



FOUNDATION

Fundraising TOOLKIT

SCROLL DOWN FOR MORE INFORMATION



Alpha Gamma Delta Foundation Fundraising Toolkit

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Introduction

As Alpha Gams, our Purpose calls us to “contribute to the world’s work” through philanthropy and service. Now more than ever, making a positive impact on our communities is essential.

This toolkit was created to give you the resources needed to plan and host successful fundraising events benefiting the Alpha Gamma Delta Foundation.

Whether you’re a seasoned fundraiser or seeking new ideas, the Foundation is here to help. Planning a successful event takes preparation, and this toolkit will guide you every step of the way.

The Fundraising Toolkit has four main sections. Use the Table of Contents or the quick links below to navigate each one.

SELECTING A NEW
FUNDRAISER

IMPROVING
YOUR EXISTING
FUNDRAISER

IMPLEMENTING
YOUR FUNDRAISER

HELPFUL
RESOURCES

When you support the Alpha Gam Foundation, you’re advancing the fight against hunger, empowering women leaders, supporting sisters experiencing crisis and so much more. **Thank you for inspiring the woman and impacting the world!**

For additional support or questions, contact the Foundation at 317.663.4242 or fundraising@alphagammadelta.org.

***Disclaimer:** Please plan responsibly and follow all state, university and safety guidelines.*

Selecting a New Fundraiser

When selecting a fundraiser, you should consider:

- **Chapter capacity** – size, space, location and the best time of year/week for participation.
- **Member strengths** – leverage sisters' skills, talents and personal networks (including parents, professors and alumnae).
- **Campus & community connections** – partner with existing events, organizations or venues to boost visibility.
- **Local needs & opportunities** – can you meet a need while raising funds (e.g., event staffing, clean-up crews, meal delivery)?
- **What already works** – adapt popular campus or community activities into fundraisers.
- **Type of fundraiser** –
 - Athletics: volleyball, softball, soccer, buff bowl, etc.
 - Food-focused: food trucks, mac and cheese night, pancake breakfast, late-night snacks.
 - Competitions: lip sync battles, pageants, bake-offs or cook-offs.
 - “-a-thons”: rock-a-thon, bowl-a-thon, play-a-thon, dance-a-thon.
 - Services: car wash, babysitting, or using members' skills (yoga, self-defense, tutoring, music).
 - **Virtual:** \$1K in a Day, eCards, online raffle, etc.
- **Event ideas** –
 - Alpha Gam Lip Jam
 - Alpha Gam Gives Back with Cheese and Mac
 - Pearls and Poker
 - Alpha Gam Man

For more event ideas, including names and branding, check out our [CrowdChange resources](#) to learn about the Foundation's virtual fundraising platform.

Improving Your Existing Event

Before hosting your event again, make sure it aligns with Alpha Gamma Delta Foundation's mission to impact and enrich communities by supporting education, philanthropy and leadership.

✓ Is the event appropriate?

- Does it positively represent your chapter and Alpha Gamma Delta?
- Does the name include “Alpha Gam” or “Alpha Gamma Delta” for consistent branding?

✓ Are you marketing it correctly?

- Use language such as “Proceeds from [EVENT NAME] support fighting hunger, education, leadership development and more, through the Alpha Gamma Delta Foundation.”
- In your marketing communications, you must clearly state that the donation, admission, participation or purchase price is NOT TAX-DEDUCTIBLE.

✓ How will you handle sponsorships/donations?

- Use the [sample sponsorship resources](#) and request support from a business’s marketing/advertising budget or in-kind gifts.
- Never give out the Foundation’s Tax ID.
- Collect all donations to your chapter, then send one check (minus expenses, if applicable) with the [Remittance Form](#) to the Foundation within one month of the event.
- [Check out our resources for submitting donations and directing proceeds to the correct Foundation mission area.](#)

✓ How can you enhance fundraising?

- Leverage the talents and connections of sisters, alumnae families and campus/community partners.
- Explore new ways to add value, like sponsorships, raffles or upselling.

Hosting a Virtual Event

PIVOTING AN IN-PERSON PHILANTHROPY EVENT TO VIRTUAL:

- Start with what you already have—don't reinvent the wheel.
- Decide if the event should be live or pre-recorded.
- Choose the best platform (Zoom, IG Live, [CrowdChange](#), etc.).
- Build a marketing plan (social, email, text).
- Set up online giving through CrowdChange.
- Add contests or milestone incentives to keep it engaging (great for raffles or auctions).
- For food events, try delivery or drive-by pickup with a sign-up sheet.
- Partner with local restaurants for profit-share nights or takeout deals.

TIPS FOR HOSTING A VIRTUAL EVENT:

- Set up a Facebook Event Page
- VP-Philanthropy to set up the event on [CrowdChange](#) – this platform will assist with event registration, ticket and merch sales, donations and more
- Create a (strong) marketing plan (social media, email, text, banners, tabling, etc.)
- Prerecord presentation and speakers (as much as possible will help with smooth execution)
- Find a streaming service presentation
- Incorporate a live Q &A
- Consider a live event thermometer and/or donor wall
- Incorporate prizes or incentives for milestones reached (jump in the lake, pie in the face, wear a costume/outfit, etc.)
- Are there things you can share that can be done/made at home with “attendees”? (Recipes, crafts, activities, games, charts, etc.)
- View the [CrowdChange Resource Page](#) to learn more.

Virtual Fundraising Event Ideas

Note: some of the events have sample links from [CrowdChange](#) events. Take a peek and use those as an inspiration guide!

- **eCards:**

Set up an event page using CrowdChange as you usually would and turn on the eCard feature. Upload your personally designed eCards (using your campus, holiday or time of year) and assign a dollar value. Encourage sisters to spread kindness using eCards!

- **Host a Live Stream:**

If you can't have people come to you, you can take the event to them. There are a ton of live-stream-type fundraisers that can be hosted such as a livestream workout, cooking class, video game stream, virtual paint night, special guest speaker and more.

- **Personal Page Competition:**

A personal page is your own fundraising page within the general fundraiser. Every sister creates her own personal fundraising page and shares it with at least 5 people not on campus.

- **Virtual 5K:**

Create a registration link and Google Form. Participants pay their registration and choose their own starting line (they can do the run on a treadmill, outdoors, on an indoor track, etc.). Runners race the distance specified, which in this case is 5K, and upload their finishing times through Google Form. Tally up the times and award the winners.

- **Online Raffle:**

The idea of supporting a great cause while simultaneously having the chance to win a prize can get supporters very excited about participating in an event. An online raffle, using CrowdChange, where donors can purchase tickets remotely and then have their prize delivered to them later is a great way to achieve that excitement without having a physical gathering of people. *(Note: Please check your state laws regarding raffles prior to hosting any games of chance.)*

Sample link: <https://greeklife.crowdchange.dev/5825>

- Fraternity/Sorority/Organization Challenge:**
 Chapters have been incredibly successful when running a challenge competition on CrowdChange of fraternities, sororities and other student organizations on their campus. Every organization creates their own team fundraising page and raises money through this page. Team pages are ordered in a leaderboard format to spark friendly competition.
 (Optional: Offer a prize to the chapter who raises the most.)
 Sample link: <https://greeklife.crowdchange.dev/5822>
- Alum Fundraising Challenge:**
 Create a team page for current collegiate members and alums. Set a period of 1 week and challenge the alum to outraise the current collegiate members.
- Zoom Events - BINGO / Trivia / Poker / Talent Shows / Battle of the Bands or Dance Competition**
 Sell tickets using CrowdChange then hold a live event. Some components may be prerecorded.
- Donation BINGO:**
 Create BINGO boards and have every sister post a board on Instagram stories with various amounts. (Don't forget your chapter's Insta page!) People "swipe up" on your story to "fill" a spot on the board by donating via CrowdChange. You mark the spaces off as people donate and continue to repost the board until all spaces are marked off.
- Virtual Shopping Sale / Silent Auction:**
 Virtual store to sell items. What items are sold in your community? Plants, flowers, fruits, vegetables? What are people interested in? OR create a virtual silent auction and have people bid on donated items. Set up an event on CrowdChange for ease of collecting the money and additional donations.
- Online Gift Card Auction:**
 Ask local businesses to donate gift cards (all amounts are welcome). You might even ask your volunteers and donors if they have gift cards laying around that they'd like to donate (many people have a card or two tucked in their wallet). Try to get gift cards for a variety of services and products like automotive services, hotels, national chains and restaurants to appeal to a wide variety of people.

- **Host A Creative Marathon Fundraiser (no... not the running kind):**
Listen to a song non-stop, watch hours of a certain type of movie, dance, cook, sing, teetertotter, etc. for a certain length of time to show endurance. Invite people to use their time and talents and tap into their strengths and interests. Livestream the event and invite viewers to join you by donating.
- **Race - Rubber duck, tortoise, building or craft project, superhuman trick – whatever you can come up with.**
On your mark, get set, go! A few options to execute this:
1) Get several rubber ducks and write a number on the bottom of each one. Create a board/chart with those numbers and sell each number/square for \$5 or \$10 each. Release the ducks downstream and the first one crosses the finish line wins.
2) Choose a few different projects you'd like to get funded that cost about the same. Then, challenge donors to give to their favorite project! The "race" is to see which project gets fully funded first. OR 3) Place bets on who can complete something the fastest. (Note: prizes, special privileges or recognition could be rewards for "winning".)

Sample Fundraiser

ALPHA GAM GIVES BACK WITH CHEESE AND MAC

'Alpha Gam Gives Back with Cheese and Mac' is a sample fundraising event that combines two things we all love - philanthropy and macaroni and cheese.

This event is a fun and easy-to-execute fundraiser for chapters of all sizes to raise money for the Alpha Gamma Delta Foundation. Proceeds from the event benefit Foundation programs including fighting hunger grants, leadership initiatives, scholarships, sisters in need and more.

[Click here](#) to access marketing items, including:

ALPHA GAM GIVES BACK WITH



- Logo
- Social media profile photos
- Banner
- Flier
- Sample invite language

Key Reminders:

- Read the full Fundraising Toolkit first—it covers marketing, budgeting, event timeline and tips for confident fundraising.
- Our focus is fighting hunger, so avoid unlimited food events and try to minimize waste.
 - Pre-sell tickets to estimate portions.
 - Offer extras (toppings, second servings) for a small fee.
 - Add education—like a flier, a quick sister testimonial or a speaker from a local charity.
- After the event, send photos, hashtags and marketing materials to fundraising@alphagammadelta.org so we can celebrate your impact!

Quick Planning Questions:

- What can be donated? Food, drinks, utensils, supplies.
- How will food be prepared? Donated, premade or made from scratch.
- What's your fundraising goal?
 - Jewel Society ([click for more information](#)),
 - Beat last year's total

- Aim for [Top 10 chapter recognition.](#)
- How can you raise more?
 - Sell toppings, VIP line passes or souvenir bowls.
 - Add a bake sale, drink table or raffle.

Why It Matters:

Chapters fundraising for the Foundation can be recognized at Convention, on the website, in publications and on social media. Just don't forget to send your [Remittance Form](#) after the event!

Questions?

Contact Jamie Law at jlaw@alphagammadeltafoundation.org or 317.663.4242.

All About CrowdChange

CrowdChange is the official online fundraising platform for Alpha Gamma Delta collegiate chapters. Whether you're hosting a virtual event, in-person fundraiser or both, CrowdChange helps make giving easier, more engaging and more effective.

**ACCESS
CROWDCHANGE**

Getting Started:

Your chapter's Vice President-Philanthropy is responsible for managing all CrowdChange events. To get started, visit alphagammadelta.crowdchange.co and clicking on "Start a Fundraiser." The setup process is simple and guided—just follow the prompts! [Click here to watch CrowdChange's training video.](#)

Using CrowdChange at In-Person Events:

CrowdChange is mobile optimized! Here's how to collect donations on-site:

1. Generate a QR code at qr-code-generator.com.
2. Paste in your CrowdChange event link.
3. Print or display the QR code at your event.
4. Attendees can scan the code to access your donation page instantly from their phones.

What About Fees?

Thanks to our contract, there is no platform cost to your chapter.

CrowdChange processing fees include:

- CrowdChange fee: 3.9%
- Credit card fee: reduced nonprofit rate of 2.3% + \$0.30 per transaction

Good news: 93% of donors opt to cover these fees, which means your chapter typically sees a net processing fee of less than 1% (average ~0.72%). If donors don't cover the fees, they are simply deducted from the total raised—you will not be billed. For more information on fees, visit our [Fundraising Fees resource](#).

Where Do Donations Go?

All funds raised through your CrowdChange event are deposited into your chapter's re:Members account.

After your event:

- The VP-Finance must submit a donation to the Foundation, as if she is paying a bill to a vendor.
- A [Remittance Form](#) is always required.

Are Donors Recognized Individually by the Foundation?

No. While names are listed on your CrowdChange event page, individual donors will not be recognized by the Foundation on our website, *Gratitude Report* or other Foundation communications.

[Click here for more helpful CrowdChange resources for VP-Philanthropy.](#)

Ready to Launch?

Start now at: alphagammadelta.crowdchange.co

If you need support, we are always here to help! Contact Jamie Law at jlaw@alphagammadeltafoundation.org.

#AlphaGamGives Day of Giving '\$1K in a Day'

'\$1K in a Day' is a one-day, chapter-friendly social media fundraising challenge held during Alpha Gam's annual Day of Giving at the end of March. Through friendly competition, chapters aim to raise \$1,000 or more in just 24 hours using their chapter-specific CrowdChange page.

HOW IT WORKS:

- Each chapter has a pre-set CrowdChange fundraising page created by the Foundation.
- Use your chapter's unique link to track progress and see how you rank against other chapters.
- Donations go directly to the Foundation in support of the Annual Fund—*no remittance forms or re:Members transfers required.*
- Your chapter receives full credit for funds raised during the event.
- Chapters can track progress and see what chapters are leading the way.

WHY PARTICIPATE?

- Boost your chapter's visibility and support the Foundation.
- Receive Jewel Society credit.
- Get recognized on social media, on the Foundation's website and during Convention (Convention years only).
- Participation is optional but highly encouraged as a fun and impactful fundraising opportunity.

LEARN MORE ABOUT
DAY OF GIVING
'\$1K IN A DAY'

Planning & Logistics

A great fundraiser requires teamwork, planning and clear communication. Use this quick guide to stay organized and make your event a success.

CREATE COMMITTEES:

You're not doing this alone—delegate! Recruit committees based on sisters' skills and assign clear responsibilities. Hold regular check-ins to track progress.

Delegation = less stress and more success.

Possible Committees:

- Logistics/Operations
- Marketing
- Sponsorships
- Ticket Sales/Registration
- Entertainment & Programming
- Food
- Décor
- Check in/Registration
- Set-Up/Clean-Up
- Photography & Social Media
- Campus/Community/Fraternal Outreach

CREATE A BUDGET:

Plan your income and expenses early so you can maximize profits. Include ticket sales, venue costs, food/drink, decorations, etc. [Check out our sample budget.](#)

Pro Tips:

- ✓ Delegate early & often—teamwork reduces stress.
- ✓ Track tasks & sponsorships so nothing falls through the cracks.
- ✓ Keep the cause front and center—remind everyone why you're fundraising.
- ✓ Celebrate after! Recognize your chapter's hard work and impact.

Planning Timeline

4 Months Out:

- ✓ Confirm date, time, location and theme
- ✓ Recruit committees & assign roles
- ✓ Ensure event aligns with Alpha Gam values, Foundation mission & university policies
- ✓ Research vendors & get quotes
- ✓ Educate chapter about the Foundation's mission

3 Months Out:

- ✓ Finalize vendors & sign contracts
- ✓ Set chapter & individual fundraising goals
- ✓ Open registration & set up [CrowdChange](#)
- ✓ Start sponsorship outreach
- ✓ Order signage & decor
- ✓ Send "Save the Date" announcements

2 Months Out:

- ✓ Kick off marketing & social media promotion
- ✓ Organize prizes, raffles, giveaways
- ✓ Order T-shirts
- ✓ Invite other Greek orgs

1 Month Out:

- ✓ Confirm vendors, sponsors & donations
- ✓ Assign day-of roles (greeters, servers, photographer, social media)
- ✓ Create day-of logistics plan
- ✓ Print name tags, sign in sheets and waivers (if applicable)
- ✓ Continue ticket, T-shirt & raffle sales
- ✓ Gather all supplies

Day of Event:

- ✓ Meet with volunteers
- ✓ Set up registration, signage, tables, decor, A/V
- ✓ Assign clean-up roles

Post-Event:

- ✓ Share success on social & with local/campus media
- ✓ Send proceeds + Remittance Form to Foundation
- ✓ Thank sponsors, donors and volunteers
- ✓ Return equipment & pay invoices
- ✓ Share photos with the Foundation/Fraternity & alumnae
- ✓ Complete committee evaluations
- ✓ Complete transition document for the next VP-Philanthropy

Launching Your Fundraiser

Once you've chosen your event, run through this quick checklist to ensure it aligns with the Foundation's mission and sets your chapter up for success:

✓ Mission & Branding:

- Aligns with the Foundation's mission (education, philanthropy, leadership)
- Event name is appropriate and includes "Alpha Gam" or "Alpha Gamma Delta"

✓ Marketing Language:

- Use language such as "Proceeds from XX event support fighting hunger, education, leadership development and more, through the Alpha Gamma Delta Foundation."
- You must clearly state that donations/admission/participation fees are not tax-deductible.

✓ Collecting & Handling Donations:

- Collect donations before, during and/or after the event.
- Have all checks written to your chapter.
- Once all donations are collected, send ONE check payable to the Alpha Gamma Delta Foundation within one month of your event. [Learn more about how to correctly submit donations.](#)
- Complete our virtual Remittance Form (required). [Learn more.](#)
- Planning to collect donations and track progress using CrowdChange? Review the Foundation's [CrowdChange Resources](#).
- If seeking corporate sponsorships and donations, use the [sponsorship solicitation samples](#) to request in-kind gifts or sponsorships from businesses (e.g., gift cards, services).
- Per the IRS, chapters are unable to share the Foundation's Tax ID number when soliciting donations.
- ***Please remember: While proceeds benefit the Foundation, collegiate chapters are not public charities; donations from businesses or individuals are not tax-deductible.***

Fundraising with Confidence

Asking for donations can feel awkward at first, but confidence comes from knowing your stuff, preparing well and showing up like a pro. Here's how to make the ask with ease.

Know Your Ask:

- Be clear on event details (date, time, audience).
- Explain why Alpha Gam matters to you and what the Foundation funds (fighting hunger, scholarships, crisis relief, etc.).
- Share how their gift will make an impact and what recognition they'll receive.

Prep Your Mindset:

- Practice your ask with a sister until it feels natural.
- Take two minutes to power-pose or listen to a hype song before making calls or meeting donors.
- Remember: you're offering them the chance to make a real difference!

Look the Part:

- Dress neatly and professionally.
- Stand tall, make eye contact, give a firm handshake and speak clearly.

Why Confidence Matters:

You're representing yourself, your chapter and the Foundation. Believing in the mission, and yourself, helps others believe too.

When you ask, you're not just asking for money. You're inviting someone to:

- Help fight hunger across the U.S. and Canada.
- Support leadership opportunities for future women leaders.
- Provide aid to sisters in crisis.

The worst they can say is "no." Thank them and move on—you're one step closer to the next "yes."

Who to Ask for Donations

What are you fundraising for?

The Alpha Gamma Delta Foundation funds:

- [Fighting Hunger Grants](#)
- [Disaster Relief & SIS Grants](#) (supporting sisters experiencing hardship)
- [Academic Scholarships & Continuing Education Grants](#)
- [Leadership & Professional Development Programming](#)
- [Educational Area Grants](#) (supporting educational spaces and technology in chapter facilities)

If your chapter plans to designate your gift to a specific program area, be sure to let donors know and include it in all marketing.

Who should you ask to donate?

- **Chapter sisters** - set a personal fundraising or ticket-selling goal for each member.
- **Other Greek/student organizations** - add friendly competition with prizes or recognition
- **Campus peers & professors** - share your event and invite them to join
- **Alumnae** - ask individual alumnae or your local alumnae chapter/club to donate or volunteer
- **Local businesses** - use our [sponsorship resources](#) to solicit gifts (monetary or in-kind) from local businesses

Tip: Use [CrowdChange](#) to boost your reach and make ticket sales and donations quick and easy!

Submitting Donations to the Foundation

Submitting donations to the Foundation through the proper process is important and ensures:

- The donation is received.
- Your chapter receives credit & recognition for the gift.
- The money goes to the correct fund.

HOW TO PROPERLY SUBMIT DONATIONS:

✓ Within ONE MONTH of your event, send ONE check made payable to the Alpha Gamma Delta Foundation **OR** submit your donation using re:Members.

✓ Complete a Remittance Form using our NEW digital form (printed Remittance Forms are no longer accepted. *NOTE: This is required. See the next page for more information.*)

✓ Ensure your donation is designated to the correct fund of your choice.

DESIGNATING YOUR GIFT TO A FUND:

When sending proceeds (proceeds = total raised – expenses) from your event to the Foundation, please designate them in one of three ways, listed below. Doing so requires you to market the event accordingly.

1. **Annual Fund/Unrestricted** – This benefits all Foundation programs and should be listed on your marketing materials.
2. **Specific Foundation Program** – This will benefit one or more specific programs identified by your chapter (e.g. fighting hunger, sisters in need, scholarships, etc.) and those programs should be listed in your marketing materials and Remittance Form. **If you choose to fundraise specifically for the cause of fighting hunger through the Foundation, be sure to use the broader phrase “fighting hunger” in your marketing materials as opposed to the name of a specific, separate charity (e.g., XYZ Food Pantry, Meals on Wheels, Feeding America, etc.).** *The Internal Revenue Service (IRS) has rules that affect how gifts are made and received. Raising funds under the broader cause of fighting hunger allows the Foundation to grant those funds to local, regional and national organizations who we join in the fight against hunger and also ensures your gift can be recognized towards your*

chapter's Jewel Society goal, for Convention awards and Fraternity Good Standing.

3. **Chapter Endowment (scholarship or leadership endowment)** – This will benefit your chapter's specific endowment and the endowment name should be listed on your marketing materials and Remittance Form.

FAQS:

Are we able to get a card reader for accepting onsite donations?

Yes! Billhighway "Anywhere" is a mobile application and Bluetooth-enabled card reader that offers the ability to accept in-person donations/purchases, member payments and submit mobile deposits. *(Note: this is a Billhighway product and will NOT connect to your CrowdChange philanthropy event. Donations/payments through Anywhere will go directly into your chapters Billhighway account and will not reflect towards your fundraising goal in CrowdChange.)*

What if we used CrowdChange for our event?

Check out our ["All About CrowdChange"](#) page!

What fees do we incur?

Check out our ["Fundraising Fees"](#) page!

Remittance Forms

WHAT IS A REMITTANCE FORM?

The Collegiate Chapter Remittance Form is an online form documenting the details of your chapter's fundraising event and donation. It ensures the Foundation is aware of your gift, the money your chapter raised goes exactly where it needs to and your chapter receives proper recognition for the donation.

HOW DO I SUBMIT IT?

Complete [the online form](#) on our website.

Note: The Foundation previously accepted emailed or printed/mailed versions of the form, however, to streamline the process and ensure all forms are accounted for, we only accept digital forms.

IS IT REQUIRED TO SUBMIT A REMITTANCE FORM?

Yes. To ensure we designate and credit the gift correctly, chapters are required to submit a Remittance Form.

**ACCESS THE
REMITTANCE FORM**

Sponsorships

Why Sponsorships Matter:

Sponsorships help offset event costs so more funds go directly to the Foundation. Businesses can give monetary or in-kind donations (products, raffle items, services) in exchange for recognition—T-shirt logos, banners, social media mentions or other creative shoutouts.

Sample Sponsorship Strategy:

- Start with Who You Know
 - Reach out to existing connections—family businesses, favorite coffee shops, regular hangouts.
- Do Your Homework
 - Know your event details (date, audience, impact).
 - Research the business beforehand—what they do, their products/services and who to contact (usually a manager or CSR lead).
- Plan Before You Ask
 - Decide who's contacting which businesses.
 - Track asks, responses and follow-ups to avoid overlap.
 - Outline sponsorship levels and benefits (Gold, Silver, Pearl, etc.).
- Make the Ask
 - Letter/Packet: Share event details, audience demographics and why their support matters.
 - Call or Visit: Use the sample script below.
 - Follow Up: Send a confirmation email/letter for any commitments.
- After the Event
 - Send a thank-you letter and share how their support made an impact.

Sample Sponsorship Communications

SAMPLE SPONSORSHIP LETTER/EMAIL:

Dear Mr./Mrs./Ms. [LAST NAME],

Alpha Gamma Delta sisters are dedicated to impacting their communities and contribute to the world's work through community service and fundraising events.

To support our philanthropy, the women of [CHAPTER NAME] Chapter at [SCHOOL] are hosting [EVENT NAME] on [DATE].

Our goal for this event is to raise \$[AMOUNT] for the Alpha Gamma Delta Foundation which provides grants and scholarships for:

- Fighting hunger
- Education
- Leadership development
- Crisis relief

We are passionate about this cause and invite you to **join our impact through a sponsorship** outlined below:

Gold Sponsor - \$XXX

- Company logo on event T-shirt
- Name placed on promotional materials and banners
- Included in social media efforts
- Invitation to the event
- Announced verbally at the event
- Included in post-event press

Silver Sponsor - \$XX

- Company logo on event T-shirt
- Name placed on promotional materials and banners
- Included in social media efforts

Pearl Sponsor -

- In-Kind Donation
- Name placed on promotional materials and banners

We hope you will consider one of these event sponsorship levels. Your support is important to the success of our event and in the continuation of the Foundation's mission. I will follow up with a phone call within the next two weeks. If you have any questions in the meantime, please feel free to contact me at the number below.

Thanks in advance for your consideration!

Sincerely,

(Sign your name)

[NAME]

[CHAPTER AND UNIVERSITY]

[EMAIL]

[PHONE NUMBER]

Though proceeds from this event benefit the Alpha Gamma Delta Foundation, a 501(c)(3), public charity, collegiate chapters of Alpha Gamma Delta are not considered a public charity. Your donation is not tax-deductible. We ask you to consider donating out of your marketing/advertising budget or an in-kind donation. Learn more about the Alpha Gamma Delta Foundation at alphagammadeltafoundation.org. Again, thank you.

Note: Checks should be made payable to [CHAPTER NAME] and sent to [ADDRESS]

SAMPLE SPONSORSHIP SOLICITATION SCRIPTS:

Hi Mr./Mrs./Ms. [LAST NAME].

My name is [NAME], and I am a member of Alpha Gamma Delta sorority.

We have an upcoming event that raises money for the Alpha Gamma Delta Foundation which provides grants for fighting hunger, education and leadership development. And we would love to promote your business through a sponsorship!

We are offering three levels of sponsorships: Gold, Silver and Pearl.

Pearl level sponsors provide an in-kind donation in exchange for their company's name on promotional materials and banners.

Silver level sponsors, who make a minimum donation of \$[DOLLAR AMOUNT], receive benefits such as:

- Business logo on our event t-shirt
- Name/logo placed on promotional materials and banners
- And are included in social media efforts

And, Gold level sponsors, who make a minimum donation of \$[DOLLAR AMOUNT] or above, receive the previously mentioned benefits in addition to:

- An invitation to the event
- Verbal introduction at the event
- Inclusion in post-event press

Are you interested in any of these sponsorships?

(WAIT! Don't say anything and let them respond.)

If yes (to any level):

This is wonderful! Thank you so much. I will send you a follow up letter or email – whichever you prefer – confirming your commitment along with instructions for making your donation.

Would you like your confirmation mailed or emailed?

Mailed: Confirm the mailing address (that you have – you should not have to ask for the address)

Emailed: Ask for a personal email address or confirm the one you believe is theirs

Again, thank you so much on behalf of my Alpha Gamma Delta sisters. Have a great day!

If no (in general):

I understand, is there a smaller donation or any service/coupon/silent auction basket item you are able to contribute to our event?

Thank you for your time. Have a great day!

(If they commit to anything of significance follow up with a letter or email confirming their commitment and how you will get or request obtaining the donation.)

VOICEMAIL SCRIPT:

Hello Mr./Mrs./Ms. [LAST NAME]. My name is [NAME] and I am a member of Alpha Gamma Delta sorority. We have an upcoming event that raises money for fighting hunger, education and leadership development.

We would love to promote/market your business in exchange for a sponsorship donation. We are offering three levels of sponsorships: Gold, Silver and Pearl.

I will mail you a letter with more information about the event, who we're raising money for, our sponsorship level options and benefits, my contact information and a plan for following up.

If you need to reach me in the meantime, please call [PHONE NUMBER] and ask for [NAME].

Thank you for your time and consideration in supporting our [EVENT NAME].

Note: Be sure to follow up with a letter or call, send a confirmation and of course, thank the sponsor if they choose to give.

SAMPLE SPONSORSHIP CONFIRMATION LETTER/EMAIL:

Dear Mr./Mrs./Ms. [LAST NAME],

Thank you for your time the other day and for your sponsorship commitment to the Alpha Gamma Delta's [EVENT NAME] on [DATE] at [TIME] at [LOCATION].

The women of Alpha Gamma Delta at [SCHOOL] have a goal to raise \$[DOLLAR AMOUNT] for the Alpha Gamma Delta Foundation which provides grants and scholarships for:

- Fighting hunger
- Education
- Leadership development
- Crisis relief

Thousands of people benefit from these programs, which is why we thank you for committing to be a [SPONSORSHIP LEVEL] with a donation of \$[DOLLAR AMOUNT].

Gold Sponsor - \$XXX

- Company logo on event T-shirt
- Name placed on promotional materials and banners
- Included in social media efforts
- Invitation to the event
- Announced verbally at the event
- Included in post-event press

Silver Sponsor - \$XX

- Company logo on event T-shirt
- Name placed on promotional materials and banners
- Included in social media efforts

Pearl Sponsor -

- In-Kind Donation
- Name placed on promotional materials and banners

Your support is important to the success of our event and in continuing these types of grant and scholarship programs. Please send your donation* made payable to [CHAPTER NAME] to [CHAPTER ADDRESS] or make your donation online using our [CROWDCHANGE LINK].

If you have any additional questions, please contact me at the number below.

Thank you,

(Sign your name)

[NAME]

[CHAPTER AND UNIVERSITY]

[EMAIL]

[PHONE NUMBER]

Though proceeds from this event benefit the Alpha Gamma Delta Foundation, a 501(c)(3), public charity. Collegiate chapters of Alpha Gamma Delta are not considered a public charity. Your donation is not tax-deductible. We ask you to consider donating out of your marketing/advertising budget or an in-kind donation. Learn more about the Alpha Gamma Delta Foundation at alphagammadeltafoundation.org. Again, thank you.

Note: Checks should be made payable to [CHAPTER NAME] and sent to [ADDRESS].

SAMPLE SPONSORSHIP THANK YOU LETTER/EMAIL:

(Include sample marketing, photos, T-shirt, event giveaways along with this letter.)

[MONTH, DAY YEAR]

[FULL NAME]

[BUSINESS NAME]

[STREET ADDRESS]

[CITY, STATE/PROVINCE ZIP/POSTAL]

Dear Mr./Mrs./Ms. [LAST NAME],

Thank you so much for supporting the women of Alpha Gamma Delta at [SCHOOL] in our [EVENT NAME] event. With your contribution of [CONTRIBUTION ITEM OR AMOUNT] we were able to [REACH/EXCEED] our goal to raise \$[AMOUNT].

*[INSERT PARAGRAPH ABOUT THE EVENT/DAY/ATTENDANCE/EVENT SUCCESS]

Our event proceeds will help in our work to fight hunger and provide education, leadership and philanthropic experiences through the Alpha Gamma Delta Foundation. Please know that we value partnerships with our sponsors. Your commitment helped make this event successful and that is not something we take for granted. Please accept our sincere thanks for your generous support.

Best regards,

(Sign your name)

[NAME]

[CHAPTER AND UNIVERSITY]

[EMAIL]

[PHONE NUMBER]

P.S. We hope you will consider supporting Alpha Gamma Delta in future fundraising efforts!

Marketing Your Fundraiser

When promoting your event, be creative, clear and professional. Always follow [Alpha Gam's marketing guidelines](#), and remember, you're representing the Fraternity and the Foundation. Use the ideas below to maximize awareness, engagement and donations.

Key Marketing Tips:

- **Be Clear About the Cause:**
Always explain *why* you're fundraising and *what* the Foundation supports—fighting hunger, scholarships, crisis relief, leadership development, etc.
- **Keep Branding Consistent:**
Use approved logos, colors and language to represent Alpha Gam appropriately.

Event Promotion Ideas:

- **Save the Date:**
As soon as the date, time and place are set, send "Save the Date" announcements via social media, email and your chapter website.
- **Create a Hashtag:**
Tie your event name or theme to a unique hashtag and use it consistently across all platforms. This will also help you gather photos from the event!
- **Add Friendly Competition:**
Challenge sisters to raise the most funds or sell the most tickets. Partner with another Greek organization for a fun, lighthearted fundraising contest.
- **Tap Into Your Network:**
Use the [sample fundraising messaging](#) to email family, friends and mentors with a personal update and donation request. Share your chapter's or your personal [CrowdChange](#) event link for easy online giving.
- **Share Stories of Impact:**
Connect donors to real impact. Share stories of sisters who received SIS Grants, scholarships or how the Foundation has supported hunger relief in your community. [Check out these examples.](#)

- **Leverage Local Influencers:**
Invite a campus leader, student-athlete or community figure to attend or emcee. Promote their appearance to attract more interest.
- **Get Media Coverage:**
Send a [press release](#) to local newspapers, campus media or TV stations—they're always looking for feel-good stories.
- **Thank Sponsors & Donors:**
Publicly thank businesses and individuals who support your event. Tag sponsors on social media and link to their websites to show appreciation and boost their exposure.

Reminders:

- ✓ Keep messaging consistent and professional.
- ✓ Think creatively—what's unique about your chapter, campus or community?
- ✓ Always follow up with thank yous after your event.

Promote with confidence, have fun and remember, you're raising money for a mission that matters!

Marketing Guidelines

As you plan your fundraising event, you're going to need to be sure you have a solid marketing plan in place to promote the event and its purpose. To get the most out of your marketing for your Alpha Gam fundraiser, follow these guidelines. Access the Visual Identity and Style Guide (VISG) for logos, fonts, approved colors, etc.

Flyers and Printed Materials

When creating flyers to post around campus or email to other organizations, you want to keep some guidelines in mind so your marketing looks consistent and aligned with the Alpha Gam brand.

Alpha Gamma Delta logo

When using the Alpha Gam logo, please do not alter or customize the logo in any way. Keep it isolated from other text or logos to ensure it stands out and clearly identifies that the event is hosted by Alpha Gamma Delta. *Remember, customized logos for all chapters with your school name are located in the VISG on page 23.* For additional variations of the logo, including reversed alternatives, contact graphics@alphagamdelta.org.



LOVING LEADING LASTING



FOUNDATION

Alpha Gamma Delta Colors

While it may seem like a good idea to promote your fundraiser with fun colors that will grab the attention of others, it's best to keep it simple and easily identifiable as an Alpha Gamma Delta event. Using the official colors of the Fraternity will ensure that no matter what event you are promoting, your friends and supporters will always know they are supporting Alpha Gamma Delta! *Remember, when using secondary palette, you need to use in conjunction with at least one of the primary colors.*

Primary Color Palette



C 2 M 100 Y 85 K 6
R 200 G 16 B 46
HEX# C8102E



C 0 M 4 Y 62 K 0
R 243 G 221 B 109
HEX# F3DD6D



C 56 M 2 Y 78 K 5
R 116 G 170 B 80
HEX# 74AA50

Secondary Color Palette



C 95 M 11 Y 70 K 44
R 0 G 102 B 79
HEX# 00664F



C 9 M 100 Y 54 K 43
R 138 G 21 B 56
HEX# 8A1538



C 9 M 16 Y 8 K 19
R 193 G 178 B 182
HEX# C1B2B6



C 44 M 34 Y 22 K 77
R 83 G 86 B 90
HEX# 53565A



C 63 M 62 Y 59 K 94
R 45 G 41 B 38
HEX# 2D2926



C 97 M 45 Y 24 K 55
R 7 G 79 B 113
HEX# 074F71

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Alpha Gamma Delta Fonts:

When creating promotional flyers, use the official fonts of Alpha Gamma Delta whenever possible. When using the Greek letters ΑΓΔ utilize the Symbol font to create these letters. It is recommended that you use the logo and Fraternity name spelled out on marketing whenever possible. Please remember that using the English letters AGD is never acceptable.

Information to Include:

Your marketing should be eye-catching, concise and accurate:

- Event Title – Bold, prominent, and clear.
- Imagery – Attention-grabbing and relevant.
- Date / Time / Location – Easy to find at a glance.
- Cost – Clearly state any registration fee.
- Hashtag – Unique, fun, and consistent.
- [CrowdChange Link](#) – Direct and easy to access.
- Foundation Disclaimer – Use language such as “Proceeds from XX event support fighting hunger, education, leadership development and more, through the Alpha Gamma Delta Foundation.” In your advertising, you must clearly state that the donation, admission, participation or purchase price is NOT TAX-DEDUCTIBLE.
- Be sure you’ve reviewed the [Improving Your Existing Event](#) or [Selecting a New Fundraiser](#) documents.

Social Media Promotion

The easiest way to promote your fundraising event is through social media. Following these guidelines will help your event look its best. For more information about appropriate use of social media, check out our Media and Social Media Guide located in the Collegiate Officer Materials in Acorn.

Facebook

Creating a Facebook Event to promote your fundraiser is easy and allows you to share it with friends, family and supporters who may be interested in participating and/or donating. Here are a few tips to remember when you’re creating your Facebook Event:

- Be sure the event gets created from your chapter’s Facebook page and not your personal page. This will help it reach the largest audience possible and be more easily shared by all your sisters.
- If you’re creating a header graphic for your event using Photoshop or another editing software, the dimensions for your graphic need to be 940 by

788 pixels. This will ensure your image will not be blurry and that people will see all the information you include.

- Include all of the same information on the event page that you included on your printed flyer. Directly link to any registration pages so people can easily sign up to attend.
- Once your event is created, make sure you invite all your sisters and family/friends. Encourage them to share the event page on social media. Consider making it a contest!

Instagram

Instagram is a great platform to show photos and videos of your chapter. Posts should come from the chapter's account and encourage chapter members to like and comment on your post.

- Include the link to your CrowdChange fundraising page or Facebook Event in your Instagram bio. Please note, links aren't clickable in Instagram captions.
- Create a hashtag for your event and use it every time you post about your event. This hashtag can be tracked to see how others interact with the event.
- Keep your captions short (1-2 lines) and include emojis in captions when applicable.
- Tag other organizations or relevant accounts in both the caption and in the photo.
- Utilize the Instagram Stories feature to show behind-the-scenes posts and additional messages. Have fun with your posts by using the Instagram stickers, location, hashtag and tagging options.

Other Notes

Be mindful of your audience for each platform and that the content you're sharing is relevant and appropriate. Remember, your event marketing reflects your chapter and Alpha Gamma Delta as a whole. You want to be sure you are presenting all information accurately and you abide by the Alpha Gamma Delta guidelines located in Acorn.

Marketing Communications Samples

Check out the following fundraising communications below. [Click here for sample post-event thank you communications.](#)

SAMPLE EMAIL:

Subject: Will you join me in making an impact?

Hi [NAME],

I hope you're doing well! I'm reaching out to share an opportunity to support a cause I care deeply about.

My chapter of Alpha Gamma Delta is hosting a [philanthropy event name] on [event date] at [event location] to benefit the Alpha Gamma Delta Foundation. This event supports women's education, leadership development, scholarships, crisis relief and efforts to fight hunger in communities across North America.

You can support in one of two ways:

1. Join us at the event - [Insert brief event details: time, tickets, what to expect]
2. Make an in-kind or monetary donation to help us reach our goal! Every gift makes a difference. [insert CrowdChange URL]

Thank you so much for your support. Your generosity means the world to me and to the thousands of women and communities supported by the Foundation.

Sincerely,

[Your Name]

[Chapter Name, School Name]

SAMPLE TEXT:

Hey [Name]! I'm fundraising for the Alpha Gamma Delta Foundation, which supports scholarships, leadership programs, crisis relief and fighting hunger. My chapter is hosting [Event Name] on [Date], and I would love it if you came! You can also give at [Insert link]. Thank you for supporting a cause that empowers women and communities! 💛

SOCIAL MEDIA CAPTION:

💎 Help us make a difference! 💎

My chapter of Alpha Gamma Delta is raising funds for the Alpha Gamma Delta Foundation, which supports communities across North America through Fighting Hunger Grants and empowers women through scholarships, crisis relief, leadership programs and more.



[Event Name]



[Location]



[Date & Time]



[Event or ticket link if applicable]

Can't attend? You can still support our cause by donating here: [Donation link]

Every dollar helps empower women and feed families across North America. ❤️

View the [Sample Press Release](#) on the following page.

SAMPLE PRESS RELEASE:

Sample Press Release



For Immediate Release:

[DATE]

Alpha Gamma Delta, [CHAPTER NAME] Raises More Than \$[DOLLAR AMOUNT] in Local Fundraiser

Alpha Gamma Delta's [CHAPTER NAME] at the [UNIVERSITY] raised \$[DOLLAR AMOUNT] for the Alpha Gamma Delta Foundation through its annual philanthropy event, Alpha Gam Gives Back with Cheese and Mac'.

This event featured a macaroni and cheese bar with toppings. All proceeds benefited the Alpha Gamma Delta Foundation, whose mission is to impact and enrich our communities by providing essential support for education, philanthropy and leadership. The Alpha Gamma Delta Foundation supports fighting hunger, educational and leadership programming including scholarships, continuing education grants and funding of leadership development training and conferences for members.

During the event, more than [NUMBER] of college students and [CITY NAME] community members attended. Tickets were sold for \$[DOLLARS].

###

About Alpha Gamma Delta: An international women's organization, Alpha Gamma Delta is committed to providing opportunities for personal development, service to others and the space for members to forge their own paths—all through a lifelong spirit of sisterhood. Together, we continually work to: Inspire the Woman. Impact the World.

[Officer Name, Officer Title at Phone Number or Email Address].

Sample Thank You Communications

HANDWRITTEN THANK YOU NOTE:

[Name],

Thank you so much for your generous support of the Alpha Gamma Delta Foundation. Your kindness helps fund scholarships, crisis grants and fighting hunger programs that empower women and communities across the U.S. and Canada. We're so grateful for you. Thank you for making a difference!

With gratitude,

[Your Name]

[Your Chapter Name]

THANK YOU SOCIAL MEDIA CAPTION:

We're beyond grateful for everyone who supported our philanthropy event benefiting the Alpha Gamma Delta Foundation! 💛

Your generosity fuels scholarships, leadership programs and hunger relief initiatives across the U.S. and Canada. Thank you for helping us contribute to the world's work!

THANK YOU EMAIL:

Dear [Name],

On behalf of [Chapter Name], thank you for supporting our recent philanthropy event benefiting the Alpha Gamma Delta Foundation. Your generosity helps fund meaningful programs like scholarships, crisis relief, leadership development and fighting hunger grants.

Together, we are building brighter futures for women and communities everywhere. We're so grateful for your support and belief in our mission.

Warm regards,

[Your Name]

[Your Title/Role]

[Chapter Name]

[Optional: Include event photos or recap]

View the [Sample Sponsorship Thank You](#).

Post-Event Wrap-Up

Your fundraiser isn't done when the event ends. A strong wrap-up ensures you maximize results, learn from the experience and set the next VP-Philanthropy up for success.

IMMEDIATE POST-EVENT TASKS:

- ✓ Send thank-yous to sponsors, donors and volunteers ([check out these examples](#))
- ✓ Share event highlights and success stories on social media
- ✓ Submit proceeds + [Remittance Form](#) to the Alpha Gamma Delta Foundation
- ✓ Pay outstanding invoices & return borrowed items

EVENT EVALUATION:

Ask each committee to submit a short report within a week (Google Form or SurveyMonkey makes it easy).

Include:

- Roles & Responsibilities – What did this committee handle?
- Team Size & Time – How many members? Approx. hours spent?
- Budget Recap – What money was well spent? Any surprises?
- What Worked? – Easy wins, successful ideas, strong marketing efforts
- What Didn't Work? – Challenges, pain points, things to rethink
- Suggestions for Next Year – Any changes or improvements?

Sample questions to ask:

- Was the committee size right?
- What promo strategies worked (and what flopped)?
- Would you volunteer for this role again?
- Any extra feedback or tips for the next team?

Sample Event Transition Document

1. What worked well:

- Planning of the event
- Committee assignments and follow-through
- Chapter involvement
- Execution of the event
- Attendee participation

2. What could have worked better regarding:

- Planning
- Committees
- Chapter involvement
- Implementation and execution
- Attendee participation

3. What would you do differently?

4. How was this event received by supporters (donors, sponsors, attendees, alumnae)?

5. Fundraiser strengths (things you want to keep for next year):

6. Fundraiser weaknesses (things that you should consider changing/updating):

7. Were there any budget “surprises”?

8. What other fundraising features could be added to the event to raise more money (penny wars, silent auction, bake/beverage sale, contest)?

9. Other thoughts/comments to assist the next Vice President-Philanthropy in executing a successful event?

Fundraising Fees

Chapter Actions	Associated Fees	Notes
Chapter sets up an event in CrowdChange	0%	The CrowdChange event automatically connects to the chapter's re:Members account
Donations received and processed using CrowdChange	7.5% (3.9% to CrowdChange & 3.6% to cover credit card fees and to pay re:Members, as the payment processor)	Donors can choose to cover this entire 7.5% fee when making their donation. This should be encouraged, even in the event description
Chapter collects \$/checks for the fundraising event and deposits them into their re:Members account (via mail or ACH)	1%	This is a standard fee for <i>all</i> chapter deposits into the chapter's re:Members account
Chapter recoups fundraising expenses then, through re:Members, issues a donation (check or Send Money) to the Foundation	0%	No charge to the chapter because the Alpha Gamma Delta Foundation is a "client" of re:Members
Chapter requests checks/payment to vendors, venues, suppliers, other organizations, etc. via re:Members	\$40 for every 100 checks requested	This cost includes the cost for re:Members to create and send the check as well as the cost of the physical check (ACH payments are free)
Chapter purchases a Prepaid Card from re:Members to use for fundraising expenses, rather than requesting re:Members send funds for payments	\$4 one-time	This Prepaid card is available to chapters (but not required) and is valid for one year
Chapter orders a re:Members Anywhere device	\$169 + shipping for device, \$40/annually for maintenance	This (optional) card reader and app can help chapters process donations and payments
Chapter uses re:Members Anywhere device or the Collect Donations option in re:Members	3% credit card; 1% ACH processing fee per transaction	It's important to know there are fees associated any time money is exchanged, unless the chapter is given cash, however there is still a 1% fee to deposit that cash donation

Notes:

- These fees are as of 08.29.2026 and are subject to change.
- Refer to the re:Members Training Center for their specific fees.
- Please reach out to individual vendors if you have questions about their fee structure.

Fundraising Questions? Contact Jamie Law, Development Manager for the AΓΔ Foundation, at jlaw@alphagammadeltafoundation.org.

Budget/Finance Questions? Contact Cathy Caldwell, Chapter Finance Specialist for the AΓΔ Fraternity, at ccaldwell@alphagammadelta.org.

Chapter Education – All About the Foundation

Fundraising for the Foundation supports programs like fighting hunger, academic scholarships, crisis relief and more! Make sure your chapter understands the impact of their hard work. See the infographic below or read our [2025-26 Gratitude Report](#) to learn more about the programs your efforts support.



Chapter Recognition

When your chapter raises funds for the Alpha Gamma Delta Foundation, you're not just making a difference, you're earning recognition for your dedication to our sisters and communities!

WAYS YOUR CHAPTER IS RECOGNIZED FOR ITS FUNDRAISING EFFORTS:

- Jewel Society
- Top 10 Fundraising Chapters
- Convention Awards
- Foundation and Fraternity Publications
- IHQ Social Media

COLLEGIATE CHAPTER JEWEL SOCIETY:

Chapters that raise \$2,000+ annually are recognized as part of the Jewel Society, a recognition program established in 1994 to honor the hard work and impact of our collegiate chapters.

The collegiate Jewel Society is recognized in the following annual tiers:

- **Diamond Jewel Society:** \$25,000+
- **Gold Jewel Society:** \$10,000–\$24,999
- **Silver Jewel Society:** \$5,000–\$9,999
- **Jewel Society:** \$2,000–\$4,999

Whether you're just reaching Jewel status or reaching for the Diamond tier, every level makes a difference, is greatly appreciated and deserves to be celebrated.

[Check out our Jewel Chapters!](#)

TOP 10 FUNDRAISING CHAPTERS:

Each year, we spotlight our Top 10 Collegiate Chapters—those who have raised the most for the Foundation during the fiscal year. [Check them out!](#)

FOUNDATION GRATITUDE REPORT:

Both the collegiate Jewel Society and Top 10 Fundraising Chapters are highlighted in the Foundation's annual [Gratitude Report](#).

Thank you
& GOOD LUCK!

