

A photograph of four women sitting closely together outdoors on a grassy area with trees in the background. They are all smiling and looking towards the camera. The woman on the far left has dark hair and is wearing a dark long-sleeved top and light-colored pants. The woman next to her has light brown hair and is wearing a white V-neck top and blue jeans. The woman next to her has short dark hair and is wearing a red and white striped short-sleeved top and blue jeans. The woman on the far right has long brown hair and is wearing a dark sleeveless top and light-colored pants. The image has a semi-transparent dark overlay.

FOUNDERS

DAY *of*  
GIVING

ALPHA PHI

OCT. 10, 2019

# Introduction

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**Thank you** for believing in Alpha Phi and supporting Alpha Phi's 2019 Founders Day of Giving!

**You play an essential role** in sharing our message and creating excitement around Founders Day of Giving, Thursday, October 10, 2019!

This communication guide provides you with tools and suggestions for supporting Founders Day of Giving. Remember that your messages are most compelling when you use your voice and share your Alpha Phi story, so we encourage you to personalize templated communications within this guide.

You can also follow the Founders Day of Giving campaign and day-of progress on Facebook, Instagram, Twitter, and online at [www.alphaphifoundation.org/founders](http://www.alphaphifoundation.org/founders). Keep the momentum going by using the hashtag #aphifoundersday, too!

With recent changes to some of our favorite social media platforms, your help in sharing and engaging with Founders Day of Giving is more important than ever! Your sisters are more likely to see your posts than an official Alpha Phi post, so we need **you** to help keep the excitement going for all 18 hours and 72 minutes of Founders Day of Giving!

We are grateful for your help in spreading awareness within your network by phone, email, text and social media. Thank you for helping to make this day a great success!

Questions? Call 847.475.4532 or email [info@alphaphifoundation.org](mailto:info@alphaphifoundation.org)

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# Frequently Asked Questions

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**Q: What is Founders Day of Giving?**

A: The 2019 Founders Day of Giving is Alpha Phi's fourth day of giving. This is a membership-wide effort to inspire collegiate and alumnae members, as well as family and friends of Alpha Phi, to support Alpha Phi Foundation's mission to advance women's lives through the power of philanthropy.

**Q: When is Founders Day of Giving?**

A: Founders Day of Giving is Thursday, October 10, 2019. In honor of our founding year, the day of giving is an 18-hour and 72-minute fundraising campaign. Join us on 10.10.19 starting at 6:00AM Eastern Time through 10:12PM Pacific Time!

**Q: Where is my gift most needed?**

A: Our area of greatest need is the Annual Fund, which allows us to allocate resources wherever the need is greatest. A gift to the Annual Fund not only supports Foundation programs—Leadership, Scholarship, Women's Heart Health, Forget Me Not Grants, and Heritage—but also the people, facilities and technology need to administer our programs.

**Q: How can I make my gift?**

A: You can make your gift online, by phone or through the mail. To make a gift online, visit [www.alphaphifoundation.org/founders](http://www.alphaphifoundation.org/founders) on Thursday, October 10, 2019. If you prefer to make your gift over the phone, please call 847.475.4532. If you prefer to write a check, please make the check payable to *Alpha Phi Foundation*, date the check October 10, 2019, include *Founders Day of Giving* in the memo line, and mail to Alpha Phi Foundation at 1930 Sherman Avenue, Evanston, IL 60201.

**Q: Is my donation tax-deductible?**

A: Absolutely! Alpha Phi Foundation is a 501(c)(3) non-profit organization. Donations to the Foundation are tax-deductible.

**Q: Will I receive a receipt for my donation?**

A: Yes! After you make your online gift, you will receive a confirmation email that can be used for tax purposes. If you give via phone or mail, your receipt will be mailed.

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**Q: My employer offers a matching gift program. Are gifts on the Day of Giving eligible?**

A: Absolutely! 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.

**Q: What if I have a question about my gift?**

A: Alpha Phi Foundation staff will be in the office during Founders Day of Giving—all 18 hours and 72 minutes of it! If you have question, please contact us at 847.475.4532 or [info@alphaphifoundation.org](mailto:info@alphaphifoundation.org)

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# Timeline

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## TODAY

- Follow Alpha Phi on our social media channels
  - Facebook - [Alpha Phi Fraternity](#) and [Alpha Phi Foundation](#)
  - Instagram - [@alphaphiintl](#) and [@alphaphifoundation](#)
  - Twitter - [@alphaphiintl](#) and [@APhiFoundation](#)
- Bookmark the Founders Day of Giving website - [www.alphaphifoundation.org/founders](http://www.alphaphifoundation.org/founders)

## WEEK OF SEPTEMBER 5 | FIVE WEEKS OUT

- Update your cover photo and/or profile picture to Alpha Phi's Founders Day of Giving graphics (available to download at the end of this communications guide).

## WEEK OF SEPTEMBER 12 | FOUR WEEKS OUT

- Are you a part of an alumnae group — Share the Founders Day of Giving communication guide with alumnae and talk about Day of Giving at your Founders Day event(s).
- Consider requesting a Founders Day in a Box from Alpha Phi Foundation. For more information email [info@alphaphifoundation.org](mailto:info@alphaphifoundation.org).
- Start creating a list of sisters you plan to call, email, or text on Founders Day of Giving.

## WEEK OF SEPTEMBER 19 | THREE WEEKS OUT

- Alpha Phi Foundation will publish a Founders Day of Giving event on Facebook. RSVP and share the event to your own profile and relevant Facebook pages and groups. Use #aphifoundersday on your posts.
- Invite your sisters to the Founders Day of Giving Facebook event.

## WEEK OF SEPTEMBER 26 | TWO WEEKS OUT

- Are you a chapter advisor — Reach out to your fellow advisors and chapter officers to share the Founders Day of Giving communications guide and resources.
- Are you a former ELC — Text your ELC group and have them save the date: 10.10.19!
- Are you a collegiate member — Spread the word with your chapter sisters and ask your VPM

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or social media director to help promote the Founders Day of Giving.

- Send out your save the date emails.

## WEEK OF OCTOBER 3 | ONE WEEK OUT!

- Prepare your day-of emails and save them in your drafts. You can also schedule emails ahead of time in Gmail or by using the Delay Delivery option in Outlook.
- Check the Facebook event and Founders Day of Giving site for day-of challenge updates.
- Share your excitement and talk about what Alpha Phi means to you. Use #aphifoundersday in your posts.

## OCTOBER 4-9 | WEEK OF

- Share one of our posts or create your own. Use #aphifoundersday.
- Check out the [www.alphaphifoundation.org/founders](http://www.alphaphifoundation.org/founders) website for updates on challenges.

## THURSDAY, OCTOBER 10 | 18 HOURS + 72 MINUTES!

- Join us between 6:00AM Eastern Time and 10:12PM Pacific Time by making a gift and encouraging your network to make a gift, too — every gift counts, big or small! Call, text, or email sisters who are not on social media to encourage their support.
- Share! Share! Share! Keep engaging with Alpha Phi posts throughout the day. What YOU share may reach more sisters faster than the official Alpha Phi social media channels.
- If you know someone who made a gift, thank them!

## FRIDAY, OCTOBER 11 | BIG THANKS!

- Thank your followers and those who made gifts on Founders Day of Giving.
- Watch for an announcement on our overall impact. Share and help us thank everyone who supported Alpha Phi Founders Day of Giving.

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# Communication Templates

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## PHONE CALLS

What better time to connect with your Alpha Phi sisters than in the weeks leading up to Founders Day of Giving? Here are some talking points that may be helpful:

- Join me on Thursday, October 10 for Alpha Phi's Founders Day of Giving. On this day, we have 18 hours and 72 minutes to give back and celebrate all the ways Alpha Phi and our sisters have made us who we are today!
- Your gift supports Alpha Phi Foundation and its five program areas: leadership training and development, scholarship, women's heart health, forget me not grants, and heritage.
- There are challenges and matching gifts throughout the day that help you make an even bigger impact!
- Follow our progress at [www.alphaphifoundation.org/founders](http://www.alphaphifoundation.org/founders). Social media not required.
- In 2016, Alpha Phi hosted its first day of giving. Since then, our sisterhood has raised over \$400,000 on day of giving efforts! Let's see what we can do in 2019!
- Donate online and follow our progress at [www.alphaphifoundation.org/founders](http://www.alphaphifoundation.org/founders)
- Prefer to write a check? Please make sure your checks are dated October 10, 2019.
- Prefer to donate over the phone? Call the Alpha Phi Foundation office at 847.475.4532 on Thursday, October 10. Foundation staff and volunteers will be happy to help you donate over the phone.

## EMAILS

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# Communication Templates

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## EMAILS

You can help build excitement by sending emails to your network. Here are some helpful tips:

- Many sisters read their email on a phone or mobile device, so keep it short and sweet!
- Sharing why YOU give is the most compelling story of all!
- Prefer to prepare your Day of Giving emails ahead of time? You can schedule emails in Gmail or by using the Delay Delivery option in Outlook. Test your messages so you know everything is working as planned.

### Sample Email 1:

Dear <<First Name>>,

On Thursday, October 10, Alpha Phi will host its annual Founders Day of Giving. On this day, we have the opportunity to give back to an organization that has done so much for us! For all the tailgates and dances, study breaks and late nights, laughter and friendships, I want us to make October 10 count for Alpha Phi!

Our gifts to Alpha Phi Foundation will advance women's lives through innovative leadership training and programming, life-changing scholarships, vital research and educational initiatives for women's heart health, Forget Me Not Grants for our sisters in need, and heritage.

I hope you will consider making a gift – of any amount – on Founders Day of Giving at [www.alphaphifoundation.org/founders](http://www.alphaphifoundation.org/founders). Whether you choose to support a scholarship fund, chapter leadership fund, or the area of greatest need, you can make a difference and help build a legacy for future generations of sisters to come.

Loyally,

<<Your Name>>

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## Sample Email 2:

Dear <<First Name>>,

On Thursday, October 10, Alpha Phi is hosting its annual Founders Day of Giving—an 18-hour and 72-minute online giving campaign. On this day, I hope you'll join me and make a special gift on Alpha Phi's Founders Day of Giving.

Here's how you can make a difference:

1. **Give:** All Alpha Phis are challenged to show their support for our Fraternity. All gifts made online between 6:00AM ET and 10:12PM PT on October 10 will count towards the Day of Giving. Visit [www.alphaphifoundation.org/founders](http://www.alphaphifoundation.org/founders) to make your gift.
2. **Share:** Spread the word about Founders Day of Giving. Post on Facebook, Instagram, and Twitter to share why you give back to Alpha Phi, and why Alpha Phi is important to you. Make sure you use #APhiFoundersDay to see your content on Founders Day of Giving social media feed.
3. **Rally:** Ask your personal network to join you in making a gift.

This Founders Day of Giving, make a gift that says you stand with Alpha Phi – and with me!

For more information about Alpha Phi's Founders Day of Giving, please visit [www.alphaphifoundation.org/founders](http://www.alphaphifoundation.org/founders). If you have any questions, please feel free to contact Carolyn Gregg, Director of Individual Giving, at [cgregg@alphaphifoundation.org](mailto:cgregg@alphaphifoundation.org).

Loyally,

<<Your Name>>

# Communication Templates

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## Sample Scholarship Fund Email:

Dear <<First Name>>,

Did you know Alpha Phi Foundation awarded over \$340,000 in merit and need-based scholarships to graduate and undergraduate Alpha Phis last year? Wouldn't it be amazing if we could help more sisters pursue their advanced degrees? **We can!**

On Thursday, October 10, Alpha Phi will host its annual Founders Day of Giving. On this day, we have the opportunity to support our <<Chapter>> sisters by making gifts to the <<Scholarship Name>> Fund.

I hope you will join me on Founders Day of Giving, October 10, by supporting our scholarship program and the <<Scholarship Name>> Fund. Visit [www.alphaphifoundation.org/founders](http://www.alphaphifoundation.org/founders) to learn more and donate on 10.10.19.

Thank you for helping build a legacy of sisterhood and generosity!

Loyally,

<<Your Name>>

P.S. Follow Alpha Phi Foundation on social media and use the hashtag #aphifoundersday to see our progress!

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# Communication Templates

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## Sample Leadership Fund Email:

Dear <<First Name>>,

What do you remember most about your time at <<School Name>>? I remember the fun we had, the memories we made, and how Alpha Phi was a huge part of that. In Alpha Phi, we became leaders, scholars, problem-solvers, event planners, and best friends.

On Thursday, October 10, Alpha Phi will host its annual Founders Day of Giving. On this day, we can pay it forward so that future <<Chapter>> sisters have a similar experience by making our gifts to the <<Chapter>> **Chapter Leadership Fund**.

The purpose of this fund is to endow <<Chapter>>'s leadership activities for the future and empower our sisters to lead with heart and positively influence our chapter. I hope you will join me on Founders Day of Giving, October 10, by supporting our leadership program and the <<Chapter>> Chapter Leadership Fund. Visit [www.alphaphifoundation.org/founders](http://www.alphaphifoundation.org/founders) to learn more and donate on 10.10.19.

Thank you for helping build a legacy of innovation and generosity!

Loyally,  
<<Your Name>>

P.S. Follow Alpha Phi Foundation on social media and use the hashtag #aphifoundersday to see our progress!

# Communication Templates

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## Sample Fundraising Email:

Dear <<First Name>>,

We're <<%>> of the way to our goal!

We are SO CLOSE to fully funding the <<Fund Name>>. Will you help us reach 100% during Founders Day of Giving on Thursday, October 10?

<<Insert one of the paragraphs below>>

*For a scholarship fund:*

Thanks to the generosity of sisters like you, Alpha Phi Foundation awards more than \$340,000 in merit and need-based scholarships to graduate and undergraduate Alpha Phis each year. How great would it be to endow the <<Scholarship Name>> Fund for our sisters at <<School Name>>?

*For a chapter leadership fund:*

The <<Fund Name>> and each of Alpha Phi's newest leadership programs are possible because of sisters, like you, who are dedicated to helping Alpha Phi innovate and grow tomorrow's leaders. How great would it be to endow the <<Chapter>> Chapter Leadership Fund for our sisters at <<School Name>>?

We can help our sisters reach this incredible milestone with a gifts to Alpha Phi Foundation today at [www.alphaphifoundation.org/founders!](http://www.alphaphifoundation.org/founders!)

Thank you for helping build a legacy of sisterhood and generosity for our <<Chapter>> sisters! We are truly grateful for your support.

Loyally,  
<<Your Name>>

P.S. Follow Alpha Phi Foundation on social media and use the hashtag #aphifoundersday to see our progress!

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# Communication Templates

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## SOCIAL MEDIA

You have the network to make Founders Day of Giving even more successful! We need your help in spreading the word and encouraging sisters to get involved on Founders Day of Giving! 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 link to the Founders Day of Giving site ([www.alphaphifoundation.org/founders](http://www.alphaphifoundation.org/founders)) in your posts.
- Use #aphifoundersday.
- 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 Alpha Phi days.

### Before the Event:

- <<Your initiation date>> is a day I'll never forget! It was the day I became an Alpha Phi. In honor of that day, I plan to support Alpha Phi's Founders Day of Giving, October 10. Will you join me? [www.alphaphifoundation.org/founders](http://www.alphaphifoundation.org/founders) #aphifoundersday
- October 10 marks 147 years of Alpha Phi Fraternity. Will you join me in celebrating this day in history with a gift on Founders Day of Giving? [www.alphaphifoundation.org/founders](http://www.alphaphifoundation.org/founders) #aphifoundersday
- Let's honor the experience and connections we made in Alpha Phi by paying it forward on Founders Day of Giving! No matter where you are on October 10, you can make an impact on current and future generations of women. [www.alphaphifoundation.org/founders](http://www.alphaphifoundation.org/founders) #aphifoundersday
- Alpha Phi gave me the skills and confidence I need to succeed and lead with heart. In honor of my Alpha Phi experience, I will give on Alpha Phi's Founders Day of Giving to

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# Communication Templates

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ensure incredible opportunities are available for today's sisters. Will you join me? [www.alphaphifoundation.org/founders](http://www.alphaphifoundation.org/founders) #aphifoundersday

- Mark your calendars! 10/10/19 is Alpha Phi's Founders Day of Giving. How will you give? [www.alphaphifoundation.org/founders](http://www.alphaphifoundation.org/founders) #aphifoundersday

## During the Event:

- It's Alpha Phi's Founders Day of Giving. I made my gift. Now it's your turn! Join me and make your gift today at [www.alphaphifoundation.org/founders](http://www.alphaphifoundation.org/founders) #aphifoundersday
- Founders Day of Giving is happening now! Make your gift to what inspires you most about our sisterhood at [www.alphaphifoundation.org/founders](http://www.alphaphifoundation.org/founders) #aphifoundersday
- Since 1872, Alpha Phi has impacted the lives of over 250,000 women. Today, we celebrate all that Alpha Phi has given us. #aphifoundersday is a chance for every sister to be part of something amazing! I believe in Alpha Phi...do you? [www.alphaphifoundation.org/founders](http://www.alphaphifoundation.org/founders)

*Create your own content by sharing a few of your favorite Alpha Phi photos and memories. Make sure to use #APhiFoundersDay so that we can share your content on the social media wall.*

*For those who are more social media savvy, tag your Alpha Phi friends in a post encouraging/asking them to donate. For example:*

- It's Alpha Phi's Founders Day of Giving. I made my gift. Now it's your turn Martha Foote Crow, Jane Higham, and Hattie Lukens. Join me and give at [www.alphaphifoundation.org/founders](http://www.alphaphifoundation.org/founders) #aphifoundersday

## After the Event:

- Thank you for supporting Founders Day of Giving! Your gifts, stories, and posts have helped make #aphifoundersday a great success! Together, we made an impact! Thank you for investing in Alpha Phi.

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# Event Talking Points

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## 2018-2019 ALPHA PHI IMPACT AND STATISTICS

Alpha Phi has had an incredible year growing our membership and developing programs that will advance the lives of Alpha Phis today and into the future. Use the highlight reel below to help you celebrate everything Alpha Phi has accomplished recently.

- 2019 marks the **147th anniversary** of Alpha Phi Fraternity's founding.
- Today, Alpha Phi has **172 active collegiate chapters**.
- Alpha Phi **installed 2 chapters**: University of Florida and Baylor University
- Alpha Phi welcomed **8,513 new members**.
- We are excited to start a new chapter at the University of Wyoming this fall — **our first chapter in the state of Wyoming!**
- Earlier this year, our Iota Tau chapter decided to **stand up to Harvard** and fight back against the unjust sanctions placed upon them. Alpha Phi International Fraternity joined our Iota Tau chapter and other groups in a lawsuit against Harvard.
- Alpha Phi Foundation **invested \$1,513,933** in its five programs: Leadership, Scholarship, Women's Heart Health, Forget Me Not Grant, and Heritage.
- **\$678,469 invested** in Alpha Phi leadership training and programs that develop leaders with the skills and heart to influence positive change.
- Alpha Phi launched **5 new programming areas**: Live Courageously Series, League of Coaches, Legacy of Leaders, Generous Hearts, and Stand Together. Each programming area includes a number of programs like Alpha Phi Leadership Institute, *Step Up!*, and The Buzz. These programs are made possible through the generosity of Alpha Phi Foundation donors.
- Alpha Phi held two Leadership Conferences last February and provided training to over **1,600** officers and volunteers. During these events, we launched our newly-revised Risk Reduction & Safety Philosophy. Alpha Phi also carefully selected industry-leader Lori Hart as a keynote speaker to inspire chapter leaders to establish a culture of taking action to keep members safe. This program was made possible through the generosity of Alpha Phi Foundation donors.

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## Event Talking Points

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- Alpha Phi Foundation **awarded over \$343,000** in merit and need-based scholarships to 70 graduate and undergraduate Alpha Phis
- In 2018-2019, **more than \$393,000 granted** to the Heart to Heart Grant recipient and heart health organizations across North America.
- **49 sisters**—collegians and alumnae—received the support of a Forget Me Not Grant.
- In January 2019, *Alpha Phi International Fraternity, The Second Fifty Years, 1923-1972, Alpha Phi Toujours*, authored by Nancy Owen Craig (Beta Chi-Bucknell), was published. This book is the second in a 3-volume series capturing the forces and faces that have shaped Alpha Phi Fraternity for its nearly 150-year history.
- In fall 2018, Alpha Phi opened **a new university-owned facility at Arizona State** in their Greek Leadership Village.
- Georgia opened its house this fall. The House Corporation Board purchased a beautiful, existing 7,000-square-foot house and renovated it to add about 12,000 square feet.
- Alpha Phi has renewed its focus championing a dynamic alumnae community whose members are inspired by Alpha Phi, connected to each other, and engaged in its future. To accomplish this, we are establishing a partnership with leading experts to cultivate a vibrant and robust community that connects alumnae purposefully, personally, and professionally.

*Interested in sharing more Alpha Phi history, consider ordering Volume I & II of Alpha Phi's history book series today: [aphifdn.org/historybook2](http://aphifdn.org/historybook2)*

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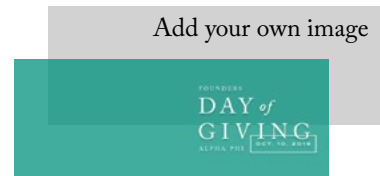
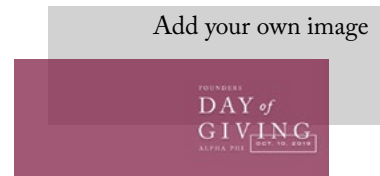
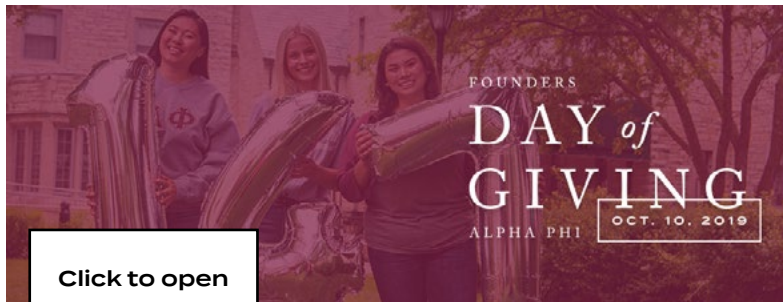
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# Social Media Images

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## COVER PHOTOS

Update your social media cover photos to show your support for Alpha Phi Founders Day of Giving. You can use one of the three we've already put together or make your own by downloading the overlay images.

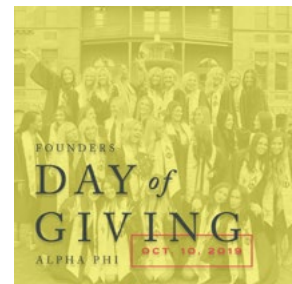


# Download Social Media Images

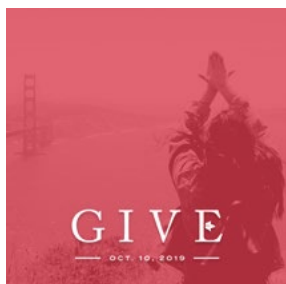
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## SQUARE IMAGES

Color your Facebook or Instagram feed with some Founders Day of Giving images by opening and saving the square images below.



[Click to download .zip folder](#)



[Click to download .zip folder](#)



[Click to download .zip folder](#)

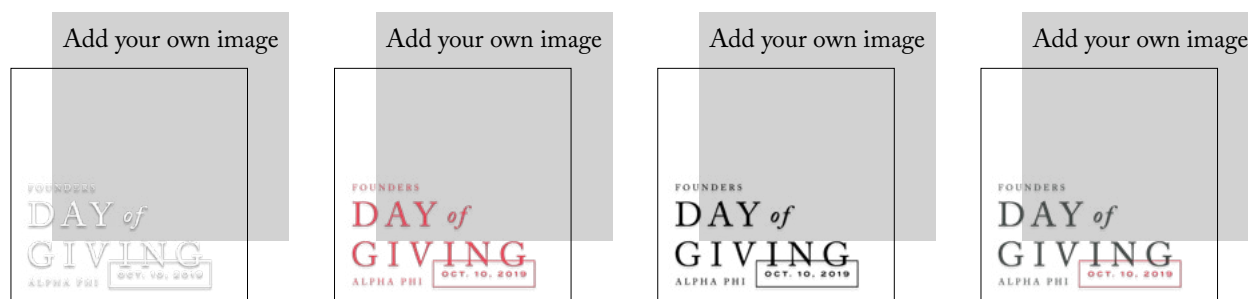


# Download Social Media Images

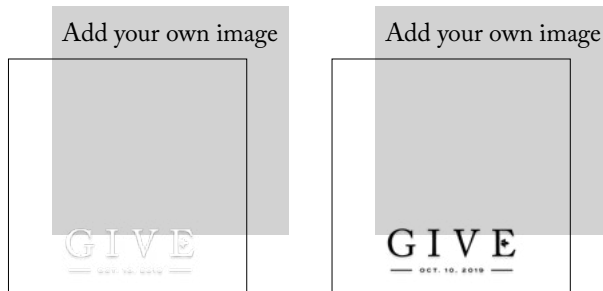
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## SQUARE IMAGES OVERLAYS

Create your own images showcasing your Alpha Phi experience, friends or chapter by downloading the overlays below.

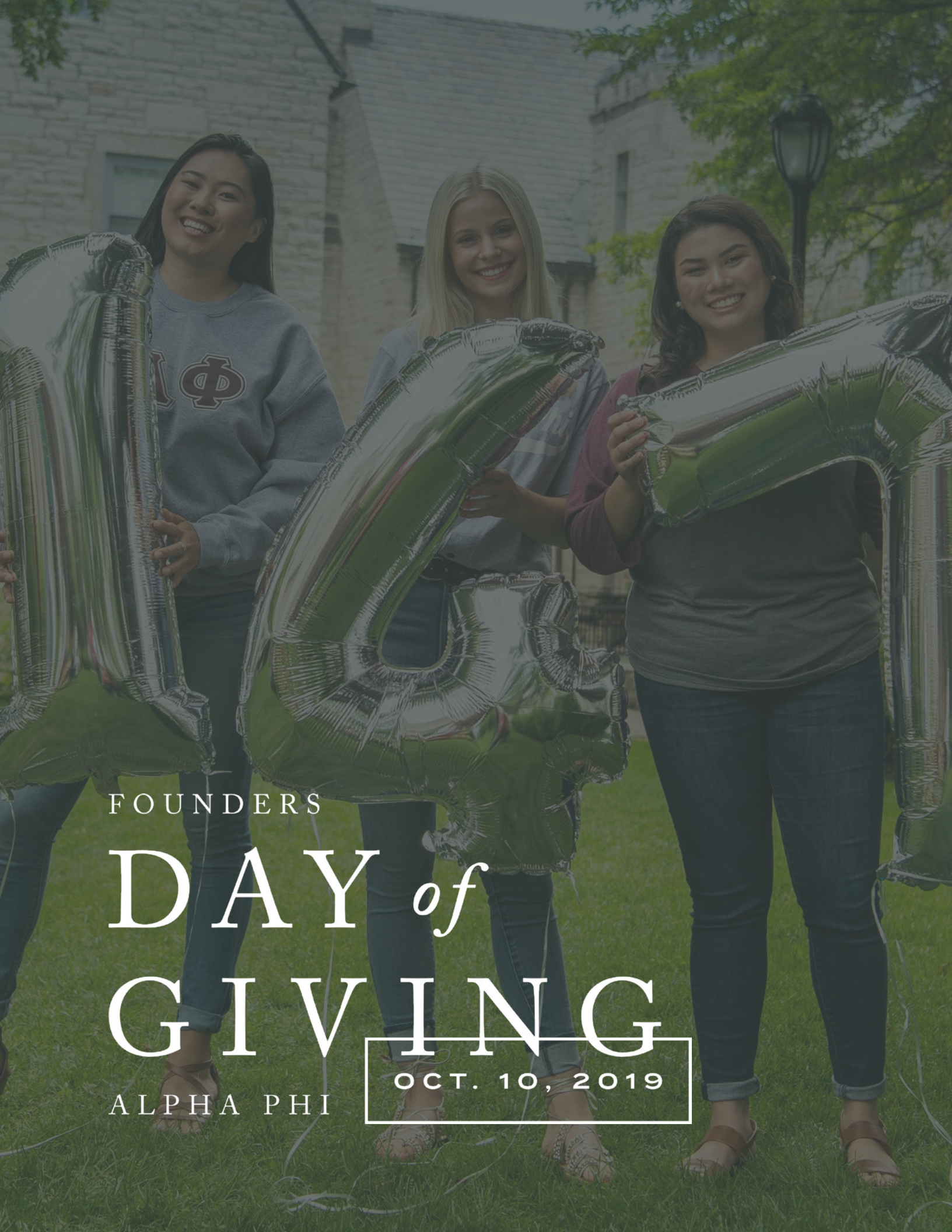


**Click to download .zip  
folder for overlays**



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