



FOUNDATION

Alumnae Fundraising TOOLKIT

SCROLL DOWN FOR MORE INFORMATION



Alpha Gamma Delta Foundation Alumnae Fundraising Toolkit

Click the contents below to jump to the specific resource you're looking for!

Table of Contents

Introduction.....	3
About the Foundation.....	4
Selecting Your Fundraiser	5
Fundraising Event Ideas	6
Day of Giving	7
About CrowdChange	8
Event Timeline & Checklist.....	11
Sample Personal Solicitation Letter	13
Sample Sponsorship Letter	14
Sample Press Release	15
Marketing Ideas.....	16
Submitting Donations to the Foundation.....	17
Alumnae Group Recognition	19

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.

Use the Table of Contents to navigate throughout the document.

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.

About the Foundation

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



Selecting Your Fundraiser

There's no one-size-fits-all fundraiser. Choose an event that feels realistic for your group and makes the most of your sisters, community and connections.

A FEW THINGS TO CONSIDER:

- What does your alumnae group have the capacity to plan and promote?
- What are your sisters good at or passionate about?
- What events are already popular in your community that could become fundraisers?
- Are there local businesses, vendors or community members who may want to partner with you?
- Is there a need or opportunity in your community that could inspire a fundraiser?
- What time of year, day of the week and location will work best for your audience?

NEED INSPIRATION? Visit [CrowdChange](#) to explore current and past fundraising events hosted by Alpha Gam alumnae groups.

Fundraising Event Ideas

Choose what fits your alumnae chapter/club best. Fundraisers can be as simple or creative as you'd like. Many of these ideas can be hosted and managed through [CrowdChange](#).

GATHER & CELEBRATE:

- Game, trivia or karaoke night
- Gathering, celebration or gala
- Golf, bowling, pickleball or cornhole tournament
- Bracket-style competition

CREATE & SELL:

- Plants, flowers, produce or homemade goods
- Baked goods
- Merchandise
- Auction or raffle
- Shopping event with local vendors donating a portion of proceeds

SHARE A SKILL:

- Yoga, fitness or self-defense class
- Painting, quilting or other creative class
- Cooking demonstration
- Livestream workout or class
- Special guest speaker or presentation

KEEP IT SIMPLE:

- Garage sale
- Car wash
- Babysitting
- Grocery shopping or other services for community members
- Individual birthday fundraiser
- eCards to spread kindness while raising funds

HONOR & REMEMBER:

- Memorial giving in honor of a sister who has entered Chapter Grand

Day of Giving

Mark your calendar for **March 24, 2027** for the Foundation's ninth annual Day of Giving!

HOW YOUR ALUMNAE CHAPTER/CLUB CAN GET INVOLVED:

- Encourage members of your alumnae group to serve as #AlphaGamGives Ambassadors, who spread the word and fundraise during the event.
- Consider sponsoring a Match or Challenge (\$1,000 minimum donation)
 - *Example:*
Name, Notice and Navigate It!
\$1,000 in gifts to the ANNUAL FUND (area of greatest need) unlocks \$1,000 for support of the Fraternity's newest leadership program, The Conflict Lab, which teaches sisters how to successfully navigate conflict, thanks to the generosity of our Houston Alumnae Club.
 - If interested, reach out to jlaw@alphagammadeltafoundation.org.
- Include information about Day of Giving in your alumnae group's newsletter, social media and other communications leading up to and throughout the event. Be sure to follow along at alphagamgives.org!

Visit alphagammadeltafoundation.org/dayofgiving to learn more about the 1,904-minute celebration.

About CrowdChange

CrowdChange is the official online fundraising platform for Alpha Gamma Delta alumnae groups. 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:

1. Choose an event manager.

Decide who will create and manage your fundraiser on CrowdChange. More than one person can help promote the event through personal fundraising pages.

2. Get inspired.

Past alumnae fundraisers remain available on CrowdChange and can be a great source of ideas. Think of them as your fundraising idea bank.

3. Create your fundraiser.

Select **Start a Fundraiser** and add the basics:

- Event name and fundraising goal
- Date, time and location
- Event description – include what the event is, who it's for, how to participate and why you're raising funds.
- Cover image or video – a 640 × 320 image is recommended.
- Purchase options – such as tickets, merchandise or registration.

MAKE THE MOST OF CROWDCHANGE:

- **Personal fundraising pages:** Invite sisters, friends and family to create their own pages and help promote the event. Their fundraising counts toward your overall event goal.
- **Donations:** Accept donations directly through your event page.
- **eCards:** Add an eCard option to give supporters another way to participate.

- **Donation settings:** Customize suggested donation amounts and whether donor names are displayed.
- **Transaction fees:** We recommend making **Donor Covers Service Fees** optional or required so more of the funds raised can support the Foundation's mission.

You can update your event details and features at any time before or during your fundraiser.

CONNECTING YOUR ALUMNAE CHAPTER/CLUB'S BANK ACCOUNT:

When setting up your event, select **My Bank Account** as the destination for donations. CrowdChange will then prompt you to connect your alumnae group's bank account.

Once connected, funds from donations, ticket sales, merchandise and registration are deposited into your chapter/club account **within approximately three days**.

FEES:

Fees are part of fundraising. It's very similar to when you use your credit card at the store, there is a fee for that credit card transaction, typically absorbed by the merchant. It's the same for using any platform or device for fundraising.

When using [CrowdChange](#), donors have the option to cover the transaction fee. (This is a feature we suggest turning on when setting up the event and encouraging your participants to consider so your chapter/club doesn't have to pay the fee per transaction.)

Check out our full fee chart on the following page.

Transaction and other fees explained (as of August 2026):

Chapter/Club Actions	Fees Associated	Notes
Sets up event in CrowdChange	No cost	The Foundation partners with CrowdChange to assist in chapter/club fundraising. There is no cost to the alumnae group to use this platform.
Connects alumnae chapter/club bank account to CrowdChange event	No cost	Banking connection and processing is handled securely through Stripe, an industry-standard provider and Level 1 PCI Compliant (highest level of security).
Event donations or payments received and processed via CrowdChange	6.2% + \$0.30 per transaction (3.9% to CrowdChange and 2.3% + 30c to Stripe, the payment processor); 1% + \$0.30 per transaction for ACH payments	Donors can choose to cover the entire transaction-based fee when making their donation. (Note: last year, 90% of donors covered their fees.)
Collect \$/checks and deposit into bank account	No cost (Consider adding offline donations to the fundraiser total and issue a receipt.)	*Bank fees may apply
Recoup fundraising expenses, then make your donation (click for instructions)	No cost	No fees associated, however, the cost is equivalent to one check and a stamp if the donation is mailed.

Event Timeline & Checklist

Use this as a high-level guide. Adjust the timeline based on your event's size and complexity.

6+ MONTHS BEFORE:

- Set your fundraising goal and budget ([sample budget](#))
- Choose your event format, date and location
- Recruit a planning team and assign responsibilities
- Confirm the event aligns with Alpha Gamma Delta's Purpose, Foundation mission and applicable policies
- Identify any required permits or licenses

4-5 MONTHS BEFORE:

- Finalize vendors, contracts and menu
- Create your marketing and fundraising plan
- Set member fundraising expectations
- Begin sponsorship outreach
- Send a Save the Date

2-3 MONTHS BEFORE:

- Set up CrowdChange and event registration
- Launch ticket sales and marketing
- Continue sponsor and donor outreach
- Order signage, merchandise and other event materials
- Secure prizes, raffle items or giveaways, if applicable

1 MONTH BEFORE:

- Confirm vendors, sponsors and donations
- Finalize the event schedule and day-of assignments
- Gather supplies and registration materials
- Make a final push for tickets, sponsorships and donations

DAY OF:

- Brief volunteers and confirm assignments
- Set up the venue, registration and event materials
- Welcome guests and sponsors

- Capture photos and celebrate the impact
- Complete clean-up and venue closeout

AFTER THE EVENT:

- Send proceeds to the Alpha Gamma Delta Foundation with the appropriate [Remittance Form](#)
- Pay outstanding invoices
- Thank sponsors, donors, volunteers and attendees
- Share photos and event results with the Foundation
- Celebrate your alumnae group's success and capture lessons learned for next time

Sample Personal Solicitation Letter

Hi [NAME],

I'm reaching out because our [ALUMNAE GROUP NAME] is hosting [EVENT NAME] on [DATE] at [LOCATION] to support the Alpha Gamma Delta Foundation.

I'm personally hoping to raise \$[AMOUNT], and our group has set a goal of \$[AMOUNT]. The Foundation supports programs focused on fighting hunger, education, leadership development and helping those experiencing hardship or disaster.

Would you consider making a gift of \$[AMOUNT] to help me reach my goal? Every contribution helps make an impact.

Donate here: [CROWDCHANGE LINK]

Thank you for supporting me and the Alpha Gamma Delta Foundation!

[NAME]

[ALUMNAE GROUP NAME]

[EMAIL] | [PHONE]

Please note: Although event proceeds benefit the Alpha Gamma Delta Foundation, alumnae chapters/clubs are not 501(c)(3) public charities. Donations made directly to an alumnae chapter/club are not tax-deductible. Learn more about the Foundation at alphagammadeltafoundation.org.

Sample Sponsorship Letter

Dear [FIRST NAME],

[ALUMNAE CHAPTER/CLUB NAME] of Alpha Gamma Delta is hosting [EVENT NAME] on [DATE] to support the Alpha Gamma Delta Foundation.

Our goal is to raise \$[AMOUNT] to support the Foundation's to provide essential support for women's education, philanthropy and leadership.

We'd love to have [COMPANY NAME] to partner with us as an event sponsor:

Gold Sponsor – \$XXX

- Logo on promotional materials
- Social media recognition
- Event invite
- Verbal recognition during the event
- Recognition in post-event communications

Silver Sponsor – \$XX

- Logo on promotional materials
- Social media recognition

Pearl Sponsor – In-Kind Donation

- Recognition on promotional materials

We would be grateful for your consideration and would be happy to discuss which sponsorship opportunity best fits your organization.

Thank you for supporting our alumnae community and the work of the Alpha Gamma Delta Foundation!

Sincerely,

[NAME]

[ALUMNAE CHAPTER/CLUB]

[EMAIL] | [PHONE]

Please note: Although event proceeds benefit the Alpha Gamma Delta Foundation, alumnae chapters/clubs are not 501(c)(3) public charities. Donations made directly to an alumnae chapter/club are not tax-deductible. Sponsorships may be considered as marketing or advertising expenses. In-kind donations are also welcome. Learn more about the Foundation at alphagammadeltafoundation.org.

Sample Press Release



For Immediate Release:

[DATE]

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

Alpha Gamma Delta's [ALUMNAE CHAPTER/CLUB NAME] raised \$[DOLLAR AMOUNT] for the Alpha Gamma Delta Foundation through its annual philanthropy event, [EVENT NAME].

[EXPLAIN THE EVENT...] 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, TITLE AT PHONE NUMBER OR EMAIL].

Marketing Ideas

Focus your time on the channels most likely to reach people who already know and care about your chapter, your members or Alpha Gamma Delta. Be sure to check out [Alpha Gamma Delta's Visual Identity and Style Guide](#).

START EARLY:

- Send a Save the Date as soon as the date and location are confirmed.
- Create your CrowdChange event page and give members one easy link to share.
- Use a consistent event name, image and hashtag across email and social media.

MAKE IT PERSONAL:

- Encourage members to personally invite friends, family, coworkers and sisters.
- Give members a simple message and link they can easily copy and share.
- Consider a friendly fundraising or ticket-sales challenge to build momentum.

TELL THE STORY:

- Share why the fundraiser matters, not just event details.
- Highlight a Foundation scholarship, grant recipient or real example of the Foundation's impact.
- Use photos, short quotes and member stories to make the impact tangible.

EXPAND YOUR REACH:

- Invite a local community leader, business owner or other recognizable figure to participate or serve as an emcee.
- Reach out to local media with a short event announcement or press release, particularly if your event has a unique community connection.

RECOGNIZE YOUR SUPPORTERS:

- Thank sponsors, donors and attendees throughout the campaign and after the event.
- Tag sponsors when appropriate and highlight their support on social media.
- Keep it simple: consistent promotion + personal outreach + a compelling story will do more than trying to be everywhere.

Submitting Donations to the Foundation

The Alpha Gamma Delta Foundation is a 501(c)(3), public charity. The Fraternity is a 501(c)(7) organization according to the IRS. Alumnae chapters/clubs fall under the Fraternity's umbrella, therefore they are unable to provide a tax-deduction when fundraising for the Foundation. According to the IRS, for a donation to be considered charitable, the charity itself must receive the money directly and have control over it. Using the Foundation's tax id for fundraising efforts by a chapter or club is not allowed by the IRS. Many times, the donor is receiving goods and services which may mean that there is no tax benefit any way. Purchasing tickets to an event, buying items (t-shirts, candles, nuts, candy, etc) are not charitable. We encourage requesting in-kind gifts or donations from a company's marketing budget, in exchange for advertising.

HOW TO PROPERLY SUBMIT DONATIONS:

- If mailing a check, be sure your alumnae group's name is noted in the memo and that it is accompanied by a [Remittance Form](#) made payable to Alpha Gamma Delta Foundation, mailed to P.O. Box 40277, Indianapolis, IN, 46240.
- Secure, online donations may be made on the [Foundation's website](#). Be sure to include your alumnae group's name in the "Note Regarding My Gift". If you aren't mailing or emailing a Remittance Form, please also include how the funds were raised in the Special Instructions.

ACCESS THE
REMITTANCE FORM

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 group (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 alumnae group’s Jewel Society goal, for Convention awards and Fraternity Good Standing.*
3. **Chapter Endowment (scholarship or leadership endowment)** – This will benefit a specific endowment.

Alumnae Group Recognition

When your alumnae group 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 ALUMNAE GROUP IS RECOGNIZED FOR ITS FUNDRAISING EFFORTS:

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

ALUMNAE CHAPTER/CLUB JEWEL SOCIETY:

Alumnae groups that raise \$1,000+ annually are recognized as part of the Jewel Society.

TOP 10 FUNDRAISING ALUMNAE GROUPS:

Each year, we spotlight our Top 10 Alumnae Groups who have raised the most for the Foundation during the fiscal year.

FOUNDATION GRATITUDE REPORT:

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

**ACCESS ALUMNAE
CHAPTER/CLUB
RECOGNITION**

Thank you
& GOOD LUCK!

For additional questions, contact Jamie Law
at jlaw@alphagammadeltafoundation.org.

