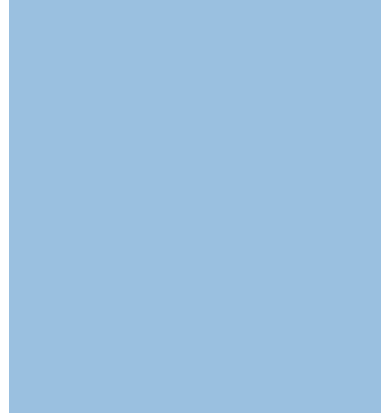
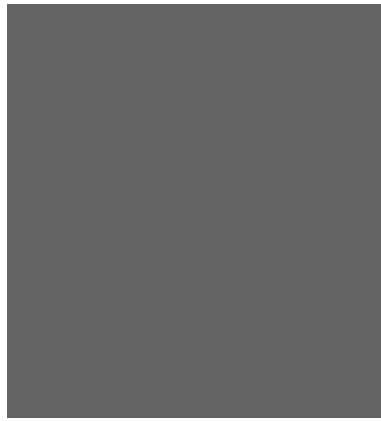


#GivingTuesday Collegiate Toolkit

BY STEPHANIE BIANCO





#APhiGivesForward

What is #GivingTuesday?

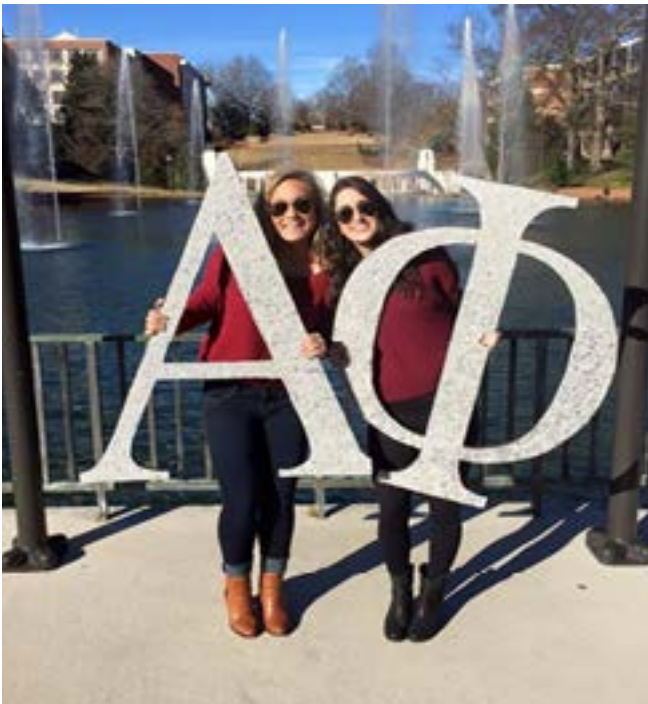
Alpha Phi Foundation has joined #GivingTuesday, a global day of giving that harnesses the collective power of individuals, communities and organizations to encourage philanthropy and to celebrate generosity worldwide.

This year, Alpha Phi Foundation will take the time to recognize the impact of each of its vital programs on #GivingTuesday:

Leadership, Scholarship, Women's Heart Health, Assistance Grants and Heritage

I encourage that Alpha Phis everywhere join them by giving forward to the Foundation for future generations.

Occurring this year on November 28, #GivingTuesday is held annually on the Tuesday after Thanksgiving in the US and the widely recognized shopping events of Black Friday and Cyber Monday to kick off the holiday giving season! It inspires people to collaborate in improving their communities and to give back in impactful ways to the charities and causes they support.



How to Prepare Your Chapter

Social Media Language

Social media is your best friend when it comes to promoting events and “calls to action” for your sisters! Utilize every possible platform to build awareness and pump your chapter up.

Save the Date Social Media Posts

Facebook & Instagram

Mark your calendar for Alpha Phi’s #GivingTuesday events on Tuesday, November 28! Join us in celebrating lifelong membership in Alpha Phi with a gift to help our members become the scholars, leaders and women they strive to be. #APhiGivesForward → donate. alphaphifoundation.org/givingtuesday

#GivingTuesday is fast approaching! Help **CHAPTER NAME** win bragging rights by donating at alphaphifoundation.org! #APhiGivesForward → donate.alphaphifoundation.org/givingtuesday

Twitter

Save the date! Celebrate lifelong membership in Alpha Phi on #GivingTuesday – Tuesday, November 28th! #APhiGivesForward → donate.alphaphifoundation.org/givingtuesday

Hot Tip: Focus on the **number** of donors your chapter is contributing! It’s an effective way to promote participation and really inspire and drive the chapter.

Connecting with Alumnae

How has Alpha Phi impacted your life?



Send an email to our loyal and loving alumnae! You can find sample wording below. Hot Tip: Ask your alumnae to share an Alpha Phi Story with your chapter! It's a great way to ground them back to their roots.

Dear **FIRST NAME**,

I'm excited to share with you that the Alpha Phi Foundation is participating in #GivingTuesday and we want to share this special day with you.

I hope you will support **CHAPTER NAME** on November 28th, in celebration of the ways in which Alpha Phi has changed *your* life. For every sister, we know there is a story behind their membership and we can't wait to hear yours.

Please consider making a gift by visiting donate.alphaphifoundation.org/givingtuesday on November 28th, and make sure to select **INSERT CHAPTER NAME** from the drop down menu! Feel free to share this email with other sisters. We can't wait to connect with you soon!

Loyally,

YOUR NAME

#GIVING TUESDAY

Alpha Phi Gives Forward ♥ 11.28.17

ALPHA PHI IS GIVING FORWARD ON GIVING TUESDAY, NOVEMBER 28TH

As Alpha Phis we share an unbreakable bond that spans decades, time zones and continents. We've seen firsthand how generations of women have been forever changed, sisters empowered to pursue their wildest dreams, and alumnae remembered beyond their four years. For every Alpha Phi, there is a story of why she gives back to Alpha Phi.

We invite you this *Giving Tuesday* to celebrate all the reasons you support Alpha Phi Foundation—whether you've experienced the impact of leadership development, a scholarship, an assistance grant, or simply believe in the importance of heart health research and preserving our heritage.

Celebrate with us by Giving Forward for Alpha Phi.

All you have to do is 1) check a few (or all) items off the list, 2) snap a photo and 3) share on social media using the hashtag #APHIGivesForward!

*Mark your calendar and celebrate
the gift of giving forward with us!*

#AlphaPhiGivesForward



- Give! Donations of any amount will help us show each other – and the world – the true power of philanthropy.
- Paint your profile – change your personal and chapter cover photos, add our Twibbon, etc.
- Create a Facebook event and invite your members and alumnae to donate and ask them to invite their own friends in return.
- Share your favorite Alpha Phi memories on social media and show the world what #AlphaPhiGivesForward looks like.
- Start a challenge! Encourage other chapters to participate with a little friendly competition.
- Create a phone tree – call your alumnae on *Giving Tuesday* and invite them to celebrate with a gift.
- Make a day out of it – organize times for members to get together and donate.
- Post an individual or group #unselfie showing how #AlphaPhiGivesForward.
- Invite your friends! You don't have to be an Alpha Phi for your donations to make a difference!
- Join Clara's Circle with an individual gift of \$19.56 or more.



Show the world
what happens
when Alpha Phi's
come together!



Give Today!

donate.alphaphifoundation.org/givingtuesday

Questions? Contact Me!

Stephanie Bianco
Clara's Circle Leadership Council, Chair
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