

Sons of the Dragon Club

Leave your mark... for the Kai



Objectives

1. To educate undergraduates on the purpose, goals and activity of the Beta Theta Pi Foundation
2. To establish a culture of lifelong annual giving to the Beta Leadership Fund

Frequently Asked Questions

What is the Sons of the Dragon Club and why does it exist?

The Sons of the Dragon Club is the Beta Foundation's annual giving program exclusively for pledging or initiated undergraduates. The Club is a unique way for undergraduates to learn about the Foundation and join other Betas and friends providing charitable gifts to the Beta Leadership Fund. Today's undergraduates directly benefit from the award-winning leadership programs and resources funded by the Foundation each year, and the Sons of the Dragon Club is a unique way for young Betas to begin their lifelong journey of building a bridge for those who follow.

What is the Beta Leadership Fund and what do BLF contributions support?

The Beta Leadership Fund (BLF) is the annual fund of the Beta Foundation, and it is responsible for funding all educational activities of the Fraternity. Annual gifts to the BLF fund programs and services such as the Presidents Academy, Leadership College, the Wooden Institute, Men of Principle Grants, Tuition Merit Scholarships, on-site chapter support, advisor training and the Keystone Leadership Conferences.

How do undergraduates join the Sons of the Dragon Club?

Any undergraduate who gives \$18.39 or more to the Beta Leadership Fund is a member of the Sons of the Dragon Club for that fiscal year (June 1 – May 31). The Sons of the Dragon Club is an annual giving club and undergraduates are encouraged to join each year while in college. Contributions can be made online at: <https://gift.beta.org/sod> – or in the mail at: The Beta Foundation; PO Box 6277; Oxford, OH 45056.

Why does Beta have a Foundation? Don't chapters already pay dues?

The Fraternity's annual budget passed by the undergraduate Convention delegates is what dictates the use of chapter dues (which fund non-educational expenses such as risk management, insurance, recruitment, the Beta Magazine, etc.) Although the financials of the Beta Foundation are completely separate from the Fraternity budget, it is the Foundation's goal every year is to subsidize as much educational activity allowable by law. This helps keep chapter dues low, while also providing important leadership programs and services to all Beta chapters. Last year, the Beta Foundation granted roughly \$27,000 per Beta chapter (or \$350 per member) for leadership, tuition and educational needs. This again ranked the Beta Foundation #1 among all fraternities for dollars granted per chapter and per undergraduate member.

Are there membership benefits or recognition for joining the Club?

Every undergraduate who joins the Sons of the Dragon Club by April 1 annually will receive the membership apparel item for that year (unveiled at the Presidents Academy in January). Membership apparel items will be given immediately to anyone who joins onsite at the Presidents Academy or Keystone, but all others who join will have their apparel items shipped to their respective chapters in mid-April. Along with publishing the names of all donors in the Foundation Annual Report, the Beta Foundation will also offer unique incentives/recognition to chapters that provide strong overall participation (with recognition occurring at the General Convention in late summer.) The incentive and recognition specifics are announced each year in January.

Can't we just add \$18.39 to chapter dues and send in one check to hit 100% participation?

Charitable giving through the Sons of the Dragon Club must remain an individual's choice, and the spirit of the Club is lost if a chapter just charges each member an extra \$18.39. A gift to the Beta Foundation is not "extra dues," however, it is an individual's conscious decision to support our mission of developing men of principle for a principled life. The Beta Foundation has an intentional donor experience involving cultivation, solicitation, stewardship and recognition, and this donor experience is extremely limited if chapters require members to join the Club or making one lump sum gifts on behalf of their membership.

How do I really know where my gift goes? What impact is the Club really making?

The Beta Foundation monitors its fundraising and spending performance relative to non-profit benchmarks and consistently ranks in the top three among all fraternity foundations. In 2016-17, \$0.90 per dollar went directly to programs benefitting our undergraduates (1st among all fraternity foundations and above the non-profit benchmark of \$0.65 per dollar.) In simple terms, the \$45,405 raised by the 2017 Sons of the Dragon Club equals the funding needed for 50 students to attend the Wooden Institute or 20 executive committees to attend Keystone. Although your gift of \$18.39 may seem small, you are joining thousands of your peers in making a direct impact.

How do I give once I graduate and can no longer join the Club?

The next step for Sons of the Dragon Club members who graduate is to join the Foundation's new Auto-Kai Club. The Auto-Kai Club recognizes Betas and friends who establish recurring electronic gifts to the BLF in monthly, quarterly or yearly installments. To encourage Sons of the Dragon Club members to join the Auto-Kai Club after graduating, a special incentive is offered each spring to graduating seniors who agree to join the Auto-Kai Club beginning with \$8 per month on Beta's Founder's Day (August 8th). The Auto-Kai Club breaks up your annual giving into smaller amounts, limit solicitations and ensures your giving makes a year-round impact on the next generation of Betas. Visit www.beta.org/auto-kai to learn more about the Auto-Kai Club.

How can I do my part as an undergraduate to advance the Sons of the Dragon Club?

Remember, the two objectives of the Club are to educate undergraduates on the Beta Foundation, and to start them on the path of giving back annually. If you want to take an active role in advancing the Club, you should start by asking yourself these questions:

- Are you a member of the Sons of the Dragon Club? Do you encourage others to join?
- Can you confidently articulate the purposes of the Beta Foundation and the BLF?
- Does your chapter provide annual education to each pledge class on the Beta Foundation, the Sons of the Dragon Club and the programs/scholarships available to your chapter?
- Does your chapter set a goal for membership in the Club? Do you strive to surpass the membership results from the previous year?

These are just a few things to consider when promoting the Sons of the Dragon Club in your chapter and across Beta's Broad Domain. If you are interested in serving as an Undergraduate Foundation Ambassador, contact the Beta Foundation staff at 800.800.BETA (2382).