

A photograph of two young women with long hair, smiling and embracing each other. They are wearing red dresses. The image is overlaid with a semi-transparent dark red filter. The background shows a wooden structure and some foliage.

Communication Guide

FOUNDERS

DAY *of* GIVING

ALPHA PHI

OCT. 9, 2020

Introduction

Thank you for believing in Alpha Phi and supporting Alpha Phi's 2020 Founders Day of Giving! **You play an essential role** in sharing our message and creating excitement around Founders Day of Giving on Friday, October 9, 2020!

This communication guide provides you with tools and suggestions for supporting Founders Day of Giving.

Remember that your messages are most compelling when you use your voice and share your Alpha Phi story, so we encourage you to personalize template communications within this guide.

You can also follow the Founders Day of Giving campaign and day-of progress on Facebook, Instagram, Twitter, and online at www.alphaphifoundation.org/founders. Keep the momentum going by using the hashtag #aphifoundersday on your posts, too!

With recent changes to some of our favorite social media platforms, your help in sharing and engaging on Founders Day of Giving content is more important than ever! Your sisters are more likely to see your posts than an official Alpha Phi Foundation post, so we need you to help keep the excitement going for all 18 hours and 72 minutes of Founders Day of Giving!

We are grateful for your help in spreading awareness within your network by phone, email, text and social media. Thank you for helping to make this day a great success!

Questions? Call 402.699.5014 or email gmartinez@alphaphifoundation.org.

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Frequently Asked Questions

Q: What is Founders Day of Giving?

A: The 2020 Founders Day of Giving is Alpha Phi's fifth day of giving. This is a membership-wide effort to inspire collegiate and alumnae members, as well as family and friends of Alpha Phi, to support Alpha Phi Foundation's mission to advance women's lives through the power of philanthropy.

Q: When is Founders Day of Giving?

A: Founders Day of Giving is Friday, October 9, 2020. In honor of Alpha Phi's founding year, the day of giving is an 18-hour and 72-minute fundraising campaign. Join us on 10.09.20 starting at 6:00 AM Eastern Time through 10:12 PM Pacific Time!

Q: Where is my gift most needed?

A: Our area of greatest need is the Annual Fund, which allows us to allocate resources wherever the need is greatest. A gift to the Annual Fund not only supports Foundation programs—Leadership, Scholarship, Women's Heart Health, Forget Me Not Grants, and Heritage—but also the people, facilities, and technology needed to administer our programs.

Q: How can I make my gift?

A: You can make your gift online, by phone, or through the mail. To make a gift online, visit <http://alphaphifoundation.org/founders> on Friday, October 9, 2020. If you prefer to make your gift over the phone, please call 847.475.4532 or 847.316.8954. If you prefer to write a check, please make the check payable to *Alpha Phi Foundation*, date the check October 9, 2020, include *Founders Day of Giving* in the memo line, and mail to Alpha Phi Foundation at 1930 Sherman Avenue, Evanston, IL 60201.

Q: Can I create a fundraising page?

A: Of course! New in 2020, our loyal and enthusiastic donors can create a peer-to-peer fundraising page to raise funds for Founders Day of Giving. Excited to get started? [Jump to the peer-to-peer section of this guide to learn more now!](#)

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Frequently Asked Questions

Q: Is my donation tax-deductible?

A: Absolutely! Alpha Phi Foundation is a 501(c)(3) non-profit organization. Donations to Alpha Phi Foundation are tax-deductible.

Q: Will I receive a tax receipt for my donation?

A: Yes! After you make your online gift, you will receive a confirmation email that can be used for tax purposes. If you give via phone or mail, your receipt will be mailed.

Q: My employer offers a matching gift program. Are gifts on Founders Day of Giving eligible?

A: Yes! Matching gifts made by your employer are a great way to make your generosity go the extra mile. To make a matching gift, please contact your employer's HR department.

Q: What if I have a question about my gift?

A: Alpha Phi Foundation staff will be available during Founders Day of Giving—all 18 hours and 72 minutes of it! If you have question, please contact us at either:

- Office main line: 847.475.4532
- Office Administrator direct line: 847.316.8954
- Foundation inbox: info@alphaphifoundation.org.

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Timeline

TODAY

- Follow Alpha Phi Fraternity and Alpha Phi Foundation on our social media channels:
 - Facebook - [Alpha Phi Foundation](#) and [Alpha Phi International Fraternity](#)
 - Instagram - [@alphaphifoundation](#) and [@alphaphiintl](#)
 - Twitter - [@APhiFoundation](#) and [@alphaphiintl](#)
- Bookmark the Day of Giving site for quick access: <http://alphaphifoundation.org/founders>
- Update your cover photos and add a profile picture frame to our Founders Day of Giving graphics. Download images and find templates on the Founders Day of Giving site [here](#).
- Create your Founders Day of Giving peer-to-peer fundraising page. [Get started!](#)

WEEK OF SEPTEMBER 7 | FOUR WEEKS OUT

- Are you a part of an alumnae group — Share this communication guide and event toolkits with alumnae and talk about Day of Giving at your upcoming Founders Day event(s).
- Start creating a list of sisters you plan to call, email, and text on Founders Day of Giving.

WEEK OF SEPTEMBER 14 | THREE WEEKS OUT

- A 2020 Founders Day of Giving event will be published on [Facebook](#) and the [Alpha Phi Network](#). RSVP and share the event to your own profile and relevant Facebook pages and groups. Remember to use #aphifoundersday on your posts.
- Invite your sisters to the Founders Day of Giving events.

WEEK OF SEPTEMBER 21 | TWO WEEKS OUT

- Are you a chapter advisor — Reach out to your fellow advisors and chapter officers to share the Founders Day of Giving communications guide and resources.
- Are you a former ELC — Text your ELC group and have them save the date: 10.09.2020!
- Are you a collegiate member — Spread the word with your chapter sisters and ask your VPM or social media director to help promote the 2020 Founders Day of Giving.
- Send out your save the date emails.

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WEEK OF SEPTEMBER 28 | ONE WEEK OUT!

- Prepare your day-of emails and save them in your drafts. You can also schedule emails ahead of time in Gmail or by using the Delay Delivery option in Outlook.
- Check the Facebook event and Founders Day of Giving site for day-of challenge updates.
- Share your excitement and talk about what Alpha Phi means to you. Use #aphifoundersday in your posts.

OCTOBER 5-8 | WEEK OF

- Share one of our social media posts or create your own. Remember to use #aphifoundersday.
- Check out the <http://alphaphifoundation.org/founders> website for updates on challenges.

FRIDAY, OCTOBER 9 | 18 HOURS + 72 MINUTES!

- Join us between 6:00 AM Eastern Time and 10:12 PM Pacific Time by making a gift and encouraging your network to make a gift, too — every gift counts, big or small! Call, text, and email sisters who are not on social media to encourage their support.
- Share! Share! Share! Keep engaging with Alpha Phi posts throughout the day. What YOU share may reach more sisters faster than the official Alpha Phi Foundation channels.
- If you know someone who made a gift, thank them!

MONDAY, OCTOBER 12 | BIG THANKS!

- Thank your followers and those who made gifts on Founders Day of Giving.
- Watch for an announcement on our overall impact. Share and help us thank everyone who supported Alpha Phi Founders Day of Giving.

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Peer-to-peer Fundraising

What is peer-to-peer fundraising?

Peer-to-peer (P2P) fundraising relies on peers reaching out to each other on behalf of a cause. You've probably heard about crowdfunding. Well, P2P fundraising is a type of crowdfunding! In P2P fundraising, you are the megaphone that can speak to our mission! By sharing your story and fundraising page, you and your friends, family and community work together to support a cause near and dear to your heart, furthering your reach and making an even greater impact.

Why peer-to-peer fundraising?

We listened to your feedback and continue to grow and expand our reach. A part of this expansion is giving you, our most dedicated donors, a safe and easy way to raise money and support the programs you care so deeply about. Our P2P efforts could not be done without you!

SETTING UP YOUR FUNDRAISING PAGE

1. Visit the 2020 Founders Day of Giving site at <http://alphaphifoundation.org/founders>
2. Click on the *Fundraise* button
3. Create an Everydayhero account with your preferred name, basic contact info, and password
4. Create your fundraising page by providing the following:
 - a. Fundraising page name (e.g. Class of 1872 Alpha Chapter Sisters)
 - b. Fundraising goal (You may edit this goal at any time)
 - c. Your date of birth
 - d. Select a fund to support (View available funds below)
 - e. Select a chapter (Donations to your fundraising page will count toward this chapter's total on the Chapter Leaderboard)
 - f. Your primary address
5. Now that your page is created, you will want to personalize it and make it yours! Remember to get started by completing the following steps:
 - a. Upload a picture
 - b. Update your story
 - c. Share your page
 - d. Self-donate to get your fundraiser started

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Peer-to-peer Fundraising

What to include in *My Story*

We recommend you personalize your page by sharing why you support Alpha Phi Foundation. Share your story of how Alpha Phi has impacted your life—through friendships, experiences, or Alpha Phi Foundation-funded programs (e.g. receiving a scholarship or attending a leadership institute). Your story can inspire others to give.

Need more inspiration? Find recent news and information about Alpha Phi Foundation on our website at: <https://www.alphaphifoundation.org/news/>

PEER-TO-PEER FUNDRAISING FAQ

Q: Do I need to raise a certain amount?

A: No, there is not a minimum or maximum amount you must raise. Any gift, no matter the size, can make a difference. This is your fundraiser and you set your own goals!

Q: Will there be graphics to use on my campaign and social media page?

A: Yes! They are available to download from the Founders Day of Giving site [here](#).

Q: Can I support a specific fund with my peer-to-peer fundraising page?

A: Yes, you can! When you create your fundraising page, you must select one of 19 funds included in the 2020 Founders Day of Giving efforts:

- | | |
|--|---------------------------------|
| • <i>Area of Greatest Need (Recommended)</i> | • Gamma Kappa Leadership Fund |
| • Endowment for Women's Heart Health | • Kappa Epsilon Leadership Fund |
| • Endowment for Leadership | • Beta Scholarship Fund |
| • Beta Epsilon Leadership Fund | • Delta Chi Scholarship Fund |
| • Beta Mu House Corp Leadership Fund | • Epsilon Nu Scholarship Fund |
| • Beta Pi Leadership Fund | • Gamma Rho Scholarship Fund |
| • Delta Beta Leadership Fund | • Gamma Sigma Scholarship Fund |
| • Epsilon Gamma Leadership Fund | • Iota Omega Scholarship Fund |
| • Eta Lambda Leadership Fund | • Zeta Iota Scholarship Fund |
| • Gamma Iota Leadership Fund | |

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Peer-to-peer Fundraising

Q: Can there be multiple fundraising pages for a single chapter leadership or scholarship fund?

A: Yes! When there are multiple sisters creating their own fundraising pages to support a single fund, that allows each sisters to share their own unique Alpha Phi story with their networks. When sisters create their own fundraising page and share it with their networks, our collective Founders Day of Giving efforts can reach far and wide!

Q: Can I set up a fundraising page to support a challenge?

A: Unfortunately, you are not able to create a fundraising page to support one of the Founders Day of Giving Challenges. Instead, we encourage you to support a challenge by making a gift on 10/09/2020 to one of the 12 Challenges as well as create your fundraising page to support your favorite fund.

Q: How do I engage my supporters?

A: Share, share, and share! Share your page on social media, send our your own email blast, and call your Alpha Phi sisters, friends, and family. Use the communication templates in this guide for sample social media posts, emails, and talking points.

Q: Will I be able to thank supporters who donate to my page?

A: Yes! You will receive an email notification with each donation made to your page. You can thank your donors on your page or by sending them an email with the email address they provide.

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Communication Templates

PHONE CALLS

What better time to connect with your Alpha Phi sisters than in the weeks leading up to Founders Day of Giving? Here are some talking points that may be helpful:

- Join me on Friday, October 9 for Alpha Phi's Founders Day of Giving. On this day, we have 18 hours and 72 minutes to give back and celebrate all the ways Alpha Phi and our sisters have made us who we are today!
- Your gift supports Alpha Phi Foundation and its five program: Leadership, Scholarship, Women's Heart Health, Forget Me Not Grants, and Heritage.
- There are challenges and matching gifts throughout the day that help you make an even bigger impact!
- Follow our progress at <http://alphaphifoundation.org/founders>. Social media not required.
- In 2016, Alpha Phi hosted its first day of giving. Since then, our sisterhood has raised over \$400,000 on day of giving efforts alone! Let's see what we can do in 2020!
- Support my peer fundraising page by going to <http://alphaphifoundation.org/founders> and searching for my page titled [insert your fundraising page name]!
- Donate online and follow our progress at <http://alphaphifoundation.org/founders>.
- Prefer to write a check? Please make sure your checks are dated October 9, 2020. Checks can be mailed to Alpha Phi Foundation at 1930 Sherman Avenue, Evanston, IL 60201
- Prefer to donate over the phone? Call Alpha Phi Foundation's office at 847.475.4532 on Friday, October 9. Foundation staff and volunteers will be happy to help you donate over the phone.

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Communication Templates

EMAILS

You can help build excitement by sending emails to your network. Here are some helpful tips:

- Many sisters read their email on a phone or mobile device, so keep it short and sweet!
- Sharing why YOU give is the most compelling story of all!
- Prefer to prepare your Day of Giving emails ahead of time? You can schedule emails in Gmail or by using the Delay Delivery option in Outlook. Test your messages so you know everything is working as planned.

Sample Email 1:

Dear <<First Name>>,

On Friday, October 9, Alpha Phi will host its annual Founders Day of Giving. On this day, we have the opportunity to give back to an organization that has done so much for us! For all the tailgates and dances, study breaks and late nights, laughter and friendships, I want us to make October 9 count for Alpha Phi!

Our gifts to Alpha Phi Foundation will advance women's lives through innovative leadership training and programming, life-changing scholarships, vital research and educational initiatives for women's heart health, Forget Me Not Grants for our sisters in need, and heritage.

I hope you will consider making a gift – of any amount – on Founders Day of Giving at <http://alphaphifoundation.org/founders>. Whether you choose to support a scholarship fund, chapter leadership fund, or the area of greatest need, you can make a difference and help build a legacy for future generations of sisters to come.

Loyally,

<<Your Name>>

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Sample Email 2:

Dear <<First Name>>,

On Friday, October 9, Alpha Phi is hosting its annual Founders Day of Giving—an 18-hour and 72-minute online giving campaign. On this day, I hope you'll join me and make a special gift on Alpha Phi's Founders Day of Giving.

Here's how you can make a difference:

1. Give: All Alpha Phis are challenged to show their support for our sisterhood. All gifts made online between 6:00 AM ET and 10:12 PM PT on Friday, October 9 will count towards Alpha Phi's Day of Giving. Visit <http://alphaphifoundation.org/founders> to make your gift.
2. Share: Spread the word about Founders Day of Giving. Post on Facebook, Instagram, and Twitter to share why you give back to Alpha Phi, and why Alpha Phi is important to you. Make sure you include #aphifoundersday so your post can be found by others!
3. Rally: Ask your personal network to join you in making a gift.

This Founders Day of Giving, make a gift that says you stand with Alpha Phi – and with me! For more information about Alpha Phi's Founders Day of Giving, please visit <http://alphaphifoundation.org/founders>.

If you have any questions, please feel free to contact Gabriela Martinez, Manager of Annual Giving, at gmartinez@alphaphifoundation.org.

Loyally,

<<Your Name>>

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Sample Scholarship Fund Email:

Dear <<First Name>>,

Did you know Alpha Phi Foundation awarded over \$370,000 in merit and need-based scholarships to graduate and undergraduate Alpha Phis this year? Wouldn't it be amazing if we could help more sisters pursue their advanced degrees? We can!

On Friday, October 9, Alpha Phi will host its annual Founders Day of Giving. On this day, we have the opportunity to support our <<Chapter>> sisters by making gifts to the <<Scholarship Name>> Fund.

I hope you will join me for Founders Day of Giving on October 9 by supporting our scholarship program and the <<Scholarship Name>> Fund. Visit <http://alphaphifoundation.org/founders> to learn more and donate on 10.09.20.

Thank you for helping build a legacy of sisterhood and generosity!

Loyally,

<<Your Name>>

P.S. Follow Alpha Phi Foundation on social media and use the hashtag #aphifoundersday to see our progress!

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Sample Leadership Fund Email:

Dear <<First Name>>,

What do you remember most about your time at <<School Name>>? I remember the fun we had, the memories we made, and how Alpha Phi was a huge part of that. In Alpha Phi, we became leaders, scholars, problem-solvers, event planners, and best friends.

On Friday, October 9, Alpha Phi will host its annual Founders Day of Giving. On this day, we can pay it forward so that future <<Chapter>> sisters have a similar experience by making our gifts to the <<Chapter>> Chapter Leadership Fund.

The purpose of this fund is to endow <<Chapter>>'s leadership activities for the future and empower our sisters to lead with heart and positively influence our chapter. I hope you will join me for Founders Day of Giving on October 9 by supporting our leadership program and the <<Chapter>> Chapter Leadership Fund. Visit <http://alphaphifoundation.org/founders> to learn more and donate on 10.09.20.

Thank you for helping build a legacy of innovation and generosity!

Loyally,

<<Your Name>>

P.S. Follow Alpha Phi Foundation on social media and use the hashtag #aphifoundersday to see our progress!

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Sample Fundraising Email:

Dear <<First Name>>,

We're <<%>> of the way to our goal!

We are SO CLOSE to fully funding the <<Fund Name>>. Will you help us reach 100% during Founders Day of Giving on Friday, October 9?

<<Insert one of the paragraphs below>>

For a scholarship fund:

Thanks to the generosity of sisters like you, Alpha Phi Foundation awards more than \$370,000 in merit and need-based scholarships to graduate and undergraduate Alpha Phis each year. How great would it be to endow the <<Scholarship Name>> Fund for our sisters at <<School Name>>?

For a chapter leadership fund:

The <<Fund Name>> and each of Alpha Phi's newest leadership programs are possible because of sisters, like you, who are dedicated to helping Alpha Phi innovate and grow tomorrow's leaders. How great would it be to endow the <<Chapter>> Chapter Leadership Fund for our sisters at <<School Name>>?

We can help our sisters reach this incredible milestone with a gifts to Alpha Phi Foundation today at <http://alphaphifoundation.org/founders!>

Thank you for helping build a legacy of sisterhood and generosity for our <<Chapter>> sisters! We are truly grateful for your support.

Loyally,

<<Your Name>>

P.S. Follow Alpha Phi Foundation on social media and use #aphifoundersday to see our progress!

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Communication Templates

SOCIAL MEDIA

You have the network to make Founders Day of Giving even more successful! We need your help in spreading the word and encouraging sisters to get involved on 10.09.2020! Here are some helpful tips:

- Lead by example and make your own gift first. This is the most powerful way to demonstrate your support. Afterwards, ask others to join you in giving.
- Sharing why you give is the most compelling story of all!
- Always include the #aphifoundersday hashtag and the link to the Founders Day of Giving site in your posts: <http://alphaphifoundation.org/founders>
- If someone in your network shares that they donated on social media, thank them with a post, reply or comment.
- Videos, pictures and links perform best on social media. Consider making a video, sharing a selfie with a note about why you give, or posting a photo from your early Alpha Phi days.

Before the Event:

- <<Your initiation date>> is a day I'll never forget! It was the day I became an Alpha Phi. In honor of that day, I plan to support Alpha Phi's Founders Day of Giving on October 9. Will you join me? <http://alphaphifoundation.org/founders> #aphifoundersday
- This year we celebrate 148 years of our Alpha Phi Fraternity. Will you join me in celebrating this day in history with a gift on Founders Day of Giving? <http://alphaphifoundation.org/founders> #aphifoundersday
- Let's honor the experiences and connections we made in Alpha Phi by paying it forward on Founders Day of Giving! No matter where you are on October 9, you can make an impact on current and future generations of women. <http://alphaphifoundation.org/founders> #aphifoundersday
- Alpha Phi gave me the skills and confidence I need to succeed and lead with heart. In honor of my Alpha Phi experience, I will give on Alpha Phi's Founders Day of Giving to ensure incredible opportunities are available for today's sisters. Will you join me? <http://alphaphifoundation.org/founders> #aphifoundersday

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- Mark your calendars! 10/09/20 is Alpha Phi's Founders Day of Giving. How will you give? <http://alphaphifoundation.org/founders> #aphifoundersday

During the Event:

- It's Alpha Phi's Founders Day of Giving. I made my gift. Now it's your turn! Join me and make your gift today at <http://alphaphifoundation.org/founders> #aphifoundersday
- Founders Day of Giving is happening now! Make your gift to what inspires you most about our sisterhood at <http://alphaphifoundation.org/founders> #aphifoundersday
- Since 1872, Alpha Phi has impacted the lives of over 250,000 women. Today, we celebrate all that Alpha Phi has given us. #aphifoundersday is a chance for every sister to be part of something amazing! I believe in Alpha Phi...do you? <http://alphaphifoundation.org/founders>
- Create your own content by sharing a few of your favorite Alpha Phi photos and memories. Make sure to use #APhiFoundersDay so that we can share your content on the social media wall. For those who are more social media savvy, tag your Alpha Phi friends in a post encouraging/asking them to donate.
 - For example: "It's Alpha Phi's Founders Day of Giving. I made my gift. Now it's your turn @MarthaFooteCrow, @JaneHigham, and @HattieLukens. Join me and give at <http://alphaphifoundation.org/founders> #aphifoundersday"

After the Event:

- Thank you for supporting Founders Day of Giving! Your gifts, stories, and posts helped make #aphifoundersday a great success! Together, we made an impact! Thank you for investing in Alpha Phi.

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Event Talking Points

2019-2020 ALPHA PHI IMPACT AND STATISTICS

Alpha Phi has had an incredible year growing membership and developing programs that will advance the lives of Alpha Phis today and into the future. Use the highlight reel below to help you celebrate everything Alpha Phi has accomplished recently.

- 2020 marks the 148th anniversary of Alpha Phi Fraternity's founding.
- Today, Alpha Phi has 173 active collegiate chapters.
- Alpha Phi's newest chapter is Kappa Iota at University of Wyoming — Alpha Phi's first chapter in the state of Wyoming!
- Earlier this year, our Iota Tau chapter sisters stood up to Harvard and fought back against the unjust sanctions placed upon them. They won! [Read more >](#)
- Alpha Phi Foundation supports five programs: Leadership, Scholarship, Women's Heart Health, Forget Me Not Grant, and Heritage.
- Last year, \$1.2M was invested in Alpha Phi leadership training and programs that develop leaders with the skills and heart to influence positive change.
- In 2019, Alpha Phi launched 5 new programming areas: *Live Courageously Series*, *League of Coaches*, *Legacy of Leaders*, *Generous Hearts*, and *Stand Together*. These programs are made possible through the generosity of Alpha Phi Foundation donors. [Learn more >](#)
- Alpha Phi Foundation awarded \$372,200 in merit and need-based scholarships to 69 graduate and undergraduate Alpha Phis for the 2020-2021 academic year.
- Last year, more than \$240,000 was granted to the Heart to Heart Grant recipient and heart health organizations across North America.
- The 2020 Heart to Heart Grant was awarded to University of Iowa to fund important research into accurate blood pressure monitoring for pregnant women
- 70 sisters, collegians and alumnae, received the support of a Forget Me Not Grant last fiscal year. This is almost 2x the usual amount of Forget Me Not Grants provided each year.
- Alpha Phi Foundation provided a \$59,500 grant to fund a digital archive technology that will preserve fragile Alpha Phi memorabilia
- Interested in sharing more Alpha Phi history? Ordering Volume I & II of Alpha Phi's history book series today: aphifdn.org/historybook2

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Additional Resources

Find more resources, including virtual event toolkits, social media images, cover photos, and more, on the Founders Day of Giving site at:

<https://alphaphifounders.blackbaud-sites.com/toolkits>

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