



Quick Facts

When: Tuesday, October 24, 2023, 12 a.m. EST – 11:59 p.m. EST

What: We belong in Delta Zeta... and because of that, we give graciously. And we need you! On October 24, you will help us reach thousands of Delta Zetas and friends through social media, email and personal outreach to ensure a successful Founders Day Challenge (FDC).

The more fun Advocates have during FDC – the better! Creativity grabs the attention of your social media following – what will you do if you reach a certain amount of donors? What will you match if you reach a dollar goal?

FDC is also referred to as “Day of Loving,” since everyone is talking about “love that is ever steadfast” and lighting social media up pink and green in celebration of Founders Day and Founders Day Challenge. During FDC 2022, Advocates helped shatter FDC records, raising more than \$252,000 for the Delta Zeta Foundation – and more than \$34,000 of that amount was raised directly by our Advocates. Your excitement, passion and dedication truly does matter.

Advocates also have the opportunity to set fundraising goals and win awesome Delta Zeta prizes! All Delta Zeta Foundation Advocates are expected to make at least one gift during FDC of at least \$19.02.

URL: <https://trulygiving.deltazeta.org>

Primary Hashtag: #EmpowerTheWoman

Secondary Hashtag: #TrulyGiving

Questions or comments about serving as a 2023 Advocate?

Please email Neil Stanglein, Director of Development, at nstanglein@deltazeta.org, for assistance!



Action Timeline

Now – October 24, 2023

- Monitor the Advocate Dashboard each month. Important training materials and updates will be posted here – including some special announcements!
- Invite three other Delta Zetas to serve as FDC Advocates.

October 2 – FDC is this month!

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

October 16 – week of

- FDC Save the Date begins arriving to select audiences.
 - Select audiences will be invited to give early to help us kick off FDC – the first 100 donors will receive a fun Delta Zeta surprise!
- FDC promotions begin on Delta Zeta social media channels. Please like and share the posts to start engaging your network.
- Please add the Founders Day Challenge social share image to your profile pictures.
- Record to your Personal Plea and get ready to post and send!
 - How to record your Personal Plea [link]

October 19

- Delta Zeta will begin sending targeted emails:
 - Match and Challenge promotions
 - Specific targeted audiences to chapters in regards to Awards, 1902 Loyalty Society participation, etc. If you receive one of these segmented emails, make sure to forward it on!
- Send “FDC is coming!” emails or other forms of communication to your Delta Zeta network to get them excited about FDC!

October 24 – Founders Day Challenge



- FDC kicks off at 12 a.m. EST
- Participate in the celebration by:
 - Using your personal referral link, make your gift of at least \$19.02.
 - Using your personal referral link, post in your alumnae Facebook groups and on your own social media platforms to encourage your Delta Zeta sisters to support Founders Day Challenge!
 - Sending emails, Facebook messages, texts, Instagram stories and tweets to make sure all Delta Zetas know it is time to give!
 - Show your Delta Zeta pride – post a selfie of you wearing letters, a group photo from Bid Day or any other fun Delta Zeta pictures!
 - Sharing why you give by using personal stories and memories!
 - Tagging friends on social media throughout the day to encourage giving and to say “thanks!”

Logging in to your Advocate Profile throughout the event to see the impact you are having.

- Liking and sharing posts from the Delta Zeta National Facebook page.
- Checking the donor wall to see if other individuals you know made a gift outside of your referral link.
- Posting a throwback photo of your time as a collegian on your preferred social media platform(s).

October 25 and beyond

- Thank your Delta Zeta and friends network for participating. We could not have been successful without them!
- Like and share social media updates about the event from Delta Zeta’s national social media accounts.
- Advocates will select prizes based on fundraising goals achieved.



Social Media Posts

5-7 days out

{YOUR INITIATION DATE} is a day I'll never forget. It's the first day I wore the badge of Delta Zeta. In honor of that day, I plan to support our Founders Day Challenge on October 24, 2023. Will you join me? <https://trulygiving.deltazeta.org> #EmpowerTheWoman #TrulyGiving

The Delta Zeta Foundation will celebrate #EmpowerTheWoman with our Founders Day Challenge on October 24. No matter where you are, I hope you will join me in celebrating 121 years of sisterhood! <https://trulygiving.deltazeta.org> #EmpowerTheWoman #TrulyGiving

Mark your calendar! Delta Zeta's Founders Day Challenge is on October 24! Learn more about how you can join me and all of Delta Zeta to support our Sorority on that day – <https://trulygiving.deltazeta.org> #EmpowerTheWoman #TrulyGiving.

Scholarship winner? 35 Under 35 Honoree? Past traveling consultant? Post about what that means to you!

October 24, 2022

Tag your favorite Delta Zetas in a #tbt post:

“#TBT and these lovely sisters – so glad Delta Zeta brought us together ... I hope they will join me in supporting Delta Zeta's Founders Day Challenge!” *Referral link* #EmpowerTheWoman #TrulyGiving

Tag sisters.

Tag chapter Facebook page.

Tag alumnae group page.



Use a picture of your chapter house, residence hall or suite:

“So many fun memories at *insert address, building nickname or building name!*” *Referral link*

#EmpowerTheWoman #TrulyGiving

Remember when ...

Our House Mom was so awesome ...

Tag sisters and roommates you lived with.

Tag chapter and alumnae pages.

Truly Connected

Did you participate in a Truly Connected event? Tag sisters you met there, post a picture and encourage them to support Founders Day Challenge! *Referral Link*

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Advisory Board

Tag your advisory board members and encourage them to give! **(This one can be good around a specific challenge).** *Referral Link* #EmpowerTheWoman #TrulyGiving

Presidents Academy and Norma Minch Andrisek Leadership Conference

Did you attend Presidents Academy or NMALC? Tag the sisters you met and encourage them to join you in supporting FDC!

Favorite Delta Zeta Moment

Bid Day

Philanthropy

Recruitment

Greek Week

Homecoming

The BIG EVENT (on your campus)

Formal

“What a night/day/weekend when event happened!” Don’t you remember sister name, sister name, sister name and sister name? @DeltaZetaNational, @OurChapter gave us so much – now it is our

#EmpowerTheWoman
#TrulyGiving



turn to pay it forward! Together, we can support the future of Delta Zeta by giving a gift to the Founders Day Challenge!" *Referral link* #EmpowerTheWoman #TrulyGiving

General

"Sisters, what is the next line: "I give graciously of what is mine ..." In remembering what Delta Zeta taught us, help me support @DeltaZetaNational Founders Day Challenge!" *Referral link* #EmpowerTheWoman #TrulyGiving

- *Social media posts with the Creed and photo receive the most engagement on social media.*

"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 @DeltaZetaNational, I made my gift to support Delta Zeta's Founders Day Challenge – join me!" *Referral Link* #EmpowerTheWoman #TrulyGiving

121 years ago, six women created a legacy that has reached more than 270,000 women. Today, we honor them by celebrating our sisterhood with the Founders Day Challenge. It's a chance for every sister to be part of something amazing. I believe in Delta Zeta – do you? *Referral Link* #EmpowerTheWoman #TrulyGiving

"I just supported @DeltaZetaNational and the Founders Day Challenge ... I challenge my sisters from *XYZ Chapter/Institution* to do the same!" *Referral Link* #EmpowerTheWoman #TrulyGiving (Tag sisters, chapter page and institution.)