BEYOND DUES AND FEES: FUNDING THE FRATERNITY

By Matthew T. Szramoski, 33º, Director of Development
In Most Valleys ...

- Endowments are not sufficient in size or return.
- Dues and fees are artificially low.
- Even if this is not the case, these sources of income will not fully fund the Valleys needs.
- Largest annual expense is often the building maintenance and utilities.
- Salaries are often the second biggest expense.
WHERE DO WE GO FROM HERE?
BUILDING RENTALS

• Know your zoning.
• Know your local market rates.
• Know your costs.
• Know your numbers!
MAXIMIZING YOUR RENTALS...

- Recruit an event planner to solicit rentals.
- Contract them on a commission basis only.
- Update your restrooms and kitchens when possible.
- Maintain building, lighting, audio visual equipment.
- Designate a portion of rentals for a maintenance reserve.
AND...

- Parking lot rentals in more urban areas
- Special events (outdoor rentals)
- Long term vs. short term rentals
- Things we may need to do but don’t want to
- ADA access and more
FOR HISTORICAL PROPERTIES...

• Consider grant opportunities.
• Local historical societies
• Host special ticketed events at the temple (proceeds benefit restoration).
• Invite guest speakers to the temple to discuss historical members/events.
BEQUESTS FOR THE FRATERNITY

• We are not a 501(c)(3), not tax-deductible.
• Who cares, I just died!
• Key to significant funding
• Not a competition with our charitable giving
FRATERNAL FUNDRAISERS

- Naming opportunities in temple
- Food products
- Special dinners/events
- Others?
FRATERNAL ENDOWMENTS

• Bank accounts won’t get you there.
• CDs won’t get you there.
• Bonds won’t get you there.
• A moderate investment risk portfolio of stocks and other investments will!
• Regular oversight and management is needed.
• Growth and income are essential.
• Don’t overestimate income (aim for 5%).
ADD A SURCHARGE TO TICKETED EVENTS...

• We are still selling dinner and event tickets at 1972 prices.

• Fear that raising prices = decreased attendance (myth in the long run).

• Quality of event decreases due to need to reduce expenses—ends up being subsidized by the Valley.

• Add a nominal surcharge to all events—perhaps a $1.00 per ticket (offset utility and maintenance expenses for the evening).
Our two biggest challenges and our two biggest assets are:

Members and Money!
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