



How to create your Personal Plea

Please note – your personal plea can be recorded anytime between now and October 24, 2023 on your personal device. You will upload your video once we go live at 12 a.m. EST on October 24, 2023.

Personal Plea tips, tricks and how to:

A Personal Plea is a short video in which you tell your Delta Zeta network why you're excited about Founders Day Challenge and why others should join you in supporting Delta Zeta.

Personal Pleas don't have to be Hollywood production to be effective, you can use your phone or computer to record! If you are using your phone, please make sure you record with the phone sideways so the video dimensions are correct. The only rules for Personal Pleas are to be yourself and tell a compelling story, but don't be afraid to get creative and show/wear your Delta Zeta pride!

For best use of the Personal Plea, please log-in to your Advocate Dashboard via your smart phone and follow the directions below. All videos can be uploaded at 12 a.m. EST on October 24, 2023.



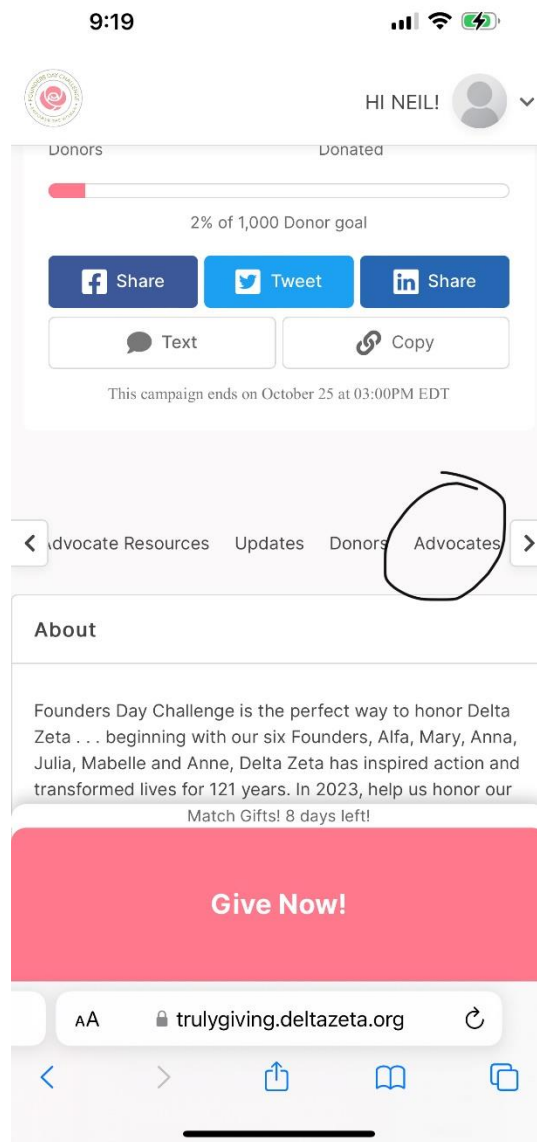
Navigate to <https://trulygiving.deltazeta.org/2023-founders-day-challenge> and login in at the top right-hand corner.

- When you see HI [YOUR NAME] – you are logged in successfully!



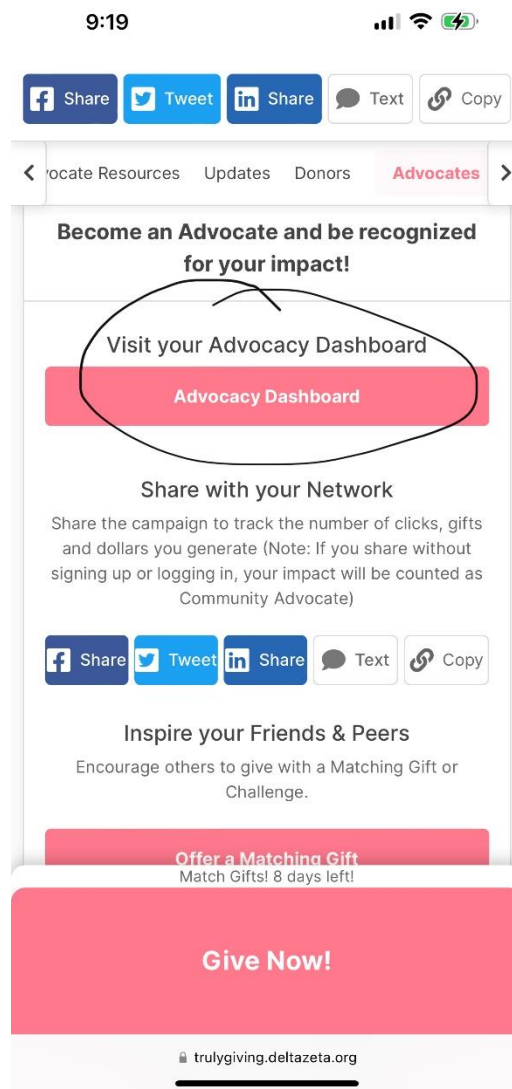


Scroll down to select/click **Advocates**.





Scroll down to click on your **Advocacy Dashboard**.





Scroll down to select/click **Create Your Personal Plea**

9:20



you use these buttons to share the campaign, your impact will be tracked and celebrated next to your name on the Advocates tab on the campaign page. You can also share your Personal Plea once it has been approved!

Create a Match or Challenge

Leverage your gift to encourage others to give! Offering a Match means that you'll give a number of dollars for every dollar or donor that the campaign receives up to your specified maximum gift amount. Offering a Challenge means that you'll give a gift if the campaign receives a certain number of donors or dollars.

Create your Personal Plea

A Personal Plea is a quick video in which you tell the Delta Zeta Foundation community why you're excited about the campaign, and why others should get involved. A member of the Delta Zeta Foundation team will review your Plea, and as soon as it's been approved, it will go live on the campaign.

Sharing

Share the campaign to track the number of clicks, gifts, and dollars you generate!

trulygiving.deltazeta.org



You can now upload your pre-recroded Personal Plea from this page.

9:20



Personal Plea

Record a short video

Tell your friends why you support 2023 Founders Day Challenge, and why your friends should do the same. TIP: Shoot the video in landscape mode!

Upload your video

After you upload the video, we'll provide you with a link to share with your friends.

Share!

When you share the unique link with your friends they will see your video and have the chance to support the campaign too.



Upload your video here

Please upload a video in one of the following formats:

.mp4, .mov, .avi, .mpeg, or .mpg

[Choose File](#) no fi...cted



Upon upload, our team will receive a notification that your Personal Plea has been uploaded and we will review.

Once approved, a “Watch Personal Plea” button will appear next to your name on the Advocates tab on the campaign page.

The screenshot displays the 'Advocates' tab of a campaign page. At the top, there are social sharing buttons for Facebook, Twitter, LinkedIn, and a 'Copy' link, along with a 'Give Now!' button. The navigation menu includes 'About', 'FDC Resources', 'Advocate Resources', 'Updates', 'Donors', 'Advocates', and 'Social'. The main content area is split into two columns. The left column lists advocates with their names, profile pictures, and statistics such as 'matched a total of \$321' or 'generated 12 clicks and 5 gifts, totaling \$224'. The right column is the 'Advocacy Dashboard', which includes a 'Share with your Network' section (highlighted with a yellow circle) containing social sharing buttons and a note about community advocacy. Below this is the 'Inspire your Friends & Peers' section with 'Offer a Matching Gift' and 'Offer a Challenge' buttons. The bottom section is 'Tell your Story' with a 'Create Your Personal Plea' button.