

Sample Fundraiser



\$1K in a Day

'Alpha Gam's \$1K in a Day' is a one-day social media blitz. Chapters of all sizes can attempt to raise \$1,000 (or more) for the Alpha Gamma Delta Foundation by promoting their **CrowdChange** event link to friends, family, students, professors, etc. (Larger chapters are encouraged to modify the goal to \$2K, \$5K or higher.)

Items to consider when planning 'Alpha Gam's \$1K in a Day':

- When is a good time to execute this event? You might consider September during Hunger Action Month.
- Hosting an online event saves on event costs, consider using those funds towards prizes or incentives (for sisters who raise the most, competition between other organizations on campus, or as certain milestones are reached).
- Securing a solid marketing plan will be key in successfully executing this event.
- Consider asking each sister to raise a certain dollar amount. (Even chapters with only 20 members, if each sister asks five people for \$10/each, and that raises \$1K.)

Helpful tips:

- The Fundraising Toolkit has many resources, such as:
 - Fundraising and event enhancement ideas
 - Marketing tips
 - Sample solicitation and thank you letters
 - Event timeline and checklist
 - Sample budget
 - Post-event evaluation resources
- Your chapter is more likely to be recognized for its hard work and success if we know about your event.
 - Send photos, marketing materials, event hashtags and your **Remittance Form** (once the event is completed), etc. to foundation@alphagammadeltafoundation.org.

Marketing Kit:



[Click here](#) for the following:

- Logo
- Facebook Profile Pic
- Facebook Cover Photo
- Blank Instagram Story Template
- Bingo Card

Questions on this sample event?

Contact us at: fundraising@alphagammadelta.org or 317.663.4242.

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