

The Pitch: Chapter Buy-In

Once you have planned your event, you must gain your chapter's support. When you present your philanthropy plan to your chapter, you must win over your chapter quickly. Make sure to blow them away. If you've set defined goals and pre-planned your event, you'll win over your chapter more easily. No one likes listening to someone who is unprepared. Remember, you are selling the overall idea AND your goals. You will plan the logistics of the event once your chapter is on board.

During your pitch, make sure your chapter knows you are a man of action and you know what it takes to get the job done. You need to show that you will be successful and that your whole chapter will be successful as well by following your plan. Below, you will find two example pitches:

THE AVERAGE PHILANTHROPY CHAIR'S PITCH

"We have a philanthropy to plan. This year we're thinking about doing a basketball tournament and inviting other fraternities to play. I need help, so if you're interested, please see me after the meeting. "

What is wrong with this pitch? It lacks specifics and details, it sounds like you are unorganized, it makes philanthropy sound like a chore or pain, and it does not motivate anyone, including you.

THE SUCCESSFUL PHILANTHROPY CHAIR'S PITCH

"Brothers, on November 15th, we are going to host a Greek basketball tournament that will raise \$5,000 for AEPi's Repair The World Fund. I plan on having 20 fraternities, sororities, and other campus organizations participating in the tournament. We are going to have sponsors as well. There will be prizes. I have a plan of action and at the end of the day we will definitely raise \$5,000. This is something that, if done right, will look great on our resumes. In order to accomplish this, I need 5-6 brothers on my philanthropy committee. Three will help with recruitment, two will help with sponsorships, and one will help me plan the logistics of the event. I am going to pass around a sign up sheet. If you are interested, please put down your name and we will talk after the meeting."

What is great about this pitch?

- "Brothers, on November 15" - This shows you already have a time and date. This lets your chapter know you are organized.
- "That we will raise \$5,000" - This shows you have a goal. Hearing that you want to raise \$5,000 offers your chapter a challenge and piques their interest.
- "20 fraternities, sororities, and other groups participating" - This shows you have a plan and that you are getting your chapter involved with other organizations.
- "Sponsors" - This shows that you are taking this event to the next level.
- "Will look great on our resumes" - This gives your brothers an incentive to help.
- "I need 5-6 brothers, three for recruitment, two for sponsors, and one for planning logistics" - This shows you are organized and lets brothers know what they will be responsible for. Now your brothers are thinking about where they can help.
- "Put down your name and we'll talk" - This shows that there will be some sort of selection process and that you are not just taking anyone.