

# What does Philanthropy mean to Sigma Alpha Epsilon?

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California State University,  
Northridge



# Matthew Kadota



- Graduating Senior
- Major Public Health Promotion
- California State University, Northridge
- Current Eminent Archon of the California Nu chapter.
- Have taken on a position in the house every semester since being an active member. Three years being an active member.



# What is the definition of Philanthropy?

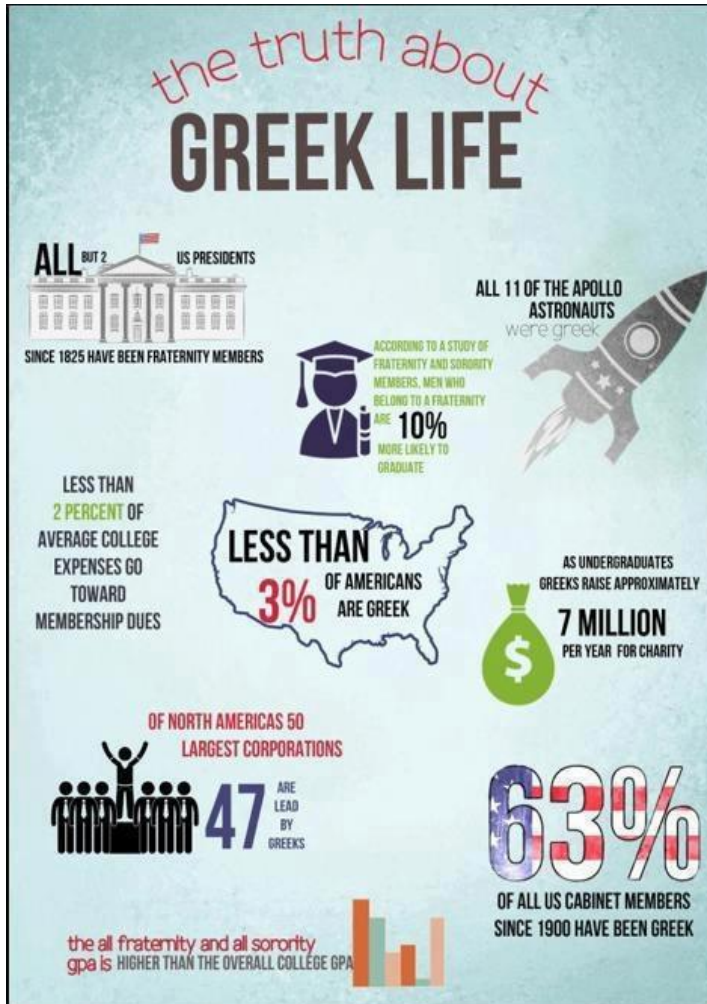
- According to The Free Dictionary website Philanthropy means “The effort or inclination to increase the well-being of humankind, as by charitable aid or donations.”

# CSUN Philanthropy Page for Fraternities and Sororities.

- The Greek community prides itself on its deep commitment to community service and philanthropy.
- Philanthropies are fundraising projects and events organized by groups or individuals to benefit the surrounding community.
- Not only do fraternity and sorority chapters contribute a great deal of hands-on work to local community organizations, but they are also responsible for fund-raising efforts that greatly benefit the specific national and local charities of each chapter.



# What types of Philanthropies does your chapter throw/participate in?



# Types of Philanthropies?

- Beach Clean-up
- Adopt a Highway
- A Casino Night
- Week long events
- Going out to support different walks.  
(Autism, Aids, Relay for life, etc.)
- Pageants
- Raffles
- Kickball, Football, Tug-a-war, Baseball, Volleyball, Soccer tournaments.
- Cook-offs
- Holiday Collections



# Sigma Alpha Epsilon Philanthropy and Community Service.

- SAE encourages all chapters to become involved in their campus and local community through various organizations.
- The Fraternity's preferred philanthropy is the Children's Miracle Network because of its great capacity to impact children's lives and the proximity of numerous hospitals to active chapters.
- On April 6, 2002, the Fraternity launched its "True Gentleman Day of Service," with more than 35 chapters participating in a community service program.
- This event has grown to involve hundreds of chapters. Sigma Alpha Epsilon is a national partner with National Youth Service Day.



# Children's Miracle Network

- Sigma Alpha Epsilon's creed is "Be True." Members demonstrate the True Gentlemen initiative through their support of Children's Miracle Network Hospitals.
- Since adopting Children's Miracle Network Hospitals as its official philanthropy in 2001, chapters complete a variety of activities such as raffles, auctions, haunted houses, sports tournaments and more.





# True Gentleman Day of Service

- In conjunction with the Global Youth Service Day, Sigma Alpha Epsilon is proud to host an annual True Gentleman Day of Service.
- All service and philanthropy events supporting any organization or people are welcome.
- We encourage you to plan a fundraising event, volunteer with a local organization or talk to your student-affairs office about what service events are already underway for that weekend and to see if you can get involved.



# Great Marketing Promotions for a Philanthropy event



All-Greek Philanthropy

FASHION SHOW  
+  
SILENT AUCTION

SORORITIES & FRATERNITIES  
4 CATEGORIES

- BEST FORMAL
- BEST BRUIN SPIRIT
- BEST RAINY DAY
- Best Raid Costume

No Explicit Clothing. No Alcohol.


\$100 to register **one** contestant for each category

Audience Tickets \$5 at the door

WHEN: Friday March 8, 7-9:30PM

WHERE: Moore 100

Semi-Formal Dress Required for Audience



Sigma Alpha Epsilon  
**Pancake Breakfast**  
Thursday April 26  
11 PM - 2:30 AM  
Powers 136  
**\$5**

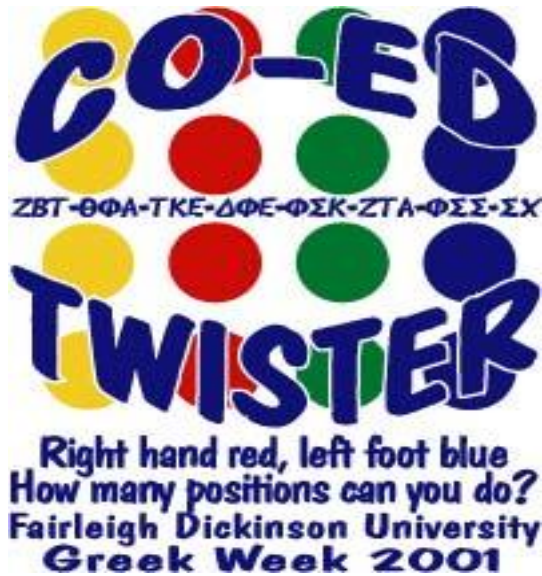
[www.saemido.org](http://www.saemido.org)



The True Gentleman  
DAY OF SERVICE



# Not so great Marketing Promotions for a Philanthropy event



SIGMA ALPHA EPSILON  
MISSISSIPPI DELTA CHAPTER

**CHILI**



FEBRUARY 26, 2011

**BOWL**

MILLSAPS COLLEGE

**DOES YOUR CHILI HAVE WHAT IT TAKES?**



**True Gentleman**  
Province X/X-A Leadership School 2013

# Fraternity Philanthropy Chair Responsibilities

- According to the Fraternity Advisor Website “Charity events are fantastic. Giving back to the community is a true reflection of an individual and organization’s character. Unfortunately, there will be members of your chapter who will not feel this way.”
- They will look at philanthropy events as another drag on their time. They will forget those that will benefit from their volunteer efforts. Don’t let the brothers in your chapter fall into this trap.



# Fraternity Philanthropy Chair Responsibilities Continued

- The fun factor is lost on a lot of philanthropic events.
- Find ways to make your own philanthropy events fun to attend!
- Chapters need to be selective when they choose the philanthropies they are going to support.



# Philanthropy Chairman

- There is a very simple way to turn service events that would normally be a drag into events that the brothers will want participate in.
- The solution is to partner with a sorority. If inviting a bunch of sorority girls to join in a charity event doesn't boost participation, nothing will.
- Another way is to incorporate charity into normal fraternity events. Taking donations for a cause the chapter believes in or collecting canned goods for the local food kitchen as entry into a party is an easy way to support your community.
- These two tips might help improve participation, but the brotherhood will never fully commit unless they truly believe in the cause.



# Suggestions

- Give your chapter enough time to plan a Philanthropy event.
- Go out of your comfort zone and plan a event not only for the Greek community, but for everyone on your campus.
- Open up sporting events not only to other Fraternities and sororities but to other clubs/organizations on your campus.



# ANY QUESTIONS?

Contact Information

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