

**PRSSA 2018
FUNdraising Bowl
Playbook**

PRSSA Public Relations
Student Society
of America

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The Hall of Fame

Greek Media Training

Earned: \$1,200

Chapter: Indiana University

Players: Eight members

Date: February 19

Practice Time: Three months

Pep Talk

Involvement may lead to future presentations/work opportunities with the Greek community. Event will also benefit Greek organizations Chapter members are a part of.

Promotional Tactics

Through the Panhellenic Association and Interfraternity Council, we invited two representatives from each chapter to attend the event and learn from communications experts.

Event Replay

Each year the Chapter hosts a well-attended event, Greek Media Training (GMT), for the campus' Greek community. There were a total of 98 representatives present. The speakers were university officials, news directors and university professors. They charged each Chapter \$10 per representative to attend. They provided refreshments and encouraged audience participation throughout.

A Match Made on Seventh

Earned: \$1,060

Chapter: Fashion Institute of Technology

Players: 30 members, four security guards, one DJ and one AV tech

Date: March 6

Practice Time: Four weeks

Pep Talk

Helping ensures members get a chance to "date" the gentlemen. Good food, music and raffles.

Promotional Tactics

The event was promoted through word of mouth, Chapter publications and at all meetings. Solicitations to all men at neighboring universities were made.

Event Replay

Pulling from Stevens Institute of Technology, New York University, Baruch College, Seton Hall, and others, members from the chapter found fifty guys and brought them to fifty FIT girls. The night consisted of music, good food, raffles, and of course, fifty dates! We successfully raised over \$1,000 and will use that money to fund our annual Connections dinner where students can network with past PRSSA members.

Hometown Taste-off

Earned: \$800
Chapter: Northern Michigan University
Players: 10 members

Date: November
Practice Time: Four weeks

Pep Talk

Members contact restaurants known for great pizza (local and national chains) asking for donations of 10+ pizzas cut into squares for a blind taste test (making pizza look similar and getting more pieces for each one). Winning restaurants receive a certificate stating, "NMU students say we're the best in town."

Promotional Tactics

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

Event Replay

A taste-test competition to see which pizza is best. Day-of-event, we have members pick up pizzas and bring them to an adjoining room where pizzas are taken out of boxes and placed on matching trays so taste testers don't know where they are from. With some members stocking refill pans, we set up tables marked with letters for each place (ex: 7 pizza restaurants = tables A-G). We charge participants \$5 for "all-you-can-eat pizza" where they receive raffle tickets to vote for their favorite. For two years we've sold out of 70+ pizzas and made over \$800 in one hour.

Oh Snaps! Professional Headshots to Start Your Professional Career

Earned: \$520
Chapter: Sam Houston State University
Players: 4 members and one
photographer

Date: March 6
Practice Time: One – two months

Pep Talk

Event is an excellent opportunity for members to have headshots done for a cheap price.

Promotional Tactics

"Oh Snaps!" was promoted through a Huntsville radio PSA, Facebook event page, press release, on-campus news story, recurring blurb in local newspaper's 'Best Bets' section, email blast, university e-newsletter entry, letter to University President. We also promoted through flyers, in-class announcements, social media posts and promo tables (with help of SHSU mascot).

Event Replay

The fundraiser provided a unique opportunity for our campus and community members to develop their careers through inexpensive professional headshots. We recommended these photos be used for auditions, applications, portfolios, business cards, social media and any

other personal use. For \$10, cash only, participants posed for more than five shots and were able to select their three favorite photos to be emailed within two to three weeks. Business attire was encouraged, but we provided several men and women's blazers in case attendees needed them. The event also gave guests handouts with tips for creating a professional LinkedIn account and applying for jobs or internships, courtesy of SHSU Career Services.

We successfully spent no money for "Oh Snaps!" by reserving a SHSU broadcasting studio, printing flyers on campus and finding a photographer willing to work for free.

Mr. Millersville

Earned: \$500
Chapter: Millersville University
Players: 20-40 members

Date: April 9
Practice Time: Four months

Pep Talk

Members are encouraged to garner support/participants from their other organizations (fraternities, sororities, honor societies, etc.).

Promotional Tactics

The event was promoted through word of mouth and publications in both the Chapter and participating organizations.

Event Replay

Mr. Millersville was an all-male beauty pageant in which organizations on Millersville campus participate to win money for their organization. During the event, the contestants participated in a talent portion, question and answer and swim wear portions. At the end of the event, the audience was able to select their "People's Choice" winner and our three judges determined first and second place. Audience members were charged \$5 per ticket to view the show.

Spring Wine Trail Outing

Earned: \$200
Chapter: Southern Illinois University,
Carbondale

Players: Four members
Date: April 20
Practice Time: One week

Pep Talk

Having fairly inexpensive tickets to have a ride to three different wineries in the local area is good motivation. Safe rides home and a friendly atmosphere helps, too.

Promotional Tactics

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

Event Replay

We plan a fundraising event in which we take a bus to three of the most popular wineries in the area. Tickets sell for \$20 and include a free bus ride, a shirt, and the chance to participate in various contests for free bottles of local wine. Those who attend must be 21 or older, and we always make sure to bring water, snacks, and designated drivers for those who want to leave early.

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

Downtown Dive Bar Fundraiser

Earned: \$100

Chapter: Cleveland State University

Players: Three

Date: February

Practice Time: Five weeks

Pep Talk

Invite your friends to an all you can eat buffet at a popular local restaurant and bar.

Promotional Tactics

They supplied us with flyers and we used social media to spread our event.

Event Replay

We partnered with a downtown spot to have a \$20 all you can eat buffet fundraiser. We invited friends, faculty, local PRSA members and PRSSA and communication alumni.

Samurai Japanese Steakhouse

Earned: \$110

Chapter: Rowan University

Team: AJF PRSSA

Players: One

Date(s): Any Day

Practice Time: Two Weeks

Promotional Tactics

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

Event Replay

People came and ordered food during a designated time. 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 during that time and then rewarded us with twenty percent of the total.

Applebee's Dinning to Donate

Earned: \$120

Chapter: Southern Illinois University—
Edwardsville

Team: PRSSA—SIUE Chapter

Players: 1-2

Date(s): September 20

Practice Time: One to two weeks

Pep Talk

To get members to participate in this FUNdraiser, we made use of print media. A majority of our members handed out fliers for the event, posted them in their dorms, apartment complexes and places of work; they also handed out the discount ticket for the event to random people in the restaurant. We utilized our public relations speaking skills for this fundraising and drew a great crowd.

Promotional Tactics

We passed around fliers, had an article written about the FUNdraiser in SIUE's on-campus newspaper (*The Alestle*), and we spread the event information by word of mouth through campus events and daily interactions.

Event Replay

Dining to Donate was an easy way for organizations to make money. We simply rounded up people to eat at Applebee's between certain hours on a specific day, and then we receive 15% of the total profit made that night. We were entrusted with the task of creating a flier to distribute to people with the event information on it so that we could draw a crowd.

Raise a Bunch at Brunch

Earned: \$127

Chapter: SUNY Oswego

Players: 9 members

Date: March 9

Practice Time: One month

Pep Talk

Enjoy a great brunch and support the American Cancer Society.

Promotional Tactics

They used heavy on-campus promotion using flyers, social media (Twitter, Facebook, Instagram) and word-of-mouth.

Event Replay

Our brunch fundraiser raised money for the American Cancer Society. We held it at a popular local business, The Shed, which used to host a brunch every Sunday. We chose this venue because we knew that we could attract a large audience due to the former popularity of its discontinued brunch. To generate more funds, we also held a 50/50 raffle. This fundraiser was one of our most successful ever. We surpassed our fundraising goal and all had a great time!

Bake Sale

Earned: \$135

Chapter: Drexel University

Team: Fundraising Team

Players: 3-4

Date(s): October 10

Practice Time: One to two weeks

Pep Talk

We encouraged our members to participate in the bake sale by informing them exactly where the money will go and how it will benefit them. By putting money earned towards National Conference expenses, member socials and meetings, our members felt the impact of their hard work.

Promotional Tactics

We created a Facebook event and promoted it also on Twitter. Word of mouth also played a large role in this particular event. In addition, we put information about it up on our Chapter website.

Event Replay

Members baked cookies and brownies that were sold on a table outside the Starbucks on campus. It's naturally a high-traffic area for students, and we could catch them while they were hungry between classes.

Additional Information

Make sure to get your University's permission before setting up and selling food. Many schools have a policy in place you must follow.

Valentine's Day Chocolate Roses

Earned: \$145

Chapter: Biola University

Players: 10 or more

Date: February 7-14

Practice Time: One week

Pep Talk

This fundraiser raised money and awareness for Biola PRSSA on campus and helped members to become more active.

Promotional Tactics

The fundraiser was promoted through word of mouth, social media and fliers.

Event Replay

We bought 360 chocolate roses in bulk and sold them to our student body for one dollar each. At monthly meetings prior to the event, we passed out a sign-up sheet for members to volunteer to work shifts. Members dressed in pink and red clothing to go with the Valentine's theme sold the chocolate roses in front of the cafeteria and within the dorm. Members worked together to take the initiative to sell all of the chocolates.

Savory Foods Cookie Dough

Earned: \$148.10

Chapter: Grand Valley State University

Players: 1-50+

Date(s): February 16- March 15

Practice Time: Two months

Pep Talk

The event was promoted through word of mouth, Chapter emails and newsletters, blog updates, social media and at all meetings.

Promotional Tactics

This FUNdraiser was promoted as a way for members who are planning on attending a Regional Activity to raise funds to help lower their costs. Members not attending the event were still encouraged to sell in hopes to raise money for next year's National Conference.

Event Replay

The Grand Valley State University Chapter of PRSSA held a FUNdraiser through a local company in our area, Savory Foods. There were 13 kinds of cookie dough (dough is made to order and delivered fresh; each cube made approximately four dozen cookies), four types of popcorn, two types of lava cakes, and nine types of Bundt cakes.

Additional Information

The Chapter could earn \$3.05 on each tub of popcorn, cookie dough and lava/Bundt cakes if less than 350 items were sold. They could earn \$4 on each tub if more than 350 tubs were sold. All taxes were included in price. These items generally sold one for \$12, two or more \$10 each. Bundt cakes are sold for \$25 a piece.

Red Cross Heroes Campaign

Earned: \$150

Chapter: SUNY Oswego

Players: 25-30 members

Date: March

Practice Time: One month

Pep Talk

One dollar can make a huge difference. They will be showcased on communication department wall as well.

Promotional Tactics

The event was promoted through word of mouth, Chapter publications and at all meetings. Promoted to communication department by having wall of donations up.

Event Replay

Through the Red Cross, these people can receive funding and support to help them through a most difficult time. To raise money for this cause, Oswego's PRSSA has been selling small cut outs for \$1.00 each. With one purchase of a small cutout, you have the option to write your name or a name of someone you wish to honor on the cutout and then we are hanging them on a wall outside of the Department of Communication Studies. In doing this, we are not only raising money, but also by having the wall, we are displaying our success and reminding people that one dollar can have a huge impact.

Cheesecake FUNdraiser

Earned: \$150
Chapter: Drexel University
Team: Fundraising Team

Players: The Chapter
Date(s): November- December
Practice Time: One month

Pep Talk

Members were reminded that the money raised would help them be funded for National Conference attendance and expenses.

Promotional Tactics

We put the event on Facebook and Twitter and members went to department offices, groups of friends and places in the community to sell the cheesecakes.

Event Replay

We partnered with a local cheesecake company to sell cakes for the Thanksgiving and Christmas holidays. Members sold to their families, friends, faculty and co-workers. We made a profit from each cake sold.

PRSSA T-Shirt Sale

Earned: \$150
Chapter: Indiana University
Team: Beth Woods Chapter of PRSSA at IU

Players: 5
Date(s): Month of March
Practice Time: One month

Pep Talk

We used mass emails to encourage being a part of a T-shirt sale in order to help our fundraising goals. We also discussed what it would mean to the organization if members were to participate in the event. These T-shirts served as our Chapter shirts, thus members of PRSSA bought these shirts in order to show they are a part of the organization.

Promotional Tactics

We promoted the event through email to our members as well as using social media networks such as Facebook and Twitter to let our members know we are having the T-shirt sales. We also used email as a form of communication in order to promote the event. During Chapter meetings we strongly encouraged our members to purchase a T-shirt not only to show they are part of the organization but also to help the fundraising committee.

Event Replay

IU PRSSA hosted a T-shirt sale in order to raise more money and to sell the excess shirts we made throughout the year. We distributed them in the Ernie Pyle Journalism School to members who purchased these shirts throughout the year. People came and picked up their shirts or they purchased them right on the spot. The money from selling the T-shirts was used to fund a Regional Activity that the Beth Woods Chapter hosted that year.

Kona Bistro Community Night

Earned: \$150
Chapter: Miami University Ohio
Team: Miami Redhawks

Players: Varies
Date(s): April to May
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 Chapter.

Mad River Social

Earned: \$175
Chapter: Temple University

Players: 6-10
Date(s): 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 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.

Valentine's Day Bake Sale

Earned: \$200

Chapter: Illinois State University

Players: Two members

Date: February 11-13

Practice Time: ~One week

Pep Talk

Baking is a fun thing to do with friends and it will raise money for the Chapter.

Promotional Tactics

The event was promoted through Chapter social media, website and on-site at the booth.

Event Replay

Members of the development committee volunteered to make Valentine's Day-themed baked goods. The goods were then sold for \$1 per cupcake, or two mini cupcakes. Also, \$.50 for a bag of puppy chow, two cake pops. Items were sold inside of Fell Hall for anyone to purchase.

Krispy Kreme Delivery

Earned: \$200

Chapter: University of Wisconsin at Milwaukee

Team: Panthers

Players: 6-10

Date(s): April 4

Pep Talk

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

Promotional Tactics

Both the executive board and members called professionals to sell the doughnuts. We utilized every contact. As this is our third time running the FUNdraiser, professionals were starting to remember, 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 PRSSA 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 Chapter's upcoming events. Each executive 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

Chapter: Penn State University

Players: 4-6

Date(s): 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. We encouraged members to participate by offering them an additional point for each time slot that they worked during the event. This seemed to work really well because many of the members wanted to be considered active members but were in need of some additional points.

Promotional Tactics

We designed mini-fliers on bright orange paper with black font, making them simple so that it would be easy for people to quickly read and grasp the information. We also created Facebook events for both portions of the event and asked all members to invite 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. Two members worked 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 how much money they had 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 Chapter. 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 Chapter 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.

"Sick of the Selfie?" Headshot Fundraiser

Earned: \$210

Date: February 11 – 12

Chapter: Grand Valley State University

Practice Time: Four – six weeks

Players: Six or more members

Pep Talk

Event is an excellent opportunity for members to have headshots done for a cheap price.

Promotional Tactics

Targeting business and public relations students, GV PRSSA organized a campaign that involved the creation and posting of a flyer/poster that promoted the event, the use of student photographers, and the use of members as volunteers for various jobs.

Event Replay

As a professional organization, GV PRSSA thought it was suitable to host a fundraiser that would support the advancement of any student's professional portfolio. Because our generation is in the midst of a social media craze, lots of profile pictures (including those on any social media platform) prove themselves to be unprofessional. Offering three headshots for \$5 to students at Grand Valley State University's campus in two different locations proved to be a needed endeavor. Overall outcome of the event was successful with 42 participants, \$210 made, and more publicity for the organization!

Headshot Fundraiser

Earned: \$210

Date: Nov 20 – Jan 12

Chapter: University of Florida

Practice Time: Two – three weeks

Players: Four members

Pep Talk

Event is an excellent opportunity for members to have headshots done for a cheap price.

Promotional Tactics

We had it on a day that we had our school-wide career fair, so students were already dressed in professional attire. We promoted with posters and on social media.

Event Replay

We decided to combine a professional service and fundraiser and take professional headshots for our members and other students for \$10. The photographer was our college's photographer, so he volunteered his services and equipment, so we had 100 percent profit. We collected the students' names and emails using a Google form and uploaded one or two pictures each to one Dropbox folder and shared the link. We took headshots for an hour each time, but it would have been easy to extend the time and earn more money.

Bake Sale

Earned: \$240

Chapter: University of Nebraska, Omaha

Team: Maverick

Players: Approximately 30

Date(s): Feb. 16

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

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

Event Replay

We offered items such as brownies, Rice Krispies, cookies, fruit and our most popular: peanut butter and jelly sandwiches. The sale goes from 10 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.

Seroogy's Chocolates Fundraiser

Earned: \$243.50

Chapter: University of Wisconsin-Green Bay

Players: 20 members

Date: March – April

Practice Time: Two weeks

Pep Talk

Utilize friends and family to sell delicious chocolate bars.

Promotional Tactics

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

Event Replay

Having the thrill of just recently being affiliated, PRSSA of UW-Green Bay researched local fundraisers. We found the Seroogy's Fundraiser, \$1.50 for a delicious chocolate bar. The first couple days we saw amazing results and actually had to go back to Seroogy's to order more chocolate because we had almost ran out. Student and faculty even gave donations, which we graciously accepted and followed up with a personal email to the donator thanking them for their contribution.

Donation for a Carnation

Earned: \$250

Chapter: Drexel University

Team: Fundraising Team

Players: 8-10

Date(s): February 14

Practice Time: One to two weeks

Pep Talk

Members were encouraged to invite their friends and have fun with this event. Also, we were very flexible with allowing them to help at any time and for any duration of the sale. The motivation came from where the funds would go in the future.

Promotional Tactics

We promoted the FUNdraiser through Facebook, our Chapter's website and on our Chapter Twitter page. This is an annual FUNdraiser that we hold every Valentine's Day.

Event Replay

We set up a table in a prominent location on campus for a three-hour time period. We also had groups of two members go around to department offices around campus. Carnations were sold for whatever donation the person could give.

Additional Information

It's very important to get as many carnations for as little cost as possible. Pre-ordering and shopping around for the best value works well for your Chapter's benefit. This is one of our most lucrative FUNdraisers.

Magazine Sale

Earned: \$280

Chapter: Ohio Northern University

Team: ONU Polar Bears

Players: Approximately 20

Date(s): Oct. 13-16

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.

Smashburger Sale

Earned: \$300

Chapter: San Diego State University

Team: Aztecs

Players: 2

Date(s): Mid October

Practice Time: Two weeks

Pep Talk

Members were encouraged to participate by using social media. At the restaurant, we were able to set up a projector and display a tweetwall with the hashtag #PRSSAsmashburger. Also, members who were attending (which happened to be the next day) would get some of the money raised back as reimbursement.

Promotional Tactics

Social media outlets such as Facebook and Twitter, as well as our Chapter website, which was used to promote the SmashBurger FUNdraiser.

Event Replay

We held the FUNdraiser at a local burger chain called, Smashburger, a client of the local boutique PR firm, Elle Communications. Elle Comm and PRSSA SDSU promoted the event through social media outlets. For each "San Diego Burger" purchased on the day of the event and through the week, Smashburger gave a dollar back to our Chapter. Also, displayed on one of the walls of the restaurant was a projection of our hashtag. Members could tweet from the event and see it displayed on the wall.

Additional Information

The founder of Elle Comm is an SDSU PR grad and was a guest speaker at one of our meetings. It was easy to partner with her and her staff to mutually benefit our Chapter and their client. We were pumped because we brought in customers and created buzz using the Smashburger Twitter handle.

“Topless” Car Wash

Earned: \$320
Chapter: University of Alabama at
Birmingham
Team: Blazers

Players: 7–10
Date(s): November 11
Practice Time: One Week

Pep Talk

Because this is a humorous event to participate in, the Chapter was eager to help with the event.

Promotional Tactics

The event was promoted by PRSSA members holding road-side signs the day of the car wash which read “Topless Car Wash” and “This Way for Your Topless Wash.”

Event Replay

This event was held close to a busy intersection. A building near the intersection had a driveway, which wrapped around the back and could not be seen from the road. Cars were directed behind the building for their \$7 “topless” wash. The Chapter did not wash the roofs of cars for the “topless” wash! Customers could pay an additional \$3 to clean off the roof of their vehicles.

Additional Information

Depending on the location of this event, you may need to look into permits for both the wash and roadside signs.

Big Daddy’s FUNdraiser

Earned: \$350 (donated to NCIS)
Chapter: Southern Illinois University
Edwardsville
Team: PRSSA SIUE Chapter

Players: Varies
Date(s): November 11
Practice Time: One week

Pep Talk

The event was raising money for the NCCS (National Children’s Cancer Society) which was a big selling point due to the fact a majority of our members, families, and friends have been affected by cancer in one way or another. It was a charity very dear to our hearts, so encouragement to attend and raise money was easily achieved.

Promotional Tactics

PRSSA created several fliers and distributed them around campus at SIUE, Edwardsville, and surrounding small towns.

Event Replay

It was a three hour event where participants paid \$20 in order to get free drinks (alcoholic drinks and non-alcoholic drinks included) and food for that three hour span. All proceeds went to the NCCS (National Children’s Cancer Society). Donations were also accepted.

Additional Information

The NCCS was expecting us to raise \$100, and we blew them away by announcing we had raised \$350 for them. It was a truly inspiring event. We not only proved to the NCCS that our PRSSA Chapter could produce positive results, but we proved to ourselves that we are capable of amazing things when we come together as a Chapter.

Cardinal Chili Challenge

Earned: \$360

Chapter: Ball State University

Team: Cardinal Chili Challenge

Players: 20–25

Date(s): March 31

Practice Time: Three Months

Pep Talk

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

Promotional Tactics

The event was promoted by fliers 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. Three dollars purchased a “bottomless” bowl of chili. Attendees also purchased raffle tickets for their chance to win restaurant or tanning gift certificates.

South African Beading

Earned: \$400

Chapter: West Virginia State University

Team: Yellow Jacket Buzz

Players: 3-5

Date(s): September to May

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 supported not only our PRSSA development and scholarship efforts but young entrepreneurs in South Africa.

Silent Auction I

Earned: \$400

Chapter: University of Florida

Team: The Florida Gators

Players: 10

Date(s): Nov. 9

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, emails to members, fliers throughout campus and Facebook. 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
Chapter: Pennsylvania State University
Players: 5+

Date(s): Three Consecutive Days
Practice Time: 6-8 weeks

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 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 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. During the auction, students were placed at two heavily trafficked locations on campus passing out lollypops 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 three 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.

Pass the Pepper, Prez!

Earned: \$400
Chapter: Western Kentucky University
Team: WKU Hilltoppers

Players: 15
Date(s): October-November
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 three 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.

Hockey Jersey and 50/50 Raffle

Earned: \$498

Chapter: Northern Michigan University

Players: 12

Date(s): January 7-8

Practice Time: One week

Pep Talk

Members were encouraged to participate by offering reimbursement incentives to cover the costs associated with attending the National Conference.

Promotional Tactics

By pairing up with the NMU Intercollegiate Athletics and Ticket Office, we were able to piggy-back our promotional efforts off of the already-promoted event, along with our efforts across our social media channels and word of mouth.

Event Replay

Competing against several other organizations, NMU PRSSA coordinated ticket sales for a 50/50 raffle drawing. Raffle tickets for that night’s jersey and program highlight the NMU players were sold by our members. Each participating organization earns \$50 for taking part in the event, plus \$.25 for each program and 50/50 raffle and jersey ticket sold- up to a maximum earning of \$250 per event.

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

Internship Expo

Earned: \$500

Chapter: Eastern Connecticut University

Players: 5+

Date(s): February

Practice Time: 4-6 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 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 fliers 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 emailed campus-wide. 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 sent out many letters and made many phone 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.

Additional Information

A table was also set up to recruit new members to PRSSA. Evaluation forms were given to the recruiters for feedback on how this event can be improved for the years to come.

Paranormal State

Earned: \$500

Chapter: California State University,
Fullerton

Players: Six

Date(s): Dec. 1

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 five student ambassador volunteers pass out fliers 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.

Bobcat Date Auction

Earned: \$523.84
Chapter: Georgia College and State
University

Players: Eight staff members and 15
people being auctioned off
Date: April 25
Practice Time: One month

Pep Talk

Date auctions are fun and members can support both the Chapter and his/her other student organizations.

Promotional Tactics

We distributed flyers around campus, created a Facebook event and submitted a press release in order to promote the event. We also set up a table the week of the event in the middle of campus in order to raise awareness and sell tickets.

Event Replay

Our chapter teamed up with sororities, fraternities and various Registered Student Organizations on campus to organize the first Bobcat PRSSA Date Auction Fundraiser. There was one representative from each participating organization. We sold tickets for \$3 the week of the event and for \$5 at the door of the event upon arrival. We started the bidding at \$5, and some representatives were "sold" for as high as \$60. Each representative and the winning bidder received a donated voucher from a local restaurant for a "free burger date."

Sammy Sweethearts

Earned: \$530

Chapter: Sam Houston State University

Team: PRSSA Sammy Sweethearts

Players: 10

Date(s): Feb. 6–14

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

Fliers 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.

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 donated some of the money earned to a local shelter for abused and battered women.

Hainesport Public School Survey

Earned: \$550

Chapter: Rowan University

Team: AJF PRSSA

Players: Approximately 10

Date(s): October

Practice Time: Two to three weeks

Pep Talk

Rowan University's student-run firm is called PRaction. One of their clients was 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 a large profit, 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

Chapter: DePaul University

Team: DePaul PRSSA

Players: Approximately 10

Date(s): April

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 led a guerilla marketing campaign the week leading up to the event by placing simple, informative fliers 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 symbolized 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 in 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
Chapter : Illinois State University
Team: ISU Redbirds

Players: 5 for pre-planning; 6 for event
Date(s): March 2
Practice Time: 4-6 months

Pep Talk

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

Fliers 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, fliers 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 – work 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 event.

Media Contact List FUNdraiser

Earned: \$650
Chapter: Grand Valley State University
Team: Media Research
Players: Up to 10

Date(s): March 2
Practice Time: Leave a month to practice, and continue to update annually

Pep Talk

The event was promoted through word of mouth, Chapter emails and newsletters, blog updates, social media and in all meetings. The executive board reached out to members to create a committee of researchers who would compile all media contacts in a list to sell to local nonprofits. We stressed the importance of research and how members could benefit from being involved.

Promotional Tactics

This FUNdraiser was promoted as a way for members who were planning to attend the 2012 National Conference to raise funds that would go toward lowering their costs associated with attending the event in the fall. Additional money raised will also go towards the benefit of the Chapter; to bring in speakers, promotional materials, out-of-town agency tours, etc.

Event Replay

The Grand Valley State University Chapter of PRSSA created a contact list with 90+ contacts in our local tri-county area (Ottawa, Kent and Muskegon). Once the list was completed, we began outreach. We were able to obtain a list of local nonprofits through the Grand Rapids Foundation and the Johnson Center for Philanthropy on GVSU's campus. Nonprofits received an email explaining the usefulness of the list and how contacting the correct media contact will heighten their chances of obtaining media coverage. The list will be updated when members return in the fall by making phone calls to media outlets to make sure our list is up-to-date. Once information is updated, nonprofits will be contacted once again in the winter of next year with the opportunity of purchase an updated version of our list.

Paws with Claus

Earned: \$680

Chapter: Michigan State University

Team: MSU PRSSA

Players: 8-10 people

Date(s): December 4

Practice Time: Three to four weeks

Pep Talk

Members who volunteered at the event received participation points for each hour of time they put in. Members were also encouraged to invite their friends and family to bring their own pets. Considering it involved animals, it wasn't difficult to recruit volunteers.

Promotional Tactics

We promoted the event through our Chapter Facebook and Twitter page, bi-weekly meetings, weekly eblasts and landed a radio interview with a local station. We also posted fliers around local pet stores and encouraged them to post about the event on their social media sites and included information in their mailings.

Event Replay

MSU PRSSA teamed up with AnnaBelle's Pet Station, a local doggy day care/training company. For a \$10 donation, dog owners could get their dog's pictures taken with Santa Claus. We also offered a \$1 raffle tickets for participants to win dog-related gifts.

Kaplan Silent Auction

Earned: \$750

Chapter: University of North Texas

Team: North Texas PRSSA

Players: 1-2

Date(s): March-April

Practice Time: One to two months

Pep Talk

We had members share the information of winning a discounted prep course from Kaplan with their friends and classmates. Those who are active members and were interested in attending PRSSA National Conference in the fall were our biggest helpers.

Promotional Tactics

We promoted this offer on Facebook, Twitter, announced it in our classes and had SGA send out a mass email to the entire student body. Our target audience was mainly students majoring in science, law or business.

Event Replay

A representative from Kaplan offered us a free course certificate. We set up a virtual silent auction (through our PRSSA email account), and the highest bidder won the course certificate.

NYU at AU

Earned: \$700.82

Chapter: American University

Players: ~12 members

Date: March 20

Practice Time: Two months

Pep Talk

Successful event means learning all about NY entertainment PR.

Promotional Tactics

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

Event Replay

Detailed Description of Fundraiser (no more than 150 words):

In an effort to help students explore careers in entertainment communications in New York City, we brought a panel of top communication executives from NYC to talk to students about their lives and careers. To attend the event, students were asked to pay \$5 if they were a PRSSA member and \$8 if they were not. After the event students were welcomed to a networking reception with the panelists.

Mr. Wildcat 2011

Earned: \$937

Chapter: Indiana Wesleyan University

Team: IWU PRSSA

Players: 10+

Date(s): March 29

Practice Time: December-March

Pep Talk

We split the event into three different planning committees: marketing/advertising, show, and technical. By doing this, it allowed members to find a specific aspect of the show that they knew they would enjoy or had the most experience in. They were able to tell leadership where they knew they would excel most. This allowed the members to contribute in ways that they were confident in and allowed them to not feel pressured to commit to things that might be a struggle for them.

Promotional Tactics

We used Facebook, Twitter, posters made by the Marketing/Advertising committee for Mr. Wildcat, campus-wide emails, a booth in the Student Center and professionally made T-shirts with the logo, location, and date of the event that members wore around campus.

Event Replay

Mr. Wildcat (named after the IWU mascot) is a show created to allow men to show off their talents in a fun and exciting way. The theme of this year's event was "Superheroes." The "Superheroes" competed in three different categories: talent, superhero disguise, and question and answer. Incorporated in between these segments of the show there were videos, a live band, and two emcees.

Additional Information

Aside from the 10 PRSSA members needed to make this event happen, we also had two volunteers to work spot lights, the PPAC staff to run the show, a live band, a photographer, three faculty judges, and two emcees. The faculty judges narrowed the ten contestants down to three; then the students in the audience voted for the winner via text message. Tickets were sold for \$3 apiece.

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

Frozen Goodies

Earned: \$1,000

Chapter: University of Northern Iowa

Team: UNI Panthers

Players: 25

Date(s): March 6-20

Practice Time: Two weeks

Pep Talk

UNI was the National FUNdraising Bowl Champion for 2005. This made the team eager to participate again. Knowing that they could potentially receive two free National Conference registrations, 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.

Blackhawks Raffle

Earned: \$1,129
Chapter: Illinois State University
Team: ISU PRSSA

Players: 19
Date(s): October 11- October 21
Practice Time: One month

Pep Talk

We encouraged our members to participate in the FUNdraiser by giving them points from our Chapter's Member Incentive Points (MIPs) system, which is used to measure members' levels of participation in the Chapter and, where participation is especially noteworthy recognize members with especially outstanding contributions.

We had 19 PRSSA members volunteer for 30-minute shifts. They could sign up for as many shifts they wanted from 10 a.m. to 3 p.m. for the two weeks.

Promotional Tactics

We used our social media accounts on Facebook and Twitter, our Chapter website, fliers, a press release and the PRSSA Chapter members telling their friends and families. The last tactic proved key as many raffle tickets were sold because family members were especially interested in trying to win the tickets to see the 2010 Stanley Cup Champion Chicago Blackhawks.

Event Replay

A PRSSA Chapter member's father donated Chicago Blackhawks tickets and a parking pass to us from his employer, Republic Bank. We raffled off a set of four club-level tickets and a parking pass to the Dec. 22, 2010 Blackhawks game in Chicago against the Nashville Predators. On Mondays and Wednesdays, during the dates of implementation, our table was set up on Schroeder Plaza, which is a portion of campus where many students walk through to get to class, the Bone Student Center and Milner Library. On Tuesdays and Thursdays, our table was set up in front of Fell Hall, which is in the central area of campus where many students walk to and from class and their residence halls. Raffle tickets were sold at a price of \$1 each and six tickets for \$5. The winner was drawn on the last day of the implementation period, Thursday, Oct. 21, after 3 p.m.

Additional Information

This FUNdraiser offered a prize that people truly wanted a chance to win. The committee chair, Dan Kehoe, worked hard with the staff and made the FUNdraiser successful. Because the Chapter's executive board and the director of development was attending the PRSSA National Conference in Washington, D.C. with 15 other Chapter members, he informed the

executive board and director of development every day about what was happening with the FUNdraiser. His effort and dedication was instrumental, tripling the total fundraising amount from efforts conducted in previous years.

Most important for our FUNdraiser was timing. We chose to implement our FUNdraiser on Monday, Oct. 11, 2010 through Thursday, Oct. 21, 2010 from 10 a.m. to 3 p.m. for two key reasons.

- Illinois State University's Homecoming was held during the week of Sunday, Oct. 10 through Saturday, Oct. 16. Thousands of alumni would be on campus and attend activities happening throughout the week.
- As one way to participate in ISU's Homecoming week activities, the School of Communication held an interactive lecture with John McDonough, the president of the Chicago Blackhawks, and Jay Blunk, an ISU Alumnus and the executive vice president of sports public relations for the Blackhawks. The event showcased public relations and, especially, an alumnus's role in the remarkable organizational success of a major professional sports team.

The event's month period included the basic work by Chapter members to create fliers, write the press release, reserve two locations to place our table, buy the necessary material and receive the donated tickets.

"Boy Toy" Auction

Earned: \$1,150

Chapter: Rowan University

Team: AJF PRSSA

Players: 12 Staff and 12-25 Males to Auction

Date(s): One evening

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.

Woof and Wine

Earned: \$1,270

Chapter: Ohio University, Scripps PRSSA

Players: 10 members

Date: April 6

Practice Time: Two-three months

Pep Talk

Event is a great way to spend time with your mom and enjoy good wine.

Promotional Tactics

The event was promoted through social media, university website and selling tickets in our student center.

Event Replay

Event was held during moms weekend for students and their mothers. Kroger grocery donated wine glasses and cheese as well as a wine educator. Tickets were sold at \$20/ticket. We contacted businesses for donations for the silent auction that also took place during the event where moms wrote down their bids for items and at the end of the night the highest bidder won.

Annual Italian Night Extravaganza

Earned: \$1,250–\$3,000

Players: 15–20

Chapter: University of Nebraska at Omaha

Date(s): 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 was underway. The promotions team rationalized the essence of Italy lies in its food and artistic culture: a bold and flavorful spirit. 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

Chapter: West Virginia State University

Team: WVSU PRSSA Yellow Jackets

Players: 10

Date(s): Feb. 2–April 27

Practice Time: Three months

Pep Talk

Members were encouraged to attend the competition because the Chapter used the money 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 fliers, 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 the 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

University: The College of Charleston

Team: C of C Cougars

Players: 15

Date(s): March 23

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 event. 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 fliers 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.

The Running Dead 5K

Earned: \$1,611.36

Chapter: Louisiana State University

Players: 20 members

Date: September 28

Practice Time: Six months

Pep Talk

The 5K was a huge fundraising effort to support members attending PRSSA National Conference.

Promotional Tactics

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

Event Replay

The Public Relations Student Society of America at Louisiana State University Chapter hosted "The Running Dead 5K" on Sept. 28, 2013. More than 65 people participated in this zombie-themed, 3.1-mile run. The event's zombie theme played off of the popular show "The Walking Dead" on AMC. Dressed as zombies, participants ran or walked around a popular area in Baton Rouge, the LSU Lakes. All proceeds, which included registration, sponsorships and donations, supported PRSSA at LSU members in their fundraising efforts to attend the PRSSA 2013 National Conference in Philadelphia, Pa.

Media Guide

Earned: \$1,500-\$5,000

Chapter: University of Memphis

Team: Memphis Tigers

Players: Two or more

Date(s): Ongoing

Practice Time: Ongoing

Pep Talk

Members were encouraged by executive board, and professional development opportunities. This FUNdraiser allowed 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 gained 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 than 15 years to local public relations professionals. Media Guides are sold for \$30. A media guide is simply a directory of all local media contacts: news bureaus and daily publications, weekly publications, bi-monthly and monthly publications, television and 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

Chapter: University of South Florida

Team: USF Bulls

Players: At least 20

Date(s): Nov. 8

Practice Time: Four to six weeks

Pep Talk

We made a separate committee for this event, so that members gained experience in planning a large-scale event. We also asked for other members to volunteer during the day of the event.

Promotional Tactics

We promoted the event through Facebook, fliers, 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
Chapter: Colorado State University
Team: CSU Rams

Players: 10
Date(s): May 7
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 public relations professionals and gain experience during our daylong event.

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
Chapter: University of North Carolina at
Pembroke
Team: UNC PRSSA

Players: 12
Date(s): March 20
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, fliers, 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)
Chapter: Rowan University
Team: AJF PRSSA

Players: Two to three
Date(s): Ongoing
Practice Time: Two hours

Pep Talk

Since this FUNdraiser is easy to implement, it requires only 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 fliers 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 long walk from the communications building, we are able to sell their pretzels and FUNdraise all year long.

Colt Concessions

Earned: \$3,600 (\$600 per event)
Chapter: Ball State University
Team: Ball State Cardinals

Players: 72
Date(s): Six home games
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 emails 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.



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