



**Founders' Day Challenge**  
**November 7 & 8**

48 Hours of Giving

# Founders' Day Challenge Participants Toolkit



## Quick Facts

**When:** Sunday, November 7 – Monday, November 8, 2021  
12:01 a.m. Eastern Sunday – 11:59 p.m. Eastern Monday

**What:** We need you! You will help reach thousands of Deltasig brothers and friends during the [2021 Founders' Day Challenge](#) (FDC)! During our 48 hours of giving, your energy, enthusiasm and love for Delta Sigma Pi will help us reach our goals. All Founders' Day Challenge Participants help directly impact our collegiate brothers, by providing funding that allows them to attend national Fraternity events such as LEAD, GCC and Presidents' Academy.

**URL:** <https://p2p.onecause.com/dspfoundersday>

**Primary Hashtag:** #DSPFoundersDay

**Secondary Hashtag:** #DSPgives

### **2021 Founders' Day Challenge Co-Chairs**

Brennen Feder, *Arizona*

2021 National Collegian of the Year

Cody Vasquez, *Angelo State (TX)*

2020 National Collegian of the Year

### **Questions or comments about the Founders' Day Challenge?**

Please email Jeanine Triplett, Associate Executive Vice President, at [jeanine@dsp.org](mailto:jeanine@dsp.org), or Brittany Kyger at [foundation@dsp.org](mailto:foundation@dsp.org) for assistance!



### **What makes a truly amazing Founders' Day Challenge (Founders' Day Challenge) Fundraiser?**

- You love Delta Sigma Pi and the opportunities we provide for ALL Deltasigs!
- You are comfortable encouraging your Deltasig network (your chapter brothers, alumni and anyone else you can think of!) to support the Delta Sigma Pi Leadership Foundation during our 48 hours of giving.
- You are excited to engage your Deltasig network through social media, email, direct messages and phone calls!

### **What's next?**

After signing up as a participant, follow the action timeline below to get started!



# Delta Sigma Pi Social Media

***SHARE WITH US***

 /DeltaSigmaPi

 @DeltaSigmaPi

 @DeltaSigmaPi

 /company/delta-sigma-pi

#DSPFoundersDay  
#DSPgives



# Action Timeline

## Now through November 6

- Read through this guide, and contact Jeanine Triplett, Associate Executive Vice President, at [jeanine@dsp.org](mailto:jeanine@dsp.org), with any questions or concerns.
- Watch the Webinar training:  
[https://dsp.zoom.us/rec/share/6Ht1sHt0SFpNZ3FmYn26vJIZij28CCptGHwCHVvC8c1zJhtizynMrFeSD\\_CwZ45U.P9WjmoAyw4-1O3XM](https://dsp.zoom.us/rec/share/6Ht1sHt0SFpNZ3FmYn26vJIZij28CCptGHwCHVvC8c1zJhtizynMrFeSD_CwZ45U.P9WjmoAyw4-1O3XM) **Passcode:** 5vb%1LSK
- Like and share the Founders' Day Challenge promotions on Deltasig social media channels to start engaging your network.
- Set up your participants page at <https://p2p.onecause.com/dspfoundersday>.
- Visit the Founders' Day Challenge Resource Page: [www.dsp.org/fdcresources](http://www.dsp.org/fdcresources)
- Add the Founders' Day Challenge social media image to your profile pictures.
- Schedule a one-on-one meeting with a Delta Sigma Pi Leadership Foundation staff member, if needed. To schedule a Zoom meeting, please contact [Brittany@dsp.org](mailto:Brittany@dsp.org).
- Invite other Deltasigs to support Delta Sigma Pi collegiate members by making a donation to a Chapter Leadership Fund through the Founders' Day Challenge.  
*Note: Each donor has the option to choose which Chapter Leadership Fund (or Annual Campaign) they'd like to donate to!*

## November 1 – Founders' Day is this month!

- Make your plan
  - How will you communicate with your Deltasig network?
  - What social media posts will you post?
  - Who will you email?
  - Chat with on the phone?
  - **Remember – people give to people!**



## November 1 to 6

- Send “Founders’ Day Challenge is coming!” emails or other forms of communication to your Deltasig family and friends to get them excited about Founders’ Day Challenge!

## November 7 & 8 – Founders’ Day Challenge

*The Founders’ Day Challenge will kick off at 12:01 a.m. Eastern on November 7 and be active until November 8 at 11:59 p.m. Eastern.*

- Make your gift of at least \$19.07 via your personal participant’s page.
- Host your Founders’ Day event (optional).
- Using your personal participant’s page, post in your Delta Sigma Pi groups (Facebook, LinkedIn and other group chats) and on your own social media platforms to encourage your Deltasig brothers to support Founders’ Day Challenge!
  - Post a throwback photo of you and/or chapter members during a Fraternity event on your preferred social media platform(s).
  - Share why you give by using personal stories and memories and make sure all Deltasigs know it is time to give. Don’t forget the hashtags!
    - Send emails (see page 8)
    - Send Facebook messages (see page 11)
    - Text
    - Share on Instagram stories
    - Tweet
- 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!”



- Log in to your participant's page and/or team pages throughout the event to see the impact you are having.
  - Checking the donor wall (under "What's Happening" on the top navigation bar of the Founders' Day Challenge Page) to see if other individuals you know made a gift outside of your participant's page.

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



# Sample Messaging

**Email to Deltasig brothers 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 48 hours of giving beginning on Sunday, November 7! This is the perfect opportunity to give to give back to collegiate chapters and allow our young brothers the chance to attend a national Fraternity event!

I will be making my gift on Founders' Day because [insert reason why you are supporting the challenge].

**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 Sunday, November 7 in supporting our collegiate brothers!

Fraternally,  
[Your Name]

P.S. Learn more about the Founders' Day Challenge and make your gift during Founders' Day Challenge! {personal participants page}





**Email to Deltasig network on November 7, 2021**

**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 – <https://p2p.onecause.com/dspfundersday> . The Founders' Day Challenge is helping us kick off our Founders' Day celebrations and 114 years of brotherhood!

I am excited to give to the [Chapter Leadership Fund Name or Leadership Foundation Annual Fund] because [Insert reason why you are supporting.]. I invite you to join me for 48 hours of giving to support 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 collegiate members!

Fraternally,  
[Your Name]

#DSPFoundersDay  
#DSPgives



**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 are celebrating and reflecting on the four Founding Brothers who created our beloved Fraternity and creating Delta Sigma Pi's 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 and development speakers and more!

If you have specific questions regarding your gift, please email [Foundation@dsp.org](mailto:Foundation@dsp.org) or call (513) 523-1907. The success of Founders' Day 2021 would not have been possible without you! Thank you for your generosity.

Happy Founders' Day!

Fraternally,

[Your Name]



## Social Media Posts

*You do not have to be active on social media to participate in the Founders' Day Challenge campaign. However, if you are, here are some suggested posts that you can use.*

### **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, 2021. Will you join me? #DSPFoundersDay #DSPgives <personal page link>

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 114 years of brotherhood at <https://p2p.onecause.com/dspfundersday> #DSPFoundersDay #DSPgives

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 – {your participants page} #DSPFoundersDay #DSPgives  
<https://p2p.onecause.com/dspfundersday>.

### **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 dorm, apartment, business school building, etc.** "So many fun memories at *insert address, building nickname or building name!*" *Participants page*  
#DSPFoundersDay #DSPgives

Remember when ...



### **LEAD or GCC**

Did you participate in a LEAD School, LEAD Provincial Conference or GCC? Tag 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, brother name, brother name and 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

### **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

114 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

## **What is the Founders' Day Challenge?**

The first annual Founders' Day Challenge fundraising campaign begins at 12:01 a.m. (Eastern) Sunday, November 7 and ends at 11:59 p.m. (Eastern) November 8 for two days of giving. The purpose of the 2021 Founders' Day Challenge is 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.

## **What is a Chapter Leadership Fund?**

Chapter Leadership Funds (CLFs) 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 cost associated with hosting educational or leadership development speakers.

## **How do I get started?!**

It's as simple as registering as a participant or joining or starting a team!

## **What 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 Campaign.

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

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

**What if I want to organize a team to fundraise for the Founders' Day Challenge? Is that possible?** Of course! Just click "Join or Start a team" under the "Get Involved" tab on the [Founders' Day Homepage](#).



**Will each collegiate chapter have their own fundraising page?**

Yes! Each chapter has the option to create their own team page or raise money individually.

**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](#).

**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 Central Office?**

You can make a donation online using the Founders' Day Challenge platform or you can mail your Founders' Day donation to the Central Office at 330 South Campus Avenue, Oxford, OH 45056. Please contact [foundation@dsp.org](mailto:foundation@dsp.org) with questions.

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

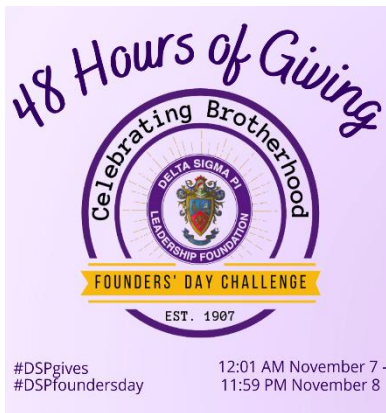
We encourage all chapters to create a Founders' Day Challenge team and to utilize the tools within the team page. You can send emails inviting friends and family to participate, share your page on social media, create events and activities and more! If you host an in-person event, you can add any cash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



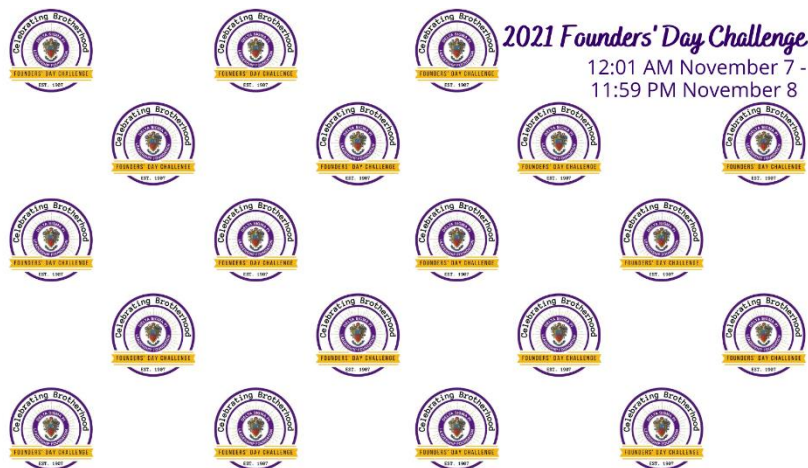
# Founders' Day Challenge Image Library

You can find downloadable versions of the images below at [www.dsp.org/fdcresources](http://www.dsp.org/fdcresources)

*Instagram, Facebook & LinkedIn Images*



*Zoom Background*




#DSPFoundersDay  
#DSPgives





*Facebook Banners*

*48 Hours of Giving*



#DSPgives  
#DSPfoundersday

12:01 AM November 7 -  
11:59 PM November 8



12:01 AM Sunday, November 7 -  
11:59 PM Monday, November 8

*48 Hours of Giving*

***2021 Founders' Day Challenge***

#DSPgives  
#DSPfoundersday

#DSPFoundersDay  
#DSPgives