

# Day of Giving '\$1K In a Day'

The Alpha Gam Foundation's '\$1K in a Day' is a one-day social media fundraising blitz during the Foundation's annual Day of Giving. Chapters of all sizes are invited to join the fun on March 25, by raising \$1,000 or more in just 24 hours.



Day of Giving is a 1,904-minute campaign that celebrates Alpha Gam's sisterhood while supporting the Foundation's Annual Fund. Participating chapters will receive full donation and Jewel Society credit, as well as 2026 Convention recognition, for all funds raised during the campaign.

## HOW IT WORKS:

The Foundation has created a Day of Giving event in [CrowdChange](#) with individual fundraising pages for each Alpha Gam collegiate chapter. Using your chapter-specific URL, you can promote your chapter's participation, track donations in real time and see which chapter is currently in the lead.

To find your chapter's page, [click here](#) and search for your chapter's "team" name.

## IMPORTANT DETAILS:

- '\$1K in a Day' fundraising will now run from **9 a.m. ET on March 25<sup>th</sup> – 9 a.m. ET on March 26<sup>th</sup>** (formerly began at 6 a.m. ET).
- All donations go directly to the Foundation in support of the [Annual Fund](#).
  - No post-event transfers or remittance forms required
- Chapters receive full credit for their total amount raised. *Individual donors will not receive personal tax credit for donations made to their chapter's page.*

## TIPS FOR SUCCESS:

- The VP-Philanthropy should share the chapter-specific link (sent via email) and begin marketing early.
  - Encourage sisters to create and share their own fundraising pages, just as they would for other events.
- Develop a marketing plan to keep momentum strong throughout the day.
- Use #AlphaGamGives or #AlphaGamFoundation in all social media posts to ensure your chapter gets recognized.
- Use the [Fundraising Toolkit](#) as a resource for planning and promotion.
- Larger chapters are encouraged to set higher goals, like \$2K, \$5K or more.
- Consider assigning a per-member goal. *Even a chapter of 20 sisters can raise \$1,000 if each sister asks five people to donate \$10.*



[CLICK HERE TO ACCESS  
THE '\\$1K IN A DAY'  
MARKETING MATERIALS.](#)

**NOTE:** Chapter participation is optional, however, this is a good marketing opportunity for your chapter, a way to achieve Jewel status and includes prizes for chapters who raise the most money and have the highest participation.

Questions? [Contact the Foundation](#).