



PBLI

Principled Business Leadership Institute

PBLI

Fundraising Handbook



ALPHA KAPPA PSI
The Professional Business Fraternity

February 2019

www.myakpsi.org/events/pbli

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Introduction

The Principled Business Leadership Institute will be held in four locations across the country in February 2019.

Why should I attend PBLI?

- ▶ Prepare for the business world
- ▶ Make new friendships
- ▶ Road trip
- ▶ Expand your personal and professional horizons
- ▶ Network
- ▶ Share knowledge
- ▶ Reconnect with brothers
- ▶ Professional development
- ▶ It's FUN!
- ▶ Hone your leadership skills

The Principled Business Leadership Institute is Alpha Kappa Psi's annual flagship event where students and alumni interact with top professionals in business industries, gain insight on necessary industry-related skills, and develop a leadership development plan. It is designed for all individuals seeking to enhance their professional development.

Purpose

This fundraising handbook has been developed to assist your chapter in raising funds to send students to PBLI.

Many colleges and universities have regulations regarding the fundraising activities of school organizations. Your chapter must become familiar with these policies. Be certain your chapter's plan is cleared with the college or university and they know what will take place. Although not required by all schools, this courtesy and forethought can save the chapter from unexpected complications.

If you have questions about this handbook, please contact education@akpsi.org. Complete details regarding PBLI can be found at www.myakpsi.org/events/pbli.

Learning Objectives

- ▶ Interact with top professionals in business industries
- ▶ Gain insight on necessary industry-related skills
- ▶ Examine skills and their real-world applications
- ▶ Develop a professional network
- ▶ Develop a fraternal network (based on chapter relationships)
- ▶ Feel personally challenged
- ▶ Develop a leadership development plan

Schedule of Events

*Events and times are subject to change

Friday

Registration & Networking Reception

4-5:30 PM

Pick up your registration materials including your nametag. Take photo opportunities against our AKPsi backdrop or get your headshot for your LinkedIn profile - so come dressed to impress. The Convention Committee will be available to help you sign up for Convention and provide you with more information. Make sure to arrive on time so you can connect with student brothers from other chapters, alumni, volunteers, and speakers.

Marketplace

4-5:30 PM

Need some AKPsi swag? This is your chance to grab everything you need.

Officer Welcome

4-5:30 PM

Chapter officers will enjoy a special check-in experience and start their learning with an officer-only general session featuring a review of servant leadership and the Chapter Achievement Pathway.

Opening Session

6-7:30 PM

AKPsi brothers and guests will gather to hear a state of the fraternity address by the fraternity president as well as a quick welcome from the chief executive officer.

Business Panel

7:45- 8:45 PM

Three to five local business leaders will be available for a panel discussion and Q&A about their work and development as principled business leaders. Bring your questions.

How to turn your internship into a full-time job

7:45- 8:45 PM

You already went through the interview process to get an internship; now, how can you take your experience and turn it into a full-time offer? During this session, we'll discuss behaviors and strategies to increase the chances of the company offering you a full-time position after your internship and how to leave a lasting impression.

Becoming an Active Learner

7:45-8:45 PM

Serving the industry as an active learner means we rise above the rest by continuously seeking knowledge, skills, and competence. How we rise is through a servant leadership lens. Servant leadership is a journey. So is your career. Join us to discover how you can start your career as a servant leader

Case Competition

7:45-8:45 PM

Case Competition is designed to provide participants an opportunity to react to a pre-determined issue, create a plan to address the core elements of the issue, consult with principled business leaders, and impact the future of the Alpha Kappa Psi community.

Creating an inclusive recruitment

7:45-8:45 PM

Alpha Kappa Psi is a membership organization, meaning chapters can be selective in who is extended membership. How do you find a balance of being selective while still creating an inclusive environment? Participants will discuss how to create an inclusive recruitment process from promotion to extending a bid.

Fundraising Handbook

Finances and fundraising

7:45-8:45 PM

In this session, participants will review the fees and dues of the fraternity, explore fundraising opportunities, and consider ways to keep members involved with chapter finances. Participants will have the opportunity to discuss chapter dues and fundraising ideas with other participants.

Team building 101

7:45-8:45 PM

During this program, participants will learn the importance of teambuilding and how to develop their chapter executive boards and encourage members to work together. Participants will have the opportunity to participate in team building exercises and learn when various exercises are appropriate in the team building lifecycle.

Regional Meetings

9-10:30 PM

Meet your fellow brothers from your region, your regional director, and regional volunteers. During this time, you'll hear about the state of the region and discuss Convention preparation.

Saturday

Registration

8-9 AM

Didn't arrive last night? Then make sure to stop by Event Registration this morning to pick up your registration materials including your nametag.

Keynote

9-10 AM

Gather for our first session of the day. We will hear from business leaders in their field about what it means to be a principled business leader.

Getting into graduate school

10:15-11:15 AM

Whether you are just finishing undergrad or have been in the workforce for years, applying to graduate school can be a daunting thought. During this session, we'll discuss the factors to consider when researching different programs as well as discuss the components of a graduate school application. Participants will also have the ability to ask questions during an open forum with the presenters.

Job Search Essentials: Preparing for your first job

10:15-11:15 AM

Preparing for the first job can seem like a daunting task. Using the Harvard Business Review's "Five Tips for Your First Job" by John Coleman, this session will review researching, getting in the right mindset, and creating a work/life balance to set yourself up for your new role.

Self-awareness: Understanding your behaviors and interactions

10:15-11:15 AM

Understanding your behavioral style and how you prefer to interact with others are important factors of self-awareness and can play a role in understanding your communication preferences and work styles. During this session, participants will review the four DiSC profiles and discuss how to work effectively with different behavioral styles.

Case Competition

10:15-11:15 AM

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Understanding the new pledge education program

10:15-11:15 AM

Bridge to Brotherhood is Alpha Kappa Psi's new pledge education program. In this session, we will review the reason for the change as well as the components of the program. Participants will practice choosing Electives, discuss best practices for preparing for the process, and ask questions in an open forum.

Reconnecting with alumni

10:15-11:15 AM

You're not just a member during your time in college, you're a member for life – but how can chapters ensure alumni members are staying involved? In this session, participants will discuss the benefits of engaging alumni from different perspectives and identify opportunities to reconnect with alumni to keep them engaged.

Developing events with lasting impact

10:15-11:15 AM

A lot of time goes into planning events, but what benefit is there if the events aren't well attended or well received by the attendees? During this session we'll review how to create events with lasting impacts based on what your members want and need. Participants will be able to discuss various types of events, as well as factors to consider when planning events.

Job Search Essentials: Preparing for your first job

11:30 AM-12:30 PM

Preparing for the first job can seem like a daunting task. Using the Harvard Business Review's "Five Tips for Your First Job" by John Coleman, this session will review researching, getting in the right mindset, and creating a work/life balance to set yourself up for your new role.

Job Search Essentials: Negotiating my first salary

11:30 AM-12:30 PM

You just nailed the interview and an offer phone call is coming your way. It's an exciting time, but do you know how to negotiate your salary to get the compensation you deserve? Using an article from the Harvard Business Review entitled "10 Myths About Negotiating Your First Salary", this session will bust those myths and discuss how to apply negotiating techniques to put you on a path to starting a successful career.

Serving as a Principled Decision Maker

11:30 AM-12:30 PM

Principled Business Leaders distinguish themselves through accountability. In fact, they use servant leadership to better the decision-making process by creating a safe environment to practice phased learning and growth. During this session, we'll utilize the servant leadership model to determine how to identify problems and use foresight and alignment to determine solutions.

Raising capital

11:30 AM-12:30 PM

All great ventures started out with an idea, but they also needed capital. Do you know how much money you need to start a business or how to get that money? Come to this session to learn the myths and truths about raising capital and what opportunities are available.

Ethics in the workplace

11:30 AM-12:30 PM

You will face an ethical dilemma in your workplace – even if you're a self-employed entrepreneur. It's inevitable. How do you handle the situation, though? Using Harvard Business Review's "How to Speak Up About Ethical Issues at Work" by Amy Gallo, this session will provide you with a process for handling ethical dilemmas and focus on how to create an ethical environment.

Working with volunteers

11:30 AM-12:30 PM

Alpha Kappa Psi is a nonprofit organization, meaning the majority of individuals who interact with you and help your chapter are volunteers for the fraternity. In this session, participants will discuss how volunteer tasks support chapter operations and how to make the most of your working relationship. This session will also include a panel discussion with volunteers in your area.

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Case Competition

11:30 AM-12:30 PM

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Awards lunch

12:30-2 PM

All attendees are invited to the Awards lunch. After lunch is served, we will give out the chapter and individual awards earned in the 2017-2018 academic year. You won't want to miss this opportunity to recognize and show gratitude for the good work done to further the mission of Alpha Kappa Psi.

Job Search Essentials: Résumé review

2-3 PM

Sign up online in advance to get your résumé reviewed by an Alpha Kappa Psi alumnus working in management and/or recruitment.

Job Search Essentials: Mock interview

2-3 PM

Sign up online in advance to participate in a mock interview.

Becoming a Change Agent: Listening and persuading

2-3 PM

Being a Change Agent involves having the ability to shape the thoughts and actions of others to drive growth. As Servant Leaders, that ability comes from listening to others to understand their perspectives, concerns, and needs. When you can understand from another's point of view, you are better able to use persuasion to guide them in the right direction. Join us to discover how you can enhance your listening and use persuasion effectively to engage with others and build trust in your team.

Personal investment basics

2-3 PM

Money is an integral part of the economy, but do you know how to make it work for you? During this session, we'll cover different investment options and the associated risks. Participants will walk through a demonstration of the impact of saving through a traditional savings account vs. investing, as well as discuss the pros and cons of various types of investments.

Rituals

2-3 PM

Rituals are an important aspect to the Fraternity. Not only is there a lot to understand, but it takes a great deal of planning and foresight to create the right environment. During this program, participants will review each ritual, its purpose, and the general guidelines. Additionally, participants will practice setting up for the Initiation ritual.

Recording your chapter's history

2-3 PM

Chapters do a lot over the years including voting on bylaw changes and holding events. What should you keep and for how long? Participants will discuss the importance of chapter history and identify methods for retaining chapter documents.

Case Competition

2-3 PM

Case Competition is designed to provide participants an opportunity to react to a pre-determined issue, create a plan to address the core elements of the issue, consult with principled business leaders, and impact the future of the Alpha Kappa Psi community.

Risk Reduction

3:15-4:15 PM

All chapter officers will come together for this session on reducing risk. We will hear about potential situations you could find yourself trying to navigate and review the policies regarding hazing, alcohol, health & fire safety, sexual harassment, and publication of inappropriate material.

Job Search Essentials: Negotiating my first salary

4:30-5:30 PM

You just nailed the interview and an offer phone call is coming your way. It's an exciting time, but do you know how to negotiate your salary to get the compensation you deserve? Using an article from the Harvard Business Review entitled "10 Myths About Negotiating Your First Salary", this session will bust those myths and discuss how to apply negotiating techniques to put you on a path to starting a successful career.

Job Search Essentials: Résumé review

4:30-5:30 PM

Sign up online in advance to get your résumé reviewed by an Alpha Kappa Psi alumnus working in management and/or recruitment

Job Search Essentials: Mock Interview

4:30-5:30 PM

Sign up online in advance to participate in a mock interview.

Chapter management tools

4:30-5:30 PM

This open-space learning session will allow you to visit a variety of tables and speak with volunteers about your chapter management concerns. You can take what you learned from your earlier Servant Leadership sessions to deepen conversations about how to use your new skills to address chapter related concerns.

The basics of creating an LLC

4:30-5:30 PM

Starting a business involves a number of different steps and decisions, do you know where to start? Do you know which options are right for you and your business? This session will review the different options available for creating a business and the steps needed to get started, with an emphasis on Limited Liability Companies.

Cross-cultural communication

4:30-5:30 PM

Regardless of your industry, a large part of your career will involve working with others who may not always share the same culture and background as yourself. This session will discuss the role diversity plays in an organization and how to increase your awareness about cross-cultural communication.

Case Competition

4:30-5:30 PM

Case Competition is designed to provide participants an opportunity to react to a pre-determined issue, create a plan to address the core elements of the issue, consult with principled business leaders, and impact the future of the Alpha Kappa Psi community.

Closing Session

5:45-6:30 PM

Closing remarks from fraternity leaders will be offered.

Alumni Networking Reception

7 PM

Alumni and volunteers only. Please join us at the hotel bar.

Presidents Meeting

7:30 PM

Did you attend President's Academy? Are you a chapter president or a Vice President of Administration? Please attend this session to reconnect with your fellow presidents and continue conversations from President's Academy regarding leadership development.

Sunday

Chapter Achievement Pathway Track General Session

8-9 AM

This session will serve as a catalyst to jumpstart officers as they begin completing their Chapter Success Plan.

President breakout

9-10 AM

Participants will review the responsibilities of being a chapter president, discuss how to run a chapter meeting, and explore the concept of coaching. Participants will have the opportunity to practice coaching another participant and ask questions in an open forum.

Vice President of Administration breakout

9-10 AM

Participants will discuss committee selection and management as well as Alpha Kappa Psi awards categories, events, and programs. Participants will have the opportunity to reflect on their own chapter committees and events, as well as ask questions in an open forum.

Vice President of Alumni breakout

9-10 AM

Participants will discuss the components of New Alumni Orientation, strategies for connecting with alumni, and ideas for involving them in the chapter. Participants will review a case study, share personal experiences, and ask questions in an open forum.

Vice President of Membership breakout

9-10 AM

Participants will review the components of recruitment planning and preparation, including recruitment strategies and recruitment clinics. Participants will have the opportunity to discuss recruitment strategies and practice having recruitment conversations.

Treasurer breakout

9-10 AM

Participants will review how to create a chapter budget, the fees and dues of the fraternity, and best practices for financial management. Participants will have the opportunity to discuss items to include in a budget, review the importance of conducting a chapter audit, and ask questions during an open forum.

Secretary breakout

9-10 AM

Participants will review the process for taking meeting minutes as well as ChapterSpot reporting. Participants will have the opportunity to practice determining status changes, discuss the process for reporting status and role changes in ChapterSpot, and ask questions in an open forum.

Master of Rituals breakout

9-10 AM

Participants will review the importance of their role and fraternity rituals and how to prepare by using a ritual team. Participants will review each ritual, discuss creating an appropriate ritual environment, and ask questions in an open forum.

Chapter Advisor breakout

9-10 AM

Participants will review the expectations and responsibilities of a chapter advisor as well as ways to coach the executive board. Participants will have the opportunity to analyze the structure of the chapter they advise and work together with other advisors to identify best practices for dealing with difficult scenarios.

Chapter Planning

10:15-11:30 AM

Sit with your fellow chapter officers to begin developing your Chapter Success Plan by using the SWOT analysis results and previous Chapter Success Plan Reflection as guides.

Moving Forward

11:30 AM

Discuss the Chapter Achievement Pathway and the process for the remainder of the calendar year.

PBLI Costs

Major costs are:

- ▶ Registration fee
- ▶ Transportation
- ▶ Hotel

Registration Fee

Fee includes:

1. Event entry and materials, including name badge
2. Access to online event community
3. Access to event app to track your individual schedule
4. Lunch on Saturday

Fee does NOT include:

Transportation, hotel accommodations, souvenirs, or additional meals

Pricing:

- ▶ Early Bird: Friday, Dec. 14
 - \$109/person
- ▶ Regular: Monday, Jan. 21
 - \$124/person
- ▶ Late: Tuesday, Jan. 22-Onsite
 - \$149/person

Transportation

Driving:

- ▶ Harrah's Resort Atlantic City, Atlantic City, NJ
 - \$5 self-park; \$10 valet
- ▶ Palmer House Hilton, Chicago, IL
 - \$47 self-park, overnight
- ▶ Hyatt Regency Atlanta, Atlanta, GA
 - \$40 valet/overnight; no self-park onsite
- ▶ The Nugget, Reno, NV
 - Parking included in resort fee

Flying:

- ▶ Harrah's Resort Atlantic City, Atlantic City, NJ
 - *Atlantic City International Airport*- Jitney shuttle: \$10/person one way
 - *Philadelphia International Airport*- GO Airport Shuttle: \$286/person one way
- ▶ Palmer House Hilton, Chicago, IL
 - 'L' Train: \$5/person
 - *O'Hare International Airport*- Airport Express shuttle: \$31/person one way
 - *Chicago Midway International Airport*- Airport Express shuttle: \$26/person one way
- ▶ Hyatt Regency Atlanta, Atlanta, GA
 - Greater Atlanta Airport Shuttle: \$25/person one way
- ▶ The Nugget, Reno, NV
 - Free airport shuttle to and from hotel

Hotel Reservations

All rates include taxes and fees

Feb. 8-10, 2019

- ▶ Harrah's Resort Atlantic City, Atlantic City, NJ
 - \$157.53/night; single – quad rate
- ▶ Palmer House Hilton, Chicago, IL
 - \$169/night; single – quad rate

Feb. 15-17, 2019

- ▶ Hyatt Regency Atlanta, Atlanta, GA
 - \$156/night; single – quad rate
- ▶ The Nugget, Reno, NV
 - \$109/night; single – quad rate

Use the cost estimator located in the Appendix to determine the average cost per person for a trip to PBLI.

How to Fundraise or Save for PBLI

Corporate Sponsorship:

Wherever your chapter is located, there are plenty of corporate sponsors willing to donate money or items for your trip. Perhaps they can donate raffle or auction items to fundraise. Think outside of the local community as well. **Do you know alumni who work at companies willing to donate money or auction items? What about family members? Do they work at companies willing to donate money, products, or services to auction?** A sample letter for corporate sponsorships is included in the Appendix.

Alumni Sponsorship:

Contact your alumni for financial support to attend PBLI. **Alumni can make a tax-deductible contribution through the Alpha Kappa Psi Foundation to offset the costs of your chapter attending the weekend event.** All donations should note chapter and PBLI sponsorship intent. Alumni may donate through the foundation to either increase a chapter's Chapter Designated Fund or to assist in off-setting the cost of registration this year.

Once a contribution is received, the foundation will notify the chapter leadership. The foundation sends a thank you note for every contribution, but we strongly urge the chapter to do the same. If a sponsorship donation is received, and the chapter fails to send individuals to the event, the chapter will not receive the funds. If you have email addresses for your alumni, think about sending a letter via email. You can personalize the letter for your chapter's needs.

School of Business or Student Government Sponsorship:

Many colleges and universities have a Student Government, or another similar organization, with funds available to help organizations attend educational conventions and conferences. Most times, the organization will have to petition the Student Government for funds.

This fundraising handbook includes the facts, figures, schedule, learning objectives, and approximate costs for brothers to attend PBLI. **You can use this information to petition your Student Government for funds. The Dean of the School/College of Business is another possible resource.** They often have funds available to sponsor educational programs. A sample petition is included in the Appendix.

You have nothing to lose by going to the Student Government and the School of Business. **Don't wait to pursue these opportunities.** These groups have budgets they must follow.

Family/Friend Sponsorship:

Ask mom, dad, grandparents, aunts, uncles, and any other family members to provide financial support for your trip to PBLI. ***Stress the educational aspects of PBLI using the learning objectives and inform them that attending this event will help better prepare you for the future.*** A sample letter for this sponsorship is included in the Appendix.

These individuals can also give a tax-deductible contribution through the Alpha Kappa Psi Foundation. See the instructions above for alumni sponsorship.

Chapter Designated Fund:

The AKPsi Foundation collects tax-deductible contributions and puts them in chapter-specific endowments. Interest income from these endowments is returned annually to each chapter in the form of a Chapter Designated Fund. Because tax-deductible contributions were used to create these endowments, the IRS only allows the foundation to use funds for educational purposes. Chapters have the option of using the funds to offset registration fees for PBLI.

PBLI Budget Line Item:

Your chapter should have a budget line item for PBLI attendance. This line item should be in every year's budget.

Chapter PBLI Fund:

Your chapter should establish a fund to house all money raised for PBLI attendance.

Holiday Fundraisers:

Holidays are a great time to fundraise! Think about selling green carnations for St. Patrick's Day or chocolate rabbits for Easter or candy for Valentine's Day.

Campus Activities:

Brothers can work concession stands, sell programs, or assist with parking at campus events. This activity can be very lucrative, and you don't have to limit it to just campus. Does your community do carnivals or parades where they could use extra help?

Online Sales:

Consider selling candy, cookies, cards, t-shirts, sweatshirts, pop sockets, etc. online to get a larger audience involved in your efforts.

Garage Sale/Auction:

A garage sale is a common way to fundraise. Collect items from your chapter membership, School of Business, companies in the area, family members, alumni brothers, etc. to sell in a garage sale or auction format with proceeds going toward PBLI expenses.

Bake Sale/Car Wash:

These may seem out of date, but there is very little expense to both a car wash or bake sale. These fundraisers could be a great bonding experience for brothers and pledges.

Anything-a-thon:

Many nonprofits use the Walk-a-thon, Jog-a-thon, or Dance-a-thon very successfully to raise funds. Simply establish a maximum time or distance for your "a-thon" and then collect donations.

How to Distribute the Proceeds

When conducting these fundraising activities, all funds should be set aside into a specific account so everyone who wants to attend PBLI will have access to the money. Everyone should have the opportunity to join the PBLI experience.

For example, if your chapter raises \$2,000 and you have 10 brothers who want to attend, each brother should get \$200 toward their expenses. **Your chapter membership will be more likely to help raise funds if there is something in it for them.**

Keys to Success

Appoint a Committee:

Organize a committee of individuals whose sole purpose is to raise funds for PBLI. Set a fundraising goal. Challenge them to set goals for the number of attendees. The committee should present the marketing materials, costs, and location-specific information to new members, pledges, and brothers. Create a task list, calendar, and event ideas for the team to follow. The committee should report their success at each chapter meeting.

Start Early:

Schools and companies have budgets for donations, and once these budgets are depleted, there are no more funds until the next fiscal year begins.

Ask Often:

Once isn't enough. Send multiple letters to your corporate sponsors and alumni, and follow-up with phone calls. Don't give up until they say "no."

Think Big:

Set your fundraising goal high. Find out how many brothers are interested in attending PBLI and then set your goal to raise 50 percent of those funds. For example, if 10 brothers want to attend PBLI and the average cost per person is \$500, that is a total of \$5,000. Set your goal for 50 percent of that amount, which is \$2500.

Contact Information:

Ensure there is a name, phone number, email address, and mailing address on everything you send out to solicit donations. The companies/individuals you contact may have questions, and they need to know how to get answers before sending their donation.

Thank You Notes:

It's critical to say thank you to each company or individual helping your chapter reach its fundraising goal. You must acknowledge the sponsorships with a phone call or a typed or handwritten thank you note. A sample is included in the Appendix.

Keep Everyone Involved:

Create a fundraising thermometer to track the progress of your fundraising efforts. It can be an actual poster or a PowerPoint slide. Update this as donations arrive and give progress reports at chapter meetings.

Questions? Ask your chapter or faculty advisor, AKPsi volunteers, or Heritage Center staff.

Appendixes

Sample Letter: Corporate Sponsors

Date

<contact name>
<business name>
<business address>
<city, state & zip>

Dear <contact name>,

The <chapter name> Chapter of Alpha Kappa Psi Professional Business Fraternity at <university/college name> is seeking your assistance to help send <number> of our student members to an educational and professional development event in <location> in February.

Recognized as the premier developer of principled business leaders, Alpha Kappa Psi boasts more than 13,000 student members organized into 218 chapters worldwide. Our members and 240,000 alumni share a set of core values:

- **Brotherhood** – Trust, respect, cooperation, companionship, and aid to brothers is the expected norm.
- **Knowledge** – Education and experience, whether gained in the classroom or the workplace, are emphasized and shared.
- **Integrity** – All actions, whether in business or life, are guided by honesty, ethics, and fairness.
- **Service** – Sharing of time, talent, and treasure with both communities and our Fraternity is a priority.
- **Unity** – A common understanding of our vision and values that transcends chapter, generation, and profession is utilized to anticipate and create the future.

The Principled Business Leadership Institute is Alpha Kappa Psi's annual flagship event where students and alumni interact with top professionals in business industries, gain insight on necessary industry-related skills, and develop a leadership development plan. It is designed for all individuals seeking to enhance their professional development.

The total cost to send one member to PBLI is approximately \$<amount>. The major expenses for the trip are registration, hotel, and transportation.

<Company name> can help prepare us for the future by providing a monetary donation to fund our trip. Any consideration to defray our costs would be helpful, as these all add up quickly. If you are unable to help financially, perhaps you could donate something that we could auction or raffle.

Thank you in advance for assisting our membership in attending PBLI and helping to build better business leaders for the future. Any contributions should be sent to: Alpha Kappa Psi Fraternity <address>.

If you have questions, please contact <name & contact information>.

Sincerely,

<Signature>

Sample Letter: Alumni Sponsors

<Date>

<brother's name>

<brother's address>

<brother's city, state and zip code>

Dear Fellow <chapter name> Brother,

As you may be aware, the Alpha Kappa Psi Professional Business Fraternity's Principled Business Leadership Institute is scheduled for <date> <time> <location>.

The Principled Business Leadership Institute is Alpha Kappa Psi's annual flagship event where students and alumni interact with top professionals in business industries, gain insight on necessary industry-related skills, and develop a leadership development plan. It is designed for all individuals seeking to enhance their professional development.

The cost to attend PBLI includes transportation, hotel accommodations, registration fees, and meals not covered by the registration fees. The average cost per person is <amount>

Our chapter is currently setting aside money each semester, conducting several fundraisers specifically for PBLI, petitioning the Student Government for funds, and setting aside additional dues money to cover the costs. The <chapter name> chapter would like to send <amount of people> people to PBLI.

We would like to ask for your financial help so that all our brothers who wish to attend PBLI can do so. You can give a tax-deductible contribution to the foundation that will help us offset the costs of the weekend event.

It's very easy to donate to the Alpha Kappa Psi Foundation. You can go to the website at www.akpsifoundation.org, mail a check to 7801 E. 88th Street, Indianapolis, IN 46256, or call the foundation at 317-872-1553. You can make your contribution through check or credit card. Regardless of the payment method, please mention this contribution goes to the <chapter name> chapter for PBLI.

The <chapter name> chapter would very much like to have a strong showing at PBLI and with your financial support, we could make this dream come true. You can get additional information about PBLI on the website at www.myakpsi.org/events/pbli. PBLI is an event for both students and alumni, so perhaps you would be interested in attending. Registration details are on the website as well.

If you have questions, please contact <contact name, address, phone & email>. Thank you for your support.

In U— and I—,

<Signature>

Sample Introduction: Student Government/School of Business Petition

Principled Business Leadership Institute

<Date>

<Location>

<Hotel>

Alpha Kappa Psi Professional Business Fraternity is a co-ed business fraternity founded in 1904 at New York University. We are the first and largest business fraternity in the country. The <chapter name> chapter was founded at <college/university> on <date>. Today, we boast more than 13,000 student members at more than 218 college and university campuses in the United States, United Kingdom, Hong Kong, and Canada, all of which share five core values: Brotherhood, Knowledge, Integrity, Service, and Unity. Alpha Kappa Psi is a diverse organization that emphasizes business education for student members.

Alpha Kappa Psi Fraternity meets annually at the Principled Business Leadership Institute. Our next meeting is scheduled for <date> in <location>. The costs for our chapter members to attend this event are approximately \$<amount> per person. This price includes registration fee, hotel stay, transportation, and meals.

The Principled Business Leadership Institute is Alpha Kappa Psi's annual flagship event where students and alumni interact with top professionals in business industries, gain insight on necessary industry-related skills, and develop a leadership development plan. It is designed for all individuals seeking to enhance their professional development.

It is the policy of Alpha Kappa Psi Fraternity that all student chapters have at least four officers attend PBLI. Our chapter is currently setting aside funds every semester to save for this event, but we are also looking at other sources of fundraising so that all chapter brothers who wish to attend PBLI can do so.

PBLI is an opportunity for our members to grow both personally and academically, and to reach out to other student members from around the world and share ideas. The skills we acquire will benefit our chapter, and the university, as we become a stronger organization.

With your generous financial support, we will be able to send more chapter members to PBLI to learn and grow as business professionals. For questions, please contact <contact name, address, phone & email>.

Thank you for your consideration.

<Signature>

Sample Letter: Parent/Family Sponsors

Dear <mom & dad, grandmother, grandfather, aunt or uncle, family member>,

My membership in Alpha Kappa Psi Professional Business Fraternity has been such a wonderful experience for me. It has enhanced my skills as a leader, communicator, and organizer. My membership has prepared me for a job search and provided skills that will be critical to success in the workplace.

Now, the fraternity is offering me another opportunity to expand my horizons and better prepare me for the business world. The fraternity meets annually at the Principled Business Leadership Institute and in 2019, we will meet in <location> from <date>.

The Principled Business Leadership Institute is Alpha Kappa Psi's annual flagship event where students and alumni interact with top professionals in business industries, gain insight on necessary industry-related skills, and develop a leadership development plan. It is designed for all individuals seeking to enhance their professional development.

Of course, attending PBLI is not free. The major costs include hotel stay, transportation, and registration. The hotel is \$<amount> per night, and the registration fee varies from \$<price> per person depending on when I register. The travel expense will vary depending on my mode of transportation. The total of these expenses, plus some spending money for meals not included in the registration fee, will cost approximately \$<amount>. I'm hoping that you can provide some financial assistance so that I can attend PBLI.

You can find all the information about PBLI at www.myakpsi.org/events/pbli. It will be an experience that I will remember for the rest of my life, and it will prepare me for the workplace. Thanks for your time and consideration of this endeavor!

Love,

<Signature>

****You can also include any of the learning objectives in this letter. You will want to emphasize the educational aspects of PBLI when asking family for funds.***

Sample Letter: Thank You

Dear <Mr./Ms. Last name or first name only>

Thank you for your generous support of the <chapter name> chapter of Alpha Kappa Psi Professional Business Fraternity at <university/college name>. The <funds/donation/etc.> you provided will be used <to raise funds, if a donation> exclusively for transportation, registration fees, hotel stay, and other expenses for our membership to attend PBLI in February.

PBLI will offer our members an opportunity for professional and personal development so that we are prepared for the business world. Thank you again for your consideration and support. We are so appreciative!

Sincerely,

<Signature>

PBLI Cost Estimator

This worksheet will help you determine the approximate cost per person to attend PBLI. Costs per item were based on averages as of November 2018 and are subject to change. Additional costs were determined based on the maximum days an individual may spend at PBLI. The cost estimator is meant to be a guideline to help your chapter plan your fundraising activities. This may not cover individual wants and needs while at the event.

Registration

Use the pricing information on page 9 of this handbook to fill out the information below.

Student Package

$$\begin{array}{c} \# \text{ of Attendees} \\ \boxed{} \end{array} \times \begin{array}{c} \text{Price} \\ \boxed{} \end{array} = \begin{array}{c} \text{Total} \\ \boxed{} \end{array}$$

Transportation

Flights

Take a random sampling of round-trip airfare to and from the airport to identify an average cost per ticket.

$$\begin{array}{c} \# \text{ of Attendees} \\ \boxed{} \end{array} \times \begin{array}{c} \text{Avg cost} \\ \text{per ticket} \\ \boxed{} \end{array} = \boxed{}$$

Shuttle Services

Determine the mode of transportation you wish to use to get to the hotel from the airport. Enter this into the appropriate box below. Add these two together to determine your total cost for a shuttle service.

Pricing can be found on page 10 of this handbook.

$$\begin{array}{c} \text{To Hotel from} \\ \text{Airport} \\ \boxed{} \end{array} + \begin{array}{c} \text{To Airport} \\ \text{from} \\ \text{Hotel} \\ \boxed{} \end{array} = \begin{array}{c} \text{Total} \\ \boxed{} \end{array}$$

Take the total and multiply it by the number of individuals using the shuttle service. Use this number when adding all the shaded numbers below.

$$\begin{array}{c} \text{Total from above} \\ \boxed{} \end{array} \times \begin{array}{c} \text{Total} \\ \text{individuals} \\ \boxed{} \end{array} = \boxed{}$$

Driving

Determine the round-trip mileage to and from the hotel using Google Maps or another source.

$$\begin{array}{r} \text{\# of miles} \\ \boxed{} \end{array} \times \begin{array}{r} \text{Per cent} \\ \text{gallon of} \\ \text{gas} \\ \$ 0.35 \end{array} = \begin{array}{r} \text{Total} \\ \boxed{} \end{array}$$

For trips which require more than one vehicle, enter the total number of vehicles being used in the first box and the total from above in the second to determine the total cost of driving. Use this number when adding all shaded boxes in the final step below.

$$\begin{array}{r} \text{Total \# of} \\ \text{vehicles} \\ \boxed{} \end{array} \times \begin{array}{r} \text{Total from} \\ \text{above} \\ \boxed{} \end{array} = \begin{array}{r} \text{Total} \\ \boxed{} \end{array}$$

Hotel

Multiply the number of rooms you need by the number of nights staying at the hotel.

$$\begin{array}{r} \text{\# of rooms} \\ \boxed{} \end{array} \times \begin{array}{r} \text{\# of} \\ \text{nights at} \\ \text{the hotel} \\ \boxed{} \end{array} = \begin{array}{r} \text{Total} \\ \boxed{} \end{array}$$

Take the total and multiply this by the price per night.

$$\begin{array}{r} \text{Total} \\ \boxed{} \end{array} \times \begin{array}{r} \text{Per night} \\ \text{rate} \\ \boxed{} \end{array} = \begin{array}{r} \text{Total} \\ \boxed{} \end{array}$$

Miscellaneous

Determine the following per person costs. These amounts are based on what each chapter is willing to spend. Recommended average amounts for food are included based on the meals not provided in the registration fee during PBLI.

| | | |
|---------------|----------------------|--|
| Meals | <input type="text"/> | Avg= \$25/person (\$7 breakfast + \$18 dinner) |
| Entertainment | <input type="text"/> | |
| Snacks | <input type="text"/> | |
| Souvenirs | <input type="text"/> | |
| Total | <input type="text"/> | |

Multiply the total cost by the number of individuals attending.

| | | | |
|----------------------|---|----------------------|------------------------|
| # of Attendees | | Total from above | |
| <input type="text"/> | x | <input type="text"/> | = <input type="text"/> |

Total Cost Determination

Add all shaded totals together and enter into the Total box below.

Take the total amount and divide it by the total number of attendees to determine per person rate.

| | | | | |
|-----------------------|---|----------------------|---|----------------------|
| Total of shaded boxes | | # of Attendees | | Cost per Attendee |
| <input type="text"/> | / | <input type="text"/> | = | <input type="text"/> |