



Ready to accept the IREM Georgia's Chapter Challenge and launch your own (fund)Raising the Roof Initiative?

Here are some helpful tips to guide you on your way.

Identify support

- Set up a task force or group of volunteers to help.
 - Include someone that enjoys marketing and public relations.
 - Lean into your community outreach or corporate outreach committee if you have them.
 - Include your officers for support.
- Make a plan to communicate regularly with your team; share the expectations and encourage them along the way.

Specify your "why" and set a goal

- What is it about the IREM Foundation that inspires your members?
- Identify individuals from your community who have benefitted from Foundation funded programs.
- Set a fundraising goal based on what your task force believes they can raise. Make it a stretch, but doable.

Reach out to the IREM Foundation

- Share your ideas and ask for support at foundation@irem.org.
- Learn how to set up your [Foundation fundraising page](#) and let the Foundation handle receiving funds, donor tracking, thank you emails, and tax receipts.
- Ask about promotional materials available to motivate potential donors.
- Use promotional materials at chapter events to engage early supporters.

Determine a location

- A secure location in a high-traffic, mixed-use area is ideal for gaining exposure.
- Obtain site map and list of retailers, offices and entertainment areas.
- Prepare a letter of introduction for IREM and the reason for the fundraiser.
- Use the event as a way to set up meetings with area real estate managers. Ask to promote the event at their location and display a flyer. This is an opportunity to promote IREM to managers for potential new membership.



- Consider offering a free education session to participants on a relevant topic such as maximizing income, reducing liability, PR efforts to get customers to their locations, or curb appeal.
- Select a social area for an event kick off celebration – invite members and participants to attend.

Getting donations

- Reach out to secure donations in advance. It may take more than 1 ask to secure a donation so start outreach early as you may need to follow up.
- Be sure to share your “why” when reaching out to potential donors to inspire their giving.
- Ask your team to contact vendors, personal business connections, friends or family, and personally reach out to them through e-mail and phone calls.
- Showcase the event on your chapter website, promote to members and partners through social media campaigns and blast e-mails – be sure to use graphic design made for social posts.
- Consider asking your local scholarship recipients or DISI leaders to submit 15 to 30 second videos to play during the event, or on social media. The IREM Foundation can help connect you with recipients in your area.
- Reach out to members and AMO firms by e-mail for added awareness.
- Encourage your Board members to donate and post on their social media platforms.
- Reach out to the local news stations to spotlight the initiative, IREM, and the IREM Foundation. Most news stations allow you to submit a media alert through their website where you can provide a location, date, time, and information about the event to be covered by local news crews. These reports are later picked up and published by other outlets potentially leading to national exposure and increased awareness of careers in real estate management.

Celebrate your efforts

- Donors will be recognized on your fundraising page and will receive an acknowledgement letter from the Foundation. Once your fundraiser is completed, a personal thank you via phone call or email will show your donors how much you appreciate their support!
- Share your results on social media with a thank you to your donors and taskforce/team.
- Ready to pass the torch? Send this checklist to someone you know and personally challenge them to make an impact!

The IREM Foundation is here to help you every step of the way! Get started today by reaching out to foundation@irem.org.