

## Texas Exes Fundraising Event Insights from Seasoned Chapter Leaders (Questionnaire)

RULES  
have fun  
answers what you want  
share with anyone additive  
Return to [mcp hail@utexas.edu](mailto:mcp hail@utexas.edu)  
by 8/23 or at least 9/5

Your Name:

Chapter:

Years of Chapter Leadership:

1. What are your chapters top annual Fundraising Events and what are the approximate net proceeds from each? (can you please share P&Ls or event recaps, if possible)

It varies from year to year. This year it was Orange & White Kickoff Party and the Texas Independence Day Party.

2. How does your chapter monetize the passion of Texas Football for fundraising?

By hosting a kickoff party a few weeks before kickoff every year! Expectations are high at the beginning of the season, so we provide more burnt orange Kool Aid. Host a big fun event with lots of burnt orange and get people ready for the season.

We also do game watches for away games, but we struggle with attendance if the team wanes.

3. Is there anything about developing and managing Fundraising Events, that you wish you understood at the beginning of your Chapter Leader experience? If you could go back in time and give yourself advice, what you you say?

Not all events need to turn a profit. It's OK to spend money just to engage your local alumni.

If you've got a bunch of longhorns in the same place having a great time, your event was successful.

Or how about this: "If you build it, they will come." Maybe add..."as long as you hype it up in advance."

Putting on big events takes a lot of time and effort, but it is very rewarding when you have a successful event.

**BEAT MARYLAND**

4. If you were starting a new chapter, and could launch only one Fundraising event, what would it be and why?

Football kickoff party. People this time of year and getting excited for the new season. They're also willing to open their pocket books for burnt orange stuff...and booze.

5. In terms of Dollars Delivered for Development Effort, what is the most effective, efficient event in your chapter.

This is a tough one. Our biggest money events take the most effort to put together.

I'll defer to Megan on this one.

6. Is there anything else you can add?

Don't be afraid to stick your neck out for an event.