

Sample Fundraiser



\$1K in a Day

'Alpha Gam's \$1K in a Day' is a one-day social media blitz. Chapters of all sizes can join the Day of Giving fun on March 27 by fundraising \$1,000 (or more). #AlphaGamGives is a 1904-minute campaign that celebrates our sisterhood.

Chapters can participate (and receive donation/Jewel Society credit) for donations raised during Day of Giving.

Using [Crowdchange](#) the Foundation created an event and set up pages for each Alpha Gam collegiate chapter. Using this platform and your chapter-specific URL, you can promote participation and monitor which chapter is currently in the lead. Plus, we've put together resources to make this friendly competition super easy! Need your chapter-specific URL? [Click here](#) to take you to the event page then search for your chapter's "team" name.

Items to know:

- Alpha Gam's Day of Giving is **March 27, 2024**. Chapter fundraising should begin at 6 a.m. E.T. on March 27 and end at 6 a.m. on March 28.
- Donations will come directly to the Foundation (in support of the Annual Fund), therefore eliminating post-event donation transfers/submissions, fees and the need to submit a Foundation Remittance Form. (Billhighway will not be connected to the event.)
- Your chapter will get *full credit* for the amount raised by your chapter during this 24-hour period, therefore event participants will not receive individual tax credit for their donations to your chapter's fundraising page.

Helpful tips:

- The VP-Philanthropy will share the chapter-specific link (provided to her via email) with sisters to get them involved and begin marketing for this world-wide Alpha Gam event. We encourage sisters to create their own fundraising page for this event, as done with other events.
- Secure a marketing plan to ensure success.
- Be sure your chapter is recognized for its hard work by including #AlphaGamGives or #AGDFoundation in your posts.
- The [Fundraising Toolkit](#) is a great resource for any Foundation fundraising events.
- Larger chapters are encouraged to modify the goal to \$2K, \$5K or higher.
- Consider asking each sister to raise a certain dollar amount. (Even chapters with only 20 members, if each sister asks five people for \$10/each, that raises \$1K.)

Marketing Kit:



[Click here](#) for the following:

- Logo
- Social Media Profile Photo
- Facebook Cover Photo
- Instagram Story
- Instagram Bingo Story

Note:

Chapter participation is optional, however, this is a good marketing opportunity for your chapter, a way to achieve Jewel status and contribute to Convention recognition and includes prizes for chapters who raise the most money and have the highest participation.

Questions?

Contact Jamie Law: jlaw@alphagamdeltafoundation.org. RE: Day of Giving 2024