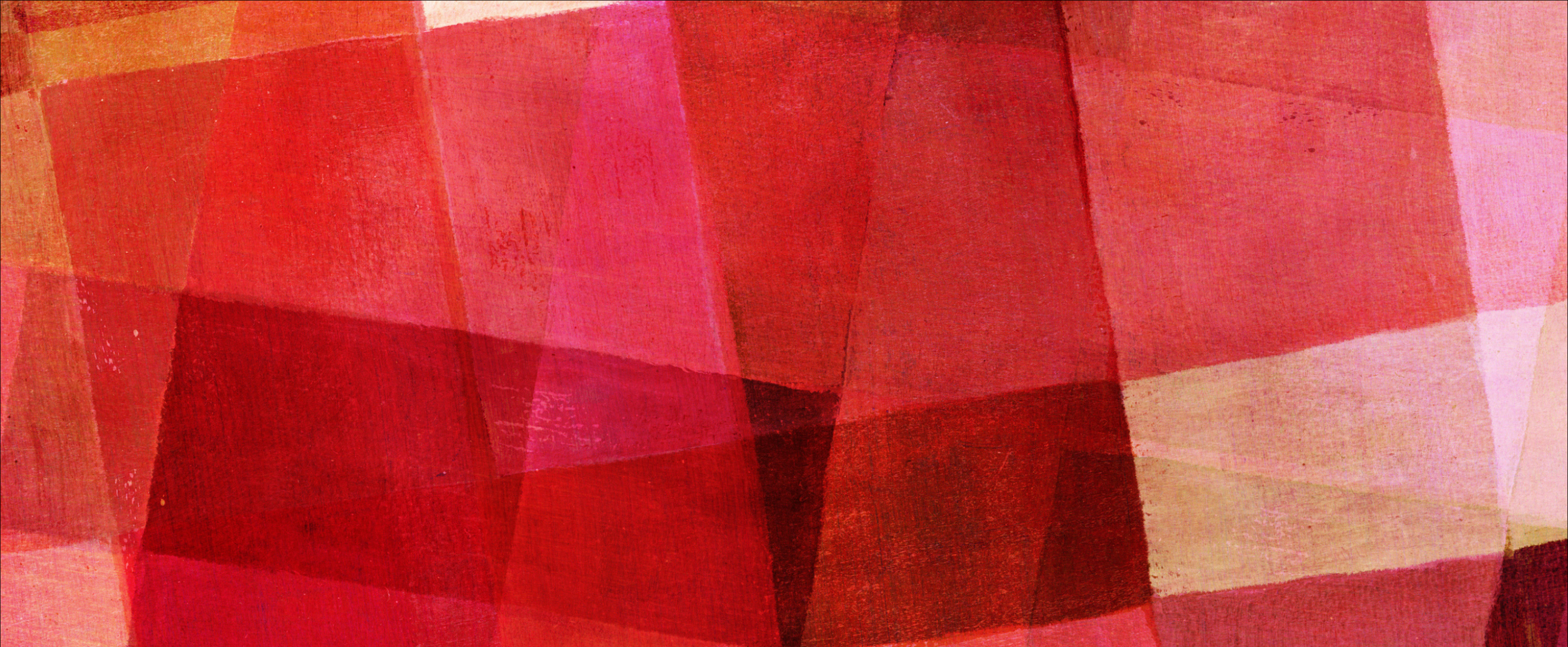




CHI OMEGA'S WEEK OF WISHES

Recommendations and Improvements



CHI OMEGA'S RELATIONSHIP WITH MAKE-A-WISH

- Chi Omega Fraternity was founded in 1865 with a focus on giving their time and talent to others
- In 2002 the Chi Omega International Fraternity established an philanthropic alliance with the Make-A-Wish Foundation
 - 19 million dollars raised
 - 1,000,000 hours volunteered
 - Fraternity goal: “Have both collegiate and alumnae chapters become increasingly involved in volunteering and fundraising for Make-A-Wish and to assist in the granting of wishes to these courageous kids”

PREVIOUS WEEK OF WISHES

- The Chi Theta Chapter hosts an annual Week of Wishes to raise money for Make-A-Wish Foundation, one week in each semester
 - In the past three years have raised an average of \$2,500 each year
 - Each year the events in the week have been different
 - Wake up for a Wish - sold pancakes before the WKU football spring game
 - Race for a Wish - 5K race
 - Twisted Karaoke
 - Chi O Chella - WKU music festival

WHY?

- Not only will this benefit the Chi Omega chapter, but the children who are involved with the Make-A-Wish Foundation
- Raise awareness of the Make-A-Wish Foundation, increase the amount raised for the organization, and participation in events
- Previous week of wishes have changed year to year
 - Doesn't have as much of an impact as compared to organizations that have set events each year
 - Keeping set events each year will relieve pressure of creating new events for the Philanthropy Director

RECOMMENDATIONS

- Increase campus involvement by marketing the event 2 months prior to the week of wishes, and promote the events to all campus organizations not just greek life.
 - Create event specific graphics that are posted on all forms of social media for the members
 - Hang posters around campus at least two weeks in advance to encourage involvement from other organizations other than greek life.
 - Having a representative speak at organizations meetings at least three weeks in advance of the event

Week of Wishes

**CHI THETA CHAPTER
CHI OMEGA FRATERNITY!**

JOIN US IN SUPPORTING THE MAKE-A-WISH FOUNDATION
OCTOBER 8TH-12TH!



WEEK OF WISHES

W I S H

CHI OMEGA'S WEEK OF WISHES
MAKE-A-WISH FOUNDATION

10.08.2018



CHI OMEGA'S
***WEEK
OF
WISHES***

10.08.18/10.12.18

RECOMMENDATIONS

- The Philanthropy director should maintain a detailed schedule of events and create a committee
 - Philanthropy Director should create a committee consisting of at least four individuals to help plan and carry out the philanthropy week
 - Planning should be completed no later than a two months prior to week
 - Announce at Chapter meetings each week to members

RECOMMENDATIONS

- Include an additional event called “Penny Wars” thought the week in DSU for both IFC and Panhellenic organizations to participate in and propose an incentive for the winner.
 - Pennies in each bucket will count towards the organization’s positive points, a nickel will be negative 1 point, a dime will be negative 5 points, a quarter will be negative 20 points, and a dollar will be negative 50 points
 - Based on a successful event for a fraternity on campus. The wars would be divided by fraternity or sorority to compete against each other. The winner of both the fraternity and sorority would get \$50 donated to their philanthropic organization.

RECOMMENDATIONS

- Add a pageant event to Week of Wishes called “Mr. WKU”
 - \$50 to enter into the Pageant
 - 13 Fraternities- submit one member = \$650
 - 11 sororities- select a male to represent their chapter = \$550
 - 9 NPHC- select a representative for their organization = \$450
 - Total= \$1,650- profit for entry fees alone
 - Encourage non-greek organizations to get involved
 - \$3 for admission- encourage chapter members of each fraternity to support their member in the pageant

RECOMMENDATIONS

- Extend Crowd Change donations page to two months prior to week of Wishes date and keep open for a week after
 - This would allow for friends and family to make donations to the philanthropy week, rather than just utilizing it to collect money for participating in events
 - Could have a competition within the chapter, awarding the member with the largest amount raised through donations

RECOMMENDATIONS

- Raise awareness of event by placing a “Wish Wall” in Centennial Mall
 - Similar to the “before I die” wall, people would be able to write on a large chalkboard one wish
 - Would increase awareness around campus and be an opportunity for people to ask members of the sorority different questions about Make-A-Wish Foundation
 - Social Media challenge - each post on instagram that tags @chiomegawku with a picture of the wall will get a point. Winner of challenge will receive candy at a chapter meeting.