



# Playtogive for Chapters

## Let the fun-raising begin!

### What is Playtogive?

Playtogive is online game fundraising. Pi Beta Phi chapters can organize their own online fundraiser and ask their friends, families and corporate supporters to sponsor them with a donation, all while playing a fun online game.

### How does it work?

As the chapter event organizer, you will create an online fundraising event and invite your sisters to raise money for either the Friendship Fund, The Literacy Fund or the Emma Harper Turner Fund. Sisters will join the chapter's event, customize their personal fundraising page and track their fundraising progress online.

In order to raise money, sisters will utilize email and social media channels like Facebook and Twitter to invite family, friends and corporate sponsors to donate to their cause and/or to participate by playing with them. Encourage your sisters to play their heart out and become a fundraising champion for Pi Beta Phi.

### Why should our chapter utilize Playtogive?

- Playtogive provides your chapter with a unique opportunity to raise money for the causes you love.
- Funds raised will count towards your chapter's annual contributions.
- There are no upfront costs.
- You can reach a wide audience.
- It's fun and encourages friendly competition among your sisters!

### Are there any fees?

Playtogive takes 3% of the total amount raised for each online fundraiser. There is also a standard credit card transaction and processing fee for each donation of roughly 3.5%. The Foundation recommends that when setting up an online fundraising event, chapters should increase their fundraising goal by 6.5% to make up for these fees.

### Ready to get started?

Email Pi Beta Phi Foundation at [fndn@pibetaphi.org](mailto:fndn@pibetaphi.org) or call (636) 256-1357

