

4/25 Alumni Day Drive

ANNUAL FUND CAMPAIGN

APRIL 23-25, 2024



CAMPAIGN TOOLKIT

April 23-25

Updated 03/25/2024

[DSP.ORG/425DRIVE](https://dsp.org/425drive)



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We're so excited to have you join us for the 2024 4/25 Alumni Day Drive! Your energy, enthusiasm and passion for Delta Sigma Pi will help us celebrate Alumni Day and reach our goals.

This toolkit is designed to help alumni chapters, collegiate chapter officers, chapter champions, chapter ambassadors, and any other alumni who would like to help raise funds for our Annual Fund.

Please use this toolkit to guide you through the campaign. Reach out to **foundation@dsp.org** with any questions.

ABOUT



WHAT IS THE ALUMNI DAY CHALLENGE?

The 2024 4/25 Alumni Day Drive fundraising campaign begins at 12:01 a.m. April 23 and ends at 11:59 p.m. (EST) April 25.

The purpose of the 2024 4/25 Alumni Day Drive is to celebrate Alumni Day while supporting the Delta Sigma Pi Annual Fund. Our goal is to raise \$100,000 for the Annual Fund, which provides Delta Sigma Pi unrestricted funds that go toward the business costs of providing grants and scholarships.

Get started today at dsp.org/425drive

Annual Fund

The Deltasig Annual Fund directly supports the Foundation's mission to generate and provide financial support for Delta Sigma Pi educational and charitable programs, which assists members to achieve excellence within the community.

Annual academic scholarships, educational grants, member engagement efforts and philanthropic operations are funded by the Annual Fund.

All donations to the Deltasig Annual Fund, Chapter Leadership Funds, Presidents' Academy Fund, LEAD Fund or other Endowment Funds are tax deductible.

[DSP.ORG/425DRIVE](https://www.dsp.org/425drive)



Suggested Timeline

Now
through
April 18

ALUMNI DAY CHALLENGE IS THIS MONTH!

- Participate in the April 2nd Webinar at 9 p.m. ET - 2024 Alumni Day Drive Campaign - How to Get Involved
 - If you're unable to attend, watch the recording posted to the website the next day.
 - Register at: dsp.org/425drive
- Personalize your team and personal pages (dsp.org/425drive)
- Like & Share the 4/25 Alumni Day Drive promotions on Deltasig social media channels
- Invite other Deltasigs to support Delta Sigma Pi through the 4/25 Alumni Day Drive
- Create a fundraising plan:
 - How will you communicate with your network?
 - What social media will you post? Who will you email?

April 19
through
April 22

- Finalize your page personalization
- Send "2024 4/25 Alumni Day Drive is coming!" emails and other forms of communication to your Deltasig family and friends to get them excited about the Alumni Day Drive!
- Make social media posts promoting the 4/25 Drive
- Reach out to foundation@dsp.org with any last minute questions or needs!
- Participate in the April 22nd Webinar at 9 p.m. ET - 2024 Alumni Day Drive Campaign - Kick-off Social Event. Where in the World are our Deltasigs?
 - Register at: dsp.org/425drive

Suggested Timeline

April 23
through
April 25

- Make your gift through the campaign site
- Host your/participate in an Alumni Day event (optional)
- Share your Deltasig story on social media with a link to your personal participants page to encourage brothers to celebrate Alumni Day with a gift to the 4/25 Alumni Day Drive Campaign
- Like and share posts from the Delta Sigma Pi social media platforms
- Tag friends on social media throughout the day to encourage giving and to say "thanks!"
- HAVE FUN!

April 26
and
Beyond

- Thank your Deltasig brothers and friends for participating. We could not have been successful without them.
- Like and share social media updates about the event from Delta Sigma Pi's social media platforms.

Sample Messaging

Email to Deltasig brothers before the event:

Subject Line: Delta Sigma Pi needs you on 4/25!

Dear [FIRST NAME],

To celebrate Delta Sigma Pi and our Alumni members, we will host the 4/25 Alumni Day Drive beginning Tuesday, April 23! This is the perfect opportunity to give to the Annual Fund and show support for Delta Sigma Pi!

I will be making my gift on Alumni Day because [INSERT REASON YOU'RE SUPPORTING THE 4/25 Drive].

Will you join me April 23-25 in supporting Delta Sigma Pi's 4/25 Alumni Day Drive?

Your gift during the 4/25 Alumni Day Drive directly benefits Delta Sigma Pi's brothers. Annual academic scholarships, educational grants, member engagement efforts and philanthropic operations are funded by the annual fund.

I hope you will join me on Sunday, April 23 in supporting Delta Sigma Pi!

Fraternally,
[YOUR NAME]

P.S. Learn more about the 2024 4/25 Alumni Day Drive and make your gift during the Alumni Day Challenge! [PARTICIPANTS PAGE]

Sample Messaging

Email to Deltasig network on April 23rd

Subject line: Delta Sigma Pi's 4/25 Alumni Day Drive starts Today!

Dear [FIRST NAME],

Today is the day! Please join me in celebrating Alumni Day while supporting the Delta Sigma Pi Annual Fund during our 4/25 Alumni Day Drive at **dsp.org/425drive**.

I am excited to give to the Annual Fund because [REASON YOU'RE SUPPORTING THE 4/25 DRIVE]. I invite you to join me in supporting Delta Sigma Pi.

Follow the 2024 4/25 Alumni Day Drive through social media by using the hashtag #DSP425 on social media.

Thank you for your support of the Delta Sigma Pi Leadership Foundation!

Fraternally,
[YOUR NAME]

Sample Messaging

Email/message to donors on April 26th

Subject line: Thank you!

Dear [FIRST NAME],

Thank you for helping us participate in this year's Alumni Day celebrations by making a gift to the 4/25 Alumni Day Drive Challenge. Together, we raised more than \$XXX,XXX!

We came together for #DSP425 to celebrate our Alumni and to help our young collegiate members by supporting the Annual Fund!

Your gift during the 4/25 Alumni Day Drive directly benefits Delta Sigma Pi's brothers. The Deltasig Annual Fund directly supports the Foundation's mission to generate and provide financial support for Delta Sigma Pi educational and charitable programs, which assists members to achieve excellence within the community. Annual academic scholarships, educational grants, member engagement efforts and philanthropic operations are funded by the annual fund.

If you have specific questions regarding your gift, please email **Foundation@dsp.org** or call (513) 523-1907.

The success of the 2024 4/25 Alumni Day Drive would not have been possible without you! Thank you for your generosity.

Happy Alumni Day!

[YOUR NAME]

Social Media Suggestions

You do not have to be active on social media to participate in the Alumni Day Drive Challenge. However, if you are, here are some suggested posts/topics:

5-7 days out

{YOUR INITIATION DATE} is a day I'll never forget. It's the first day that I wore the badge of Deltasig. In honor of that day, I plan to support our 4/25 Alumni Day Drive on April 23-25. Will you join me? #DSP425 [PARTICIPANTS PAGE]

Helping to kick off the 4/25 Alumni Day celebrations, the Delta Sigma Pi Leadership Foundation will celebrate #DSP425 with our Alumni Day Drive. No matter where you are on April 23-25, I hope you will join me in celebrating at [**dsp.org/425drive!**](https://dsp.org/425drive)

Mark your calendar! The 2024 4/25 Alumni Day Drive Challenge is on April 23-25! Learn more about how you can join me to support our Fraternity on that day – [PARTICIPANTS PAGE] or [**dsp.org/425drive.**](https://dsp.org/425drive)

Tell your story...

- I give back because...
- I believe in supporting the Leadership Foundation because...
- I met [INSERT NAME] at [INSERT EVENT NAME] ...
- I'm participating in the 4/25 Alumni Day Challenge because I want to ensure...

Social Media Suggestions

Tag your favorite Deltasig in a #tbt post:

"#TBT I'm so glad Delta Sigma Pi brought us together... I hope they will join me in supporting the 4/25 Alumni Day Drive Challenge!"
[PARTICIPANTS PAGE] #DSP425

Post a picture from your Deltasig past (campus, school, etc.)

"So many fun memories at [INSERT LOCATION NAME]!" Do you remember when.... [INSERT MEMORY] [PARTICIPANTS PAGE]
#DSP425

Deltasig Events

Have you participated in a LEAD School, LEAD Provincial Conferences, Presidents' Academy or GCC? Tag the brothers you met there, post a picture and encourage them to support the 4/25 Alumni Day Drive! #DSP425 [PARTICIPANTS PAGE]

Favorite Deltasig Moment

"What a night/day/weekend when [INSERT EVENT] happened!" Delta Sigma Pi has given us so much – now it is our turn to pay it forward! Together, we can support the future of Delta Sigma Pi by giving a gift to the 4/25 Alumni Day Drive Challenge!"
[PARTICIPANTS PAGE] #DSP425

Social Media Suggestions

General

- In celebration of our National Alumni Day, I'd like to recognize Brother John Jones from the ABC chapter. John opens his home every winter for a Christmas party where collegiate and alumni brothers gather. It's a great celebration of brotherhood. Thank you, John!
- I'd like to thank Brother Sally Jensen for giving her time to mentor the brothers from the XYZ chapter.
- Thank you to Brother Amanda Smith for donating space at her company for our chapter's alumni networking event. Thanks to you, the event was a great success!
- Thank you to the following alumni for their support at our initiations and banquets (then tag the brothers' names).
- Thank you to the following alumni for.... speaking at a chapter meeting, participating in a fundraising event, helping at a community service event, sharing job opportunities, reviewing my resume, introducing me to other alumni at LEAD—you get the idea.

Let's fill social media with thoughtful messages that show our alumni brothers' commitment to the Fraternity--brotherhood is for life!

Social Media Suggestions

General

You have the network to make the 2024 4/25 Alumni Day Drive even more successful! We need your help in spreading the word and encouraging sisters to get involved on 4.23.2024! 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 #DSP425 hashtag and the link to the 2024 4/25 Alumni Day Drive site in your posts: dsp.org/425drive.
- 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 Deltasig days.

Social Media Resources

Need help with what images to post? Access logos and images free for non-commercial use by Delta Sigma Pi members.

Download various images at dsp.org/425drive.

Frequently Asked Questions

What is the 4/25 Alumni Day Drive?

The 4/25 Alumni Day Drive fundraising campaign begins at 12:01 a.m. April 23 and ends at 11:59 p.m. (EST) April 25. The purpose of the 2024 4/25 Alumni Day Drive is to celebrate Alumni Day while supporting the Delta Sigma Pi Annual Fund. Our goal is to raise \$100,000 for the Annual Fund. The Annual Fund provides Delta Sigma Pi unrestricted funds that go toward the business costs of providing grants and scholarships.

How can I support the 4/25 Alumni Day Drive Campaign?

Join a team and/or make a donation. More ideas are listed below in terms of how you can support the campaign.

How will the Leadership Foundation use my gift?

Your gift during the 4/25 Alumni Day Drive directly benefits Delta Sigma Pi's brothers. The Deltasig Annual Fund directly supports the Foundation's mission to generate and provide financial support for Delta Sigma Pi educational and charitable programs, which assists members to achieve excellence within the community. Annual academic scholarships, educational grants, member engagement efforts and philanthropic operations are funded by the annual fund.

Is my gift tax-deductible?

The Foundation is a registered 501(c)(3) charitable organization which means that all gifts and donations are 100 percent tax deductible to the extent allowable by law. All donations to the Deltasig Annual Fund, Chapter Leadership Funds, Presidents' Academy Fund, LEAD Fund or an Endowment Fund are tax deductible.

Frequently Asked Questions

What makes a 4/25 Alumni Day Drive gift special?

Gifts made during the 4/25 Alumni Day Drive are special in a few ways. First, they'll be posted in real-time on our 4/25 Alumni Day Dashboard where they'll help your preferred Province advance on the leaderboards. They'll also help unlock special matching gifts throughout the day, meaning your participation in the Challenge stands to make a bigger impact than any other day of the year!

I've already supported the Leadership Foundation this year. Will that gift count during the challenge?

While we appreciate your previous gifts, 4/25 Alumni Day Drive participation is limited to gifts made April 23-25, 2024 (or earmarked ahead of time specifically for the occasion).

Can I give by mail or phone?

Staff members are available during regular business hours (8am-5pm Eastern M-F) to accept your gift over the phone at 513-523-1907 x234. To make your gift via mail and have it count toward the 4/25 Alumni Day Drive, it must arrive at the address below by April 25. Please make checks payable to the Delta Sigma Pi Leadership Foundation, indicating in the memo line your gift is for the 4/25 Alumni Day Drive.

Delta Sigma Pi Leadership Foundation
330 South Campus Avenue
Oxford, OH 45056

Frequently Asked Questions

Can I help spread the word?

We're so glad you asked! Because the 4/25 Alumni Day Drive is an online campaign, that means you can (and will) play a significant role in its ultimate success. Make sure you're following us on social media for more information and how you can get involved!

What are Ambassadors?

Ambassadors have a simple, yet important mission - spread the word about Delta Sigma Pi days of giving to their social media networks. Ambassadors have access to content, images and badges to utilize in their posts and will help ensure the success of the campaign by increasing the number of alumni, friends and parents who donate to the Foundation through peer-to-peer social media and email.

Will each alumni chapter have their own fundraising page?

Yes! Each franchised alumni chapter has a team page already set up and ready to customize!

I want to support one of the specific teams listed on the 4/25 campaign page but would prefer to donate to a different fund than they are supporting. Can I pick which fund I'm supporting?

Yes! Each donor chooses which fund their donation supports.

Frequently Asked Questions

What is new this year?

We are structuring the campaign to promote a Provincial Competition! To do this, we are expanding the leadership structure of the 4/25 campaign and will be adding five to ten volunteers to serve as leaders for this year's campaign which will also involve serving as part of the steering committee and will represent each of the Delta Sigma Pi Provinces.

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

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.

My employer offers a matching gift program. Are gifts on the 4/25 Alumni Day eligible?

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.

Do I need to raise a certain amount?

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!



Raise \$500 - Quick & Easy

Join us for our Countdown to the 4/25 Alumni Day Drive!
Complete these daily tasks to raise \$500 in less than a week.



SIX ALUMNI AND/OR FACULTY April 19

Send a personalized email to six alumni asking for a gift of \$19.07 each.

Tip: Share your story. Photos are a nice touch too!



FIVE FAMILY MEMBERS April 20

Explain the 4/25 Alumni Day Drive Challenge and ask them for a gift of \$19.07 in honor of our founding year to support National Alumni Day.

Tip: Share your story. Photos are a nice touch too!



FOUR SPECIAL PEOPLE April 21

Check out Delta Sigma Pi's social media and share content meaningful to you. Tag individuals who have made an impact in your life and ask them to make a gift of \$19.07 to your page.



THREE BROTHERS April 22

Record a short video about why you are participating in the 4/25 Alumni Day Drive Challenge along with a link to your page asking for gifts of \$19.07.



TWO EVENT ATTENDEES April 23

Share a photo from an event you've attended and tag brothers who have impacted your event experience and ask them to make a gift of \$19.07.



ONE PERSON April 24

Text one special person asking them to make a gift of \$117 in honor of Delta Sigma Pi celebrating 117 years of brotherhood this year.



BIG BROTHER April 25

Wish your big brother a HAPPY ALUMNI DAY and encourage them to give a gift of at least \$19.07 to help you reach your fundraising goal.

Collect each daily badge!

dsp.org/425drive