

Welcome to the AΓΔ Foundation's Day of Giving

Thank you for being a part of #AlphaGamGives 2024 on March 27! Your participation in Day of Giving not only demonstrates your love for Alpha Gam, it also provides support to the many programs funded by the Alpha Gam Foundation, ensuring our sisters have access to resources and tools to help them grow and that our communities are well cared for in the fight against hunger.

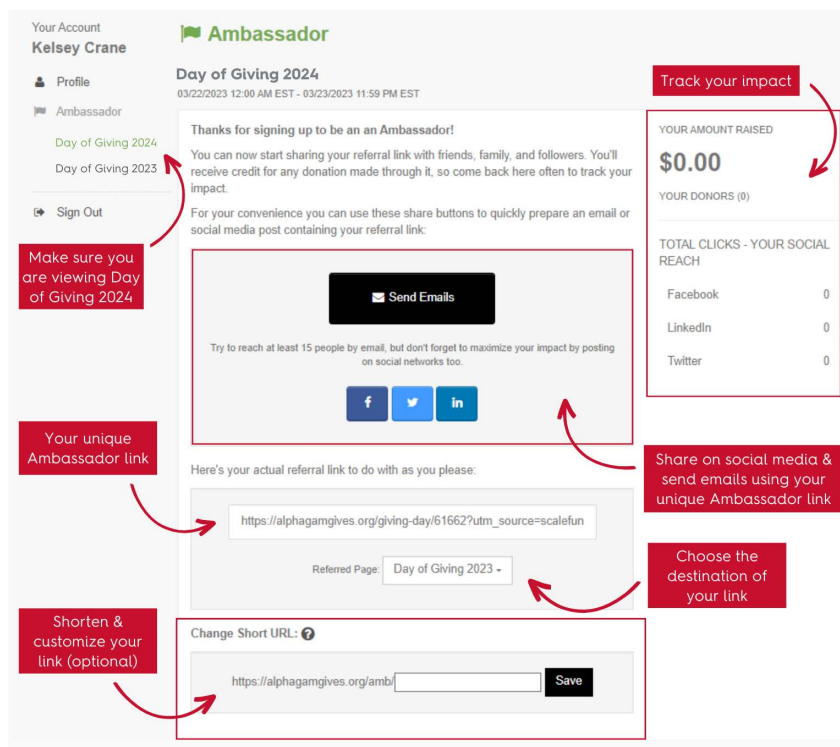
The goals of #AlphaGamGives 2024 are to:

- connect our sisterhood
- build affinity for Alpha Gamma Delta
- raise awareness and support for our chapters and sisters
- have 1,000 people make a gift during the 1,904-minute campaign

We're excited that you've decided to participate as an Ambassador. Throughout this toolkit, you will find helpful resources and tools to promote #AlphaGamGives 2024 to your sisters, family and friends. Enclosed you will find sample emails, graphics and other great items to promote this Day of Giving.

Questions? Contact Jamie Law at jlaw@alphagamdeltafoundation.org or 317.663.4242.

How to Use Your Ambassador Platform



The screenshot shows the Ambassador Toolkit dashboard for Kelsey Crane. Key features highlighted with red callout boxes include:

- Track your impact:** A sidebar on the right showing metrics: YOUR AMOUNT RAISED (\$0.00), YOUR DONORS (0), and TOTAL CLICKS - YOUR SOCIAL REACH (Facebook: 0, LinkedIn: 0, Twitter: 0).
- Make sure you are viewing Day of Giving 2024:** A callout pointing to the navigation menu where 'Day of Giving 2024' is selected.
- Your unique Ambassador link:** A callout pointing to the referral link: https://alphagamgives.org/giving-day/61662?utm_source=scalefun.
- Shorten & customize your link (optional):** A callout pointing to the 'Change Short URL' section where a custom link can be created.
- Share on social media & send emails using your unique Ambassador link:** A callout pointing to the 'Send Emails' button and social media share buttons (Facebook, Twitter, LinkedIn).
- Choose the destination of your link:** A callout pointing to the 'Referred Page' dropdown menu, which is currently set to 'Day of Giving 2023'.

Now that you've signed up as an #AlphaGamGives 2024

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.

Being an Ambassador is easy and convenient - commit the time you have to ensuring more people know about #AlphaGamGives 2024!



Ambassador Toolkit

#alphagamgives | #alphagamfoundation

Frequently Asked Questions

When is Day of Giving?

#AlphaGamGives 2024 is March 27, 2024. For 1,904 minutes (31 hours and 44 minutes) the Alpha Gam Foundation will encourage sisters to give and Live with Purpose through participation in the Day of Giving.

When can I promote it?

Please begin promoting NOW! Share on social media, tell your sisters at chapter meetings and events, and email your family and friends to encourage their support. On the Day of Giving, beginning at 6 a.m. ET on March 27 and concluding at 1:44 p.m. ET on March 28, you will have the opportunity to promote the Day of Giving when it works best for you- after work, during lunch or anytime during the 1,904 minutes!

Where and what should I post?

Please feel free to post on your personal social media network of choice, send emails or simply tell your friends how they can get involved. You can share directly from the alphagamgives.org site, or you can post some of the sample posts and graphics available for download on the Ambassador Dashboard.

What's the goal?

The Alpha Gam Foundation is looking to engage as many sisters and supporters as possible during our Day of Giving and hit 1,000 donors. Our past Ambassadors have been rock stars! So this year we set a new goal for them to reach \$28,000.

We encourage you to set your own personal fundraising goal and share it with your friends and family when you share your customized link. This will help 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 make an early gift?

Yes! [Click here](#) to make an early gift, and be sure to visit alphagamgives.org to make your gift on March 27.

How 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 Greatest Need (Annual Fund) support all Foundation programs.***

GIVING OPPORTUNITIES

GREATEST NEED (ANNUAL FUND)	LEADERSHIP	SISTERS IN NEED
SUPPORT OUR CHAPTERS	SCHOLARSHIPS	FIGHTING HUNGER
GIVING SOCIETIES		



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Five Ways to Spread the Word

Join the digital conversation.

Join other #AlphaGamGives 2024 Ambassadors and supporters by talking about Day of Giving by using and following hashtags #alphagamgives and #alphagamfoundation. Share sample content and graphics (from your Ambassador Dashboard) leading up to and on March 27.

Promote the event.

Let your networks know you'll be participating by sharing the event on your social platforms and Alpha Gam social media groups (Squirrel Talk, Rose Sisters, etc.). Promoting the event raises awareness for your sisters around North America.

Be "loud and proud" on Wednesday, March 27.

Keep your networks in the loop by sharing updates throughout the day. Take the opportunity to share your love for Alpha Gam by posting a picture of you and your sisters or show off your favorite Alpha Gam boutique wear. Make sure to use #alphagamgives for your photo to appear on our Day of Giving site!

Update your social profiles.

Download the Facebook and Twitter cover and profile images (available on the Ambassador Dashboard) and update your accounts to show your Alpha Gam pride.

Let people know why you support the Foundation.

Share a personal story as to how ΑΓΔ has impacted your life and why you choose to give to our sisterhood.

How Do I Stay in the Loop?

Be sure to follow all the Fraternity's social media accounts during #AlphaGamGives 2024, the Facebook Event page (to be published March 1) and check alphagamgives.org regularly for live updates. You can also see who's leading the fundraising pack on the Ambassador leaderboards, participate in friendly competition and see which sisters issued matches and challenges throughout the day!

Alpha Gamma Delta Social Media Accounts:

Facebook: facebook.com/alphagamdelta

Twitter: twitter.com/alphagamdelta

Instagram: [@alphagamihq](https://instagram.com/alphagamihq)

Linked In: linkedin.com/company/alpha-gamma-delta



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What do I do Next?

There are items posted on the Ambassador Dashboard for you to use in promoting Day of Giving. This includes:

- Social media graphics
- Sample Facebook posts and emails for you to share prior to and during the day
- Sample social media posts

Other ways to participate:

- Invite your sisters to [join you as an Ambassador!](#)
- Use the hashtags [#alphagamgives](#) and [#alphagamfoundation](#) when sharing your message.
- Spread the word.
 - ✓ Follow your chapter on social media and post the link on their page.
 - ✓ Post the link in any alumnae social media groups you're in – ask the person who manages the group to update the cover photo.
 - ✓ Talk about Day of Giving!
 - ✓ Are you a Chapter Advisor? Reach out to your fellow advisors and executive board.
 - ✓ Start gathering a list of sisters you plan to call or text on the Day of Giving.
- Make a gift and encourage your followers to make a gift – big or small – every gift helps! Call, text or email sisters who are not on social media to encourage their support. [Click here](#) to make an early gift.
- Share! Share! Share!
- If you know someone who made a gift, thank them!

With your help, we can make [#AlphaGamGives 2024](#) our best year ever!



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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 starts at 6:00 a.m. ET on March 27th. All donations help fund scholarships, Disaster Relief Grants, leadership programming and more! Follow the 1,904 minutes of fun at 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? Give now or become an Ambassador at alphagamgives.org! #alphagamgives

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 #3:

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!

\$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? 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

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

Match / Challenge Sample Post (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. That'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.