



PBLI

Principled Business Leadership Institute

PBLI

Fundraising Handbook



ALPHA KAPPA PSI
The Professional Business Fraternity

February 2020

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 2020.

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

Session Tracks

- General
- Chapter Achievement Pathway
- Personal Development
- Career Development
- Case Competition

Friday

Registration, Chapter Management Topics, and Affinity Group Networking ■ **5-7 PM**

Pick up your registration materials including your nametag. Attendees can freely navigate open rooms to participate in chapter operations discussions guided by volunteers or network with other attendees based on common traits and interests.

Opening Session ■ **7-8:30 PM**

Welcome to PBLI! During the opening session, attendees will listen to a short keynote presentation and then participate in teambuilding and networking activities designed to get them excited and ready for the conference.

Regional Meetings ■ **8:45-9:45 PM**

Join your regional meeting to celebrate the start of PBLI and discuss region-specific goals, needs, and events.

Saturday

Let's Talk About the Money: Understanding Chapter Finances ■ **9-9:20 AM**

Finances are an essential part of chapter management, but they can be difficult to understand. Join this session to learn how to read AKPsi's financial statements and how to pay invoices.

Officer Transition: Preparing Officers and the Chapter ■ **9-9:20 AM**

Officer Transition is a crucial part of chapter operations. Join this session to gain insight about transferring knowledge to new officers to set up the chapter for success.

Connecting AKPsi to Your Career ■ **9-9:20 AM**

AKPsi provided a great deal of experiences for you, but how do you showcase that? This session will highlight how to share on your resume the skills and knowledge you've gained in AKPsi.

Setting Yourself Up for a Promotion ■

9-9:20 AM

You've been doing well in your job, but you're ready to take it to the next level. Join this session to learn about advancing your career.

Start with Why ■

9-9:20 AM

A key component of servant leadership is being self-aware. Do you have a vision? Do you know why you do what you do? Join this session to learn more about the concept of Starting with Why.

Clocking In: Find a Time Management Strategy Just for You ■

9-9:20 AM

There are only so many hours in a day, but an ever-increasing number of tasks. How do you leverage time to accomplish both what you want and need to do? Join this session to study some time management practices that will increase your productivity.

Case Competition ■

9 AM-12:20 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. Selected teams will present their case to the judges.

Keynote ■

9:30-10:20 AM

Reconnecting with Alumni ■

10:30-11:20 AM

You're not only a member in college, you're a member for life. So, how can chapters ensure alumni members stay involved? In this session, you'll hear participants discussing the benefits of engaging alumni and identifying opportunities to strengthen that connection.

Bridge to Brotherhood: Panel Discussion ■

10:30-11:20 AM

Bridge to Brotherhood is in full swing! This session will open the floor for Fraternity volunteers and chapter members to dive deep into success stories, tips and tricks, and advice regarding the pledge program.

Ace Your Next Interview ■

10:30-11:20 AM

Everyone wants the job, but interviewing can be stressful. However, it's the best chance to share your skills and value with potential employers. Join this session to learn how to prepare for an interview and how to feel confident enough to ace it.

Keeping Office Conflict Off the Brain Ain't Easy ■

10:30-11:20 AM

Work can be a great experience when you're managing projects you enjoy and getting along with colleagues. But, it's not always like that. Join this session to discover techniques to manage conflict at work and perform your best.

Making Your Mark: Lend a Hand to the Community ■

10:30-11:20 AM

Even though most of our day is spent at work, people have passions outside of their career. Volunteering is one way to focus on those interests and make a difference in the community. Join this session to learn about giving back to organizations that matter to you.

Realtors, Contracts, a Mortgage...Oh My! 101 ■

10:30-11:20 AM

Home ownership can seem like a distant goal, but it could be here sooner than you think. This session will cover real estate basics, including how to find a realtor and lender, and what to consider when starting the process and looking at properties.

No Brother Left Behind: Using Committees to Maximize Engagement ■

11:30 AM-12:20 PM

Not an officer? Committees are your chance to shape the chapter. In this session, we'll study committee structures that utilize all members' talents and keep everyone engaged..

Customizing Your Application for Applicant Tracking Systems ■

11:30 AM-12:20 PM

An application requires more than just a resume. In this session, we will outline what additional materials you might need and how to best showcase your abilities for applicant tracking systems.

From Intern to Employee: Turning an Internship into a Job ■

11:30 AM-12:20 PM

You've got the internship. Now, how can you take that experience and turn it into a full-time offer? During this session, we'll discuss behaviors and strategies to help you leave a lasting impression.

Closing the Gap: Communication Across Generations ■

11:30 AM-12:20 PM

We matriculate through school with others around the same age, but that changes when you enter the workforce. In your career, you might be working - or even supervising - people who are older or younger than yourself. Join this session to learn about working with different generations in the office.

Dust It Off and Move on ■

11:30 AM-12:20 PM

Failure is inevitable, but your reaction is controllable. Join this session to examine how you can learn from failure rather than let it consume you.

Realtors, Contracts, a Mortgage...Oh My! 102 ■

11:30 AM-12:20 PM

Now that you've made an offer on a house, what's next? This session will cover more real estate basics, from what happens while you're under contract to walk-throughs, inspections, and expectations during signing.

Lunch ■

12:30-1:20 PM

Developing Events with a Lasting Impact ■

1:30-2:20 PM

Planning events takes time and effort, but what is the benefit if the events aren't well attended or well received? During this session, we'll review the process to create events based on your members' wants and needs. Participants will discuss the various types of events, as well as some factors to consider while planning.

Maximize Potential: Creating an Environment for Members to Thrive ■

1:30-2:20 PM

Whether a large chapter or small, it's easy to disengage, especially if you've been involved for several semesters. Through an open discussion, attendees will focus on identifying what members need to thrive in the chapter and how to support engagement from all.

So You're Stuck in Your Career ■

1:30-2:20 PM

Not every job will be the dream job, but what do you do if it really isn't working for you? If you no longer feel challenged or excited, or if you feel stuck in a position, that doesn't mean you have to settle. This session will help you define your options and determine the steps to find career satisfaction.

Break Down the Benefits: How to Negotiate the Best Compensation ■

1:30-2:20 PM

When you receive a job offer, what the company includes as compensation is more than just salary. This session will outline what factors to consider during the negotiation game and how to snag the best benefits package.

Dissolve the Divide: Communicating Across Cultures ■

1:30-2:20 PM

In your career, you will have colleagues who do not share the same culture and background as yourself. This session will explore the role diversity plays in an organization and help you build awareness about cross-cultural communication.

Setting Yourself Up for Personal Financial Freedom ■

1:30-2:20 PM

A lot goes into managing your finances, and how well you do can impact the lifestyle you live. Join this session to learn about managing personal finances to set yourself up for success.

Creating a Balanced Life ■

1:30-2:20 PM

Between work, school, friends, and family, you're busy. How do you know where to allocate your time and energy, and when? This session will highlight creating a balanced lifestyle that you can continue from college into your career.

Risk Reduction General Session ■

2:30-3:20 PM

Attendees will learn about reducing risk by practicing healthy decision-making.

Closing Session ■

3:30-4 PM

*This session will round out the event and focus on how attendees can apply what they've learned through *The Journey to Principled Business Leadership*.*

Dust It Off and Move on ■

4:10-5 PM

Failure is inevitable, but your reaction is controllable. Join this session to examine how you can learn from failure rather than let it consume you.

Connecting AKPsi to Your Career ■

4:10-5 PM

AKPsi provided a great deal of experiences for you, but how do you showcase that? This session will highlight how to share on your resume the skills and knowledge you've gained in AKPsi.

Leave the Bake Sales Behind for a New Fundraising Strategy ■

4:10-5 PM

Fundraising is a chance for chapters to supplement the income from member dues in order to enhance the member experience. Join this session to learn about creating a fundraising strategy and identifying opportunities in your community.

New City, Who This? ■

4:10-5 PM

Whether you're moving with a job already secured, or moving in hopes of finding something new, relocation is stressful. Join this session to collect tips and tricks for navigating a new city and making it feel like home.

Speaker Networking ■

4:10-6 PM

Attendees can use this time to meet with keynote speakers and presenters to ask questions.

Affinity Group Networking ■

4:10-6 PM

This room will provide for additional affinity group networking.

Chapter Management Topics ■

4:10-6 PM

Attendees can freely navigate open rooms to participate in chapter operations discussions guided by volunteers.

True Colors ■

5:10-6 PM

Are you organized and stable, or are you spontaneous and bold? Maybe you are an independent thinker. Do you respond to encouragement rather than competition? This session will help attendees understand how their personalities impact working in a team environment.

Keeping Office Conflict Off the Brain Ain't Easy ■

5:10-6 PM

Work can be a great experience when you're managing projects you enjoy and getting along with colleagues. But, it's not always like that. Join this session to discover techniques to manage conflict at work and perform your best.

Selling your Volunteer Experience on a Resume ■

5:10-6 PM

Being an Alpha Kappa Psi volunteer provides a great deal of opportunities which can benefit your professional development. Do you know how to connect your volunteer experience to your professional aspirations? This session will help volunteers learn how to sell their experience on a resume and apply it to their career development.

Developing Events with a Lasting Impact ■

5:10-6 PM

Planning events takes time and effort, but what is the benefit if the events aren't well attended or well received? During this session, we'll review the process to create events based on your members' wants and needs. Participants will discuss the various types of events, as well as some factors to consider while planning.

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: Thursday, Dec. 12
 - \$109/person
- ▶ Regular: Monday, Jan. 20
 - \$124/person
- ▶ Late: Tuesday, Jan. 21-onsite
 - \$149/person

Transportation

Driving:

- ▶ Sheraton Atlanta, Atlanta, GA
 - \$25 self-park
- ▶ Palmer House Hilton, Chicago, IL
 - \$47 self-park, overnight
- ▶ Boston Marriott Copley Place, Boston, MA
 - \$60 valet; self-park available
- ▶ Renaissance Las Vegas, Las Vegas, NV
 - \$20 valet; \$15 self-park

Flying:

- ▶ Sheraton Atlanta, Atlanta, GA
 - Greater Atlanta Airport Shuttle: \$25/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
- ▶ Boston Marriott Copley Place, Boston, MA
 - Taxi: \$40 one way
 - Bus: \$5/person one way
 - Subway: \$2.50/person one way
- ▶ Renaissance Las Vegas, Las Vegas, NV
 - Taxi: \$18 one way
 - Bus: \$2/person one way

Hotel Reservations

All rates include taxes and fees

Jan. 31 – Feb. 2, 2020

- ▶ Sheraton Atlanta, Atlanta, GA
 - \$167.49/night, if booked by Jan. 9, 2020

Feb. 7 - 9, 2020

- ▶ Palmer House Hilton, Chicago, IL
 - \$169.06/night, if booked by Jan. 7, 2020

Feb. 14 - 16, 2020

- ▶ Boston Marriott Copley Place, Boston, MA
 - \$165.53/night, if booked by Jan. 23, 2020

Feb. 21 - 23, 2020

- ▶ Renaissance Las Vegas, Las Vegas, NV
 - \$157.60/night, if booked by Feb. 6, 2020

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 223 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 223 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 2020, 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

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

Transportation

Flights

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

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

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.

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

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.

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

Driving

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

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

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.

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

Hotel

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

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

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

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

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"/>