

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.