



Communication and
Peer-to-Peer Fundraising Guide

FOUNDERS'

DAY *of*

GIVING

ALPHA PHI

OCT. 7, 2021

Introduction

Thank you for believing in Alpha Phi and supporting Alpha Phi's 2021 Founders' Day of Giving! **You play an essential role** in sharing our message and creating excitement around Founders' Day of Giving on Thursday, October 7, 2021!

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 <https://alphaphifounders.blackbaud-sites.com>. 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? Contact Dana Kuehn, Manager of Annual Giving, at dkuehn@alphaphifoundation.org.

Frequently Asked Questions

Q: What is Founders' Day of Giving?

A: The Founders' Day of Giving 2021 is Alpha Phi's sixth day of giving. This is a membership-wide effort to inspire collegiate and alumnae members, to support Alpha Phi Foundation's mission by impacting the Alpha Phi in your life as well as women across the world.

Q: When is Founders' Day of Giving?

A: Founders' Day of Giving is Thursday, October 7, 2021. In honor of Alpha Phi's founding year, the day of giving is an 18-hour and 72-minute fundraising campaign. Join us on 10.07.21 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 supports the monumental *Leading With Heart* campaign, an effort to celebrate Alpha Phi's past and ensure the future for our sisters and women everywhere through three priority areas—Leadership, Scholarship, and Women's Heart Health. Your gift to the area of greatest need also supports Foundation programs like Forget Me Not Grants & Heritage, in addition to the people, facilities, and technology needed to make the greatest impact.

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 <https://alphaphifounders.blackbaud-sites.com> on Thursday, October 7, 2021. If you prefer to make your gift over the phone, please call 847.475.4532. If you prefer to write a check, please make the check payable to *Alpha Phi Foundation*, date the check October 7, 2021, 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! 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!](#)

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
- Database Specialist direct line: 847.316.8955
- Foundation inbox: info@alphaphifoundation.org.

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: <https://alphaphifounders.blackbaud-sites.com>
- Create your Founders' Day of Giving peer-to-peer fundraising page. [Get started!](#)

WEEK OF SEPTEMBER 6 | FOUR WEEKS OUT

- A 2021 Founders' Day of Giving event will be published on [Facebook](#). 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 RSVP to the Founders' Day of Giving event.

WEEK OF SEPTEMBER 13 | THREE WEEKS OUT

- Are you a part of an alumnae group — Share this communication guide 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 20 | 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: 10.07.2021!
- Are you a collegiate member? Spread the word with your chapter sisters and ask your VPM or social media director to help promote the 2021 Founders' Day of Giving.
- Send out your save the date emails.

Timeline

WEEK OF SEPTEMBER 27 | 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 4-6 | WEEK OF

- Share one of our social media posts or create your own. Remember to use #aphifoundersday.
- Check out the <https://alphaphifounders.blackbaud-sites.com> website for updates on challenges.

THURSDAY, OCTOBER 7 | 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!
- Update your profile picture frame or post our Founders' Day of Giving "I Gave" and "Why I Give" graphics to your social media feeds. Download images and find templates on the Founders' Day of Giving site [here](#).

MONDAY, OCTOBER 11 | 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.

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 2021 Founders' Day of Giving site at <https://alphaphifounders.blackbaud-sites.com>
2. Click on the *Fundraise* button
3. Select a Quadrant (Donations to your fundraising page will count towards this quadrant's total on the Quadrant Leaderboard - [Click here to view the Alpha Phi Quadrant Map](#))
4. Create an JustGiving account with your preferred name, basic contact info, and password
5. 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 (Area of Greatest Need)
 - e. Your primary address
6. 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

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: For 2021 Founders' Day of Giving efforts, all peer-to-peer fundraising pages will support the Area of Greatest Need.

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 10/07/2021 to one of the 7 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 out 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.

Peer-to-peer Fundraising

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.

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 Thursday, October 7 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 <https://alphaphifounders.blackbaud-sites.com/>. Social media not required.
- In 2016, Alpha Phi hosted its first day of giving. Since then, our sisterhood has raised over \$700,000 on day of giving efforts alone! Let's see what we can do in 2021!
- Support my peer fundraising page by going to <https://alphaphifounders.blackbaud-sites.com> and searching for my page titled [insert your fundraising page name]!
- Donate online and follow our progress at <https://alphaphifounders.blackbaud-sites.com>.
- Prefer to write a check? Please make sure your checks are dated October 7, 2021. 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 Thursday, October 7. Foundation staff and volunteers will be happy to help you donate over the phone.

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>>,

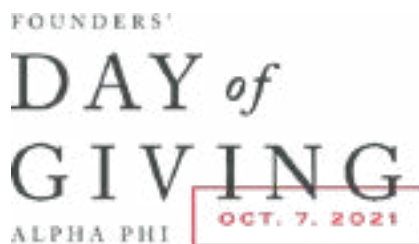
On Thursday, October 7, Alpha Phi will host its annual Founders' Day of Giving. On this day, we have the opportunity to give back to an organization that has done so much for us! For all the tailgates and dances, study breaks and late nights, laughter and friendships, I want us to make October 7 count 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 <https://alphaphifounders.blackbaud-sites.com>. 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>>



Communication Templates

Sample Email 2:

Dear <<First Name>>,

On Thursday, October 7, 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:

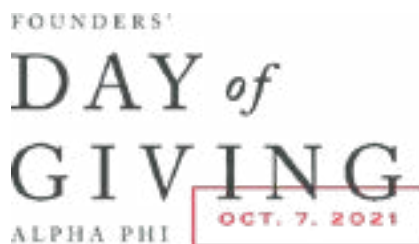
1. Give: All Alpha Phis are challenged to show their support for our sisterhood. All gifts made online between 6:00 AM ET and 10:12 PM PT on Thursday, October 7 will count towards Alpha Phi's Day of Giving. Visit <https://alphaphifounders.blackbaud-sites.com> to make your gift.
2. Share: Spread the word 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 <https://alphaphifounders.blackbaud-sites.com>.

If you have any questions, please feel free to contact Dana Kuehn, Manager of Annual Giving, at dkuehn@alphaphifoundation.org.

Loyally,

<<Your Name>>



Communication Templates

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 Thursday, October 7?

We can help our sisters reach this incredible milestone with a gifts to Alpha Phi Foundation today at <https://alphaphifounders.blackbaud-sites.com!>

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!

Communication Templates

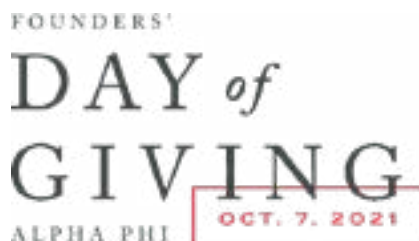
SOCIAL MEDIA

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 10.07.2021! 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: <https://alphaphifounders.blackbaud-sites.com>
- 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 7. Will you join me? <https://alphaphifounders.blackbaud-sites.com> #aphifoundersday
- This year we celebrate 149 years of our Alpha Phi Fraternity. Will you join me in celebrating this day in history with a gift on Founders' Day of Giving? <https://alphaphifounders.blackbaud-sites.com> #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 7, you can make an impact on current and future generations of women. <https://alphaphifounders.blackbaud-sites.com> #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? <https://alphaphifounders.blackbaud-sites.com> #aphifoundersday



Communication Templates

- Mark your calendars! 10/07/21 is Alpha Phi's Founders Day of Giving. How will you give? <https://alphaphifounders.blackbaud-sites.com> #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 <https://alphaphifounders.blackbaud-sites.com> #aphifoundersday
- Founders' Day of Giving is happening now! Make your gift to what inspires you most about our sisterhood at <https://alphaphifounders.blackbaud-sites.com> #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? <https://alphaphifounders.blackbaud-sites.com>
- 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 <https://alphaphifounders.blackbaud-sites.com> #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.

Event Talking Points

2020-2021 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.

- 2021 marks the 149th anniversary of Alpha Phi Fraternity's founding.
- Today, Alpha Phi has 173 active collegiate chapters.
- Alpha Phi's newest chapters are at Angelo State University and the University of Colorado Denver (CU Denver) — the first National Panhellenic Conference sorority at CU Denver!
- The end of the 2021 giving year kicked off the one-year countdown to the conclusion of Alpha Phi Foundation's [*Leading With Heart*](#) comprehensive campaign, a monumental \$38 million effort to grow leadership, scholarship, and women's heart health for generations to come.
- Alpha Phi Foundation supports five programs: Leadership, Scholarship, Women's Heart Health, Forget Me Not Grants, and Heritage.
- Last year, \$1.2M was invested in [Alpha Phi leadership training and programs](#) like the Alpha Phi Leadership Institute, Conversations That Mattie, Brave & Bold Dialogues, Leadership Launchpad, and more, that develop leaders with the skills and heart to influence positive change.
- Alpha Phi Foundation awarded \$466,800 in merit and need-based scholarships to [76 graduate and undergraduate Alpha Phis](#) for the 2021-2022 academic year.
- Last year, more than \$162,000 was granted to the Heart to Heart Grant recipient and heart health organizations across North America.
- The [2021 Heart to Heart Grant was awarded to Duke University](#) to implement a peer-partnership program to tackle hypertension and address inequities among women with high blood pressure in the Raleigh-Durham area.
- 51 sisters, collegians and alumnae, received the support of a Forget Me Not Grant last fiscal year.
- Alpha Phi Foundation provided a \$115,500 grant to digitize the captivating stories found in the Alpha Phi Quarterly dating back to 1888. Visit Alpha Phi's award-winning Digital History Site at <https://alphaphi.historyit.com>.

Additional Resources

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

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