



LEADERSHIP DAY *of* GIVING

SEPTEMBER 27, 2023

ALPHA PHI FOUNDATION

*Communication and Peer-to-Peer
Fundraising Guide*

Introduction

Sister,

Thank you for believing in Alpha Phi and supporting the 2023 Alpha Phi Foundation ***Leadership Day of Giving!*** You play an essential role in sharing our message and creating excitement around this year's event on ***Wednesday, September 27, 2023!***

This communication guide provides you with tools and suggestions to utilize your personal social and digital platforms to promote Alpha Phi Foundation ***Leadership Day of Giving.***

Your personal stories and relationship with Alpha Phi are the most compelling and meaningful assets to promoting our mission, so we wholeheartedly encourage you to personalize and enhance the templates within this guide with your own voice!

You can also follow ***Leadership Day of Giving*** and day-of progress on Facebook, Instagram, LinkedIn, and online at ***aphifdn.org/LDOG23***. Keep the momentum going by using the hashtag ***#LeadWithAlphaPhi*** on your posts, too!

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!

We couldn't do it without sisters like you!

Questions? Contact Angela DiMuzio (*Iota Alpha – Pepperdine*), Director of Development, at adimuzio@alphaphifoundation.org.



LEADERSHIP
DAY *of* GIVING

SEPTEMBER 27, 2023

Frequently Asked Questions

What is Leadership Day of Giving?

Leadership Day of Giving 2023 is Alpha Phi Foundation's eighth annual 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 of advancing the lives of women by funding cutting-edge leadership training programs.

When is Leadership Day of Giving? When should I give?

Leadership Day of Giving is September 27, 2023. Join us for 24 hours of generosity and camaraderie!

Leadership Day of Giving is a great opportunity to plan a gathering with fellow Alpha Phis, either as an official Alumnae Chapter or amongst friends or you can participate online from anywhere around the world! Keep checking [**aphifdn.org/LDOG23**](https://aphifdn.org/LDOG23) for fun participation ideas!

If you prefer to make your gift by check, please make the check payable to Alpha Phi Foundation, date the check September 27, 2023, include Leadership Day of Giving in the memo line, and mail it to Alpha Phi Foundation at P.O. Box 7410667, Chicago, IL 60674-4532.

Is Leadership Day of Giving just for Alpha Phis?

No! We encourage you to ***invite family and friends to participate*** in Leadership Day of Giving! In fact, the more we can share the groundbreaking programs established and supported by Alpha Phi, the more effective and widespread our messaging can be! Not only does **Leadership Day of Giving** help fundraise for Alpha Phi, but it can also spread awareness to our cause and commitment to positively influencing the Greek community overall.

Where is my gift designated?

Gifts on **Leadership Day of Giving** are designated to various leadership training programs. Alpha Phi Fraternity utilizes proven industry experts and pioneer partnerships with emerging companies to deliver cutting-edge programmatic experiences. Alpha Phi focuses on topics relevant to today's collegiate experience that speak to the diverse learning styles of Gen Z. Using a multi-faceted approach, programs are selected to supplement the educational opportunities provided by the member's host institution.



HOW to Get Involved!

Are you a **Chapter Advisor**? Leadership Day of Giving is the perfect opportunity to schedule your next advisory meeting, whether or in person or virtually, as a doubly productive way to participate! Don't forget to share this guide with your team!

Are you a member of an **Alumnae** group or just looking for a reason to gather with fellow Alpha Phis? Schedule a Sisterhood event on Leadership Day of Giving!

- Host a fun and festive "LDOG Wine & Phis" night!
- Schedule a casual coffee or lunch date!

Whatever you choose to do, make sure you and your sisters discuss the incredible leadership opportunities provided to Alpha Phis and don't forget to document and post your Day of Giving gathering on social media! We'll be sharing many more event ideas and plans to make your participation as turnkey as possible!

Are you a former **ELC** or **LPC**? Text your ELC group and tell them save the date: 9.27.23! We hope to have 100% participation at this year's **Order of the Ivy Challenge**!

Are you a former **collegiate chapter or alumnae community president**? Let's get to 100% participation with this year's **Pride of the President's Challenge**. Share this guide with your fellow Presidents TODAY!

Are you a **collegiate member**? Volunteer to become a **Chapter Champion**!

- Spread the word with your chapter sisters and ask your VPM or social media director to help promote the 2023 Leadership Day of Giving on your chapter platforms.
- Use your personal social media channels along with some of our fun templates to share WHY you support Leadership Day of Giving!
- Make announcements at Monday Night Dinner and Chapter.
- Put flyers up around your chapter house and campus!

*Chapter Champion
Interest Form*



Scan me



LEADERSHIP
DAY of GIVING

SEPTEMBER 27, 2023

WHEN to Get Involved: A 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
- LinkedIn: Alpha Phi Foundation and Alpha Phi International Fraternity

Bookmark the Day of Giving site for quick access: aphifdn.org/LDOG23

RSVP and share the official **Facebook event** to your own profile and relevant Facebook pages and groups. Don't forget to invite your sisters to RSVP to the Facebook event as well! The more people who engage with the official event, the larger the network and greater the visibility!

One - Two Weeks Before Leadership Day of Giving

- 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 Leadership Day of Giving site for day-of challenge updates.
- Share your excitement and talk about what Alpha Phi means to you and how your membership in Alpha Phi has equipped you to be a better leader. Use #LeadWithAlphaPhi in your posts.

Week Of Leadership Day of Giving

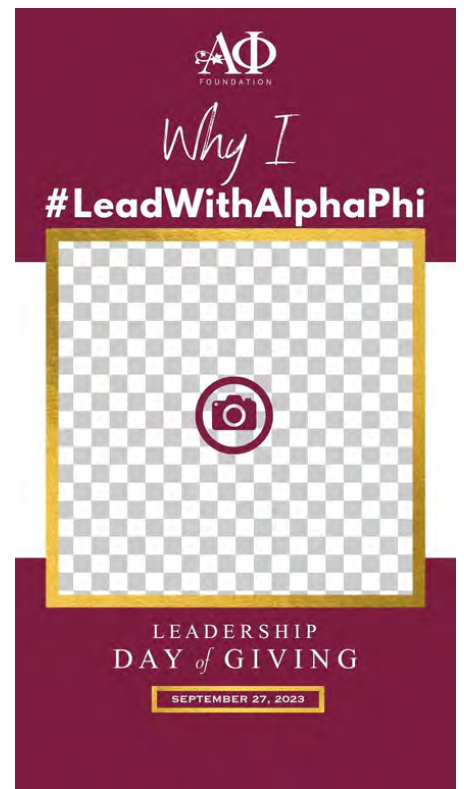
- Share one of our social media posts or create your own.
- Remember to use #LeadWithAlphaPhi.
- Get ready to give!

Day Of! September 27, 2023

- Join us by making a gift and encouraging your network to make a gift, too — every gift counts, no matter the size! Call, text, and email sisters who are not on social media to encourage their support. I'm sure they'd love to hear from you!
- 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 Leadership Day of Giving "I Gave" and "Why I Give" graphics to your social media feeds. Download images and find templates on the Leadership Day of Giving site [here](https://aphifdn.org/LDOG23).



Social Media Templates: Instagram



Social Media: Best Practices & Posts

Tips & Tricks!

You have the network to make this year's Leadership Day of Giving even more successful! We need your help in spreading the word and encouraging sisters to get involved on 9.27.2023! We suggest using **Facebook, Instagram, and LinkedIn** to share! 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 tag Alpha Phi Foundation in your posts.
- Always include the link to the Leadership Day of Giving website and #LeadWithAlphaPhi hashtag in your post.
- 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, or how Alpha Phi has impacted you as a leader.

Today!

- <<Your initiation date>> is a day I'll never forget! It was the day I became an Alpha Phi. In honor of all Alpha Phi has given me, I plan to support Alpha Phi Foundation's Leadership Day of Giving on September 27. Will you join me? aphifdn.org/LDOG23
- This year we celebrate 151 years of our Alpha Phi Fraternity. Will you join me in celebrating the next 151 years of Alpha Phi and all that's ahead for our sisters with a gift on Leadership Day of Giving? aphifdn.org/LDOG23
- Let's honor the experiences, education, and connections we made in Alpha Phi by paying it forward on Leadership Day of Giving! No matter where you are on September 27, you can make an impact on current and future generations of women. aphifdn.org/LDOG23
- Alpha Phi gave me the skills and confidence I need to succeed and lead in my <<community, home, job, etc.>>. In honor of my Alpha Phi experience, I will give on Alpha Phi Foundation's Leadership Day of Giving to ensure incredible opportunities are available for today's sisters. Will you join me? aphifdn.org/LDOG23
- Mark your calendars! 09/27/23 is Alpha Phi Foundation's Leadership Day of Giving. How will you give? aphifdn.org/LDOG23

Social Media: Best Practices & Posts

Day of Event: September 27, 2024

- It's Alpha Phi Foundation's Leadership Day of Giving. I made my gift. Now it's your turn! Join me and make your gift today at aphifdn.org/LDOG23!
- Alpha Phi Foundation's Leadership Day of Giving is happening now! Make your gift to what inspires you most about our sisterhood at aphifdn.org/LDOG23
- Since 1872, Alpha Phi has impacted the lives of over 250,000 women. Today, we celebrate all that Alpha Phi has given us. Leadership Day of Giving is a chance for every sister to be part of something amazing! I believe in Alpha Phi...do you? aphifdn.org/LDOG23

Tips & Tricks to maximize engagement!

- Create your own content by sharing a few of your favorite Alpha Phi photos and memories.
- Make sure to tag Alpha Phi Foundation in your posts so that we can share your content.
- Tag your Alpha Phi friends in a post encouraging/asking them to donate.
- You can always share the official Alpha Phi foundation Leadership Day of Giving Facebook event or any of our previous posts highlighting any of our amazing Leadership programs!

Communication Templates: Email

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

- Keep it short and sweet as many tend to read emails on their phone/mobile device!
- Sharing why YOU give is the most compelling story of all!
- Personalize your email and add photos from your collegiate days for added fun and nostalgia or use any of the graphics available for download from our site!
- You can also include links to our Leadership Day of Giving site or any of the Facebook posts highlighting the Leadership programming or Facebook Event!
- 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!

Dear <<First Name>>,

On Wednesday, September 27, Alpha Phi will host its annual Day of Giving, with a focus on our innovative leadership programming. We have an exciting opportunity to give back to an incredible organization that has given us so much and support our sisters of today and the leaders of tomorrow.

Alpha Phi Foundation is committed to supporting leadership programs and trainings that foster the growth, education, health, and well-being of Alpha Phis everywhere. Did you know <<insert a fact or program from the following pages that resonates with why YOU support Alpha Phi!>>

I hope you will consider making a gift – of any amount– on Leadership Day of Giving at aphifdn.org/LDOG23. With your support, we can make a difference and help build a legacy for future generations of sisters to come.

Loyally,

<<Your Name>>

Talking Points & Fun Facts to Share!



Enriching leadership opportunities are a cornerstone of the Alpha Phi experience, helping sisters thrive at every stage of life!

Alpha Phi Foundation is committed to supporting leadership programs and trainings that foster the growth, education, health, and well-being of Alpha Phis everywhere.

Here are just a few of our highlights from this year for you to share when talking about ***Leadership Day of Giving*** and ***WHY*** people should give!

In 2022 - 2023...

- ***\$1.5M*** granted to Alpha Phi Fraternity for ***Leadership*** programming.
- Alpha Phi Foundation awarded ***\$430,000*** in ***Scholarships*** to 83 Alpha Phis; 61 undergraduates and 23 graduate students.
- ***\$100,000 Heart to Heart*** grant awarded to University of Florida Health for their project "*Hearts on Fire: Targeting Inflammation in Women with Heart Failure with Preserved Ejection Fraction.*"
- ***\$79,000*** given to support 48 sisters, 26 collegians and 22 alumnae, in need through the ***Forget Me Not*** Fund.



LEADERSHIP
DAY *of* GIVING

SEPTEMBER 27, 2023

Alpha Phi Leadership Programs

LEARN Alpha Phi



LEARN Alpha Phi is a web-based learning platform where members can expand their skills and knowledge using an evolving catalog of coursework that caters to all levels of membership including new members, collegiate members, officers and volunteers. A variety of resources and guides that can be utilized for day-to-day chapter management or step-by-step assistance with processes, procedures, roles and transitions are on this platform.

Deeply committed to supporting the wellbeing and mental health of our members, Alpha Phi recognizes the need to provide the resources to support members as they navigate the stressors of college. As a result of participating in the **StrongU Program**, Alpha Phis will be better equipped to navigate the stressors of college life and beyond by building resilience skills and developing healthy habits

StrongU



The Buzz



The Buzz is a one-of-a-kind, interactive program that educates collegiate members through activities, conversation and games on making safe choices with alcohol use. The 90-minute program involves unfiltered and authentic conversations to give participants a realistic understanding of student consumption of alcohol, how to recognize their personal “sweet spot,” and skills to educate and share these lessons learned with others.

Sexual Violence Prevention

Developed specifically for Gen Z sorority and fraternity members, **Sexual Violence Prevention** is a two-part self-paced online program. Utilizing real-life examples and interactive scenarios, members learn the fundamentals of defining and preventing sexual assault. Though designed for Alpha Phi's newest members to complete during their first weeks of membership, this program is available to all collegiate members and volunteers.



Behind Happy Faces



Behind Happy Faces opens the door for members and advisors to have authentic conversations about mental health. This program features collaborative group work and interactive lessons allowing participants to explore concepts of stress, procrastination, and the neuroscience of happiness. Advisors can also participate in a series of online workshops that provide the necessary tools to effectively address mental health challenges.



LEADERSHIP DAY *of* GIVING

SEPTEMBER 27, 2023



Bordeaux
#7D1D3F



Leading Lady
#B5364F



Viva Magenta
#EB3455



Gold Foil



IBM PLEX SERIF
CMU Serif Italic
MERRIWEATHER

LEADERSHIP
DAY *of* GIVING

SEPTEMBER 27, 2023

LEADERSHIP
DAY *of* GIVING

SEPTEMBER 27, 2023

LEADERSHIP
DAY *of* GIVING

SEPTEMBER 27, 2023

*These logos, colors, icons, and fonts are part of our toolkit to help make YOU successful
in your much-appreciated participation on Leadership Day of Giving!
Please contact marketing@alphaphifoundation.org with any questions or assistance with their use!*

