

Collegiate Communications Guide

Founders Day of Giving is a great opportunity to showcase your love and loyalty to Alpha Phi and support Alpha Phi Foundation! You—our collegiate women—are an important part of our Founders Day of Giving efforts and we encourage you to give, share, and get involved.

Here are a few the tips and examples to help you with your social media and text messages to your sisters, friends, family, chapter advisors and other Alpha Phi alumnae.

SOCIAL MEDIA

Founders Day is the perfect time to celebrate your sisters and what Alpha Phi means to you on social media! We encourage you to post on your own as well as share Alpha Phi's social media content. Remember to include the giving site link and use #aphifoundersday on all your posts. Here are some content ideas:

Group of sisters in front your chapter house

The house holds special memories for you *and* for alumnae. Tag sisters—collegians and alumnae—to ask them to join you in participating in Founders Day of Giving.

Group of your best gal-pals or Phi Family

Share why you are grateful for your close group of sisters and why, together, you support Alpha Phi Foundation. Encourage others to make a gift in honor of their Alpha Phi group!

Throwbacks from ELI, Fellows, and Leadership Conference

Share a fun memory with sisters you met at Conference or something you learned from your leadership training. Remember to thank the generous Alpha Phi Foundation donors for this experience!

Share your gift

You are influential! After you make your gift of \$5 or more on Founders Day of Giving, post on social media to inspire others to give and mention what challenge you participated in!

In the coming weeks Alpha Phi Foundation will share the giving site link and send VPMs chapter-specific branded IG Story images to share on chapter and member Instagram and Facebook accounts. [Find more communications tools in the Communications Guide!](#)

FOUNDERS

DAY *of*
GIVING
ALPHA PHI

OCT. 10, 2019

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TEXT MESSAGING

We encourage you to tailor your text messages to your recipients and encourage them to support these three challenges on Founders Day of Giving. Here is some example language:

Clara's Circle Gift Challenge (for your sisters)

Hey ladies, happy Founders Day! Join me in celebrating 147 years of Alpha Phi by supporting Founders Day of Giving! We need at least 5 women from our chapter to make a gift of \$5 or more, but I'd love to be able to say that our entire <chapter/pledge class/etc.> participated in Founders Day of Giving!

When you make a gift, remember to select <Insert Chapter> so we can reach the top of the Chapter Leaderboard! 🏆 <Insert Giving Link>

Phi Friends and Family Gift Challenge (for your friends and family)

<Mom, Dad, Friend, Etc.>, will you celebrate Alpha Phi's Founders Day of Giving with me by making a gift of \$20 or more to Alpha Phi Foundation? This nonprofit means a lot to me and to the 250,000+ women who have benefited from its programs.

If you can, make your gift on 10/10/19 at <Insert Giving Link> and remember select <Chapter Name> when you donate so my chapter receives credit for it! Thanks, love you! 🥰

Legacy of Leaders Gift Challenge (for your advisors and chapter alumnae)

Hi <Alumna Name>! I want to wish you a happy Founders Day and let you know how much you mean to me and the <Insert Chapter> chapter!

In case you have heard, we're celebrating 147 years of Alpha Phi with Founders Day of Giving. I'm doing my part by connecting with as many sisters as possible to let them know about the Legacy of Leaders Gift Challenge. Together, we can unlock a Foundation grant that will help send 25 collegiate officers to the 2020 Leadership Conference! How cool! If you can, please join me in participating in Founders Day of Giving today by making a gift today! You're the best! <Insert Giving Link>

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