

## Most Creative Fundraiser

- Briefly, name event and give dates and locations (not an agenda or calendar of events).
- What was the reason for the fundraiser? How much did you raise?
- How has this event/project impacted your group? The student body? Tech as a whole?
- How has this project affected the ways in which others see your group and its activities?

Name of Organization: Lambda Theta Alpha Latin Sorority, Inc.

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Name of Award: Most Creative Fundraiser

Name of Activity: Don't Quit Notepads

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Lambda Theta Alpha Latin Sorority, Inc. (LTA) was founded in 1975, as the first Latin sorority to be established in the nation. Along with many traditions, one unique aspect about us is that we purposefully keep our chapter membership low. The reasoning behind this is to foster a more in-depth and rich sisterhood, and cultivate leadership and professionalism by making sure all active members have responsibilities within the chapter. Like any other organization, we must come up with creative ways of fundraising in order to produce funds for events we host for our campus and community. Any low-member organization would agree that it is truly a challenge to find ways to raise money with such small manpower, but my chapter has found a promising solution to this problem that will last for many years to come.

Just a year ago we decided to sell what we call "Don't Quit" notepads. Attached you'll find the design template we used for these pads. They are sold as paraphernalia to sisters of the sorority. We've customized the design to reflect very important attributes of the organization that all sisters share and truly value. The colors are in burgundy & grey (LTA's official colors), quotes "Don't Quit" (a poem title we all keep close to our hearts), and has a backdrop picture of pearls (which hold a special meaning only known to sisters). Our reasoning with choosing notepads to sell within LTA is very simple yet very strategic.

While looking up various considerations of what items to customize and sell for sisters, notepads stood out for many reasons. First, no one within the sorority had yet come up with this concept of designing and selling notepads. Second, when buying them in bulk they are extremely cheap per pad, costing about 25 cents a pad. A graduate from the chapter worked for a promotional product company and was able to buy the notepads with an additional discount, bringing the cost per pad to about 17 cents. Third, notepads are items that can be used excessively and eventually parish, thus once you've run out of sheets, sisters will order more pads to replenish their needs. Fourth, these non-adhesive notepads were produced with a dimension

of 4x6, and contained 25 sheets. This relatively small size and shape enabled us to mail large quantities of our pads to sisters all over the United States for a very small shipping cost. Along with this cost concept is my fifth point. Since the cost per notepad was 17 cents and had a very attractive design, it was possible for us to price our product at a level that was well below the value our sisters would position it at, yet still produced a large supplier surplus (profit). Seventh, every semester there are new sisters that are welcomed into LTA all over the nation. This effect continuously provides a never-ending market to sell our product to. Thus we could sell the same product with the same design for years to come and still be successful, because there will always be new sisters who haven't previously owned our notepads. Also, because these pads are priced very low compared to other paraphernalia, they are a perfect gift idea to give to other sisters or to purchase for yourself. And lastly, these notepads offer versatility in that all we need to do is create more design templates, and it will provide a selection of choices sisters can decide on.

Now I'll break it down into numbers. So like I said it costs about 17 cents per pad, or total it was around \$120-\$130 for 500 notepads. We decided to price each notepad at \$1.50, or \$5 for a set of 4 pads. This is a relatively cheap price compared to the other paraphernalia options available (ex. Some chapters sell shirts for \$12). We also requested a shipping & handling fee ranging from \$3 - \$9, depending on the quantity of the order. To make transactions smooth and quick we required sisters to fill out an order form, and offered two methods of payment (either mail a check or use paypal). Attached you'll see the template of the ordering form we use, as well as a sample portion of our record keeping log. As imagined, this idea was a great success. We made over \$700 in profit, and sold out of our notepads. Currently we have orders pending for a demand of at least 70 notepads in which we will fulfill soon as we anticipate the arrival of our produced notepads. And I am extremely confident that if I were to advertise our replenishment of notepads we'd receive a total demand for at least 100 more within 2 weeks.

Not only has this been a tremendous success and vital source of funding for my chapter, but it has also made an affect within the organization and our Tech campus. This idea has highlighted our chapter to be very wise in finding creative solutions to fundraising, and thus sisters from other chapters have approached us for advisement on how they can come up with alternative fundraising solutions that are just as creative and valuable. Also, a sister from New Jersey sent an email requesting her third order of notepads, and stated that it has become a tradition within her chapter to buy these pads as gifts for their newly initiated sisters. Now you may say this process is kept internally so how would this affect our student body? Although we have a few other sources of fundraising, this one provides large amounts of money, is consistent, and promising. With the funds we have raised it enables us to invest more money into the programs we plan for our student body and surrounding community. Our ability to offer exciting events and programs allows us to reach out to our peers, friends, faculty/staff and provide entertainment, educational programs, professional workshops, community aid, and cultural awareness. This then adds to a person's experiences and ultimately enriches their overall Georgia Tech experience. And in a more direct way, we have made plans to establish a scholarship funded by this fundraiser within the next year that will be offered to a Georgia Tech female student that meets specific criteria that has yet to be finalized. Certain of our chapter's future growth and success, we aspire that within the next some years we'll be able to offer more than one scholarship a year.

My chapter works very closely with many staff members on campus, and has gained tremendous support and respect from them all. One of the qualities they truly admire of us is how we are able to sustain ourselves financially without requesting any aid from campus offices, organizations, and/or foundations. I believe it is truly a feat to say a chapter of four active sisters who invested in a \$120 idea was able to make a profit of over \$700 in less than 2 semesters. Is this the best fundraising idea? I'm not sure, but you must admit it's a smart one.