



Match & Challenge Promotion

#alphagamgives | #alphagamfoundation

How do I promote on social media?

If you're on social media, pick your favorite platform on which to post. Think about the following as you choose: Which platform are you most comfortable with? Where are most of your sisters, family and friends? Where will people interact most 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 the wording, add a fun throwback picture of yourself from college or tag your sisters to get them in on the fun!

*Note: The sample posts below 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 inspire. Ambassadors who are active during the event are eligible for prizes! Not an Ambassador? [Sign up now!](#)*

Tips:

- Focus on your relationships, your story/how Alpha Gam has impacted you and make your ask. Share why **you** give to the Foundation!
- 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 who share in your Alpha Gam experience.
 - Alumnae/Panhellenic groups.
 - Friends and family who support you and know the impact Alpha Gam has had in your life.

Sample Posts:

- 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
- [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 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

Do you 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 choose to give to support our sisterhood!
- I give to the Foundation because _____ which is why I committed to a match/challenge. Will you join me?
- Let's live with Purpose! During the 1,904-minute campaign, I hope you will donate and help me meet my match/challenge. Follow along with the fun at alphagamgives.org
- Help the Foundation reach its goal of 1,000 donors on Day of Giving. Gifts of all sizes matter!

Questions?

Contact the person who helped you establish your Match/Challenge, Julie Waitman or Jenna Hood. You can also call the Foundation office at 317.663.4242. We're here to help!