



Raising Funds for Your Chapter Leadership Fund: The 2022 Founders' Day Challenge

October 12, 2022



Delta Sigma Pi
Professional Business Fraternity



Founders' Day Challenge Co-Chairs



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What is the Founders' Day Challenge?

The Founders' Day Challenge is a peer-to-peer fundraising campaign that runs November 5-7 in celebration of our 115 years of brotherhood!

The Founders' Day Challenge (FDC) will raise money for Chapter Leadership Funds and the Annual Fund.



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2022 FDC FUNDRAISING

GOAL



\$115,000



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What are Chapter Leadership Funds?

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.

One of our goals with the Founders' Day Challenge is to educate all collegiate and alumni brothers on the advantages and uses of the Chapter Leadership Funds.



Chapter Leadership Fund Uses:

- Help defray the direct costs related to attending Fraternity events including LEAD Provincial Conferences, LEAD Schools, Grand Chapter Congress and Presidents' Academy
- Help cover the cost 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.)



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Ways to participate in the Founders' Day Challenge:

1. **Make a Gift** - Your donation can support a specific Chapter Leadership Fund or the Annual Fund. No need to register, just click "donate now" on the homepage.

The donation feature will be available after 10/24

2. **Register as a Participant** - As a participant, you can set up your personal fundraising page to help support the Chapter Leadership Fund of your choice! Share your reason for supporting your chapter, add photos, and more! You can then share your personal page via email and social media to gain additional support from brothers, family, friends and more!



Ways to participate in the Founders' Day Challenge:

3. Join a Team - Join other brothers and friends to support a common goal! Your chapter can reach even higher goals as we support future Deltasigs!

All chapters have pre-set team pages. The pages can be customized with photos, messages, and more!



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Become an Ambassador or Champion:

Ambassadors (campaign specific/short-term role) and Champions (ongoing support role) have access to donor data and materials to utilize to help ensure the success of the Founders' Day Challenge/Chapter Leadership Funds.

Contact Jeanine@dsp.org if you wish to become an ambassador or champion, or would like more information.



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Why should chapters participate?

- The Founders' Day Challenge provides each chapter the tools needed to fundraise for their Chapter Leadership Funds
- The Founders' Day Challenge gives each chapter the opportunity to reach out to the alumni from their chapters to provide them an update on chapter activities and ask for their support.
- Support the mission of the Delta Sigma Pi Leadership Foundation and provide funds to support our collegiate brothers through educational programs and training.



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Best Practices to Promote Your Founders' Day Challenge Page...

1. Support Founders' Day Challenge with a gift of at least \$19.07
2. Work with your chapter to educate them on what the Founders' Day Challenge is and how it will benefit the chapter
3. Ask at least ten Deltasigs to support the Founders' Day Challenge
4. Reach out to your network before November 5-7, 2022, so people anticipate the Founders' Day Challenge, and engage with your network about our FDC
5. Follow up with your network during the campaign weekend as a reminder if they haven't made a gift yet!



Chapter Incentives

Thanks to our generous donors, the **TOP SIX** fundraising chapters will receive an incentive for raising the most money!

We will award the chapters who raise the most money by chapter size (based on fall dues paying members) with a \$500 donation to their Chapter Leadership Fund:

Tier I = 25 or fewer members

Tier II = 26 to 50 members

Tier III = 51 or more members



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Matching/Challenge Gifts

Our Founders' Day challenge and matching gifts are specific to donors who make a designated donation that assist us in raising a certain amount of money by a certain timeframe or day or for a specific chapter or the annual fund.

Matching/Challenge Ideas:

- Match of \$XXX to the first \$XXX raised for the Annual Fund
- Challenge to brothers to give a certain amount to specific chapters/funds



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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!



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What if I want to organize a team to fundraise for the Founders' Day Challenge? Is that possible?

Of Course! Visit [Founders' Day Challenge homepage](#) and click "Join a team" under the "Get Involved" tab.

Can I join more than one team?

Unfortunately, the software program limits you from joining more than one team (unless you create a different username and password for a second alias). You can still donate to any team without joining that team!

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 as a Participant" button under the "Get Involved" tab on the [Founders' Day Challenge home page](#).



Will each collegiate chapter have their own fundraising page?

Yes! Each chapter has a pre-set team page ready to customize to start fundraising!

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.

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 Fund.



Do I have to be on social media to participate as an Ambassador?

NO! You can promote your fundraising page by sending the link to your page to your family, friends and brothers via email!

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. 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.



For more information contact:

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