



#AlphaGamGives Ambassador Toolkit

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Welcome, #AlphaGamGives Ambassador!

Thank you for being part of #AlphaGamGives, the Foundation's 1,904-minute celebration of sisterhood benefitting the Alpha Gamma Delta Foundation.

Your participation not only demonstrates your love for Alpha Gam, it also provides support for Foundation programs, ensuring our sisters have resources to help them grow and our communities are well cared for.

Throughout this toolkit, you will find helpful resources to help you promote Day of Giving to your sisters, family and friends.

Questions? [Email the Foundation](#) or call 317.663.4242.

OUR GOALS FOR #ALPHAGAMGIVES ARE TO:

- celebrate and connect our sisterhood
- build affinity for Alpha Gamma Delta
- raise awareness and support for Foundation programs
- encourage 1,000 people to make a gift of any size

NEW THIS YEAR: YOU + 2 AND AMBASSADOR PRIZES!

Registered Ambassadors who encourage two others to also sign up as Ambassadors will receive an Alpha Gam Beach Towel. *Plus*, we are offering many prize incentives based on gifts you encourage others to make using your personal giving link.

Ambassador swag when you raise...

- \$1,000 Cell Phone Wallet
- \$750 Luggage Tag
- \$250 Armorial Bearings Ornament
- \$100 Sticker Sheet
- \$1,904 Lapel Magnet
- \$5,000 receive all gifts!

The infographic features a central green sticker sheet with the Alpha Gamma Delta logo, the text 'ONE SISTERHOOD. ONE MISSION. 1,904 MINUTES.', and a squirrel illustration. Arrows point from this central sheet to the various prizes listed around it. A red starburst graphic in the bottom right corner indicates that raising \$5,000 allows the ambassador to receive all the listed gifts.

Frequently Asked Questions

When is Day of Giving?

#AlphaGamGives 2025 is March 26 starting at 6 a.m. ET and ending at 1:44 p.m. ET March 27. The event will be live at alphagamgives.org.

Are there incentives for becoming an official Ambassador?

Yes! New this year, we are offering You+2. Official Ambassadors who encourage two other people to sign up to be Ambassadors will receive an Alpha Gam Beach Towel.

Also, prize incentives will be awarded based on the dollars raised through your personal giving link, created in your Ambassador Dashboard.



When can I promote Day of Giving?

Please begin promoting NOW! Share on social media, tell your sisters and email your family and friends to encourage their support. On Day of Giving, promote, promote, promote for 1,904 minutes straight!

Where and what should I post?

Please feel free to post on your personal social media network of choice, send emails or simply tell your friends how they can get involved. You can share directly from the alphagamgives.org site, or you can post some of the sample posts and graphics available for download on the Ambassador Dashboard.

When should I promote You+2?

Now! In addition to promoting Day of Giving, encourage at least two people to also sign up to be an Ambassador. (Be sure they share your name during the signup process to ensure you receive credit and your Alpha Gam Beach Towel.)

Will early gifts I encourage count toward my Ambassador efforts, for prizes?

Unfortunately, no. Because your Ambassador link is only live during the 1,904-minute event. We still encourage you to promote Day of Giving leading up to March 26 using the available resources.

What's the Ambassador goal this year?

The Alpha Gam Foundation is looking to engage as many sisters and supporters as possible during Day of Giving. Our past Ambassadors have been rock stars! This year, we set a goal for them to reach **\$28,000**. We encourage you to set your own personal fundraising goal to inspire your loved ones to give and help you achieve your goal! We will have matches and challenges specific to chapters, professions, geographical locations, etc.

Can I make an early gift?

Yes! [Click here to make an early gift](#), and be sure to visit alphagamgives.org to make your gift on March 26. *Please note, Ambassadors will not receive credit for early gifts they encourage since their referral link is not live until 6 a.m. ET on Day of Giving.*

How can I designate my gift?

Whether you're passionate about scholarships, leadership development or supporting your initiating chapter, there is a giving opportunity for you! Select the area you're most passionate about and designate your gift as you see fit. As a friendly reminder, gifts to the Greatest Need (Annual Fund) support all Foundation programs.

Using your Ambassador Dashboard

Your Account
Kelsey Crane

Ambassador

Day of Giving 2024
Day of Giving 2023

Sign Out

Day of Giving
03/22/2023 12:00 AM EST - 03/23/2023 11:59 PM EST

Thanks for signing up to be an Ambassador!

You can now start sharing your referral link with friends, family, and followers. You'll receive credit for any donation made through it, so come back here often to track your impact.

For your convenience you can use these share buttons to quickly prepare an email or social media post containing your referral link:

Send Emails

Try to reach at least 15 people by email, but don't forget to maximize your impact by posting on social networks too.

Facebook LinkedIn Twitter

Here's your actual referral link to do with as you please:

https://alphagamgives.org/giving-day/61662?utm_source=scalegun

Referred Page: Day of Giving 2023 -

Change Short URL: ?

<https://alphagamgives.org/amb/> Save

Track your impact

YOUR AMOUNT RAISED
\$0.00

YOUR DONORS (0)

TOTAL CLICKS - YOUR SOCIAL REACH

Facebook	0
LinkedIn	0
Twitter	0

Make sure you are viewing the correct year.

Your unique Ambassador link

Shorten & customize your link (optional)

Track your impact

Share on social media & send emails using your unique Ambassador link

Choose the destination of your link

Now that you've signed up as an Ambassador, you'll want to set up your profile and begin sharing with your networks! Each Ambassador has a personal fundraising link to utilize in promoting Day of Giving.

This link will come in handy when sending emails and on social media. You can also track the impact you've made during the Day of Giving.

Promoting Day of Giving

SOCIAL MEDIA TIPS & TRICKS

- **Make it fun!** Share throwback photos, your favorite memories and selfies in your best Alpha Gam swag.
- **Keep it simple!** Use our premade graphics and captions and upload our Day of Giving profile and cover photos to your profile.
- **Make it personal!** Share a personal story as to how ΑΓΔ has impacted your life and why you choose to give to our sisterhood.
- **Utilize your networks.** Spread the word across your platforms and in Alpha Gam Facebook groups (Squirrel Talk, Rose Sisters, etc.).
- **Join the conversation.** Use and follow hashtags #AlphaGamGives, #HeartForAlphaGam #AlphaGamFoundation. Share your own content or use our [premade graphics](#) and captions to promote the event leading up to and on Day of Giving.
- **Follow along.** Be sure to follow all Fraternity social media accounts, the Facebook Event page (to be published March 1) and check alphagamgives.org regularly for live updates. You can also see who's leading the Ambassador fundraising leaderboards, participate in friendly competitions and see which sisters sponsored Matches and Challenges throughout the day!

Alpha Gamma Delta Social Media Accounts:

Facebook: [facebook.com/alphagamdelta](https://www.facebook.com/alphagamdelta)

Instagram: <https://www.instagram.com/alphagamihq/>

LinkedIn: [linkedin.com/company/alpha-gamma-delta](https://www.linkedin.com/company/alpha-gamma-delta)

Sample social posts

Sample Caption #1:

Join me in celebrating Alpha Gam sisterhood as the Foundation gears up for its seventh annual Day of Giving! #AlphaGamGives starts at 6:00 a.m. ET on March 26th. All donations help fund scholarships, Disaster Relief Grants, leadership programming and more! Follow the 1,904 minutes of fun at alphagamgives.org.

Sample Facebook Post #2:

TODAY is Alpha Gamma Delta's Day of Giving! Join me in helping the Foundation fight hunger, help our sisters in need, provide scholarships and so much more. Want to get involved? Give now or become an Ambassador at alphagamgives.org! #alphagamgives

Sample Facebook Post #3:

Today I'm putting my #HeartForAlphaGam into action for Day of Giving! Join me for 1,904 minutes as we celebrate our sisterhood and raise money for women's philanthropy, education and leadership. Make your gift of any size at alphagamgives.org.

Sample Facebook Post #4:

Alpha Gam's annual Day of Giving is March 26th! Will you join me in our "You + 2" challenge by signing up to be an Ambassador and encouraging two more sisters to join you?

Together, we can make an incredible difference for our sisters and communities!

Sign up at <https://alphagamgives.org/giving-day/97729/signup>.

#alphagamgives

[Click here to access our premade Ambassador social media graphics.](#)

Sample emails

General Sample Email (pre-event):

Hi, (NAME),

Have you heard about the Alpha Gamma Delta Foundation's annual Day of Giving?

This 1,904-minute event raises money for scholarships, sisters in need, disaster relief, mental health initiatives, fighting hunger and SO MUCH MORE.

#AlphaGamGives features Matches, Challenges and competitions for multiple audiences and several causes - all you have to do is pick the one closest to your heart!

Gifts of all sizes count and make a difference.

Visit alphagamgives.org to learn more and make your gift. I hope you'll join me on March 27 beginning at 6 a.m. ET. It's a celebration you don't want to miss!

(SIGNATURE)

General Sample Email (pre-event):

Hi, (NAME),

Alpha Gam's Day of Giving is March 26th, and I am a proud Ambassador!

As an Ambassador, I help spread the word, raise money and increase our impact on women's philanthropy, education and leadership.

Through our "You + 2" challenge, I am trying to find two more sisters to participate with me! Would you join me in making a difference?

[Sign up to be an Ambassador](#) or make a gift on March 26th!

I can't wait to celebrate with you!

(SIGNATURE)

General Sample Email (during event):

Hi, (NAME),

The Alpha Gamma Delta Foundation's seventh annual Day of Giving has begun!

Join me in trying to raise [\[insert your personal Ambassador goal\]](#) for the Foundaton. It's ambitious, but I know we can do it!

Visit alphagamgives.org to follow our progress, donate and encourage family and friends to donate!

(SIGNATURE)

P.S. Act quickly! The celebration concludes at 1:44 p.m. on March 27.

General Sample Email (during event):

Hi, (NAME),

We're halfway through the Alpha Gamma Delta Foundation's annual Day of Giving!

Ambassadors hope to raise \$28,000 and right now we're at [NUMBER]. Can you help us?

Money raised directly helps Alpha Gam sisters and communities, creating opportunities for sisters and fighting hunger across North America.

Visit alphagamgives.org to follow our progress, donate and encourage family and friends to donate!

(SIGNATURE)

Promoting Matches & Challenges

HOW DO I PROMOTE MY MATCH/CHALLENGE?

If you're on social media, pick a platform to post on. Think about the following questions: Which platform are you most comfortable with? Where are most of your sisters? Where will people interact with your post? Below are sample posts to help get you started. The key is to make it sound like YOU; don't be afraid to change wording or add a fun throwback picture of yourself from college to get some engagement!

Note: The sample posts below are drafted to help promote the upcoming March 26 event and your Match/Challenge. Adjust the wording to use during the actual day. Don't forget to include the giving link (alphagamgives.org) or your personal Ambassador link in your post so you get credit for donations you inspired. **Not an Ambassador? [Sign up now!](#)**

Tips:

- Focus on your relationships, your story/how Alpha Gam has impacted you and the ask (share why you give!)
- Promote the upcoming Day of Giving, which celebrates our sisterhood, and your Match/Challenge
- Educate about the Foundation's mission to provide support for women's education, leadership opportunities and philanthropy
- Audiences to consider:
 - Close sisters/friends; those who share in your (collegiate & alumnae) experience
 - Alumnae/Panhellenic groups
 - Those who support you/know the impact Alpha Gam has had in your life

MATCH / CHALLENGE SAMPLE POSTS (PRIOR TO DAY OF GIVING)

- I love our sisterhood! It's why I'm partnering with the Alpha Gam Foundation for Day of Giving with a [Match/Challenge]. I hope you'll help me reach my goal on March 26 by making a gift at alphagamgives.org! #alphagamgives
- I'm living with Purpose by completing a [Match/Challenge] on Alpha Gam's Day of Giving on March 26. Help me reach my goal with a gift of any size at alphagamgives.org! #alphagamgives
- [Passion area; think scholarships/education, sisters in need, fighting hunger, leadership, etc.] is important to me. That's why I committed a [Match/Challenge] donation to the Alpha Gam Foundation for their Day of Giving. Help me fulfill it on March 26 at alphagamgives.org! #alphagamgives
- Double your donation when you give to the Alpha Gam Foundation on their Day of Giving on March 26. Find my match [Contact Julie or Jenna for your Match Title]. Give a gift during the 1,904-minute campaign to double your impact on the future! Give now 🙌 alphagamgives.org #alphagamgives

PREFER EMAIL OR PHONE CALLS?

Use the above tips and consider sharing these facts to explain the Day of Giving, why you're involved and how they can help.

- On March 26, Alpha Gamma Delta is celebrating our sisterhood with a Day of Giving.
- I give to the Foundation because _____ which is why I committed to a [Match/Challenge].
- During the 1,904-minute campaign I hope you will donate and help me meet my [Match/Challenge].
- Help the Foundation reach its goal of 1,000 donors on Day of Giving. Gifts of all sizes matter!
- Your donation will mean a lot to me and provides for future generations of Alpha Gam leaders.

Follow along with the fun at alphagamgives.org.