



# BEYOND DUES AND FEES: FUNDING THE FRATERNITY

By Matthew T. Szramoski, 33°, Director of Development



# 21ST-CENTURY REALITY

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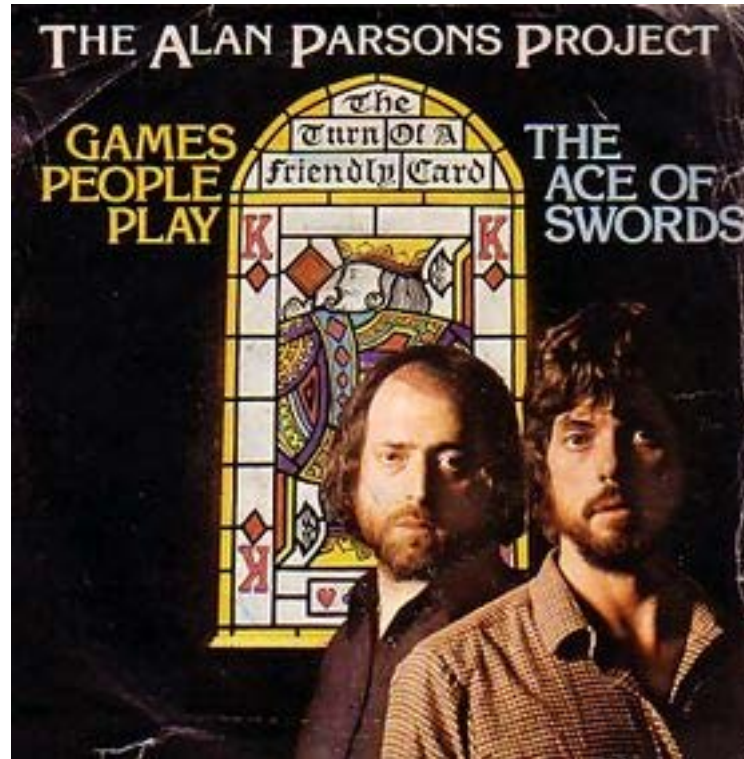


## In Most Valleys ...

- 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?

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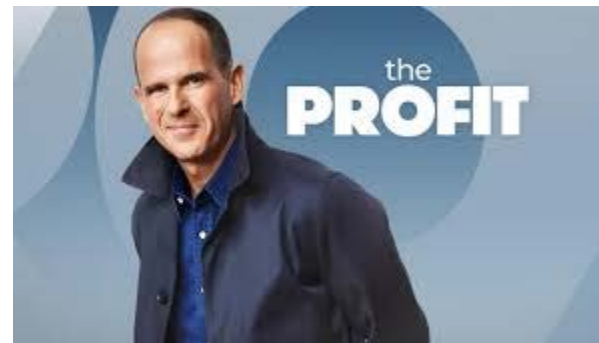


# BUILDING RENTALS

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- Know your zoning.
- Know your local market rates.
- Know your costs.
- Know your numbers!



# MAXIMIZING YOUR RENTALS...

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- 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...

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- 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...

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- 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

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- 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

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



# FRATERNAL ENDOWMENTS

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- 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...

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- 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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