

Virtual and Hybrid Philanthropy Event Guide

1. Innovative Ideas

- Auctions, E-sports Tournament, Talent Competition, Online Merchandise Profit-Share Events, Virtual Walk-A-Thon or 5k using Strava or another fitness tracking app, Virtual Bingo or Trivia, Zoom workout classes or educational guest speaker panels

2. Hybrid Best Practices

- [Submit your event](#) to get access to GiveSmart and so we can be on the lookout for your donations!
- Set up tickets for your event on GiveSmart. Keep in mind only ticket sales return to the chapter and all other donations/items will go directly to the foundation after [Requesting GiveSmart Disbursement](#).
- Always abide by current Fraternity and Campus alcohol policies
- Give yourself plenty of time, your virtual event will take just as much planning as in person events
- Communications - Connect with your audience and let them know about your event
 - **Invitations**
 - Digital or printed/mailed
 - **Email**
 - Use GiveSmart to email individuals, groups, or everyoneText- GiveSmart allows you to easily send short reminders to your guests
 - **Social Media**
 - Consider your audience and utilize Twitter, Instagram, Facebook etc.
 - Encourage the Chapter to share your posts and engage with your content
 - Tag Alpha Phi Foundation!

3. Have an Event Planning Timeline

- Ask for Sponsorships from local businesses
 - While donations to the Chapter, a 501(c)7, are not tax deductible through the foundation, a 501(c)3, businesses may still sponsor your event by donating food! If they are unable to donate food, ask if they can offer the chapter a discounted rate since all the proceeds for the event are going to charity.
- Consider both the Chapter and Campus calendars

4. Hosting Platforms

- GiveSmart
 - Customize your event site
 - Organize and categorize silent and live auction items
 - Host a silent or live auction with electronic bidding
 - Register guests
 - Communicate via email and text with registered users
 - Utilize Presentation mode during the event

Virtual and Hybrid Philanthropy Event Guide

- Video Chat and Conferencing Platforms
 - Consider
 - Subscription cost
 - Participant limit
 - Time limit
 - Ease of access to the platform for your target audience

5. Post Event

- Update your GiveSmart site status to "Hidden", confirm there are no outstanding payments or refunds, then [Request GiveSmart Disbursement](#).
- Mail any Checks or Money Orders (**please convert Cash to a Money Order**) to our Lock Box address:

Alpha Phi Foundation Inc
PO Box 7410667
Chicago, IL 60674-0667

6. Holmes Murphy Insurance

- Always send your contracts to be reviewed by Holmes Murphy before signing.
- **Phone:** 800-736-4327 **Email:** HolmesMurphy@AlphaPhi.org

Questions? Contact ChapterGiving@AlphaPhiFoundation.org