



Ambassador Tips & Tricks

#alphagamgives | #alphagamfoundation

General Social Media Tips and Tricks:

- Make it fun! Use throwback pictures or the social images provided on the Ambassador dashboard in your posts. Ask questions and engage with your network.
- Use any of the samples we've created but edit them, so they sound like they are coming from YOU!
- Highlight what inspires you to give. What area of the Foundation's mission speaks to you? Is it women's education? Is it leadership opportunity and development? Is it fighting hunger?

Sample Facebook Post #1:

Join me in celebrating Alpha Gam sisterhood as the Foundation gears up for its sixth annual Day of Giving!

#alphagamgives lasts 1,904 minutes starting at 6:00 a.m. on March 27nd. All donations help fund scholarships, Disaster Relief Grants, leadership programming and more!

alphagamgives.org.

Sample Facebook Post #2:

TODAY is Alpha Gamma Delta's Day of Giving!

Join me in helping the Foundation reach their goal of 1,000 donors as we continue to fight hunger, help our sisters in need, provide scholarships and so much more.

Want to get involved? Join me at alphagamgives.org!

Sample Facebook Post #3:

We're celebrating Alpha Gam sisterhood RIGHT NOW! Join the fun at alphagamgives.org.

The Foundation's goal is to hit 1,000 donors! Every little bit helps. Make your gift of any size at alphagamgives.org. #AlphaGamGives

Sample Facebook Post #4:

It's Day of Giving! Visit alphagamgives.org to check out the live celebration.

The Foundation is seeking 1,000 donors during the 1,904-minute campaign. Make your gift of any size to help Foundation reach its goal! #AlphaGamGives



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General Sample Email (pre-event):

Hi, (NAME),

Have you heard about the Alpha Gamma Delta Foundation's annual Day of Giving?

This 1,904-minute event raises money for scholarships, sisters in need, disaster relief, mental health initiatives, fighting hunger and SO MUCH MORE.

You might be asking yourself, "How is this different from what the Foundation does every day?" Well, #AlphaGamGives 2024 features matches, challenges and competitions for multiple audiences and several causes - all you have to do is pick the one closest to your heart!

This year, the Foundation has a new goal of hitting 1,000 donors during the live celebration. Gifts of all sizes count and make a difference.

Visit alphagamgives.org to learn more and make your gift.

I hope you'll join me on March 27 beginning at 6 a.m. ET. It's a celebration you don't want to miss!

(SIGNATURE)

General Sample Email (during event):

Hi, (NAME),

The Alpha Gamma Delta Foundation's sixth annual Day of Giving has begun! Join me in helping the Foundation hit 1,000 donors in 1,904 minutes! It's ambitious, but I know we can do it!

Visit alphagamgives.org to follow our progress, donate, create a match or challenge and encourage family and friends to donate!

Let's hit 1,000 donors!

(SIGNATURE)

P.S. Act quickly! The celebration concludes at 1:44 p.m. on March 28.

General Sample Email (during event):

Hi, (NAME),

We're halfway through the Alpha Gamma Delta Foundation's sixth annual Day of Giving!



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Our goal is to hit 1,000 donors and right now we're at (NUMBER). Can you help us? Money raised directly helps Alpha Gam sisters and communities.

Visit alphagamgives.org to follow our progress, donate, create a match or challenge and encourage family and friends to donate! One gift can make a big difference!

1,000 donors here we come!

(SIGNATURE)

How Do I Promote my Match/Challenge?

If you're on social media, pick a platform to post on. Think about the following questions: Which platform are you most comfortable with? Where are most of your sisters, family and friends? Where will people interact with your post? Below are sample posts to help get you started. The key is to make it sound like YOU; don't be afraid to change up wording or add a fun throwback picture of yourself from college to get some engagement!

Note: The below sample posts are drafted to help promote the upcoming March 27 event and your match/challenge. Adjust the wording to use during the actual day. Don't forget to include the giving link (alphagamgives.org) or your personal Ambassador link in your post so you get credit for donations you inspired. Not an Ambassador? [Sign up now!](#)

Tips:

- Focus on your relationships, your story/ how Alpha Gam has impacted you and the ask (share why you give!)
- Promote the upcoming Day of Giving, which celebrates our sisterhood, and your match/challenge
- Educate about the Foundation's mission to provide support for women's education, leadership opportunities and philanthropy
- Audiences to consider:
 - Close sisters/friends; those who share in your (collegiate & alumnae) experience
 - Alumnae/Panhellenic groups
 - Those who support you/know the impact Alpha Gam has had in your life



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Match/Challenge Sample Posts (prior to Day of Giving)

- I love our sisterhood! It's why I'm partnering with the Alpha Gam Foundation for Day of Giving with a [match/challenge]. I hope you'll help me reach my goal on March 27. #alphagamgives
- I'm living with Purpose by completing a [match/challenge] on Alpha Gam's Day of Giving on March 27. Help me reach my goal! #alphagamgives
- [Passion area; think scholarships/education, sisters in need, fighting hunger, leadership, etc.] is important to me. It's why I committed a [match/challenge] donation to the Alpha Gam Foundation for their Day of Giving. Help me fulfill it on March 27! #alphagamgives
- Double your donation when you give to the Alpha Gam Foundation on their Day of Giving. Find my match [Contact Julie or Jenna for your Match Title]. Give a gift during the 1,904-minute campaign to double your impact on the future. #alphagamgives

Prefer email or phone calls?

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

- On March 27, Alpha Gamma Delta is celebrating our sisterhood with a Day of Giving.
- I give to the Foundation because _____ which is why I committed to a [match/challenge].
- During the 1,904-minute campaign I hope you will donate and help me meet my [match/challenge].
- Help the Foundation reach its goal of 1,000 donors on Day of Giving. Gifts of all sizes matter!
- Your donation will mean a lot to me and provides for future generations of Alpha Gam leaders.

Follow along with the fun at alphagamgives.org!