucky University

Dates: October-November

Team: WKU Hilltoppers

Practice Time: Two Months

Pep Talk

We encouraged members to participate by letting them know how the money that we raised would affect them – more financial help with National/Regional Conferences, better speakers, more social events, etc. We also pushed the fact that what they do in PRSSA can be put on a resume and does count as experience that they can draw from in their careers.

Promotional Tactics

We sent our PSAs to several local radio stations that agreed to air them. We received mentions in the campus newspaper as well as placed ads in prominent spots in the local and campus newspapers during the final week of the auction. We also plastered our campus and community with creatively designed posters.

Event Replay

“Pass the Pepper, Prez” is an annual online auction that takes place over two to 3 weeks and ends on homecoming. We auction off a dinner with the president of our university and his wife to the highest bidders in each of the following five categories: student, faculty, staff, alumni, and community.

Additional Information

The fundraiser was a great event; this was only our second year so we’re still working out the glitches. To successfully implement this on another campus you need: 1) a very loveable & respected president, 2) a lot of man power, 3) a decently sized budget for advertising (we also received financial support from our school to hold the fundraiser) and 4) a lot of enthusiasm.

The Veteran: Earning Potential \$500 - \$999

Internship Expo

Earned: \$500

Players: Five or More

Chapter: Eastern Connecticut University

Dates: February

Practice Time: Four to Six Weeks

Pep Talk

The companies that were attending the event were there to offer internships and jobs, so this was a huge benefit to those members looking for internships and those that were graduating soon. Also, we had lunch with a local Chapter that we invited to this event before hand so this was great networking. T-shirts were also given to members at this event to wear so that the organizations knew who was a member of PRSSA.

Promotional Tactics

This event was promoted on the University website, color flyers were distributed throughout the University buildings, Invitations were put in Communication Professor's mailboxes, a banner was placed in an area of high student traffic, table toppers were made, and it was also placed in the weekly bulletin that gets email campus wide. Also, we encouraged students from all majors to attend!

Event Replay

This event was typically a career expo but with more of a focus on internships in the communication field. We sold about 20 tables to recruiters for \$25 dollars each and they set up their tables with promotional materials and recruited students for internships and even some jobs. To get these organizations to come we had to send out many letters and make many phone calls as well as follow up calls. On the day of the event, the ballroom in our student center was set up with tables and the recruiters personalized their assigned tables as they pleased. We had a huge turnout of students come by and network with these organizations and leave their resumes with them. Also, we had light refreshments available for the recruiters and students as well.

Additional Information

A table was also set up to recruit new members to PRSSA. Also, evaluation forms were given to the recruiters for feedback on how this event can be improved for the years to come, we had great feedback!

Paranormal State

Earned: \$500

Players: Six

Chapter: California State University,
Fullerton

Dates: Dec. 1, 10 a.m.–5 p.m.

Practice Time: One Month

Pep Talk

A representative from entertainment branding company Omelet LA contacted our Chapter to ask us to help promote A&E's new show Paranormal State on our campus. The exhibit was part of their Paranormal State Tour, which stopped in 10 cities across the country.

Promotional Tactics

PRSSA helped to promote this event through the Cal State Fullerton website, email blasts to student and faculty emails, Facebook, Twitter and had 5 student ambassador volunteers pass out flyers and free Paranormal State ringtone cards around campus.

Event Replay

In just one month of preparing and promoting for the event, a great deal of campus attention from students and faculty members came by the tour to meet the host of the show, get an autograph, share their paranormal experiences and have a fun picture taken. The event also attracted coverage from our school's student newspaper, The Daily Titan.

Additional Information

The Paranormal State Tour opened the door for PRSSA to potentially have many more fundraising opportunities with the company Omelet LA.

Sammy Sweethearts

Earned: \$530

Players: 10

Chapter: Sam Houston State University

Dates: Feb. 6-14

Team: PRSSA Sammy Sweethearts

Practice Time: Three to Five Hours

Pep Talk

Membership participation was encouraged through incentives. The first place incentive was two tickets to a Houston Rockets game, second place was dinner for two at Chili's and third place was a \$25 gift certificate to a local variety store.

Promotional Tactics

Flyers distributed on campus included a "customer service number," a link was placed on the Chapter website about the sale, an ad was placed on a local bulletin television station and an announcement was placed on facebook.com.

Event Replay

Members sold three Valentine's Day goodies which included: a Valentine's Day pillow for \$5, a "Sammy Pack" filled with candies and party favors for \$3 or a mini pack filled with candy for \$1.50. The items could be pre-ordered, picked up or delivered to students on campus.

Additional Information

More than 75 percent of members participated in this event, which made it a success. Because the sale was heavily promoted, it also drew in 10 new members to the Chapter! SMSU even donated some of their FUNdraising Earned to a local shelter for abused and battered women.

Hainesport Public School Survey

Earned: \$550

Players: Approximately 10

Chapter: Rowan University

Dates: October

Team: AJF PRSSA

Practice Time: two to 3 weeks

Pep Talk

Rowan University's student-run firm is called PRaction. One of their clients is the Hainesport Public School District. They requested that the firm conduct a phone survey to randomly selected community residents. Members were encouraged to participate in this FUNdraiser because each completed telephone survey generated \$10. Since the FUNdraiser had potential to generate large Earned, members stepped up to help.

Promotional Tactics

The event was announced in Chapter meetings. During the event, names were randomly selected from a list to call for survey participation.

Event Replay

The Chapter gathered demographic information and support to fund new school district projects. Information was compiled into statistical data and submitted back to Hainesport Public School District.

A Harmonious Philanthropic Event

Earned: \$614

Players: Approximately 10

Chapter: DePaul University

Dates: April

Team: DePaul PRSSA

Practice Time: One Month

Pep Talk

We encouraged members to come out for this event because it was a great opportunity to work side-by-side with another student organization to benefit a meaningful international organization called *charity:water*. Producing a fundraising event to benefit *charity:water* was the idea of an extremely dedicated and compassionate general member. With the teamwork and collaboration of many other PRSSA members, the benefit concert was set into motion. As a PRSSA fundraising team we met with other student organizations and utilized our campus resources to the fullest extent. In order to have members participate in the event, we emphasized the importance of supporting PRSSA and fellow members. We wanted to demonstrate how one member's idea could become so much bigger when working together as a Chapter and reaching out to the DePaul campus.

Promotional Tactics

We promoted this event by creating several large, well-designed posters to be posted around campus. DePaul's campus dining service Chartwells assisted in the creation of these promotional materials. They agreed to donate their time and resources to aid our organization and philanthropic goals. These posters included the names of three recognizable organizations (DePaul PRSSA, DePaul Men's a Capella, and *charity:water*) that we hoped would bring students out for different reasons. We also lead a guerilla marketing

campaign the week leading up to the event by placing simple, informative flyers up everywhere around campus, including dining areas, hallways and restrooms. Finally, we had a popular Facebook event page promoting the event.

Event Replay

DePaul PRSSA partnered with the popular student group DMaC (DePaul Men's a Capella) on April 23 for a benefit concert. When people first arrived at the event, they were able to donate directly to the organization or buy an official *charity:water* foot band for five dollars. These foot bands symbolize the countless miles and hours women and children have to walk everyday just to access unsafe water. The event began with an informative PowerPoint presentation on *charity:water* by a dedicated PRSSA member, which was followed by a spectacular performance by DMaC. The crowd loved the performers, who graciously promoted the charity throughout and included songs with relevant lyrics such as "bless the rains down and Africa." The event was a great success thanks to an amazing performance, incredible member participation and a great overall turnout at the event!

Lights, Camera, Fashion

Earned: \$650

Players: Five for pre-planning; six for event

Chapter : Illinois State University

Dates: March 2

Team: ISU Redbirds

Practice Time: Four to Six Months

Pep Talk

In order for the Redbirds to earn some Earned, members were asked to strut their stuff as models at their spring fashion show. Since this was the team's largest event, members were also asked to attend the FUNdraiser in order to make sure all attendees had an enjoyable time.

Promotional Tactics

Flyers were placed throughout campus weeks prior to the event. Tickets for the fashion show were purchased on the quad a week prior to the event. Because the show was during "Communication Week" it was included in the week's brochures, flyers and announcements on ISU's radio station.

Event Replay

The fashion show included 30 models and three communication faculty members who modeled clothing. Clothes for the show varied from day – time wear, red carpet wear and after – party wear. Clothes were donated for the evening from local stores. The event also included two dance team performances, a raffle and deejay who served as the event's emcee. Participants and attendants enjoyed this well-played event.

The Franchise: Earning Potential of \$1,000 or More

Frozen Goodies

Earned: \$1,000

Players: 25

Chapter: University of Northern Iowa

Dates: March 6–20

Team: UNI Panthers

Practice Time: Two Weeks

Pep Talk

UNI was the National FUNraising Bowl Champion for 2005. This made the team eager to participate again. Knowing that they could receive two free National Conference registrations for Salt Lake City, UNI was self – motivated and willing to compete. Funds from the team selling frozen goodies helped them attend a Regional Activity.

Promotional Tactics

The goal for this FUNdraising event was for the team to earn \$1,200. In order for the Chapter to reach this goal, each member had to sell at least 12 frozen goodies. Posters were placed on bulletin boards throughout campus to promote the sale.

Event Replay

UNI PRSSA members sold frozen butterbraids and pre – sliced cookie dough from door to door. These items are popular in the area and were easily sold to friends, family and other students. Even though the team did not reach their goal, they played a great game and earned \$1,000!

Additional Information

In previous years, UNI’s Chapter student – run firm called Public Relations Interns Develop Expertise (PRide) sold \$800 in cookie dough. By adding butterbraids, the Chapter knew they would be able to increase its Earned.

“Boy Toy” Auction

Earned: \$1,150

Players: 12 Staff and 12–25 Males to Auction

Chapter: Rowan University

Dates: One Evening

Team: AJF PRSSA

Practice Time: Two Months

Pep Talk

We let members know they need to help raise money to continue the excellence the Rowan Chapter is known for. Also, this event gave them an opportunity to experience planning and executing a special event.

Promotional Tactics

We promoted the event via word-of-mouth, bulletin boards, and a facebook event, posters, and fliers. We held the event on a Wednesday evening at 9:00 p.m. to catch the most students. Promotion to fraternities and sororities seemed to work well.

Event Replay

We auctioned off around 25 male participants to those interested in winning a date with them. We provided sponsorship for restaurants along with live music and entertainment.

Annual Italian Night Extravaganza

Earned: \$1,250–\$3,000

Players: 15–20

Chapter: University of Nebraska at Omaha

Dates: Oct. 14

Team: UNO Progressives

Practice Time: Three Months

Pep Talk

Members were encouraged by stressing the importance of profitability for the dinner. The extravaganza gave members hands – on event planning experience and a free authentic Italian meal!

Promotional Tactics

The promotions team met to create tickets, fliers and invitations for the event once finding the food wads underway. The tickets, fliers and invitations were all very similar in design; they only varied in content and size. The promotions team rationalized the essence of Italy lies in its food and artistic culture: a bold and flavorful spirit. That passion inspired the theme concept for our Chapters Italian dinner publications and promotional materials. A rustic blend of calligraphic script and contemporary type bring the classic touch of old-world Italy and modern precision together. The bold green and red of the Italian flag were chosen in the making of the flag to represent the fundamental values of charity and hope. We have chosen to symbolically include these two colors, red, then green, to relay the purpose of our Italian dinner: charity, through donating to Omaha Food Bank to aid less fortunate families and give them hope.

Event Replay

The team wanted to FUNdraise for the Chapter’s spring activities and publicize the PRSSA UNO Chapter throughout the Omaha community. The UNO Progressives team transformed a donated local restaurant space into a cozy Italian bistro where UNO PRSSA members served an authentic buffet – style meal including antipasto, dinner and deserts. All food and beverages (which included wine) were donated from 17 local restaurants. Faculty, UNO PRSSA alumni and Chapter members also provided monetary donations to make a winning evening!

Additional Information

The first Italian Night Extravaganza generated \$1,000 and was planned in two weeks. The extra time allowed the team to feel more relaxed when planning their game and they were able to generate even more food donations!

WVSU State Idol

Earned: \$1,375

Players: 10

Chapter: West Virginia State University

Dates: Feb. 2–April 27

Team: WVSU PRSSA Yellow Jackets

Practice Time: Three Months

Pep Talk

Members were encouraged to attend the competition because the Chapter used the Earned to help pay for the Yellow Jackets to attend Regional Activities and National Conference. WVSU also encouraged the event as a resume building experience in event planning.

Promotional Tactics

The event was promoted through flyers, the school newspaper, the State Idol website and the university's website.

Event Replay

State Idol was a spin – off of *American Idol*. This competition offered a grand prize of \$1,000 to the Idol Champion. After a preliminary round, contestants were narrowed down to 10 finalists who performed in front of an audience for a final performance round. The judges had 75 percent of the vote and the audience had 25 percent of the vote, which determined final winner.

Additional Information

In order to come up with a \$1,000 grand prize, the Yellow Jackets sold advertisements to local businesses that were placed on their Chapter website and in the event program.

Fourth Annual Charleston Battle of the Bands

Earned: \$1,400

Players: 15

University: The College of Charleston

Dates: March 23

Team: C of C Cougars

Practice Time: Seven Months

Pep Talk

Members were encouraged to participate because of the team's previous success. The Battle of the Bands has launched two band's careers, packed a local bar full of people and raised monumental funds from ticket sales!

Promotional Tactics

Press releases were sent to two city newspapers, the school newspaper and three local radio stations to announce the Fourth Annual Battle of the Bands. Another press release was sent that encouraged bands' participation. A final release was sent that encouraged attendance. Banners were placed in local restaurants and bars throughout town. Members distributed flyers on and off campus and announced the competition in their classes.

Event Replay

Local bands were invited to enter the Battle of the Bands competition for their chance to win cash prizes and/or eight free hours of recording time in a local studio.

Additional Information

The event was held at Charleston's most popular concert venue for local and mainstream music. A record-breaking number of people attended and four judges emceed. After the event, a music editor for a local weekly paper who judged the event wrote a raving review about the team's wonderful success!

Media Guide

Earned: \$1,500–\$5,000

Players: Two or More

Chapter: University of Memphis

Dates: Ongoing

Team: Memphis Tigers

Practice Time: Ongoing

Pep Talk

Members were encouraged by executive board, and professional development opportunities, It allows students to learn how to be responsible at all stages of productions, from laying out the books, to printing them, to selling them. The students gain professional development growth and networking opportunities with professionals.

Promotional Tactics

Media Guides are the Chapter's most efficient fundraiser. They have been sold by the Chapter for more the 15 years to local public relations professionals. Media Guides are sold for \$30.00. A media guide is simply a directory of all local media contacts: news bureaus & daily publications, weekly publications, bi-monthly & monthly publications, television & cable, radio stations, regional newspapers and major U.S. newspapers. It is an excellent long-term plan for bringing in revenue to further advance the Chapter.

Additional Information

The University of Memphis Chapter presented in one of the Chapter Development Sessions at the PRSSA 2007 National Conference. The session was called "The 2007 Media Guide Draft". The University of Memphis informed different Chapters on the Media Guides.

OnTheGo Fitness Expo

Earned: \$1,839

Players: At least 20

Chapter: University of South Florida

Dates: Nov. 8

Team: USF Bulls

Practice Time: Four to Six Weeks

Pep Talk

We actually made a separate committee for this event, so that the members got experience in planning a large-scale event. We also asked for other members to volunteer during the day of the event and we did not have a hard time getting members to help.

Promotional Tactics

We promoted the event through Facebook, flyers, wooden signs around campus and volunteers stationed around campus throughout the day of the event to send people over.

Event Replay

This event began as a way to promote a celebrity fitness trainer that one of the executive board members already knew. We planned the event around him, seeking out fitness/health related vendors and sponsors. We charged \$100 for each vendor and ended up with about 30. We also received one sponsorship of \$500 and earned approximately \$200 from the celebrity trainer for work on his Myspace page and our execution of the event. We also raffled off items such as Starbucks gift baskets and tanning gift certificates and earned about \$60 from those. Our event was held in the Campus Recreation Center from 12-6 p.m. and also included a fitness fashion show and live music.

Additional Information

Not only was this event an extremely successful fundraiser, it also gave our members great experience in planning and executing events and earned our organization large recognition on campus.

Gold Picks Intern-for-a-Day Auction

Earned: \$2,213

Players: 10

Chapter: Colorado State University

Dates: May 7

Team: CSU Rams

Practice Time: One Month

Pep Talk

Our parent Chapter, PRSA Colorado, has their yearly Colorado Chapter Gold Pick Awards every May. Every year, PRSA Colorado selects a charity beneficiary for the Gold Picks Awards' Auction, and for the fourth consecutive year CSU PRSSA was chosen.

We decided to do a live auction in which we auctioned ourselves off as interns for a day. The terms were that if a bidder won us in the auction we would do any day-long tasks he or she needed help with; it could either be help setting up for an event, pitching, cleaning the office, filing, teach or manage social media account, putting together clip reports or anything else. It was our responsibility to keep in touch with our bidder to coordinate a day and time when we could work during summer break.

Promotional Tactics

To prepare, we worked with the Gold Picks event committee to create copy for the event brochure and fit our auction in the agenda, as well as ask a PRSA member to be our auctioneer. Then we created fake auction names to increase excitement. Auction names ranged from The Organize-oholic, Twitter-riffic, The Ultimate Assistant and more. To incorporate this, we made business cards. These business cards came in handy because before the professionals took their seats, we were able to 'sell' ourselves and ask them to be our bidder.

Event Replay

Overall, this fundraiser allowed us to be creative, network with local PR professionals and gain experience during our daylong internship.

Additional Information

Our Chapter was also asked by the PRSA Student Outreach Committee to write about our experiences during these mini internships for the PRSA Colorado Blog. A similar fundraiser can be done at either at a PRSA awards night or at a luncheon.

Golf Tournament

Earned: \$2,275

Players: 12

Chapter: University of North Carolina at
Pembroke

Dates: March 20

Team: UNC PRSSA

Practice Time: Three to Six Months

Pep Talk

Our Chapter organized a golf tournament fundraiser. The format was captain's choice with teams of four. In planning for the event our Chapter members organized sub committees for soliciting sponsors, donors and golfers; locating a golf course and coordinating with golf professionals; and producing promotional materials (brochure, flyers, print and online news releases, implementing social media, and event programs).

Promotional Tactics

In promotion for the event, our Chapter also coordinated with the NC PRSA. News releases were posted on the NC PRSA Twitter and Facebook pages.

Event Replay

Prizes were awarded to the top three teams and the winner of a "closest to the hole" skill contest. All of our prizes were donated by: local restaurants, Office Depot and, a golf supply store. Registration was \$50 and included green fees, cart fees, goody bags, cookout supper and beverages.

Additional Information

Our Chapter was able to provide the cookout supper at no cost by soliciting donations from local grocery stores, Sam's Club, Pepsi Co., and a local Budweiser distributor.

Fresh Baked Pretzel Sale

Earned: \$3,000 yearly (\$60 per week)

Players: two to 3

Chapter: Rowan University

Dates: Ongoing

Team: AJF PRSSA

Practice Time: Two Hours

Pep Talk

Since this FUNdraiser is easy to implement, it only requires a few Chapter members. The Membership may decide to participate individually. The aroma of fresh baked pretzels speaks for itself.

Promotional Tactics

Because the pretzel sale is a long standing tradition at Rowan University, it requires little promotion. The communications building has a few flyers posted, but the delicious aroma of the pretzels helps the pretzels sell themselves.

Event Replay

For 15 years the Rowan PRSSA Chapter has been selling fresh baked pretzels in the communications building for only \$.75 for one or \$1 for two pretzels. The pretzels are purchased and delivered daily from Center City Pretzel Co. in Philadelphia with free delivery and the pretzels costing \$.18 each. Because the cafeteria is a walk from the communications building, we are able to sell their pretzels and FUNdraise all year long!

Colt Concessions

Earned: \$3,600

Players: 72

Chapter: Ball State University

Dates: six home games

Team: Ball State Cardinals

Practice Time: 18 hours

Pep Talk

The purpose of Colt Concessions was to raise money to reimburse members that attended National Conference in Miami.

Promotional Tactics

The FUNdraiser was promoted by making announcements at Chapter meetings and e-mails to members to inform them about games.

Event Replay

The FUNdraiser for the Cardinals was working concession stands at Indianapolis Colts games. The Cardinals worked six home games in the V.I.P. section. The team scored \$600 per event!

Additional Information

In order to make the event successful, preparation from the team was required. Each event required 12 volunteers and approximately eight hours of commitment.