



Sigma Chi International Fraternity

Derby Days

Conducting a Successful Derby Days

Revised April 2007

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Forward

On Conducting a Successful Derby Days

As one of the most high-profile events of our Fraternity, Derby Days affords each chapter the opportunity to bring honor and respect to Sigma Chi. Similarly, it is an excellent opportunity to promote brotherhood, the spirit of community service, and a positive Greek image. However, of late, Derby Days has failed to achieve these goals on many campuses.

Accordingly, this guide offers an overview of the challenges that may be faced by current Derby Days chairmen, while taking a proactive leap to help ensure that future Derby Days embody the spirit of service.

Conceived during the summer of 1994, this manual is an outgrowth of the Hot Topics presented to the Leadership Training Workshop faculty during their training. At the same time, it is a product of the suggestions and input contributed by Sigma Chi undergraduates and alumni, campus administrators, and sorority headquarters who responded to a Derby Days survey circulated at the beginning of the 1994-95 academic year. The Sigma Chi headquarters staff is deeply appreciative of the numerous interested individuals who took the time to offer their feedback and express their concerns, either through the survey or by other means.

Covering such areas as gender sensitivity, event ideas, risk management, and the level of competition during Derby Days, this manual is an introductory guide to organizing and holding an effective and honorable Derby Days. Bear in mind that this resource is only one ingredient in the recipe for a successful Derby Days. Nor does this guide assume a cookie-cutter approach to planning Derby Days.

While the organization of the event is crucial, your success is largely dependent upon the attitude of the brothers. Combining these ideas with a positive approach to Derby

Days will pave the way for an outstanding event on your campus. Above all else, remember that the Ritual of our Fraternity should govern your actions and the planning of your Derby Days.

If you have any questions or comments—positive or negative—regarding this manual, please direct them to the Director of Membership Services at the Sigma Chi Fraternity Headquarters.

Best wishes for a successful Derby Days!

Mission

Sacrifice and Service

Fraternity, Sigma Chis have endeavored to give back to our world. Because Derby Days affords each chapter the unique opportunity to positively impact the community, it has been the most publicized and visible way for chapters to serve others. Thus, it is imperative that the actions of each brother reflect our true goal. Let the mission of Derby Days—serving the community—provide the foundation for each event and govern your every action before, during, and following Derby Days.

History

Founding Principles

The tradition of Sigma Chi's Derby Days began in the spring of 1933 at the Alpha Beta chapter at the University of California-Berkeley, under the name "Channingway Derby." Located on Channing Way, the Alpha Beta Sigma Chis sponsored an event composed of a series of humorous skits. In fact, one publication later cited the Channingway Derby as "California's most amusing tradition."

In the spring of 1935, after receiving reports of the Channingway Derby, Beta Sigma chapter at the University of Tennessee-Knoxville made plans for a similar event. But instead of presenting skits, the event was planned around an all-day track and field competition between the pledge classes of the nine sororities at Tennessee. More than 1,000 people were in attendance on the big day, November 1, 1935, to witness the first Derby involving campus sororities.

Coincidentally, on that day four Sigs from Delta chapter at the University of Georgia were visiting Knoxville and witnessed the festivities. The brothers took the idea back to their campus and named their production "Sigma Chi Derby," which seems to have stuck.

During the 1960s, Derby began to take on the philanthropic approach for which it is now known on many campuses. After the Cleo Wallace Center became Sigma Chi's Fraternity-wide service project in 1967, many chapters began using Derby as a fundraising event for the Center. Although some amount of charitable work had been done through Derby and similar events prior to that time, the Wallace Center project gave a much-needed boost to the concept of doing something for a needy group outside of campus.

At the 1992 Leadership Training Workshop, the Children's Miracle Network (CMN) was introduced as Sigma Chi's suggested beneficiary of proceeds from chapter community service projects. The CMN, an alliance of 165 hospitals and health care facilities across the United States and Canada, generates funds for the children its associated hospitals serve. Seventy percent of the Fraternity's active chapters and many alumni chapters are located in the same city or within an hour's drive of one or more Network hospitals.

The Huntsman Cancer Institute (HCI) in Salt Lake City, Utah was added as an additional charity of choice for Sigma Chi's undergraduate and alumni chapters in 2005. HCI was founded by Significant Sig and Constantine Sig Jon M. Huntsman, Sr. (Pennsylvania 1959)

in 1993. The mission of the Huntsman Cancer Institute is to find the causes of cancer, to develop new and better treatments, and to prevent people from ever developing cancer. Through our undergraduate and alumni chapters, Sigma Chi is excited to be supporting HCI as it strives forward toward this ambitious goal.

Today

What Derby Days Has Become

Today, Sigma Chi Derby events are held to assist a number of charitable causes, some allocating a percentage of the proceeds to a local philanthropy and part to the Children's Miracle Network and Huntsman Cancer Institute. Since Sigma Chi began raising money for charitable causes, the Fraternity has raised well over \$2 million for these groups. During the 1999- 2000 year, Sigma Chi chapters donated over \$600,000 to CMN hospitals.

Name	Address	Phone	E-mail
Sigma Chi Headquarters	1714 Hinman Avenue Evanston, IL 60201	Phone: (847) 869-3655 Fax: (847) 869-4906	headquarters@ sigmach.org
Children's Miracle Network (U.S.)	4525 South 2300 East, Suite 202 Salt Lake City, Utah 84117	Phone: (801) 278-8900 Fax: (801) 277-8787	
Children's Miracle Network (Canada)	837 Princess Street, Suite 302 Kingston, Ontario Canada K7L-1G8	Phone: (613) 542-7240 Fax: (613) 542-3509	
Huntsman Cancer Institute	Huntsman Cancer Institute 500 Huntsman Way Salt Lake City, Utah 84108 (801) 584-5700	Phone: (801) 587-7969	
Grand Praetor			
Chapter Advisor			

Event Planning

Selecting a Chairman

Select a Derby Days Chairman and establish a Committee.
Review this Derby Days Guide Book to familiarize yourselves with Derby Days.

Solicit Input/Communication

- Form a committee that includes the women's group.
- Meet with the Greek Life office.
- Meet with school officials.
- Gain feedback from Alumni.
- Involve everyone in the process.

Pick a Date for Derby Days

- At least three months in advance
- Consult all involved before setting a tentative date.

Set Goals

- Be specific:
- Ensure that all brothers and participants log a combined total of 1,000 community service hours during Derby Days.
- Increase the participation of the student body in Derby Days by 25%.
- Invite non-Greek organizations to participate.
- Raise at least \$2,500 for the chosen philanthropy or raise 15% more than the previous year.
- List these ideas for everyone to see.

Educate Members and Participants about your Philanthropy

- Bring in speakers from the charity.
- Provide statistics, brochures, and information on the charity.
- Visit a local hospital or charity site previous to the events.

Publicize the Event

- Gain corporate sponsors (See APPENDIX for letters).
- Get local businesses to sponsor events and Derby Days (See APPENDIX for letters)
- Get donations from friends and families.
- Vending (t-shirts, hats, brochures, etc.)
- Hold specific fundraising events (brotherhood auctions or charity events through the school).

- Contact your school for opportunities available (ie: credit cards, % of meal plan money donations, etc.).

Expand Participation

- Offer to donate a portion of the money to the participant's charities.
- Highlight the community service aspect of Derby Days.
- Include all participants in the planning process.
- Invite new groups and other non-Greek groups to participate and attend events.
- Place emphasis on opportunities to meet new people and expand horizons.
- Host campus-wide activities during Derby Days.
- Have Alumni and/or school officials serve as honorary judges or coaches.

Motivate the Chapter

- Involve everyone in the planning process.
- Give responsibilities to each brother and give them ownership of their project.

Remember, "People support what they help create."

- Have the brothers work with each of the women's groups. This can be as coaches or by having participant appreciation type events.
- Use the varied talents present in your chapter to make the event successful.

Evaluate the Event

- Review all plans and goals to ensure that it is what you want and it is acceptable to all involved.
- Publicize goals and plans to make certain everyone knows what the goals are.

Current Issues

A Hard Look at Derby Days

Derby Days of late has been plagued by a number of repetitive problem such as, gender insensitivity, unfair standards of competition, monopolistic time constraints, and poor observance of risk management as the greatest problems facing the event. Increasingly, colleges and universities are becoming less tolerant of Derby Days, making it more and more difficult to conduct a successful event. Largely, chapters past actions have brought these restrictions on themselves due to a lack of care and consideration in planning Derby events.

Critics routinely cite unfair competition, gender insensitivity, and poor risk management as the failures of many Derby Day events. Furthermore, the National Panhellenic Council (NPC), the governing body of female Greek letter organizations, has singled out Sigma Chi among all other men's fraternities for its poor Derby Days programming on certain campuses.

Letters from the National Panhellenic Conference

<p>Passage from a letter sent by the NPC to each of its undergraduate chapter presidents in January 1994:</p> <p>“As Presidents of the 26 National Panhellenic Conference sororities, we continue to be concerned that some of the activities included in Sigma Chi Derby Days and/or similar fraternity activities across the country do not fulfill their stated purpose as philanthropic and social events and that they place our women at risk. While the planning for these kinds of events is being handled appropriately on some campuses, others plan events that place the women in our chapters in jeopardy and include activities that are demeaning to men and women. In addition we would ask you to be supportive of any women’s group or groups on your campus which choose not to participate because of risk management and/or human dignity concerns.”</p>	<p>Passage from a letter sent by the NPC to the Sigma Chi General Fraternity Headquarters in May 1995:</p> <p>“On behalf of the National Panhellenic Conference Executive Committee, I wish to express our concern about several incidents reported to us concerning Sigma Chi Derby Days. Enclosed are materials that were sent to us from a group of concerned students where two of our member groups were publicly humiliated by your members during a Derby Days event... There must be a halt to these situations. If there is not evidence of immediate improvement in the program, we will have to recommend that our collegiate chapters no longer participate in Sigma Chi Derby Days. While we appreciate the money you raise for charitable purposes, we will not tolerate the way your members treat our women.”</p>
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- * Given past problems, here are a number of steps you can take to avoid these potential pitfalls.

Risk Management

The Importance of Hosting a Safe Derby Days

It is important to note that although brothers should enjoy themselves during Derby Days, socializing is only one component of the event. Parties and alcohol have little to do with the mission of Derby Days. Events should be educational, philanthropic and social in nature, not just one of these three. Accordingly, it imperative to keep risk management in mind at all times when planning and hosting Derby Days activities. In the case of Derby, the ends do not necessarily justify the means. Raising money for a good cause does not suspend one’s obligation to abide by the alcohol and risk management policies of both the Sigma Chi Fraternity and our host institutions. Specifically, the Sigma Chi Risk Management Foundation Policy on Alcohol and Drugs states that:

Rules You Need to Know

1. You cannot use chapter funds to purchase alcohol (or “pass the hat”).
2. Except for events catered professionally, no chapter can provide alcohol to anyone by selling tickets or cups, charging admission fees, taking a collection, or by using any other means to collect money from persons attending the event.
3. No chapter may co-sponsor an event with an alcohol distributor or bar/tavern (tavern is defined as an establishment generating more than half of its annual gross sales from alcohol) where alcohol is given, sold, or otherwise provided to those present.

It is also very important to realize that risk management extends beyond responsible social events. As the host of an event with numerous potential risks, the chapter should take great care to ensure the safety of the participants at all times. For example, a number of injuries have been related to Derby chases, and other similarly questionable events. In the planning stages, it is important not only to evaluate how ethical each event is, but also how safe and responsible it is.

Gender Sensitivity

Character - in - Action

Unfortunately, Derby Days, in certain instances has been cited for some cases of inappropriate treatment of women. In fact, on some college and university campuses, the event has been banned due to such demeaning or offensive activities. In some instances, this treatment has even escalated into cases of sexual harassment and assault. A Greek Advisor responding to a Sigma Chi Derby Days survey summarized these frustrations. “The women of our Panhellenic sororities are women, and must be treated as such. Anything less will not be tolerated and will cause the fraternity to lose in the short and long term.”

Accordingly, it is critical that every brother understand that Derby Days is not a week-long license to suspend the respect that a Sigma Chi should always extend to others. In fact, without the participation of others, especially women’s groups, Sigma Chi Derby Days as we know it would cease to exist. Bear in mind that we are serving neither Sigma Chi nor ourselves by conducting an event that is, even in the slightest, disrespectful to women.

Four Steps to Help:

1. Involve the participants in the planning of all events. Form a committee with each woman’s group represented. Perhaps, have them come up with events they would like to participate in.

2. Gain feedback from all activities that have been conducted in the past. Try to find those times that could be seen as demeaning and eliminate them.
3. Sit down with school officials, Greek Advisors, and alumni to review the schedule.
4. Simply, do not plan any activities that you may question or are unsure of.

Unfair Standards

Remember Derby Days is for Charity

On an increasing number of campuses, Derby Days has begun to be established as far too competitive in nature. The events are no longer conducive to philanthropy and more rooted in winning and losing. While some competition can be healthy, we must be sensitive to the events that we hold. Each sorority chapter or women's group must be treated equally as to provide a positive experience for all involved. We as Sigma Chis can not lose sight of the purpose of Derby Days and must not allow the participants to lose sight of it either. There have been countless accounts of fights and 'bad blood' that can be directly attributed to the events. Also, concerns have been raised by the women's groups concerning the financial burden placed on them by Derby Days. We must confront these issues in order to host a successful event.

Steps to Help

1. Have your Derby Days committee analyze each event to see if unfair competition does exist in your program.
2. Use your planning committee, as mentioned before, to gain feedback from the sororities and women's groups.
3. Present your program to the governing bodies at your school. (i.e.: Greek Life Office, school officials, etc.)
4. Have impartial judges officiate your events

Planning the Event

Picking a Charity

As discussed, the suggested service project for Sigma Chi is Children's Miracle Network and/or Huntsman Cancer Institute. However, you should not feel locked into this choice. Since people prefer to give money to tax-deductible charities, make sure that the charity you choose is a non-profit organization (Federal tax code 501c3).

Some chapters donate a portion of their proceeds to CMN and/or HCI, a portion to a campus or local charity, and a portion to the designated charity of each participant. Certainly, society is at no loss for good causes, so finding a charity should not be difficult. The difficult part involves narrowing down your choices. Above all, it is important to take into account who will be participating in the event. If more than 50% of the participants are sorority women, the chapter might consider donating half of their proceeds to each sorority's own charity.

Once you have selected a charity, it is important to identify specifically what type of support will most benefit the charity. Although financial support may immediately come to mind, this is not always a group's greatest need. More often than not, "people power" is more valuable to a charity than money. For example, if two hundred Derby Days participants each donate three hours of their time, you would be giving that charity a gift valued at over \$3000 compared to work compensated at a minimum wage salary.

Involving the Participants

To ensure that Derby Days is well received, it is imperative that you involve the participants in the planning process. One way to initiate involvement is to contact past participants (in addition to soliciting new ones), thank them for their previous involvement, and invite them to select at least one member to serve as their Derby Days liaison, thereby expressing Sigma Chi's interest in hearing their plans and ideas. Then, establish a date for an organizational meeting and ask one or two representatives from each organization to attend. These representatives will serve as Derby Days contact people for that particular organization and as advisors to your chapter. During this meeting emphasize the philanthropic purpose of Derby Days and discuss your goals for the event. Decide what activities are appropriate and eliminate events that may be offensive to others. Be sure to actively request input and ideas from the representatives. The old adage, "people tend to support what they help to create" is certainly applicable in this situation. The most successful Derby Days will be one that reflects the interests of all the participants. Finally, be sure to develop a schedule of events that is satisfactory to all participants and ask each representative to make his/her organization aware of dates, times, and places.

Raising the Money

The task of fundraising can be difficult and time-consuming, especially without a well organized plan. The first step in this process is setting a financial goal and developing goals to

help you reach this figure. Traditionally, the most popular way to raise money for Derby Days is by soliciting corporate sponsors, local businesses, alumni, parents and friends for donations. Also, if your charity is tax-exempt (501c3), be sure to remind potential donors that their gifts will be tax-deductible. For information on tax-exempt status contact Headquarters.

Other popular ways to raise money are through vending (e.g. t-shirt, hat, or coin drive) and through a Derby Days program or brochure. Generally, alumni and friends are more than happy to put their business cards in the Derby Days brochure for a modest donation. Of course, the chapter should take care to show sensitivity in its themes, T-shirts, programs, brochures, and advertisements, etc.

Although corporate sponsorships can have a significant impact on the event, they are often the most difficult to secure. Remember that companies plan their philanthropic budget months (and sometimes years) in advance. Therefore, you should contact corporations before they have budgeted for the next fiscal year. Also, some corporations already have programs in place for charitable events. For example, some corporate-owned fast food chains have profit sharing plans or special promotions for charities. Be sure to contact them about taking advantage of your opportunities. Finally, some chapters have even worked out arrangements with their University food services, allowing students to donate money to charity using their meal cards. Above all, be creative. With a little time, effort and brainstorming, your chapter will be able to better tailor your efforts to your needs.

Public Relations

It could be argued that Derby Days has the potential to have a greater public impact than anything else we do in Sigma Chi. We have the opportunity to help others, advance the interests and honor of the Fraternity, promote the spirit of brotherhood and Greek unity, improve relations with the campus and community, grow personally, meet new people and make new friends, and lastly, have fun. However, this does not mean we need to sacrifice what we purport to believe in or suspend our ideals for a week. In short, taking the party and free-for-all atmosphere out of Derby Days does not mean taking the fun out of Derby Days.

Certainly, a very important aspect of this public impact is how we publicize Derby Days. Two to three weeks before Derby Days, issue a press release to the campus/local newspapers, television, and radio stations announcing your event, its purpose, and the schedule for the week. Also, be sure to produce appropriate fliers and similar press material for posting around campus and in the residence halls. See the appendix to this guide for further suggestions and sample releases. Remember that most universities require any material for posting to be approved and submitted well in advance of the posting date.

Remember, public relations does not end when Derby Days begins. Be consistent throughout the week and maintain close contact with the office of Student Life or Greek Affairs to avoid any potential conflicts and to perform any necessary troubleshooting. When your event is over, be sure to provide details and photographs of your project to local media, as well as to the Editor of The Magazine of Sigma Chi at the General Fraternity Headquarters. After more than 50 years of colorful Derby Day events by many Sigma Chi chapters, no other image has become so readily associated with the Fraternity by the general public. In that time, Derby Days has grown into an event with massive public relations implications—not coincidentally at a time in the Fraternity's history when the need for positive public relations is greater than ever.

Summary

- Derby Days is not a time for brothers to have fun at the expense of women and other members of the campus community.
- It should not be sponsored by alcohol distributors, bars, or taverns. Nor should events or activities be centered around alcohol or underage drinking.
- Derby Days should be a week of “focused community servicing.”
- It should involve events, games, skits, or activities which are mutually beneficial to all involved and not demeaning
- It should not be a time to intrude upon academic and scholastics.
- It should be fun for all involved.
- It should not emphasize unfair competition.
- It should not leave the participating groups feeling that they do most of the work, raise most of the money, and then get little of the attention.
- It should be an event that your chapter can be proud of.

Suggestions

- Schedule a visit to your designated charity during the week.
- Have a raffle with local businesses donating prizes.
- Invite a representative from the charity to speak to the participants and the community at-large.
- Coordinate an ongoing “a-thon” (teeter-totter, trampoline, clothing or food drive.).

Event Ideas

- 5 K Walk
- Campus-wide Volleyball Tournament
- Talent Show
- Karaoke
- Trivia Contest
- Softball
- Food Drive
- Movie Night
- Clothing Drive
- Bowl-a-thon
- Lip Sync
- Blood Drive
- Pool Tournament
- Banner Contest
- Mural Paintings
- Campus Clean-up

- Mini Golf Tournament
- Football Toss
- Bike Races
- Auctions
- Tailgate socials
- Famous Sigma Chi Recognitions Dinners
- Golf/Tennis tournaments (corporate sponsors)
- Dance Marathon
- 3 on 3 Basketball
- Bachelor Auctions
- Dinner with a celebrity
- Raffles
- Seminars on hot topics
- Coin Drives
- Sponsoring a major sporting event

Sample Agenda

Sunday

1. Derby Days Reception
 - All participants welcome
 - Food/Beverages provided
 - Rules/Goals discussed
 - Social after with faculty

Monday

1. Day: Trip to local CMN Hospital
2. Night: Lip-Sync Performances
 - Open to the public
 - At Main Auditorium

Tuesday

1. Campus Clean-up Day (10 AM- 5 PM)
2. Trivia Contest (Mock Game Show)
 - School Officials and Alumni to serve as judges

Wednesday

3. Community Service Project—"Derby Kids"
 - At Runkle Elementary School (Bus transportation provided)
 - Runkle Faculty Reception to be held after event

Thursday

1. 5K Greek Walk for Charity
 - Open to all Greeks
 - After the walk will be the "Brothers for Charity" Auction

Friday

1. Miniature Golf Tournament
 - CMN Children on hand for some sun and fun
 - Greek Picnic/Social after

Saturday

1. "Participant Appreciation Day"

- - Derby Days Banquet
- - Serenades by coaches for each sorority
- - Greek Life, Campus officials and IFC and Panhellenic to attend
- - Awards given out
- - Derby Darling named

Derby Kids Program

Several Sigma Chis who felt that Derby Days should expand its events to benefit the general public and the surrounding community generated this idea. It is a great way for our chapter and the participants in Derby Days to give back to the community in which their school is located. It also helps to promote the Mission Statement of Derby Days. This event with careful planning could help to insure that your Derby Days program will benefit everyone involved. It is at the inception of why Derby Days was created; to serve the community. It is also enjoyable for the children and for those running the events.

This is just a basic layout, but if you get your committee and women's groups to be creative, it could be a staple for future Derby Days and create a lasting bond between your chapter and the community.

- Hold at a local elementary school.
- The chapter and women's groups hold a day of "field events" at the school for the children to participate in. Two teams (Blue, Gold)
- The general public and local media are invited to attend.
- The events are run by Sigma Chis and the participants. Alumni and school officials could also serve as judges or coaches.
- Local CMN children and families should be invited to participate.
- After the events, a reception is appropriate for the faculty and students of the elementary school to attend.

For more information on this idea contact the Director of Undergraduate Services at Sigma Chi International Headquarters at (847) 869-3655.

Appendix: A

Sample Letter to Chapter Alumni

Dear Alumni Brother,

It is time for the Eta Sigma Chapter's 4th Annual Derby Days! This year promises to be our most successful ever! On behalf of the undergraduate brothers of Eta Sigma, would like to take this opportunity to invite you to participate in this year's exciting event. As you may recall from your undergraduate days, Derby Days is a three-day philanthropic event aimed to raise money for worthy causes while promoting campus spirit and unity through social, athletic, and service-oriented events. Once again, the chapter has decided to make Evanston's Children's Hospital, the local CMN affiliate, and our beneficiary. For those of you not familiar with this organization, CMN is both an international non-profit organization and the name of the organization's Annual 21-Hour Telethon. Founded in 1983 to help its affiliated hospitals preserve their public trust, the mission of CMN is to "generate funds and awareness programs to benefit children and our affiliated hospitals." Since that time, CMN has helped raise more than \$917 million for hospitals serving children with all types of afflictions. Whatever the case, all children are treated regardless of the family's ability to pay.

We would like to take this opportunity to ask for a small tax-deductible donation to CMN through Derby Days. For a mere \$25, we will put your business card in the Derby Days brochure to show all of your brothers what you are now doing, while making a contribution to a great cause. We would certainly also appreciate a flat donation, if you prefer.

As the enclosed schedule indicates, Derby Days is scheduled for March 4 through March 6, with a Sorority Appreciation Dinner, to which you are cordially invited, scheduled for Friday evening; if at all possible, I encourage each of you to stop by campus or the house and participate in the activities of the week and help us make this Derby Days the most successful ever. CMN is a worthy cause that touches us all and Derby Days is a proud Sigma Chi tradition.

Thank you for your consideration, and I look forward to seeing you during Derby Days!

Fraternally,

Ben Runkle
Derby Days Chairman

Appendix: B

Sample Letter to Local Business

Dear Local Business:

The Sigma Chi Fraternity at State University would like to invite your company to participate in our Sigma Chi Fraternity Derby Days, a three-day philanthropic event sponsored March 4 through March 6 to raise money for non-profit Evanston Children's Hospital, an affiliate of the Children's Miracle Network (CMN).

Derby Days, founded in 1934 at the University of California-Berkeley, offers an excellent opportunity for advertising and continued public relations while making a contribution to a deserving cause. Since its inception, Derby Days has raised over \$2 million nationwide for numerous philanthropies. In fact, such a program is a pioneer among men's fraternities. Our chapter's three-year partnership with CMN has helped to generate funds and awareness programs to benefit children and affiliated hospitals. For those of you not familiar with the Network, CMN is both an international nonprofit organization and the name of the organization's annual 21-hour telethon. Founded in 1983 to help its affiliated hospitals preserve their public trust, CMN has helped raise more than \$917 million for hospitals serving children with all types of afflictions. Whatever the case, all children are treated, regardless of the family's ability to pay.

I realize that with so many needs in our society, your company must plan its philanthropic budget with extreme care and consideration. However, Derby Days is well worth your support, as it offers the opportunity to make an important contribution to the community in which we live and work.

I encourage you to consider making a donation or sponsoring an ad in the Derby Days brochure. All contributions are tax-deductible, and anyone donating over \$500.00 will have their company name or logo placed on an oversized check to be presented to the Network during its annual telethon.

Since Derby Days is fast approaching, I am eager to discuss your company's potential involvement. Please feel free to contact me at (555) 555-1212 to discuss ways your company can participate in Sigma Chi Fraternity Derby Days.

I appreciate your consideration and look forward to hearing from you.

Sincerely,

Ben P. Runkle
Derby Days Chairman

Appendix: C

Sample Letter to Local Business

DATE
FOR IMMEDIATE RELEASE
CONTACT: John Doe
(555) 555-5555

SIGMA CHI FRATERNITY CHAPTER AT STATE UNIVERSITY PLANS FUNDRAISING EVENT

The Sigma Chi Fraternity at UC Irvine will hold its 25th annual Derby Days—a week-long, fundraising competition among State students—September 11-17, 2001. Sigma Chi will donate all proceeds to the local Children’s Miracle Network (CMN) hospital and a charity designated by the winning group. Our Sororities on campus will also be participating in Derby Days. The chapters (list them) will give their time and efforts to make Derby Days successful. Derby Days raised more than \$5,000 last year, and the chapter hopes to continue its success in 2004.

“We are very excited about this year’s Derby Days,” said chapter president Wally Whitecross.

“We have planned many new events and are encouraging all campus organizations to participate.”

Derby Days events during the week will include a campus blood drive, volleyball tournament, lip sync contest, and a visit to the local CMN hospital to meet the children who will benefit from the money raised.

The Children’s Miracle Network has been Sigma Chi’s major public service project since 1992.

Appendix: D

Sample Letter to Local Business

DATE
FOR IMMEDIATE RELEASE
CONTACT: John Doe
(555) 555-5555

SIGMA CHI FRATERNITY CHAPTER AT STATE UNIVERSITY RAISES \$2,700 FOR CHARITY

The Sigma Chi Fraternity at UC Irvine raised \$2,700 last week during their 25th Annual Derby Days—a week-long, fund-raising competition among State students. Sigma Chi split the proceeds between the local Children’s Miracle Network (CMN) hospital and the Juvenile Diabetes Foundation, the charity selected by this year’s Derby Days winner, Gamma Phi Beta Sorority.

“This event would not have been a success without the participation from 25 campus organizations,” said chapter president Wally Whitecross. “Although Alpha Gamma Delta took home the trophy, the real winners are the charities and the children.”

Derby Days events included a campus blood drive, volleyball tournament, lip sync contest, and a visit to the local CMN hospital.

The Children’s Miracle Network has been Sigma Chi’s major public service project since 1992.

Appendix: E

Sample Letter to Local Business

Dear Alpha Phi HQ:

We have just completed our Sigma Chi Fraternity 10th Annual Derby Days here at UC Irvine. Derby Days is a philanthropic event held by our chapter every year. This event benefits the Children's Miracle Network. Our Derby Days was a three-day event which promoted both Greek unity on our campus and community service. We are very proud of our affiliation with CMN, an organization that serves children around the world with all types of afflictions. Since the 1980's CMN has raised over \$900 million for these children. Through the efforts of many, this years Derby Days was a huge success.

We would like to express our appreciation to your Alpha chapter for their hard work and dedication in this year's Derby Days. Their efforts helped to make the event a success. In all, we raised \$15,000 for the Children's Miracle Network and provided great service to the surrounding community.

Without the support of our women's groups, we are not able to hold a successful Derby Days. We appreciate all of the support that your chapter has given us and hope that we can continue a relationship in the future that will benefit everyone.

We would like to thank you again for your continued support of Derby Days and Sigma Chi's philanthropic endeavors. Best wishes.

Sincerely,

Jim Caldwell
Derby Days Chairman