



Planning a Successful AHEPA Fundraising Program St. Nicholas Committee

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INTRODUCTION

AHEPA plays an important role in the community. This year the Order of AHEPA will be focusing on raising funds for the rebuilding of the St. Nicholas Shrine.

Located at Ground Zero in lower Manhattan, the Greek Orthodox church of St. Nicholas was destroyed when the collapse of one of the twin towers crushed it, thus destroying the only house of worship on 9/11

After an exhaustive series of legal battles the community of St. Nicholas was granted approval by Governor Cuomo to rebuild at a site near the destruction. AHEPA pioneered a “Cut the Red Tape” protest which was featured on local and national news in 2011 which assisted in propelling this issue to the forefront.

We encourage you to share this booklet with members of the executive committee of your chapter in an effort to allow everyone to be an active participant in the planning and implementation process. Also note that this booklet is meant only as a guide for your promotional activities. Feel free to add your own ideas to the projects suggested in this package.

For those chapters who are energetic, consider turning this fundraising effort into a yearly event for other AHEPA programs! Your chapter can host events throughout the entire year to promote the great work of AHEPA. Whichever you choose, we hope you have a truly rewarding and successful program!

Fraternally yours,

Basil N. Mossaidis
Executive Director
Order of AHEPA

The Order of AHEPA will launch its fundraising campaign to build Saint Nicholas National Shrine at Ground Zero, with a day dedicated nationwide for AHEPA chapters to hold a fundraising event on Sunday December 7, 2014. The date coincides with the Feast Day of Saint Nicholas.

September 11 was a national tragedy that forever changed America. Nearly 3,000 lives were lost; 39 of which were Greek Americans. Also lost that fateful day was the only House of Worship destroyed by the 9/11 attacks—Saint Nicholas Greek Orthodox Church.

The effort to rebuild Saint Nicholas was mired in bureaucracy. AHEPA's "Cut the Red Tape!" campaign proved effective in helping to budge the bureaucracy of the New York/New Jersey Port Authority to allow for the construction of Saint Nicholas at Ground Zero.

Now the time has come to build Saint Nicholas.

In a meeting with His Eminence Archbishop Demetrios, Supreme President Philip T. Frangos and Chairman of the AHEPA-Saint Nicholas Committee, Past Supreme President and Chairman of the Board Nicholas Karacostas, AHEPA committed to embark on a fundraising campaign. They will be present October 18, 2014, at the official "Ground Blessing" to mark the beginning of the construction of the \$38 million National Shrine.



Dec. 7: Nationwide Day of Action – How Your Chapter Can Contribute

AHEPA is asking **every AHEPA chapter** throughout the AHEPA domain to kick-off the AHEPA's fundraising drive on December 7, 2014. We encourage chapters to host a pancake breakfast or Spaghetti luncheon after church in their local town. We ask that every chapter reach out to their respective communities and work to make this inaugural event a success.

AHEPA headquarters has put together a small booklet outlining certain goal and reviewing procedures which will make your chapter's event a success. Please take time to review this simple steps and assist in raising funds towards this program.

- All donations to this campaign **MUST** be made payable to the **AHEPA Foundation, Inc.** Please earmark it: **Saint Nicholas Campaign.**

Donations must be made from your chapter to the national. Please do not send individual checks from the members or guests. We will review this process later in this booklet.

Proposed Outline for the St. Nicholas Fundraising Kickoff Event

December 7, 2014

1. Create a committee of individuals from your AHEPA Chapter. Find talented hard working members who will serve as the core of the work force of this event. A small but dynamic group of members will be fine.
2. Set goals for your chapter. Discuss the Who, What, Where, and How of the event. Someone will need to collect the funds, a recommended donation can be \$15 per person for all you can eat pancakes. All the funds must be collected by the chapter and deposited in the chapters account. In turn 1 check will be sent to AHEPA HQ.
3. Secure the facility for December 7. Ask your local parish to host this event after church, for a nominal or no fee. If the church refuses to assist, try to reach out to your local AHEPA HUD sponsored home, or the local YMCA or other church hall. This is a universal program and support from other churches in your community should be sought after.
4. Find a charismatic MC for the event who can talk briefly about AHEPA and this program. Make sure that the MC ask for additional donations or pledges in support of this program.
5. After you secure the place, start developing your menu, pancakes, syrup, plates, forks, knives, napkins etc... All these items should and can be donated for this endeavor or purchased from the AHEPA Chapter.
6. Make up various assignments, who is going to cook, set the table, prepare the batter, fill the syrup bottles, etc.. make sure there is coffee and juice.
7. You will need a cleanup squad, see if you can use the Sons or maids in your community or ask the GOYA to assist.
8. PROMOTE, PROMOTE, PROMOTE. Make every efforts to promote this event inside your church and more importantly to the entire community at large. This is not a "Greek" project, this is an American project, one which AHEPA is proud to support. Invite church leaders of neighboring communities both Greek Orthodox and non-Greek Orthodox. The Christian symbol destroyed on 9/11 is in everyone's mind so open your doors and hearts to the entire community.
9. Make posters, flyers email blasts, and social media updates on the event and invite everyone to participate.
10. Have younger children of the AHEPA family assist in cleaning up or selling raffle tickets to promote the fund raiser.
11. Try adding a silent auction to the event in hopes of bringing in more funds for the program.
12. Ask your local new paper or TV station to come and cover the event.
13. Develop a press release announcing the program to the area news outlets.
14. Ask all members of the church ministries to assist promoting the event.
15. Have the local parish priest say a small prayer prior to the event in respect for those who perished that day.

What to know

1. It is important to remember that many of the people attending may be paying by cash for this event so making a receipt available may not be easy. For those who wish to pay by check, the check MUST be made payable to the chapter, and at the completion of the event when all the deposits have been made to the chapters bank account a check in that amount should be sent to HQ made out to the:

AHEPA Foundation, Inc.
1909 Q Street, NW
Suite 500
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2. It is important to remember that this is just the first fundraiser we are trying to coordinate across our AHEPA Domain. We want to make every effort to showcase the good work of our chapters in the communities. In order for this to work, all of us need to work together to make AHEPA sparkle.
3. **Every chapter should prepare a donation letter/receipt to be given to anyone who makes a check payable to their chapter. It should read something like this:**

Dear Mr. ????

On behalf of Chapter 000 we would like to thank you for your donation in the amount of:_____ using check number:_____ dated:_____.

Your donation in support of the Rebuilding of the St. Nicholas Greek Orthodox Shrine is a tax deductible donation under the rules of the IRS for donation to a 501 (c) 10 entity, which AHEPA is. This contribution is fully deductible pursuant to Section 170 c 4 of the IRS code for charitable purposes. You received no goods, services or benefits for your donation.

Thank you

George Zeus

Chapter President #____

****** PLEASE NOTE******

AHEPA IS ASKING FOR EVERY CHAPTER TO GATHER ALL INDIVIDUAL CHECKS AND DONATIONS MADE OUT TO THE CHAPTER AND IN TURN SEND ONLY 1 CHECK TO AHEPA HEADQUARTERS MADE OUT TO THE AHEPA CHARITABLE FOUNDATION. PLEASE DO NOT SEND INDIVIDUAL DONATIONS. EVERY CHAPTER CAN SUPPLY A DONATION LETTER AS OUTLINED ABOVE, AHEPA HEADQUARTERS WILL SEND THE CHAPTER 1 DONATION LETTER FOR THE CHAPTER/DISTRICT CHECK SENT IN AFTER THE FUNDS ARE ASSEMBLED IN THE LOCAL AREA.

AHEPA Saint Nicholas National Shrine Campaign | FAQ Sheet

How will Saint Nicholas function? Why a National Shrine?

The parish will continue to function as parish of the Archdiocese, but it will also be a National Shrine on hallowed ground. The scope of its mission will span the globe, as literally millions of visitors to the Ground Zero memorials and museum pass by it every year. Its doors will be open to all to light a candle, say a prayer, or just sit quietly. It will shine as a spiritual beacon of hope and rebirth to cherish the memory of those who were lost that fateful day, and to build a better future for generations yet to be born.

What is AHEPA's role in the building of Saint Nicholas National at Ground Zero?

The effort to rebuild Saint Nicholas was mired in bureaucracy. AHEPA's "Cut the Red Tape!" campaign proved effective in helping to budge the bureaucracy of the New York/New Jersey Port Authority to allow for the construction of Saint Nicholas at Ground Zero. Through a petition drive, AHEPA garnered signatures calling for Saint Nicholas to be rebuilt at 130 Liberty Street. AHEPA also organized a rally at Ground Zero that received mainstream TV and print coverage. Moreover, AHEPA worked with Members of Congress in their attempt to address the bureaucracy. Eventually, the Greek Orthodox Archdiocese of America received approval to rebuild Saint Nicholas at Ground Zero on 130 Liberty Street.

AHEPA views the construction of the Saint Nicholas National Shrine with the same spirit and fervor as other civic campaigns such as the successful restoration of the Statue of Liberty/Ellis Island campaign (1986 – 1991).

Why isn't the Port Authority of New York/New Jersey building the Shrine?

The Port Authority of New York/New Jersey has constructed the underground infrastructure and foundation along with the necessary security measures needed for a property located at Ground Zero.

How much is needed to build the Saint Nicholas National Shrine?

Estimates are \$38 million.

What is the goal of AHEPA's fundraising campaign for Saint Nicholas National Shrine?

To contribute \$500,000 toward the construction of the Saint Nicholas National Shrine.

What is the timeline for AHEPA's fundraising campaign?

It will be a two-year campaign culminating with a lump-sum donation in the fall of 2016.

How much is AHEPA asking its districts and chapters to contribute?

For chapters: a minimum of \$1,000 over the two-year campaign drive. For districts: a minimum of \$5,000 over the two-year campaign.

To what entity do I make my check donation payable?

Make your check payable to: AHEPA Foundation, Inc. Earmark it: Saint Nicholas Campaign

Where can I go for more information?

Visit www.ahepa.org/stnicholascampaign or <http://stnicholasgroundzero.org/faqs>



NEWS RELEASE

RELEASE DATE: December 1, 2014

CONTACT:

Name: Phone

Email Address Here

Local Greek American Community Fundraises to Help Build National Shrine at Ground Zero Site

CITY, STATE—The local chapter of the nation’s leading grassroots service association for Greek Americans and Philhellenes, the American Hellenic Educational Progressive Association (AHEPA), will support the campaign to build the Saint Nicholas National Shrine at Ground Zero, New York City, by hosting a fundraising event Sun., Dec. 7, 2014, [LOCATION]. The event is open to the public.

AHEPA [Chapter Name] Chapter [No.], [CITY], will join with more than 400 of its fellow chapters worldwide in hosting a fundraising event on December 7 (the Feast Day of Saint Nicholas is December 6) to raise funds toward the construction of the National Shrine. The original Saint Nicholas Greek Orthodox Church was the only House of Worship destroyed on September 11 and will be reestablished as a National Shrine for everyone to patronize.

“The Saint Nicholas National Shrine at Ground Zero will be a place of patronage for individuals of all faiths and background,” Chapter President [FULL NAME] said. “When completed, its construction will affirm the basic tenants of freedom, Life, Liberty and the Pursuit of Happiness, that was attempted to be taken away from us by terrorists on September 11, but of course, failed. AHEPA is proud to support this campaign as it has with similar civic-oriented campaigns over its history.”

A Ground Blessing for the Saint Nicholas National Shrine at Ground Zero was held Oct. 18, 2014.

A History of Civic-oriented Fundraising Campaigns

During World War II, AHEPA raised more than \$253 million in war bond sales, making it an official issuing agent of the U.S. Department of Treasury. From 1986 to 1991, AHEPA raised more than \$612,000 toward the restoration of the Statue of Liberty and Ellis Island, garnering it special recognition of the U.S. Department of Interior.

Locally, the [LOCAL AHEPA CHAPTER] was founded in [YEAR] and contributes to the [CITY/TOWN] community by [awarding scholarships, senior housing, donating to emergency responders, list relevant local contributions to community, etc.]

Founded in 1922 in Atlanta, Georgia, to protect individuals from the evils of bigotry and discrimination at the hands of the Ku Klux Klan, AHEPA is the largest and oldest membership-based grassroots service organization of American citizens of Greek heritage and Philhellenes with more than 500 chapters chartered across the United States, Canada, Greece and Cyprus.

The mission of AHEPA is to promote the ancient Greek ideals of Education, Philanthropy, Civic Responsibility, and Family and Individual Excellence through community service and volunteerism.

For more information, please visit www.ahepa.org/stnicholascampaign, or visit <http://stnicholasgroundzero.org/home>.