

2018-2019 Volume



Derby Days Guide

Derby Days Guide



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Foreword

On Conducting a Successful Derby Days Philanthropic Event

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, positive campus collaborations and a positive Greek image.

This guide offers an overview of the best practices for conducting a successful Derby Days, while taking a proactive leap to help ensure that future Derby Days embody the spirit of altruism.

Above all else, remember that the Ritual of our Fraternity should govern your actions and the planning of your Derby Days.

Best wishes for a successful Derby Days!

The Members of the Derby Days Task Force

- Sydney Binnington,
2011 to 2013 International Sweetheart
- Connor Childs, **OHIO 2019**
- Daniel Congiusta, **BRYANT 2016**
- Brian Doty, **EASTERN KENTUCKY 1990**
- Cassie Gerhardt, Associate Dean of Students,
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- Allisen Hagemeyer,
2017 to 2019 International Sweetheart
- Josh Hartman, **GEORGE WASHINGTON 2004**
- Jenny Levering, Director of Student Life,
Miami University
- Kelsey Maggard,
2015 to 2017 International Sweetheart
- Don McKinney, **TULSA 1984**
- Allison Mitchell, Alumna Advisor,
Delta Delta Delta Fraternity at Virginia Tech
- Kelly Nichols, **CINCINNATI 1997**
- Des Robinson, **TARLETON STATE 2015**,
Director of Expansion
- Bill Scott, **ARIZONA 1980**,
Associate Executive Director
- Myles Sepulveda, **RUTGERS 2017**
- Dan Shaver, **TEXAS TECH 1993**
- Ryan Temby, **RUTGERS 1990**, Chairman
- Tony Thompson, **MISSISSIPPI STATE 1992**



Mission

Why does Sigma Chi have Derby Days?

To exemplify our values by enhancing our community through engagement in cooperative, goodwill events; service activities; and fundraising for charity.

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 Sigma Chis sponsored an event composed of a series of humorous skits.

In the spring of 1935, after receiving reports of the Channingway Derby, Beta Sigma chapter members 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, Nov. 1, 1935, to witness the first Derby involving campus sororities.

Coincidentally, on that day four Sigs from the 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, the 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 the 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 group in need 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 170 hospitals and health care facilities across the North America, generates funds for the children its associated hospitals serve. Many of the Fraternity's undergraduate chapters and many alumni chapters are located in the same city or within an hour's drive of one or more network hospitals.

Huntsman Cancer Foundation (HCF) has been the preferred philanthropic partner of Sigma Chi since December 2012. HCF was founded by Significant Sig and Order of Constantine Sig Jon Huntsman Sr., **PENNSYLVANIA 1959**, in 1993.

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Today

What Derby Days Has Become

Sigma Chi Derby Days events are held to assist a number of charitable causes, some allocating a percentage of the proceeds to a local philanthropy. Sigma Chi requests that chapters set aside a major portion of event proceeds for the Huntsman Cancer Foundation.

Huntsman Cancer Foundation

The mission of the Huntsman Cancer Foundation 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 HCF as it strives forward toward this ambitious goal.

To date, Sigma Chi has donated \$6.3 million to fulfill a promise to become the Generation to End Cancer®. In 2015, Sigma Chi made a pledge to donate \$10 million to the Huntsman Cancer Foundation within seven years. In recognition of that pledge, the Huntsman Cancer Institute named its sixth floor for the Sigma Chi International Fraternity. In 2017, the Fraternity increased its pledge by \$1 million to \$11M with the creation of the Sigma Chi Friendship Garden in the new Primary Children's and Families' Cancer Research Center.

Contact information for the Fraternity's Huntsman Cancer Foundation representatives is below:

Name	Address	Phone	E-mail
Huntsman Cancer Foundation		(801) 587-7969	
Brandon Plewe, <i>Development Officer</i>	500 Huntsman Way Salt Lake City, Utah 84108	(801) 584-5814	bplewe@huntsmanfoundation.org
Tom Hanratty, <i>Development Officer</i>		(801) 584-5824	thanratty@huntsmanfoundation.org
Websites	derbychallenge.org — or — huntsmanchallenge.org		

Starter kits are available by contacting Brandon or Tom via email.



Event Planning

Selecting a Chairman

Select a Derby Days chairman and establish a committee.

The chairman should be a junior or a senior, with some experience in leadership and event planning.

The committee should be made up primarily of upper-classmen and never comprise of only pledges/new members.

Soliciting Input and Facilitating Communication

- Form a steering committee that includes:
 - ✓ Representatives from the participants
 - ✓ School officials and Greek-letter life office representatives
 - ✓ Sigma Chi alumni
 - ✓ Other university alumni
- Hold an organizational meeting at least one year in advance with the steering committee to:
 - ✓ Explain how you will plan and execute your Derby Days
 - ✓ Build a relationship
 - ✓ Gain feedback
 - ✓ Insure involvement
 - ✓ Select a date for the event.

Picking a Date for Derby Days

Considerations for when you hold Derby Days

- At least one semester in advance to allow for proper planning
- Be sure to avoid dates that coincide with:
 - ✓ Greek week
 - ✓ Major sports events
 - ✓ Exam schedules
 - ✓ Other Greek-letter organizations' events
 - ✓ Initiation schedule
 - ✓ Pledge education schedule
 - ✓ Province workshop
 - ✓ Participants' philanthropic event schedules

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Set Goals

Use goals that are **S.M.A.R.T.**:

- **Specific** — Goals should be written simplistically and clearly define what you are going to do. Specific is the what, why and how of the S.M.A.R.T. model.
✓ *Example: Raise \$50,000 for the Huntsman Cancer Foundation.*
- **Measurable** — Goals should be measurable so that you have tangible evidence that you have accomplished them. Usually, the entire goal statement is a measure for the project, but there are usually several short-term or smaller measurements built into the goal.
✓ *Example: Raise \$50,000 for the Huntsman Cancer Foundation by asking each of the five participating teams to raise \$10,000.*
- **Achievable** — Goals should stretch you slightly so you feel challenged, but be defined well enough so that you can achieve them. You must possess the appropriate knowledge, skills and abilities needed to achieve the goal. You can meet most any goal when you plan your steps wisely and establish a timeframe that allows you to carry out those steps. As you carry out the steps, you can achieve goals that may have seemed impossible when you started. On the other hand, if a goal is impossible to achieve, you may not even try to accomplish it. Achievable goals motivate others, while impossible goals often demotivate them.
✓ *Example: Raise \$50,000 for Huntsman by asking each of the five participating teams to raise \$10,000. We will show the teams how they will achieve the goal by sharing the events, giving out templates and showing them case studies.*
- **Results-focused** — Goals should measure outcomes, not activities.
✓ *Example: Raise \$50,000 for the Huntsman Cancer Foundation by asking each of the five participating teams to raise \$10,000. We will show the teams how they will achieve the goal by sharing the events, giving out templates and showing them case studies. We will make it clear that the goal is to raise and donate \$50,000 — not raise the money (gross) and donate less (net).*
- **Time-bound** — Goals should be linked to a timeframe that creates a practical sense of urgency, or results in tension between the current reality and the vision of the goal. Without such tension, the goal is unlikely to produce a relevant outcome.
✓ *Example: Raise \$50,000 for the Huntsman Cancer Foundation by asking each of the five participating teams to raise \$10,000. We will show them how they can achieve the goal by sharing the events, giving out templates and showing them case studies. We will make it clear that the goal is to raise and donate \$50,000 — not to raise the money (gross) and donate less (net). We will accomplish this goal within two weeks after the conclusion of Derby Days.*

Educate Members and Participants About the Huntsman Cancer Foundation or Your Chosen Philanthropy

- Bring in speakers from the charity.
- Schedule a planning kickoff meeting
- Provide statistics, brochures and information on the charity.
- Determine the organization or person for which your participants are raising the money.
- Make the fundraising personal, by group or overall.



Publicize the Event

- Work with your university communications department to utilize campus social media and print media resources, such as school paper, local campus news network and other outlets
- Gain corporate sponsors (See APPENDIX for sample letters).
- Get local businesses to sponsor events and Derby Days (See APPENDIX for letters)
- Get donations from friends and family members
- Vending (t-shirts, hats, brochures, etc.)
- Radio and television stations
- Snapchat, Facebook, GroupMe, Instagram or other social media communication

Expand Participation

- Offer to donate a portion of the money to the participants' charities.
- Ensure that funds donated to HCI are also donated in the participants' names
- Communicate with participants' headquarters office to acknowledge the local chapter's participation.
- Highlight the community service aspect of Derby Days.
- Include all participants in the planning process.
- Invite new groups and other non-Greek-letter groups to participate and attend events.
- Place an emphasis on opportunities to meet new people and expand horizons.
- Host campus-wide activities during Derby Days.
- Invite alumni, parents and school officials to participate in fundraising events, serve as judges and coaches.
- Partner with your school's campus service or community engagement office.

Motivate the Chapter

- Involve everyone in the planning process.
- Assign all brothers to participate with a group. For example, host a drawing or draft where captains from each team select individuals from the chapter to join their team.
- Continue until all brothers are selected to a team.
- Assign different teams of members for each event so different members get to work on different parts of each event.
- Draw from a hat to keep the teams random and encourage brothers to spend time with all members of the chapter, not just their pledge class or buddies.
- Provide incentives to chapter members for participating, such as reduced house duties or first draw in the fantasy league.

Evaluate the Event

Three months prior to Derby Days, hold a Steering Committee meeting and obtain formal sign off that the event is acceptable and will meet your SMART goals.

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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 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 is imperative to keep risk management in mind at all times when planning and hosting Derby Days activities. In the case of Derby Days, the ends do not necessarily justify the means. Raising money for a good cause does not suspend one's obligation to abide by risk management policies of both the International Fraternity and our host institutions, including student codes of conduct or any similar policies. The RMF website for policies and guidelines can be found at rmfeducation.org/policies-and-guidelines.

Rules

- ✓ All events must follow RMF policies and insurance mandates. Please see sigmachichi.org/policies and rmfeducation.org for more info.
- ✓ Alcohol is banned from all Derby Days events unless provided by a third-party vendor.
- ✓ RMF should be sent a copy of each event to be evaluated for proper RMF procedures and insurance implications. To submit your plan, send it in an email to rmf@rmfeducation.org with the subject line: *[Chapter, School] Derby Days review*.
- ✓ Any athletic event, philanthropic or otherwise is not covered by the RMF. Individual, voluntary participants would be covered by their personal health insurance. It is recommended that every participant sign a waiver releasing the chapter from liability. The chapter should also purchase special events coverage for these types of events.
- ✓ Many venues will require the chapter name them as additional insured on the chapter's policy. This can be done via the chapter's standard general liability policy or by purchasing a special events policy*, depending on the nature of the event.

* 1. Alcohol combined with any Derby Days function adds additional risk and exposure to your chapter. Therefore, events with alcohol are generally discouraged. However, if you feel that the alcohol-related event is necessary, you are reminded that your insurance policy may not provide coverage for such an event. You may contact your insurer or RMF with details about the event, or to get information about special event coverage. The chapter remains responsible for compliance with all Sigma Chi Risk Management policies and procedures concerning alcohol or other substances. If there is any question or doubt you should immediately contact Headquarters for a complete discussion.

2. The RMF Chapter General Liability policy is intended for standard chapter operations. Special events coverage is intended for one-day events such as amateur sports, concerts, weddings, etc. You can search online (theeventhelper.com and eventinsurancenow.com are two examples) or ask your school or the venue for a recommendation. RMF can help you with this process if given at least 30-days advance notice.



Sensitivity

Character-in-Action™

Unfortunately, Derby Days has been cited for cases of inappropriate treatment of people in certain instances. In fact, on some college and university campuses, the event has been banned due to demeaning or offensive activities. In some instances, this treatment has even escalated into cases of sexual harassment and assault.

Accordingly, it is critical that every brother understands that Derby Days is not a week-long license to suspend our values. Raising money for a good cause does not suspend one's obligation to treat others with dignity and respect.

Steps to Help

- ✓ Ask your host institution to lecture your organization and planning committee on gender sensitivity or hold a training session.
- ✓ Do not host events that objectify women.
- ✓ Involve the participants in the planning of all events. Form a committee with each women's group represented. Perhaps, have them come up with events in which they would like to participate.
- ✓ 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.
- ✓ Sit down with your steering committee to review the schedule.
- ✓ Simply, do not plan any activities about which you are unsure or that may be questioned.
- ✓ The Title IX officer and women's center on each campus are recommended resources to review plans for Derby Days. They will make sure nothing planned could be considered a violation of the harassment or discrimination policies at your university.

Sigma Chi has policies and statements that will help guide you when making decisions. They can be found at sigmachi.org/policies. A few of the most pertinent are listed below.

- Sigma Chi Code of Conduct: sigmachi.org/codeofconduct
- Statement of Policy on Human Decency and Dignity: sigmachi.org/humandecencyanddignity
- Statement of Position on Single Sex Fraternities: sigmachi.org/singlesexpolicy
- Statement of Position on Diversity: sigmachi.org/diversityposition
- Statement of Position of Confidentiality: sigmachi.org/confidentialityposition
- Sigma Chi Position on Alcohol: sigmachi.org/alcoholposition
- Sigma Chi Position on Alcohol and Drugs: sigmachi.org/alcoholanddrugspolicy

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Standards

Demonstration of our values

While some competition can be healthy, we must be sensitive to the events that we hold. People and groups must be treated equally so as to provide a positive experience for all involved. We cannot lose sight of our values and must demonstrate those values for all participants to follow.

Steps to Help

- ✓ Have your Derby Days Steering committee analyze each event to see if unfair competition exists in your program.
- ✓ Present your program to the steering committee, Greek-letter advisor, women's center or Title IX officer.
- ✓ Have impartial judges officiate your events. This is a great way to involve other fraternities, alumni, school officials, Huntsman Cancer Foundation officials and parents.
- ✓ Stress to the brothers that it is important to be supportive of all participants, as each participant is selflessly giving of their time and resources.
- ✓ Overall, be a Sigma Chi, in the strictest definition.

Planning the Event

Picking a Charity

Sigma Chi's preferred philanthropic partner is the Huntsman Cancer Foundation (HCF). Unless otherwise suggested by the steering committee, all fundraising should be directed to and through Huntsman. HCF has specific resources assigned to Sigma Chi and will assist you. Occasionally, chapters donate a portion of their proceeds to HCF, a portion to the Sigma Chi Foundation, a portion to a campus or local charity and a portion to the designated charity of each participant. It is critical that you explain, well in advance of the start of Derby Days, the entity or entities for which you are raising money and specify how the proceeds will be distributed.

Involving the Participants

Establishing a steering committee is vital to a successful Derby Days. It is also critical to assign brothers to teams. Involving alumni, parents, faculty and administrators will take a consistent communication and reminders, especially as you get closer to the events. We recommend reaching out with the dates of Derby Days, at least a year in advance and then following up every three months with updates until the month prior. In the month leading up to Derby Days, weekly communications are needed to ensure alumni and parents are well prepared to participate.



Participant involvement will include much of the same communication as noted above for alumni, parents, faculty and administrators; however, the chapter should plan a Derby Days kick-off event.

Derby Days kick-off event: This event should be scheduled one day prior to the start of Derby Days. It should be planned like a pep rally. Lots of energy, music and fun. Speakers should be arranged well in advance to speak on the importance of the event, explain the events, fundraising and purpose. All speakers should be rehearsed and each should be in keeping with our values.

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 strategies to help you reach this figure. Traditionally, the most popular way to raise money for Derby Days is by soliciting corporate sponsors and asking 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 your chapter's tax-exempt status, contact Headquarters.

Other popular ways to raise money are through vending, such as selling event T-shirts, brochures or programs, or holding a coin drive. 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, 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 a year or more 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, such as employee giving, corporate matching and free-advertising programs.

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 tailor its efforts to its 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, make new friends and have fun. However, this does not mean we need to sacrifice what we purport to believe in or suspend our ideals for a week.

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 and 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.

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Remember, public relations do not end when Derby Days begins. Be consistent throughout the week and maintain close contact with your school's Greek-letter life or student involvement offices to avoid any potential conflicts and to perform any necessary troubleshooting. When your event is over, be sure to provide details and photographs to local media and to the editor of The Magazine of Sigma Chi at International Headquarters. After 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. 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 a time to demonstrate our values to the community.
- Derby Days should be a week of focused community service.
- It should involve events, games, skits or activities that are mutually beneficial to all parties involved and should never be demeaning.
- It should allow for plenty of time for academic study.
- The event should be fun for all involved and should emphasize fair competition.
- It should leave each participant with the feeling of having participated in something great.
- It should be an event of which your chapter can be proud.

Basic Rules

- No sponsorships from:
 - ✓ Alcohol distributors or manufacturers;
 - ✓ Bars or taverns;
 - ✓ Tobacco companies;
 - ✓ Vape, legal or illegal marijuana distributors; or
 - ✓ Any other socially sensitive venue or commercial vehicle.
- No event or activities will be centered around:
 - ✓ Alcohol consumption;
 - ✓ Auction of human beings or servitude;
 - ✓ Selling or distributing animals of any kind;
 - ✓ Eating contests;
 - ✓ Beauty contests;
 - ✓ Racially or sexually insensitive activity or material;
 - ✓ Illegal or immoral activities; or
 - ✓ Female-only skits.
- All events will follow the laws and rules of the university, state or province, federal government, Sigma Chi and any organizations of participants.



Event Ideas

Event	Description	Return on Effort
5K Walk*	Plan 5k walk run. Collect entry fees and sponsor cards.	Fundraising: Low Community: High Service: Zero
Campus-wide Sports* Tournament (<i>not flag football/hockey/contact sports</i>)	Plan a sporting event, allow teams to sign up and collect an entrance fee. No contact sports — such as football (even flag football), hockey, etc. — allowed.	Fundraising: Med–Low Community: High Service: Zero
Group Lip-Sync or Karaoke*	Talent showcase with groups performing best Lip-Sync or Karaoke. Charge an entrance fee at door to watch, allow for sponsorships. Refreshments can be sold. VIP and alumni areas can be set up.	Fundraising: High Community: High Service: High
Restaurant Partnerships	Set up a percentage of sales, then direct people to the restaurant to maximize the contributions.	Fundraising: High Community: High Service: Zero
T-Shirt Sales	Create, pre-order and deliver T-Shirts for Derby Days	Fundraising: High Community: High Service: Zero
Derby Banquet	Book a venue, invite alumni, faculty, parents and participants to attend. Guest speakers are a must, entertainment can be included. RMF rules apply for third-party hosting of the event.	Fundraising: High Community: High Service: Zero
Silent Auction	Used as part of another event, see Derby Banquet. Obtain donated items, which are set out on a table and left for folks to bid on throughout the evening. The winners are announced and the money is collected that evening or as soon as possible.	Fundraising: High Community: Zero Service: Zero
Trivia Contest — Questions based on the charity (Huntsman)	Select a venue, Charge for teams' participation, collect a portion of the food spend from the venue.	Fundraising: Low Community: High Service: Low
Food Drive	Collect canned food from community and deliver to the charity of choice.	Fundraising: Zero Community: High Service: Low
Clothing Drive	Ask for clothes to be donated from the community and deliver them to the local charity.	Fundraising: Zero Community: High Service: High

* An additional purchase of special event liability coverage will likely be needed

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Event	Description	Return on Effort
Movie Night	Partnership with local movie theater, after last run and book a theater that is dedicated to Derby Days. Charge an entrance fee or allow the movies to charge an entrance fee and collect a portion. Possible to get a portion of the refreshments. First-run movies are the worst money makers, as you have to pay the highest royalties to the movie. Pick an old favorite and watch them roll in.	Fundraising: High Community: High Service: Zero
Bowl-a-thon	Contact a local bowling alley and ask them to allow you to host a Bowl-a-thon. Charge for entries, charge for extras such as additional frames, pin knock downs and other things to increase that team's odds of winning.	Fundraising: Medium Community: Medium Service: Low
Billiards Tournament	Similar to bowling event (see Bowl-a-thon above) — bracketed challenge, entry fee, add-ons to help win.	Fundraising: Medium Community: Low Service: Low
Mini Golf Tournament	Same as billiards tournament (<i>see above</i>)	
3-on-3 Basketball *	Same as other tournaments (<i>see above</i>)	
Blood Drive	Organize a blood drive with your local American Red Cross affiliate or hospital	Fundraising: Zero Community: High Service: Medium
Banner Contest	Themes, output hung in student union, students popular vote for winners	Fundraising: Zero (<i>unless used for Penny Wars</i>) Community: High Service: Low
Mural Painting Contest	Themes, students popular vote for winners	Fundraising: Zero (<i>unless used for Penny Wars</i>) Community: High Service: Low
Window Painting Contest at Local Businesses	Themes, students popular vote for winners	Fundraising: Zero (<i>unless used for Penny Wars</i>) Community: High Service: Low
Campus Clean-up	Split campus into four quadrants. Assign volunteers to pick up trash, stack up the filled bags, take pictures.	Fundraising: Zero Community: High Service: High

* An additional purchase of special event liability coverage will likely be needed



Event	Description	Return on Effort
Field Events*	<ul style="list-style-type: none"> • Egg Toss • Tug-of-war • Zorb Soccer • Three-Legged Race • Mattress Races <ul style="list-style-type: none"> • Jousting in an inflatable ring • Sumo suits • Inflatable obstacle course • Etc. <p>Brackets for each event. Points are predetermined. No contact sports</p>	Fundraising: Zero (unless refreshments for spectators are sold) Community: High Service: Zero
Famous Person/ Sigma Chi Recognitions Dinners*	Same as Derby banquet, but the speaker is the most important element of the event. You should be able to charge much more than for the banquet alone.	Fundraising: High Community: High Service: Zero
Dance Marathon*	Use caution when naming this event. However, people pay an entrance fee to dance until the last people give up or are tagged out.	Fundraising: High Community: High Service: Low
Dinner with a celebrity*	This can be sold as part of a silent auction or on its own. Obtain a famous person who is willing to go to dinner with the highest bidder. You will need to pay for the dinner from the bidding.	Fundraising: High Community: Zero Service: Zero
Raffles (subject to local laws)	Obtain a donated item or buy an item and sell raffle tickets. Local laws will need to be followed and best advice is to collect money as you hand out the raffle tickets to the folks who are selling them. That way you do not have an issue with unsold raffle tickets coming back to you, which could result in a loss.	Fundraising: High Community: Low Service: Zero
Coin Drives/Penny wars	Determine the focal point for the donation. Some have used a representative of the participating organization, some have used a banner or mural; a person who is currently fighting or has lost their fight with cancer. Then, put out water jugs with the picture and allow people to vote with change or cash. Some variants allow for negative voting. Use discretion when allowing for negative voting.	Fundraising: High Community: High Service: Zero
Shave a Sig	Get volunteers from the active chapter, excluding pledges. Build a thermometer and list the names of the volunteers next to the levels of the thermometer. As the donations reach each level, shave the head of a brother whose name has been passed.	Fundraising: High Community: High Service: Zero

* An additional purchase of special event liability coverage will likely be needed

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Event	Description	Return on Effort
Sponsorship Page	Build a Derby booklet, sell advertising space (good wishes, other nice things). ¼, ½ and full-page ads are priced differently. Derby booklets are distributed across campus and the community. Make sure the booklet contains an opening that describes Derby Days and the philanthropic nature of the event.	Fundraising: High Community: Medium Service: Zero
Cooler Auction (painted)	Same as banner or mural contests (<i>see page 14</i>)	
Encouragement Booth	Set up booth to write letters of support to people who are undergoing treatment. Alternatives are a big banner of support for the Huntsman Cancer Institute or local hospital	Fundraising: Zero Community: High Service: High
Comfort/Chemo baskets/bags	Similar to food drive, but with the objective to create comfort bags for people undergoing chemotherapy treatment. <i>Be certain to consult with the organization you are seeking to target the donations. They will have rules.</i> Potential items (<i>all items must be new, no used items</i>): <ul style="list-style-type: none"> • Chapstick • Warm Socks • Scarves • Blankets • Lotion • Puzzles • Books • Letters/cards of encouragement • Hand Sanitizer • Pillow Cases 	Fundraising: Low Community: High Service: High
Flag/Pinwheel Canvassing	Get permission to use a common area of campus to create a display of flags or pinwheels. Sell individual flags or pinwheels and then pick a day to set up the display.	Fundraising: High Community: High Service: Low
Student Center Wall of Norman Crosses with wishes on them	Same concept as flag canvassing. Charge per item posted except it is better to post them one at a time and watch them grow.	Fundraising: High Community: High Service: Low
Bone Marrow Donor Registry (Gift of Life or Be the Match)	Same as blood drive (<i>see page 14</i>)	
Organ donor Registry	Same as blood drive (<i>see page 14</i>)	
Contact university about local service opportunities	Ask the school for service ideas	



Event	Description	Return on Effort
Retirement Community to-do lists.	Contact the local retirement or assisted living center ask if they have a registry of requests from local residents to do various items in their homes. Such as: <ul style="list-style-type: none"> • Hanging drapes/pictures • Moving furniture • Raking leaves • Etc. Register and fulfill tasks. Use teams of Derby participants.	Fundraising: Zero Community: High Service: High
Local school involvement	Reach out to a local school. (Check with the Education department of your university. They usually have established relationships.) Find what needs they have (reading, painting, playground) and fulfill them. Needs might include: <ul style="list-style-type: none"> • Book donations • Painting walls • Playground improvements • Grounds work • Reading to students • Coloring with students • After school tutoring <i>Note: you may need to fund-raise to be able to fulfill some requests.</i>	Fundraising: High Community: High Service: High
Food pantries	Contact your local Food Bank and sign up to help. There are often opportunities to volunteer hours, sort and distribute food. All participants of Derby Day can attend.	Fundraising: Low Community: High Service: High
Nursing Home visits	Contact a local Nursing Home and volunteer to read to, play games or visit with residents	Fundraising: Low Community: High Service: High
Habitat for Humanity	Contact the local Habitat for Humanity. Sign up for a day of house construction. There are limited numbers that can participate by day, so perhaps schedule one day per team. Invite alumni, parents and school officials	Fundraising: Low Community: High Service: High
Ronald McDonald house	Contact your local Ronald McDonald House. Sign up to cook all meals for a day. You will need to bring your own food, so fundraising for this event (in advance) is critical.	Fundraising: Low Community: High Service: High
Soda can top collecting	Collect and donate aluminum can tops.	Fundraising: Zero Community: Low Service: Low
Bingo night (subject to local laws)	Schedule a night to play Bingo. Rent out a hall and speaker system. Have specials, sell boards and pens. Be careful to make sure you follow local laws. Hold a 50/50 raffle during the night and maybe a silent auction.	Fundraising: High Community: High Service: Zero

Derby Days Guide

Prohibited Events

Below is a list of events/themes that should not be used under any circumstances.

Prohibited Event	Description/Reason for Prohibition
Concert Event	RMF will not cover the event and most of the time the event loses money.
Derby Chase	Participants grab or charm a derby hat from a brother for points.
Auction of Human Beings or Servitude	Includes selling brothers / selling car washing / house cleaning / dates or dinners.
Anything involving children	Babysitting, day care, petting zoo, teddy bear clinic, take kids to zoo, etc.
Puppy/Animal Auctions	Obvious
Eating Contests	Difficult to monetize, add little to the community, could be seen as humiliating and can be dangerous. Most eating contests are similar to a carnival side show, with little value. Remember, we are exemplifying our values and gluttony is not one of them.
Derby Darling Contests:	These are events where people watch only women competing in some way. Prohibited for obvious reasons.
Sign a Sig	Participants pay to write on a brother's T-shirt or chase them down and sign their clothes or body.
Snap a Sig/Selfie with a Sig	Similar to "Sign a Sig," but with cameras.
Sexual themes or imagery	Obvious
Racial themes or imagery	Obvious
Anything else that does not exemplify our values	Obvious



Fight Nights

The RMF risk management and insurance program for Sigma Chi chapters specifically excludes fight night events. There is no RMF program insurance coverage for such activities, as they fall beyond the scope of standard chapter operations. Further, RMF specifically discourages chapters from using fight night events for fundraising. The risks are significant compared to other possible philanthropic alternatives. Those chapters that choose to proceed are expected to procure a special events general liability insurance policy for the duration of the event, partner with a professional boxing association, as well as abide by university policies.

Events with High Return on Investment

If your chapter is looking for an event that will have a high return on investment in a specific category — fundraising, community, or service — you will find the following information helpful. Listed below are the events that have been shown to have the highest return on investment for each category.

Fundraising

- Group Lip Sync/Karaoke
- T-Shirt Sales
- Movie Night
- Famous Sigma Chi Recognition Dinners
- Dance Marathon
- Coin Drives/Penny Wars
- Sponsorship Pages
- Flag Grave Yard
- Bingo Night
- Restaurant Partnerships
- Derby Banquet
- Silent Auction
- Fight Night
- Dinner with a Celebrity
- Raffles
- Shave A Sig
- Wall of Norman Crosses with Wishes
- Local School Involvement

Community

- 5 /10k Walk / Run
- Group Lip-Sync or Karaoke
- Derby Banquet
- Food Drive
- Clothing Drive
- Banner Contest
- Field Events
- Coin Drives or Penny Wars
- Encouragement Booth
- Flag Graveyard
- Retirement Community
- Food Pantries
- Habitat for Humanity
- Bingo night
- Campus-wide Sports Tournament
- T-Shirt Sales
- Trivia Contest
- Movie Night
- Blood Drive
- Campus Clean-up
- Famous Sigma Chi Recognition Dinners
- Shave A Sig
- Comfort Baskets or Chemo Bags
- Wall of Norman Crosses with Wishes
- Local School Involvement
- Nursing Home Visits
- Ronald McDonald House

Service

- Clothing Drive
- Encouragement Booth
- Center for Aged
- Food Pantries
- Habitat for Humanity
- Campus Clean-up
- Comfort Baskets/ Chemo Bags
- Local School Involvement
- Nursing Home Visits
- Ronald McDonald House

Derby Days Guide

Sample Agendas

One-Day Derby

1. Kickoff
2. Premier Fundraising Event

Three-Day Derby

1. Kickoff
2. Day one: fundraising event
3. Day two: Service Event
4. Day three: community event
5. Also, possible to run the service event over the three days (Habitat for Humanity, for example)

Five-Day Derby

1. Week-long fundraising (Penny Wars)
2. Kickoff event
3. Day one: service event
4. Day two: community event
5. Day three: fundraising event
6. Day four: premier event
7. Day five: banquet



Appendix A

Sample Letter to Alumni

Dear Alumni Brother,

It is time for the XXX XXXX chapter's fourth annual Derby Days philanthropic event! This year promises to be our most successful ever. On behalf of the undergraduate brothers of XXX XXXX, we invite you to participate in this year's exciting event. As you may recall from your undergraduate days, Derby Days is a multiple-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 the Huntsman Cancer Institute our primary philanthropy. Started by Brother Jon Huntsman, its aim is to eradicate cancer in our lifetime.

We would like to take this opportunity to ask for a small tax-deductible donation to the Huntsman Cancer Foundation through Derby Days.

As the enclosed schedule indicates, Derby Days is scheduled for Month Day through Month Day, with an appreciation dinner, to which you are cordially invited, scheduled for Friday evening; if at all possible, I encourage 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. Huntsman 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

Derby Days Guide

Appendix B

Sample Letter to Local Business

Dear Local Business:

The Sigma Chi International Fraternity chapter at State University would like to invite your company to participate in our three-day philanthropic event, called Derby Days, benefitting the Huntsman Cancer Foundation. It will be held March 4 through March 6 on the campus of State University.

Derby Days, established in 1933 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 millions of dollars on campuses in the United States and Canada for numerous philanthropies. In fact, such a program is a pioneer among men's fraternities. Our chapter's partnership with the Huntsman Cancer Foundation has helped to generate funds and awareness programs to eradicate cancer.

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 listed as a platinum sponsor.

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 Press Release

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 philanthropic event from Sept. 11 to 17, 2018. Sigma Chi will donate all proceeds to the Huntsman Cancer Institute and a charity designated by the winning group. The women's Greek-letter organizations 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 20XX.

"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 hospital to meet the patients who will benefit from the money raised.

The Huntsman Cancer Institute has been the Sigma Chi International Fraternity's preferred philanthropic partner since 2012.

Sigma Chi is one of the largest collegiate fraternities with undergraduate chapters at 242 universities and colleges and more than 250,000 living alumni members. Sigma Chi provides a welcoming environment for young men of different temperaments, talents and convictions to enjoy a unique lifelong bond that extends far beyond college. Through world-class leadership training, extensive mentoring programs, and a strong focus on academic achievement, Sigma Chi sets itself apart as the preeminent collegiate leadership development organization, challenging its members to live by its core values and exemplify character-in-action™ in every aspect of their lives, and the lives of others.



Appendix D

Sample Thank-You Letter

Dear Alpha Phi International Headquarters:

We have just completed our 10th annual Sigma Chi Derby Days on campus at the University of California, Irvine. Derby Days is a philanthropic event held by our chapter every year. This event benefits the Huntsman Cancer Foundation. Our Derby Days was a three-day event that promoted Greek unity on our campus and community service. We are very proud of our affiliation with the Huntsman Cancer Foundation, an organization that is committed to eradicating cancer.

Through the efforts of many, this year's 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 \$xx,000 for the Huntsman Cancer Foundation and provided great service to the surrounding community.

Without the support of the women's Greek-letter organizations on U, we would not be 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.

Sincerely,

Jim Caldwell,
Derby Days Chairman

