



PBLI

Principled Business Leadership Institute

PBLI

Fundraising Handbook



ALPHA KAPPA PSI
The Professional Business Fraternity

February 2022

akpsi.org/principled-business-leadership-institute/

Table of Contents

Introduction	3
Purpose	3
Learning Objectives	4
Schedule of Events	4
PBLI Costs	6
How to Fundraise or Save for PBLI	8
<i>Corporate Sponsorship:</i>	8
<i>Alumni Sponsorship:</i>	8
<i>School of Business or Student Government Sponsorship:</i>	8
<i>Family/Friend Sponsorship:</i>	9
<i>Chapter Designated Fund:</i>	9
<i>PBLI Budget Line Item:</i>	9
<i>Chapter PBLI Fund:</i>	9
<i>Holiday Fundraisers:</i>	9
<i>Campus Activities:</i>	9
<i>Online Sales:</i>	9
<i>Garage Sale/Auction:</i>	9
<i>Bake Sale/Car Wash:</i>	10
<i>Anything-a-thon:</i>	10
How to Distribute the Proceeds	10
Keys to Success	11
Appendixes	12
<i>Sample Letter: Corporate Sponsors</i>	12
<i>Sample Letter: Alumni Sponsors</i>	13
<i>Sample Introduction: Student Government/School of Business Petition</i>	14
<i>Sample Letter: Parent/Family Sponsors</i>	15
<i>Sample Letter: Thank You</i>	15
PBLI Cost Estimator	16

Introduction

The Principled Business Leadership Institute will be held in multiple locations across the country in February 2022.

Why should I attend PBLI?

- Prepare for the business world
- Make new friendships
- Road trip
- Expand your personal and professional horizons
- Network
- Share knowledge
- Hone your leadership skills
- Reconnect with brothers
- Professional development
- It's FUN!

The Principled Business Leadership Institute is Alpha Kappa Psi's annual flagship event where students and alumni interact with top professionals in business industries and gain insight on necessary industry-related skills. It is designed for all individuals seeking to enhance their professional development.

Purpose

This fundraising handbook has been developed to assist your chapter in raising funds to send students to PBLI.

Many colleges and universities have regulations regarding the fundraising activities of school organizations. Your chapter must become familiar with these policies. Be certain your chapter's plan is cleared with the college or university and they know what will take place. Although not required by all schools, this courtesy and forethought can save the chapter from unexpected complications.

If you have questions about this handbook, please contact education@akpsi.org. Complete details regarding PBLI can be found on the [Alpha Kappa Psi website](#) or in the [MyAKPsi Community](#).

Learning Objectives

- Develop professional and leadership skills
- Develop a professional network
- Develop a fraternal network
- Explore insights on industry-related skills necessary for employment
- Interact with top professionals in business industries
- Practice a commitment to servant leadership
- Translate chapter, personal, and professional experiences into the leadership development process

Schedule of Events

Events and times are subject to change

Session Tracks

- General
- Discussion
- Personal Development
- Career Development

Friday

Registration and Exhibit Hall ■

5-7 PM

Pick up your registration materials including your nametag. Attendees can also freely navigate the exhibit hall to network with available vendors.

Opening Session ■

7-8:30 PM

Welcome to PBLI! During the opening session, attendees will listen to a short keynote presentation and then participate in teambuilding and networking activities designed to get them excited and ready for the conference.

Focus Group Meetings ■

9:00-9:45 PM

Join focus group meetings to celebrate the start of PBLI and discuss goals, needs, and events.

Saturday

Registration and Exhibit Hall ■

8-8:50 AM

For those who have not yet done so, pick up your registration materials including your nametag. Attendees can also freely navigate the exhibit hall to network with available vendors.

Business Panel ■

9-9:50 AM

Attendees will hear from industry leaders discussing their careers and current events in the business world.

Discussion Groups ■

10-10:50 AM

Attendees will meet in small groups to discuss application of information learned from the business panel.

Breakout Sessions ■ ■

11-11:50 AM

Attendees will participate in one of several breakout sessions related to personal and career development.

Lunch and Exhibit Hall Open ■

12:00-1:20 PM

Keynote ■

1:30-2:20 PM

Topic TBD

Discussion Groups ■

2:30-3:20 PM

Attendees will meet in small groups to discuss application of information learned from the keynote.

Breakout Sessions ■ ■

3:30-4:20 PM

Attendees will participate in one of several breakout sessions related to personal and career development.

Breakout Sessions ■ ■

4:30-5:20 PM

Attendees will participate in one of several breakout sessions related to personal and career development.

Closing Session ■

5:30-6:30 PM

*This session will round out the event and focus on how attendees can apply what they've learned through *The Journey to Principled Business Leadership*.*

PBLI Costs

Major costs are:

- Registration fee
- Transportation
- Hotel

Registration Fee

Fee includes:

- Event entry and materials, including name badge
- Access to online event community
- Access to event app to track your individual schedule
- Lunch on Saturday

Fee does NOT include:

- Transportation
- Hotel accommodations
- Souvenirs
- Additional meals

Pricing:

Students:

- Early Bird: \$169 on or before December 15
- Regular: \$184 December 16 – January 25
- Onsite: \$199

Alumni:

- Early Bird: \$174 on or before January 16
- Regular: \$199 January 17 – 25
- Onsite: \$205

Transportation

Driving:

- Sheraton Inner Harbor Hotel, Baltimore, MD
 - \$10 self-park per day
- Hyatt Regency Jacksonville Riverfront, Jacksonville, FL
 - \$15 self-park per day
- San Jose Marriott, San Jose, CA
 - \$39 self-park per day
- Sheraton Grand Chicago Riverwalk, Chicago, IL
 - \$35 self-park per day (with no in or out privileges)

Flying:

- Sheraton Inner Harbor Hotel, Baltimore, MD
 - From Baltimore/Washington International Thurgood Marshall Airport
 - Estimated taxi fare: \$28.51
 - Estimated rideshare (Uber, Lyft, etc.) price: \$20-30
- Hyatt Regency Jacksonville Riverfront, Jacksonville, FL
 - From Jacksonville International Airport
 - Estimated taxi fare: \$42.29
 - Estimated rideshare (Uber, Lyft, etc.) price: \$22-47
- San Jose Marriott, San Jose, CA
 - From Norman Y. Mineta San Jose International Airport
 - Estimated taxi fare: \$20.08
 - Estimated rideshare (Uber, Lyft, etc.) price: \$11-26
- Sheraton Grand Chicago Riverwalk, Chicago, IL
 - From O'Hare International Airport
 - Estimated taxi fare: \$48.13
 - Estimated rideshare (Uber, Lyft, etc.) price: \$32-54
 - From Chicago Midway International Airport
 - Estimated taxi fare: \$42.44
 - Estimated rideshare (Uber, Lyft, etc.) price: \$30-51

Hotel Reservations

All rates include taxes and fees

Feb. 11 – 12, 2022

- Sheraton Inner Harbor Hotel, Baltimore, MD
 - \$135.13 per night, if booked by Jan. 20, 2022
- Hyatt Regency Jacksonville Riverfront, Jacksonville, FL
 - Single and Double: \$159.35 per night, if booked by Jan. 20, 2022
 - Triple: \$188.01 per night, if booked by Jan. 20, 2022
 - Quad: \$216.67 per night, if booked by Jan. 20, 2022

February 18 - 19, 2022

- San Jose Marriott, San Jose, CA
 - \$129.29 per night, if booked by Jan. 28, 2022

Feb. 25 - 26, 2022

- Sheraton Grand Chicago Riverwalk, Chicago, IL
 - \$139.71 per night, if booked by Feb. 3, 2022

Use the cost estimator located in the Appendix to determine the average cost per person for a trip to PBLI.

How to Fundraise or Save for PBLI

Corporate Sponsorship:

Wherever your chapter is located, there are plenty of corporate sponsors willing to donate money or items for your trip. Perhaps they can donate raffle or auction items to fundraise. Think outside of the local community as well. ***Do you know alumni who work at companies willing to donate money or auction items? What about family members? Do they work at companies willing to donate money, products, or services to auction?*** A sample letter for corporate sponsorships is included in the Appendix.

Alumni Sponsorship:

Contact your alumni for financial support to attend PBLI. ***Alumni can make a tax-deductible contribution through the Alpha Kappa Psi Foundation to offset the costs of your chapter attending the weekend event.*** All donations should note chapter and PBLI sponsorship intent. Alumni may donate through the Foundation to either increase a chapter's Chapter Designated Fund or to assist in off setting the cost of registration this year.

Once a contribution is received, the Foundation will notify the chapter leadership. The Foundation sends a thank you note for every contribution, but we strongly urge the chapter to do the same. If a sponsorship donation is received, and the chapter fails to send individuals to the event, the chapter will not receive the funds. If you have email addresses for your alumni, think about sending a letter via email. You can personalize the letter for your chapter's needs.

School of Business or Student Government Sponsorship:

Many colleges and universities have a Student Government, or another similar organization, with funds available to help organizations attend educational conventions and conferences. Most times, the organization will have to petition the Student Government for funds.

This fundraising handbook includes the facts, figures, schedule, learning objectives, and approximate costs for brothers to attend PBLI. ***You can use this information to petition your Student Government for funds. The Dean of the School/College of Business is another possible resource.*** They often have funds available to sponsor educational programs. A sample petition is included in the Appendix.

You have nothing to lose by going to the Student Government and the School of Business. ***Don't wait to pursue these opportunities.*** These groups have budgets they must follow.

Family/Friend Sponsorship:

Ask mom, dad, grandparents, aunts, uncles, and any other family members to provide financial support for your trip to PBLI. ***Stress the educational aspects of PBLI using the learning objectives and inform them that attending this event will help better prepare you for the future.*** A sample letter for this sponsorship is included in the Appendix.

These individuals can also give a tax-deductible contribution through the Alpha Kappa Psi Foundation. See the instructions above for alumni sponsorship.

Chapter Designated Fund:

The AKPsi Foundation collects tax-deductible contributions and puts them in chapter-specific endowments. Interest income from these endowments is returned annually to each chapter in the form of a Chapter Designated Fund. Because tax-deductible contributions were used to create these endowments, the IRS only allows the foundation to use funds for educational purposes. Chapters have the option of using the funds to offset registration fees for PBLI.

PBLI Budget Line Item:

Your chapter should have a budget line item for PBLI attendance. This line item should be in every year's budget.

Chapter PBLI Fund:

Your chapter should establish a fund to house all money raised for PBLI attendance.

Holiday Fundraisers:

Holidays are a great time to fundraise! Think about selling poinsettias during the winter holiday season, candy for Valentine's Day, green carnations for St. Patrick's Day or chocolate rabbits for Easter.

Campus Activities:

Brothers can work concession stands, sell programs, or assist with parking at campus events. This activity can be very lucrative, and you don't have to limit it to just campus. Does your community do carnivals or parades where they could use extra help?

Online Sales:

Consider selling candy, cookies, cards, t-shirts, sweatshirts, pop sockets, etc. online to get a larger audience involved in your efforts.

Garage Sale/Auction:

A garage sale is a common way to fundraise. Collect items from your chapter membership, School of Business, companies in the area, family members, alumni brothers, etc. to sell in a garage sale or auction format with proceeds going toward PBLI expenses.

Bake Sale/Car Wash:

These may seem out of date, but there is very little expense to both a car wash or bake sale. These fundraisers could be a great bonding experience for brothers and pledges.

Anything-a-thon:

Many nonprofits use the Walk-a-thon, Jog-a-thon, or Dance-a-thon very successfully to raise funds. Simply establish a maximum time or distance for your "a-thon" and then collect donations.

How to Distribute the Proceeds

When conducting these fundraising activities, all funds should be set aside into a specific account so everyone who wants to attend PBLI will have access to the money. Everyone should have the opportunity to join the PBLI experience.

For example, if your chapter raises \$2,000 and you have 10 brothers who want to attend, each brother should get \$200 toward their expenses. **Your chapter membership will be more likely to help raise funds if there is something in it for them.**

Keys to Success

Appoint a Committee:

Organize a committee of individuals whose sole purpose is to raise funds for PBLI. Set a fundraising goal. Challenge them to set goals for the number of attendees. The committee should present the marketing materials, costs, and location-specific information to new members, pledges, and brothers. Create a task list, calendar, and event ideas for the team to follow. The committee should report their success at each chapter meeting.

Start Early:

Schools and companies have budgets for donations, and once these budgets are depleted, there are no more funds until the next fiscal year begins.

Ask Often:

Once isn't enough. Send multiple letters to your corporate sponsors and alumni, and follow-up with phone calls. Don't give up until they say "no."

Think Big:

Set your fundraising goal high. Find out how many brothers are interested in attending PBLI and then set your goal to raise 50 percent of those funds. For example, if 10 brothers want to attend PBLI and the average cost per person is \$300, that is a total of \$3,000. Set your goal for 50 percent of that amount, which is \$1,500.

Contact Information:

Ensure there is a name, phone number, email address, and mailing address on everything you send out to solicit donations. The companies/individuals you contact may have questions, and they need to know how to get answers before sending their donation.

Thank You Notes:

It's critical to say thank you to each company or individual helping your chapter reach its fundraising goal. You must acknowledge the sponsorships with a phone call or a typed or handwritten thank you note. A sample is included in the Appendix.

Keep Everyone Involved:

Create a fundraising thermometer to track the progress of your fundraising efforts. It can be an actual poster or a PowerPoint slide. Update this as donations arrive and give progress reports at chapter meetings.

Questions? Ask your chapter or faculty advisor, AKPsi volunteers, or Fraternity staff.

Appendix

Sample Letter: Corporate Sponsors

<Date>

<contact name>
<business name>
<business address>
<city, state & zip>

Dear <contact name>,

The <chapter name> chapter of Alpha Kappa Psi Professional Business Fraternity at <university/college name> is seeking your assistance to help send <number> of our student members to an educational and professional development event in <location> in February.

Recognized as the premier developer of principled business leaders, Alpha Kappa Psi boasts more than 12,000 student members organized into over 200 chapters worldwide. Our members and 240,000 alumni share a set of core values:

- **Brotherhood** – Trust, respect, cooperation, companionship, and aid to brothers is the expected norm.
- **Knowledge** – Education and experience, whether gained in the classroom or the workplace, are emphasized and shared.
- **Integrity** – All actions, whether in business or life, are guided by honesty, ethics, and fairness.
- **Service** – Sharing of time, talent, and treasure with both communities and our Fraternity is a priority.
- **Unity** – A common understanding of our vision and values that transcends chapter, generation, and profession is utilized to anticipate and create the future.

The Principled Business Leadership Institute is Alpha Kappa Psi's annual flagship event where students and alumni interact with top professionals in business industries and gain insight on necessary industry-related skills. It is designed for all individuals seeking to enhance their professional development.

The total cost to send one member to PBLI is approximately \$<amount>. The major expenses for the trip are registration, hotel, and transportation.

<Company name> can help prepare us for the future by providing a monetary donation to fund our trip. Any consideration to defray our costs would be helpful, as these all add up quickly. If you are unable to help financially, perhaps you could donate something that we could auction or raffle.

Thank you in advance for assisting our membership in attending PBLI and helping to build better business leaders for the future. Any monetary contributions can be made by check or credit card online at www.akpsifoundation.org, by mailing a check to 8001 E. 196th Street, Noblesville, IN 46062, or by calling the foundation at 317-872-1553. Regardless of the payment method, please mention this contribution goes to the <chapter name> chapter for PBLI.

If you have questions, please contact <name & contact information>.

Sincerely,

<Signature>

Sample Letter: Alumni Sponsors

<Date>

<brother's name>

<brother's address>

<brother's city, state and zip code>

Dear Fellow <chapter name> Brother,

As you may be aware, the Alpha Kappa Psi Professional Business Fraternity's Principled Business Leadership Institute is scheduled for <date> <time> <location>.

The Principled Business Leadership Institute is Alpha Kappa Psi's annual flagship event where students and alumni interact with top professionals in business industries, gain insight on necessary industry-related skills, and develop a leadership development plan. It is designed for all individuals seeking to enhance their professional development.

The cost to attend PBLI includes transportation, hotel accommodations, registration fees, and meals not covered by the registration fees. The average cost per person is \$<amount>.

Our chapter is currently setting aside money each semester, conducting several fundraisers specifically for PBLI, petitioning the Student Government for funds, and setting aside additional dues money to cover the costs. The <chapter name> chapter would like to send <amount of people> people to PBLI.

We would like to ask for your financial help so that all our brothers who wish to attend PBLI can do so. You can give a tax-deductible contribution to the foundation that will help us offset the costs of the weekend event.

It's very easy to donate to the Alpha Kappa Psi Foundation. You can make your contribution through check or credit card online at www.akpsifoundation.org, by mailing a check to 8001 E. 196th Street, Noblesville, IN 46062, or calling the foundation at 317-872-1553. Regardless of the payment method, please mention this contribution goes to the <chapter name> chapter for PBLI.

The <chapter name> chapter would very much like to have a strong showing at PBLI and with your financial support, we can meet this goal. You can get additional information about PBLI on the [Alpha Kappa Psi website](#) or in the [MyAKPsi Community](#). PBLI is an event for both students and alumni, so perhaps you would be interested in attending. Registration details are on the website as well.

If you have questions, please contact <contact name, address, phone & email>. Thank you for your support.

In U—and I--,

<Signature>

Sample Introduction: Student Government/School of Business Petition

Principled Business Leadership Institute

<Date>

<Location>

<Hotel>

Alpha Kappa Psi Professional Business Fraternity is a co-ed business fraternity founded in 1904 at New York University. We are the first and largest business fraternity in the country. The <chapter name> chapter was founded at <college/university> on <date>. Today, we boast more than 12,000 student members at over 200 college and university campuses in the United States, United Kingdom, Hong Kong, and Canada, all of which share five core values: Brotherhood, Knowledge, Integrity, Service, and Unity. Alpha Kappa Psi is a diverse organization that emphasizes business education for student members.

Alpha Kappa Psi Fraternity annually hosts the Principled Business Leadership Institute, Alpha Kappa Psi's annual flagship event where students and alumni interact with top professionals in business industries, gain insight on necessary industry-related skills, and create a leadership development plan. It is designed for all individuals seeking to enhance their professional development. The next event is scheduled for <date> in <location>.

The costs for our chapter members to attend this event are approximately \$<amount> per person. This price includes registration fee, hotel stay, transportation, and meals. Our chapter is currently setting aside funds every semester to save for this event, but we are also looking at other sources of fundraising so that all chapter brothers who wish to attend PBLI can do so.

PBLI is an opportunity for our members to grow both personally and academically, and to reach out to other student members from around the world and share ideas. The skills we acquire will benefit our chapter, and the university, as we become a stronger organization.

With your generous financial support, we will be able to send more chapter members to PBLI to learn and grow as business professionals. For questions, please contact <contact name, address, phone & email>.

Thank you for your consideration.

<Signature>

Sample Letter: Parent/Family Sponsors

Dear <mom & dad, grandmother, grandfather, aunt or uncle, family member>.

My membership in Alpha Kappa Psi Professional Business Fraternity has been such a wonderful experience for me. It has enhanced my skills as a leader, communicator, and organizer. My membership has prepared me for a job search and provided skills that will be critical to success in the workplace.

Now, the fraternity is offering me another opportunity to expand my horizons and better prepare me for the business world. The Principled Business Leadership Institute is Alpha Kappa Psi's annual flagship event where students and alumni interact with top professionals in business industries, gain insight on necessary industry-related skills, and develop a leadership development plan. It is designed for all individuals seeking to enhance their professional development. The next event is being offered in <location> from <date>.

Of course, attending PBLI is not free. The major costs include hotel stay, transportation, and registration. The hotel is \$<amount> per night, and the registration fee varies from \$<early bird price> per person to \$<late price> depending on when I register. The travel expense will vary depending on my mode of transportation. The total of these expenses, plus some spending money for meals not included in the registration fee, will cost approximately \$<amount>. I'm hoping that you can provide some financial assistance so that I can attend PBLI.

You can find all the information about PBLI on the [Alpha Kappa Psi website](#). It will be an experience that I will remember for the rest of my life, and it will prepare me for the workplace. Thanks for your time and consideration of this endeavor!

Love,

<Signature>

****You can also include any of the learning objectives in this letter. You will want to emphasize the educational aspects of PBLI when asking family for funds.***

Sample Letter: Thank You

Dear <Mr./Ms. Last name or first name only>

Thank you for your generous support of the <chapter name> chapter of Alpha Kappa Psi Professional Business Fraternity at <university/college name>. The <funds/donation/etc.> you provided will be used <to raise funds, if a donation> exclusively for transportation, registration fees, hotel stay, and other expenses for our membership to attend PBLI in February.

PBLI will offer our members an opportunity for professional and personal development so that we are prepared for the business world. Thank you again for your consideration and support. We are so appreciative!

Sincerely,

<Signature>

****You can also send a follow-up thank you letter after attending the event. By sharing what you learned you can help show your donors exactly what their money went toward and they may be more willing to donate again in the future.***

PBLI Cost Estimator

This worksheet will help you determine the approximate cost per person to attend PBLI. Costs per item were based on averages as of November 2021 and are subject to change. Additional costs were determined based on the maximum days an individual may spend at PBLI. The cost estimator is meant to be a guideline to help your chapter plan your fundraising activities. This may not cover individual wants and needs while at the event.

Registration

Use the pricing information on page 6 of this handbook to fill out the information below.

Student Package

$$\begin{array}{ccccc} \# \text{ of Attendees} & & \text{Price} & & \text{Total} \\ \boxed{} & \times & \boxed{} & = & \boxed{} \end{array}$$

Transportation

Flights

Take a random sampling of round-trip airfare to and from the airport to identify an average cost per ticket.

$$\begin{array}{ccccc} & & \text{Avg cost} & & \\ & & \text{per ticket} & & \\ \# \text{ of Attendees} & & & & \text{Total} \\ \boxed{} & \times & \boxed{} & = & \boxed{} \end{array}$$

Shuttle Services

Determine the mode of transportation you wish to use to get to the hotel from the airport. Enter this into the appropriate box below. Add these two together to determine your total cost for a shuttle service.

Pricing can be found on page 10 of this handbook.

$$\begin{array}{ccccc} & & \text{To Airport} & & \\ & & \text{from} & & \\ \text{To Hotel from} & & & & \text{Total} \\ \text{Airport} & & \text{Hotel} & & \\ \boxed{} & + & \boxed{} & & \boxed{} \end{array}$$

Take the total and multiply it by the number of individuals using the shuttle service. Use this number when adding all the shaded numbers below.

$$\begin{array}{ccccc} & & \text{Total} & & \\ & & \text{individuals} & & \\ \text{Total from above} & & & & \text{Total} \\ \boxed{} & \times & \boxed{} & = & \boxed{} \end{array}$$

Driving

Determine the round-trip mileage to and from the hotel using Google Maps or another source.

# of miles	x	Per cent gallon of gas \$ 0.35	=	Total

For trips which require more than one vehicle, enter the total number of vehicles being used in the first box and the total from above in the second to determine the total cost of driving. Use this number when adding all shaded boxes in the final step below.

Total # of vehicles	x	Total from above	=	Total

Hotel

Multiply the number of rooms you need by the number of nights staying at the hotel.

# of rooms	x	# of nights at the hotel	=	Total

Take the total and multiply this by the price per night.

Total	x	Per night rate	=	Total

Miscellaneous

Determine the following per person costs. These amounts are based on what each chapter is willing to spend. Recommended average amounts for food are included based on the meals not provided in the registration fee during PBLI.

Meals		Avg= \$25/person (\$7 breakfast + \$18 dinner)
Entertainment		
Snacks		
Souvenirs		
Total		

Multiply the total cost by the number of individuals attending.

$$\begin{array}{c} \text{\# of Attendees} \\ \boxed{} \end{array} \times \begin{array}{c} \text{Total from} \\ \text{above} \\ \boxed{} \end{array} = \boxed{}$$

Total Cost Determination

Add all shaded totals together and enter into the Total box below.

Take the total amount and divide it by the total number of attendees to determine per person rate.

$$\begin{array}{c} \text{Total of shaded} \\ \text{boxes} \\ \boxed{} \end{array} / \begin{array}{c} \text{\# of} \\ \text{Attendees} \\ \boxed{} \end{array} = \boxed{} \quad \begin{array}{c} \text{Cost per} \\ \text{Attendee} \end{array}$$