



# Day of Giving

ALPHA GAMMA DELTA FOUNDATION

**MARCH 25-26, 2026**

## **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.

## **DAY OF GIVING IN A NUTSHELL**



### **DATE & TIME:**

March 25 at 6 a.m. EST to March 26 at 1:44 p.m. EST.



### **WEBSITE:**

[alphagamgives.org](http://alphagamgives.org)



### **HASHTAG:**

#alphagamgives



**Click the icons to follow Alpha Gam IHQ on social media!**

## **QUICK FACTS**

Day of Giving will feature Matches and Challenges funded by generous supporters, which maximize giving by unlocking additional gifts.

**Use the tips toolkit to help share and promote them.**

This year, our goal is to reach 900 donors and raise \$375,000!

**Our goal is for Ambassadors to raise \$20,000 of that total.**

**This will be the Foundation's eighth annual Day of Giving.**

In 2025, we raised \$336,376 through the help of 787 donors, including \$21,258 from our incredible Ambassadors!

**Not sure where to direct your gift? Choose the Annual Fund!**

Gifts to the Annual Fund allow the Foundation to allocate resources wherever the need is greatest, including sisters in need, women's education, leadership programming, fighting hunger and more!

# WHAT DO AMBASSADORS DO?



## **Make a gift!**

Mark your calendar for March 25 to make your Day of Giving gift using your custom Ambassador URL. You can designate your gift to the Annual Fund (area of greatest need) or any other passion area you may have!



## **Post on your social media platforms using #AlphaGamGives!**

Share stories about why you love Alpha Gam and choose to support the Foundation. Use the samples in this toolkit for ideas, and be sure to repost content directly from Alpha Gam IHQ's socials!



## **Email your sisters, family and friends!**

Send a note to your favorite people wishing them a happy Day of Giving and sharing what Alpha Gam means to you. We've included sample emails in this toolkit to make it easy!



## **Call, text and direct message!**

Day of Giving is a great excuse to connect with a sister and get her involved! Not a fan of calling? Send a text or DM - you can even shorten your custom ambassador link so it's easy to share.

# NAVIGATING YOUR DASHBOARD

The dashboard is titled "Day of Giving 2026" and shows the user's profile as an Ambassador. It includes a navigation menu on the left, a central message area with a "Send Emails" button and social media share buttons, and a right-hand sidebar with fundraising statistics. Callout boxes provide instructions on how to use these features.

**Track your impact.** (Callout pointing to the fundraising statistics sidebar)

**YOUR AMOUNT RAISED**  
**\$0.00**

**YOUR DONORS (0)**

**TOTAL CLICKS - YOUR SOCIAL REACH**

Facebook	0
LinkedIn	0
X	0

**Make sure to select the correct year.** (Callout pointing to the "Day of Giving 2026" selection in the left menu)

**Your unique Ambassador link** (Callout pointing to the referral link field)

**Participating in the YOU + 2 Challenge? Be sure to include your sister's name so she receives credit!** (Callout pointing to the "Encouraged by" field)

**Shorten & customize your URL (optional).** (Callout pointing to the "Change Short URL" section)

**Profile**  
Ambassador

**Day of Giving 2026**  
Day of Giving 2025  
Day of Giving 2024  
Day of Giving 2023

Sign Out

**Day of Giving 2026**  
02/20/2026 12:00 AM EST - 02/20/2026 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 X LinkedIn

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

[https://alphagamgives.org/giving-day/114598?utm\\_source=scalegu](https://alphagamgives.org/giving-day/114598?utm_source=scalegu)

Referred Page: Day of Giving 2026 -

or

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

**Change Short URL: ?**

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

Did someone encourage you to sign up as an Ambassador? Please include their first and last name, so they can receive credit!

Marguerite Sheppard

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.

# FREQUENTLY ASKED QUESTIONS

## **Are there incentives for becoming an official Ambassador?**

Yes! Official Ambassadors who encourage two other people to sign up to be Ambassadors will receive an Alpha Gam bamboo picture frame. Also, prize incentives will be awarded based on the dollars raised through your personal giving link, created in your Ambassador Dashboard.

## **When should 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!

## **Can I make an early gift?**

Yes! [Click here](#) to make an early gift, and be sure to visit [alphagamgives.org](http://alphagamgives.org) to make your gift on March 25. Please note, Ambassadors will not receive credit for early gifts they encourage since their referral link is not live until 6 a.m. EST on Day of Giving.

## **Will early gifts I encourage count toward my Ambassador fundraising total?**

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 25 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 \$20,000 and help us hit our 900 donor goal. 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 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 Annual Fund (greatest need) support all Foundation programs.

## **Still have questions?**

[Email the Foundation](#) or visit our [FAQ page](#).

# SOCIAL MEDIA TIPS & TRICKS

## **Lead by example.**

Make your own gift first! It's the most powerful way to show your commitment. Then invite others to join you in giving.

## **Make it personal.**

Your story is your strongest tool. Share why you give, how Alpha Gam shaped your life and why supporting our sisterhood matters.

## **Make it fun & visual.**

Posts with photos and videos perform best. Share throwback chapter photos, selfies in Alpha Gam swag, favorite memories or a short video explaining why you support #AlphaGamGives.

## **Keep it simple.**

Use our premade graphics, captions and profile / cover photos to make posting easy and on-brand.

## **Always include your link.**

Make it easy for others to give by including your personal Ambassador link in posts, emails, texts and DMs. Be sure to track your impact on your dashboard.

## **Use your networks.**

Share across all socials and Alpha Gam groups like Squirrel Talk, Alpha Gam Book Club, Cooking with Alpha Gam, etc. to expand your reach.

## **Join the conversation.**

Use and follow #AlphaGamGives and #AlphaGamFoundation so your posts are part of the broader campaign and community buzz.

## **Post publicly & consistently.**

Public posts help amplify reach and increase visibility across the Alpha Gam network and Day of Giving channels.

## **Thank your donors.**

A quick thank-you post, comment or message to donors you know goes a long way and encourages others to give.

## **Stay engaged & follow along.**

Follow Alpha Gam's social channels, the Facebook Event page (launching March 1) and [alphagamgives.org](http://alphagamgives.org) for live updates throughout the event.

# SAMPLE SOCIAL MEDIA POSTS

## PRE-EVENT

Join me in celebrating Alpha Gam sisterhood as the Foundation gears up for #AlphaGamGives 2026! ❤️👉👈

Starting March 25 at 6 a.m. EST, we'll raise funds for scholarships, sisters in need, leadership programming, disaster relief and more.

Follow the 1,904 minutes of impact at [INSERT YOUR AMBASSADOR LINK].

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Alpha Gam's Day of Giving is almost here, and I'm taking on the "You + 2" challenge!

Will you join me as an Ambassador and invite two sisters to participate too?

🔗 Sign up at <https://alphagamgives.org/giving-day/114598!>

#AlphaGamGives

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Alpha Gam's sisterhood has shaped generations of women, and now it's our turn to give back! 🙌🌟

On March 25, join me for the Alpha Gam Foundation's Day of Giving to celebrate sisterhood and power women's philanthropy, education and leadership across North America.

🔗: [alphagamgives.org](https://alphagamgives.org)

#AlphaGamGives

# SAMPLE SOCIAL MEDIA POSTS

## DURING EVENT

It's HERE! 🎉

Alpha Gamma Delta's Day of Giving is LIVE!

Join me in supporting scholarships, sisters in need, leadership programming, fighting hunger and more! ❤️🧡💚

🔗 Give or become an Ambassador at [\[INSERT YOUR AMBASSADOR LINK\]](#).

#AlphaGamGives

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Today I'm going ALL OUT for Alpha Gam! ❤️🧡💚

Join me for 1,904 minutes of generosity as we celebrate our sisterhood and expand opportunities for women everywhere.

Every gift of any size helps us reach out 900 donor goal!

Join the live #AlphaGamGives celebration at [\[INSERT YOUR AMBASSADOR LINK\]](#)!

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## FINAL HOURS

We're in the final stretch of #AlphaGamGives! ⌚

Help us finish strong by joining the celebration and supporting women's philanthropy, education and leadership! ❤️🧡💚

🔗 Give now: [\[INSERT YOUR AMBASSADOR LINK\]](#)

# SAMPLE SOCIAL MEDIA POSTS

## IMPACT AREA

When sisters face unexpected hardship, like medical emergencies, natural disasters or financial crisis, Alpha Gam is there. 🤝

Your gift during #AlphaGamGives helps support sisters in need through SIS and Disaster Relief Grants that provide critical support when it matters most.

Give today at [\[INSERT YOUR AMBASSADOR LINK\]](#). ✨

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Education changes lives and opens doors to brighter futures. 🎓 ✨

Your gift during #AlphaGamGives helps fund academic scholarships and grants, empowering Alpha Gam sisters to achieve their most aspirational goals.

Invest in women's futures today at [\[INSERT YOUR AMBASSADOR LINK\]](#)!

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Alpha Gam builds strong women leaders across campuses, professions and communities. ✨

Your gift during #AlphaGamGives helps fund leadership training, conferences, speakers and critical programming that empower the next generation of confident leaders.

Join the celebration at [\[INSERT YOUR AMBASSADOR LINK\]](#)! ❤️🧡💚

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No sister, child or family should have to wonder where their next meal will come from.

Your support of Fighting Hunger Grants during #AlphaGamGives helps fight food insecurity and uplift communities across North America. 🍏

A gift of any size makes an incredible impact! Give today at [\[INSERT YOUR AMBASSADOR LINK\]](#).

## SAMPLE TEXT OR DIRECT MESSAGE

Today is #AlphaGamGives! ❤️🧡💚

I am currently [##]% of the way to my personal Ambassador fundraising goal. Will you help me get to 100% by making a gift today? Every donation helps us reach our 900 donor goal and supports scholarships, sisters in need, leadership programming and more.

Make your gift at [INSERT YOUR AMBASSADOR LINK]

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Happy Day of Giving! 🐿️❤️

We only have [TIME REMAINING] to raise as much as possible in support of our sisters and communities.

This year, I am an Ambassador and chose to support [FUND / AREA OF FOCUS]. Will you join me?

Make your gift here to directly support my fundraising goal: [INSERT AMBASSADOR LINK]

## SAMPLE VOICEMAIL

Hi, [NAME]! This is [YOUR NAME].

I wanted to let you know that Alpha Gamma Delta's Day of Giving is happening today, and I'm an Ambassador striving to fundraise [PERSONAL GOAL].

Gifts made during the 1,904-minute campaign may be matched or count toward special Challenges, so it's a great opportunity to make an even bigger impact for scholarships, sisters in need, leadership programming and more.

If you're able, you can make a gift at [alphagamgives.org](http://alphagamgives.org) or through my Ambassador link.

Thank you so much for supporting our sisterhood. I really appreciate it! Talk soon!

**Tip: Smile when you leave your message. It will come through in your voice!**

## EMAIL TIPS

- Keep it short and sweet! Many sisters read their email on a phone or mobile device, so keep it brief but persuasive.
- Authentically sharing why YOU give is the most compelling story of all.
- Prefer to schedule your Day of Giving emails ahead of time? Check out features like Schedule Send for Gmail and Delay Delivery in Outlook. Try test messages so you know everything is working just as you've planned.
- Use your personal Ambassador link to track your impact in your Ambassador dashboard.

## SAMPLE EMAILS

### PRE-EVENT

Hi [NAME],

Alpha Gamma Delta Foundation's Day of Giving is coming up on March 25-26, and I'd love for you to be part of it with me. This 1,904-minute celebration supports scholarships, sisters in need, leadership programming, fighting hunger and more!

I'm proud to serve as an Ambassador, helping spread the word and strive to reach 900 donors. This year, I'm supporting [FUND / AREA OF SUPPORT] because [PERSONAL REASON].

Whether you choose to give, share, or join as an Ambassador, every action helps strengthen our sisterhood and expand opportunities for women across North America.

You can learn more (and join me) at [alphagamgives.org](http://alphagamgives.org) starting at 6 a.m. EST on March 25.

I hope you'll celebrate with me!

Loyally,

[SIGNATURE]

## DURING EVENT

Hi [NAME],

Alpha Gamma Delta Foundation's Day of Giving is officially underway! 🎉

I've set a personal goal of [INSERT GOAL], and I'd love your help getting there. Every gift, no matter the size, helps fund scholarships, support sisters in crisis, expand leadership programming and uplift communities through hunger relief initiatives.

There are also Matches, Challenges and Ambassador competitions happening throughout the day, meaning your gift could unlock even more impact right now.

Join me in making a difference today: [INSERT YOUR AMBASSADOR LINK]

Thank you for supporting our sisterhood!

Loyally,

[SIGNATURE]

## FINAL HOURS

Hi [NAME],

We're in the final stretch of the Alpha Gam Foundation's Day of Giving, and there's still time to make an impact before the celebration ends!

Ambassadors are working toward our collective goal of \$20,000, and we're currently at [INSERT TOTAL]. We are also striving to reach 900 donors!

Can you help push us across the finish line? Your gift helps support sisters in need, fund academic opportunities, strengthen leadership and expand hunger-relief efforts across the U.S. and Canada.

The event wraps up at 1:44 p.m. EST, so act fast if you'd like to be part of this incredible day of generosity.

Give now at [INSERT YOUR AMBASSADOR LINK]!

Thank you for being part of Alpha Gam's impact.

Loyally,

[SIGNATURE]

# PROMOTING MATCHES & CHALLENGES

## SOCIAL CAPTIONS

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 25 by making a gift at [alphagamgives.org](http://alphagamgives.org)!

#AlphaGamGives

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I'm living with Purpose by completing a [Match/Challenge] on Alpha Gam's Day of Giving on March 25. Help me reach my goal with a gift of any size at [alphagamgives.org](http://alphagamgives.org)!

#AlphaGamGives

[Passion area] 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 TODAY at [alphagamgives.org](http://alphagamgives.org)!

## PREFER TEXTS OR PHONE CALLS?

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

On March 25, Alpha Gamma Delta is celebrating our sisterhood with #AlphaGamGivesDay of Giving.

I give to the Foundation because [PERSONAL REASON] 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 \$375,000 and 900 donor goals on Day of Giving. Gifts of all sizes make a difference!