Introduction

During strategic planning meetings, the chapter board agreed that focusing on one of the United Nations Sustainable Developmental Goals (UNSDG) would demonstrate our commitment to impact global health and support the mission of Sigma.

The Board agreed to support UNSDG #6 Clean Water and Sanitation.

This event was planned not only to initiate a specific fundraiser, but as an opportunity for member recruitment; and just plain fun!

Methods

- Selected water.org for fundraiser
- Recognized need for social event
- Decided on combined event of fundraising and recruitment
- Established date and location
- Created title for event
- Set fee for members and guests
- Established a humorous competition using wigs
- Advertised event: flyer, email, personal invitation (Figure 1)

Event

The event was held in August at a private residence. A water jug was set up to collect donations. All guests wore a wig of their choosing. As they arrived, they gave themselves a ‘fun name’ for a tag.

Five categories were set up to award the following wigs:
- most colorful
- wackiest
- best short wig
- best long wig
- most natural.

Hors de oeuvres were served, including (of course) wine. A wineglass was given to each attendee. Socializing commenced. Voting ensued using the ‘fun name’ on a card and putting it in a bucket. A grand champion was also chosen by guests pinning money on lapels.

Results

- Attendance totaled: 40-50
- Votes tallied: ‘fun names’
- Prizes awarded: water bottles
- Money counted: over $300
- Recruited Ambassador: new
- Sustained event: annually
- Engaged members: priceless
- Memories
- Laughter
- Fun! Fun! Fun!