



PARTICIPANTS' TOOLKIT

November 7-8, 2023

Updated 10/10/2023

DSP.ORG/FDC



We're so excited to have you join us for the 2023 Founders' Day Challenge! Your energy, enthusiasm and passion for Delta Sigma Pi will help us celebrate Founders' Day and reach our goals.

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



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Meet the Chairs



Returning to help lead the charge for this year's Founders' Day Challenge is 2022 National Collegian of the Year, **Christian Loeb, St. Benedict/St. John's (MN)**. He is joined by the 2023 National Collegian of the Year, **Sydney Sampson-Webb, Wisconsin-Milwaukee!**

ABOUT



WHAT IS THE FOUNDERS' DAY CHALLENGE?

The Founders' Day Challenge runs from November 7-8, 2023. It is a peer-to-peer fundraising campaign designed to celebrate Founders' Day while supporting the heart of Delta Sigma Pi – our collegiate chapters – by collecting gifts from brothers, friends and family for each Chapter's Leadership Fund.

Get started today at [**dsp.org/fdc**](https://dsp.org/fdc)!

CHAPTER LEADERSHIP FUNDS (CLFs)

Chapter Leadership Funds are chapter-specific accounts within the Delta Sigma Pi Leadership Foundation created to receive charitable gifts restricted to each Delta Sigma Pi chapter.

Collegiate chapters can request grants to defray the direct costs related to attending Fraternity events (LEAD Provincial Conferences, LEAD Schools, Grand Chapter Congress and Presidents' Academy) or to help cover the costs associated with chapters or chapter members sponsoring or attending educational or professional/personal development speakers and/or workshops, conferences or similar events (including field trips to businesses that include significant elements of educational presentations, tours, etc.).

DSP.ORG/CLF



WHO SHOULD I CONTACT?

While building your chapter's campaign, you may ask yourself, who should I reach out to for support? It can be anyone who has supported your chapter in the past, as well as personal connections. Some ideas:

- Parents
- Professors
- Social media followers
- Neighbors
- Friends
- Coaches
- Managers
- Coworkers
- Family friends
- Faculty initiates
- Chapter sponsors
- Church groups
- Local alumni
- Extended family
- Internship friends
- Grandparents
- Book clubs
- School friends

If you need assistance with alumni lists, reach out to us at **foundation@dsp.org**.



Get Registered

Registering takes just minutes and can be done in 3 simple steps.

1) On the homepage of **dsp.org/fdc**, click the **"Get Started!"** button (located in the top right corner)



A pop up window will appear to give you options on how you want to register – through social media (Facebook, Google or Twitter) or by using your email (if you use your email then you will also need to input your password at that time).

A white pop-up window with a blue close button in the top right corner. The title is "Register for the 2023 Delta Sigma Pi Founders' Day Challenge". It is divided into two columns. The left column, titled "FOR THE BEST EXPERIENCE:", has three blue buttons: "Sign Up with Facebook", "Sign Up with Google", and "Sign Up with Twitter". Below these is a link: "If you have any problems, please [Contact Support](#) for help." The right column, titled "DO I HAVE TO USE A SOCIAL NETWORK?", contains a paragraph of text explaining the challenge's focus on social experience and a white button labeled "Sign Up Using Email". At the bottom of the right column is a link: "[I already have an account](#)". At the very bottom of the window is a small line of text: "By signing up you accept the OneCause Peer-to-Peer Social Fundraising [Terms of Service](#) and [Privacy Policy](#)".

2) Another pop up window will appear asking if you want to join an existing team, start a new team or register as an individual. Note: All collegiate chapters have been a team page pre-set and ready to customize. Just join the team and get started!

A white pop-up window with a blue close button in the top right corner. The title is "Are you registering as part of a team or as an individual?". It is divided into three sections. The top left section, "Join an Existing Team", has a text input field labeled "Start typing your search" and a yellow button labeled "Join Team". The top right section, "Start a New Team", has a text input field labeled "Team Name" and a yellow button labeled "Start Team". Between these two sections is a vertical line with the word "OR" in the middle. The bottom section, "Or Register as an Individual", has a paragraph of text: "If you aren't joining a team or you're just not sure, register as an individual. You can always join a team later if you want." and a yellow button labeled "Register as an Individual".

Get Registered

3) Fill out the registration form including your information and then hit the "SUBMIT" BUTTON.

The screenshot shows a registration form with a header bar containing three tabs: 'YOUR INFORMATION' (highlighted in orange), 'ADDITIONAL REGISTRATIONS', and 'CONFIRM AND SUBMIT'. Below the header, a message reads: 'First, let's make sure we have all your information correct.' The form fields are as follows:

- First Name ***: Text input with 'Henry'.
- Last Name ***: Text input with 'Tienken'.
- Email Address ***: Text input with 'HenryTienken@email.com'.
- Street Address ***: Text input with '330 S Campus Avenue'.
- Street Address 2**: Text input (empty).
- City**: Text input with 'Oxford'.
- State**: Dropdown menu with 'OH - Ohio' selected.
- Zip**: Text input with '45056'.
- Country**: Dropdown menu with 'United States' selected.
- Phone Number ***: Text input with '(513) 523-1907'.
- Phone Type**: Dropdown menu with 'Work' selected.
- Chapter (Optional)**: Text input (empty).

You will automatically be taken to your participant center where you can customize your personal and team pages including adding photos, videos and text. Once you're happy with your edits don't forget to save and then you can start sending out emails to recruit team members and donations

If you need additional help setting up your page, please contact Foundation@dsp.org to schedule a one-on-one appointment.

Suggested Timeline

Oct. 7-31

- Attend the webinar on October 10 (register at **dsp.org/events**) or watch the recording
- Like & Share the Founders' Day Challenge promotions on Deltasig social media channels
- Personalize your team and personal pages (**dsp.org/fdc**)
- Invite other Deltasigs to support collegiate members by making a donation to a CLF through the Founders' Day Challenge
- Create a fundraising plan
 - How will you communicate with your Deltasig network?
 - What social media will you post? Who will you email?

Nov. 1-6

FOUNDERS' DAY CHALLENGE IS THIS MONTH!

- Finalize your page personalization
- Send "Founders' Day Challenge is coming!" emails and other forms of communication to your Deltasig family and friends to get them excited about the Founders' Day Challenge!
- Make social media posts promoting Founders' Day Challenge
- Reach out to **foundation@dsp.org** with any last minute questions or needs!

Suggested Timeline

Nov. 7-8

- Make your gift of at least \$19.07 through the campaign site (**dsp.org/fdc**)
- Host your Founders' Day event (optional)
- Share your Deltasig story on social media with a link to your personal participants page to encourage brothers to celebrate Founders' Day with a gift to the Founders' Day Challenge
- 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!

Nov. 9 & 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.
- Chapter incentives will be awarded after the challenge ends! Stay tuned for more info on those incentives.

Sample Messaging

Email to your chapter's alumni & friends before the event.

Subject Line: Delta Sigma Pi needs you on November 7-8!

Dear [FIRST NAME],

We are just a few days away from Deltasig's Founders' Day Challenge! To celebrate Delta Sigma Pi and our Founders, we will host two days of giving beginning Tuesday, November 7! This is the perfect opportunity to give back to collegiate chapters and allow our brothers the chance to attend a national Fraternity event!

I will be making my gift on Founders' Day because [INSERT REASON YOU'RE SUPPORTING THE FDC].

Will you join me November 7-8 in supporting Delta Sigma Pi's Founders' Day Challenge?

Your gift helps send collegiate brothers to national Fraternity events such as LEAD, Grand Chapter Congress, Presidents' Academy and more!

I hope you will join me on Tuesday, November 7 in supporting our collegiate brothers!

Fraternally,
[YOUR NAME]

P.S. Learn more about the Founders' Day Challenge and make your gift during the Founders' Day Challenge! [PARTICIPANTS PAGE]

Sample Messaging

Email to Deltasig network on November 7

Subject line: Delta Sigma Pi's Founders' Day Challenge is Today!

Dear [FIRST NAME],

Today is the day! Please join me in supporting Delta Sigma Pi during our Founders' Day Challenge at **dsp.org/fdc**. The Founders' Day Challenge is helping us kick off our Founders' Day celebrations and 116 years of brotherhood!

I am excited to give to the [CHAPTER LEADERSHIP FUND NAME OR ANNUAL FUND] because [REASON YOU'RE SUPPORTING FDC]. I invite you to join me in supporting Delta Sigma Pi Chapter Leadership Funds.

Follow Founders' Day Challenge through social media by using the hashtags **#DSPFoundersDay** and **#DSPgives**.

Thank you for your support of Delta Sigma Pi Leadership Foundation and our collegiate members!

Fraternally,
[YOUR NAME]

Sample Messaging

Email/message to donors on November 9

Subject line: Thank you!

Dear [FIRST NAME],

I hope you had a great Founders' Day!

Thank you for supporting Delta Sigma Pi's Founders' Day Challenge. Together, we raised more than \$XXX,XXX! Thank you for helping us participate in this year's Founders' Day celebrations by making a gift to the Founders' Day Challenge.

Today, we celebrate and reflect on the Founders who created our beloved Fraternity, and are working to write Delta Sigma Pi's successful next chapter.

We came together to celebrate #DSPFoundersDay and help our young collegiate members! Because of your generosity, our chapters will be able to send brothers to LEAD events, Grand Chapter Congress, host professional development speakers and more!

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

The success of Founders' Day 2023 would not have been possible without you! Thank you for your generosity.

Happy Founders' Day!

[YOUR NAME]

Social Media Suggestions

You do not have to be active on social media to participate in the Founders' Day 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 I wore the badge of Deltasig. In honor of that day, I plan to support our Founders' Day Challenge on November 7-8, 2023. Will you join me? #DSPFoundersDay #DSPgives [PARTICIPANTS PAGE]

Helping to kick off Founders' Day celebrations, the Delta Sigma Pi Leadership Foundation will celebrate #DSPFoundersDay with our Founders' Day Challenge. No matter where you are on November 7-8, I hope you will join me in celebrating 116 years of brotherhood at **dsp.org/fdc**.

Mark your calendar! The Founders' Day Challenge is on November 7-8! Learn more about how you can join me and all of Delta Sigma Pi to support our Fraternity on that day – [PARTICIPANTS PAGE] or **dsp.org/fdc**.

Tell your story...

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

Social Media Suggestions

Tag your favorite Deltasig in a #tbt post:

"#TBT and these lovely brothers – so glad Delta Sigma Pi brought us together ... I hope they will join me in supporting the Founders' Day Challenge!" [PARTICIPANTS PAGE]

#DSPFoundersDay #DSPgives

Use a picture of your residence hall, apartment, business school building, etc.

"So many fun memories at [INSERT ADDRESS OR BUILDING NAME/NICKNAME]!" [PARTICIPANTS PAGE]

#DSPFoundersDay #DSPgives

Remember when ...

LEAD or GCC

Did you participate in a LEAD School, LEAD Provincial Conference, Presidents' Academy or GCC? Tag the brothers you met there, post a picture and encourage them to support Founders' Day Challenge!

#DSPFoundersDay #DSPgives [PARTICIPANTS PAGE]

Favorite Deltasig Moment

"What a night/day/weekend when event happened!" Don't you remember [BROTHER NAME] gave 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 Founders' Day Challenge!" [PARTICIPANTS PAGE] #DSPFoundersDay #DSPgives

Social Media Suggestions

General

"When you believe in something/someone/a specific cause, you support their efforts by giving of your time and/or monetary gifts. Because I believe in Delta Sigma Pi, I made my gift to support Delta Sigma Pi's Founders' Day Challenge – join me!" [PARTICIPANTS PAGE] #DSPFoundersDay #DSPgives

116 years ago, a legacy was created that has reached more than 300,000 brothers. Today, we honor our Founders by celebrating our brotherhood with the Founders' Day Challenge. It's a chance for every brother to be part of something amazing. I believe in Delta Sigma Pi – do you? [PARTICIPANTS PAGE] #DSPFoundersDay #DSPgives

"I just supported [CHAPTER] Chapter Leadership Fund via the Founders' Day Challenge... I challenge my brothers to do the same!" [PARTICIPANTS PAGE] #DSPFoundersDay #DSPgives (Tag brothers, chapter page and school.)

Frequently Asked Questions

How do I get started?!

It's as simple as registering as a participant or joining a team at **dsp.org/fdc!**

If my chapter is closed, can I give to another chapter?

Absolutely! You can support any chapter(s) of your choosing or give to the Annual Fund.

Can I just donate to the Annual Fund and not a Chapter Leadership Fund?

Yes! Just choose "Annual Fund" under "I would like my gift to support the following fund".

Will each collegiate chapter have their own fundraising page?

Yes! Each chapter has a team page already set up and ready to customize! There is no need for chapters to set up an additional team page.

Can anyone set up their own donation page?

We encourage it! Anyone can create their own donation page without being a part of a team. Just click the "**Register**" button under the "**Get Involved**" tab on the Founders' Day Challenge home page.

Frequently Asked Questions

What are Ambassadors?

Ambassadors have a simple, yet important mission: spread the word about Delta Sigma Pi's 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 Founders' Day Challenge by increasing the number of alumni, friends and parents who donate to the Foundation through peer-to-peer social media and email. If you're interested in becoming an ambassador (for this campaign or any others), please contact **Foundation@dsp.org**.

I want to support my friend's team, 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.

Do I have to give online or can I mail a check to the Delta Sigma Pi Leadership Foundation?

You can make a donation online using the Founders' Day Challenge platform or you can mail your Founders' Day donation to the Delta Sigma Pi Leadership Foundation at 330 South Campus Avenue, Oxford, OH 45056. A receipt will be sent to you once your donation has been processed.

Frequently Asked Questions

If our chapter hosts an event for Founders' Day, how can we maximize our gifts through the Founders' Day Challenge?

We encourage all chapters to customize their Founders' Day Challenge team page and to utilize the tools within the team page. You can send emails inviting friends and family to participate, share your page on social media, create events and activities, and more! If you host an in-person event, you can add any cash or check donations received during the event or collect gifts directly through the page during the event.

Have a question not answered here? We'd love to help. Contact us at **foundation@dsp.org**.