



Founders Day Challenge October 23 and 24, 2025

Welcome to your 2025 Founders Day Challenge Advocate Toolkit!

Use this guide to help make this year's Founders Day Challenge our best one yet. Below, you'll find ready to use social media posts, email templates, ideas for what to post on social media and more! Just copy, paste and personalize to make it easy and efficient to make an impact.

With the help of your social media posts, emails and advocacy on behalf of the Delta Zeta Foundation, we're able to empower Delta Zetas everywhere through personal growth, scholarship and leadership programs. Whether you have five minutes or an afternoon to give, we hope this toolkit will help you rally your sisters and help keep the Flame of Delta Zeta burning bright!

Who: You!

What: Promote 2025 Founders Day Challenge to your Delta Zeta network.

Where: <https://trulygiving.deltazeta.org/2025-founders-day-challenge>

When: October 23 and 24, 2025

Why: We belong in Delta Zeta . . . and because of that, we give graciously. If 10 of your Delta Zeta sisters give \$25, you have already achieved the first Advocate prize level!

What: We need you! On October 23 and 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).

Primary Hashtag: #EmpowerTheWoman

Secondary Hashtag : #TrulyGiving

Questions or comments about serving as a 2025 Advocate?

Please email Raenee Patterson Chavez, Director of Advancement, at rchavez@deltazeta.org, for assistance.



Social Media Posts

5-7 days out

Being a part of this Delta Zeta legacy is something I will never forget. In honor of this sisterhood, I plan to support our Founders Day Challenge on October 23 and 24, 2025. Will you join me?

[Personal Referral Link] [#TrulyDZ](#) [#EmpowerTheWoman](#) [#TrulyGiving](#)

The Delta Zeta Foundation will celebrate [#EmpowerTheWoman](#) with our Founders Day Challenge on October 23 and 24. No matter where you are, I hope you will join me in celebrating 123 years of sisterhood! [Personal Referral Link] [#TrulyDZ](#) [#EmpowerTheWoman](#) [#TrulyGiving](#) MARK YOUR CALENDARS! Delta Zeta's Founders Day Challenge is on October 23 and 24! Learn more about how you can join me and all of Delta Zeta to support our Sorority on that day! [Personal Referral Link] [#TrulyDZ](#) [#EmpowerTheWoman](#) [#TrulyGiving](#)

Are you a scholarship winner? 35 Under 35 Honoree? Past traveling consultant? Post about your experiences within Delta Zeta and how that made an impact in your life.

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Tag your favorite Delta Zetas in a [#TBT](#) post, and challenge them to give this year for Founders Day Challenge!

[#ThrowbackThursday](#)! I'm so glad Delta Zeta brought these lovely sisters together. I hope they will join me in supporting Delta Zeta's Founders Day Challenge! [Personal Referral Link] [#TrulyDZ](#) [#EmpowerTheWoman](#) [#TrulyGiving](#)

- Tag sisters.
- Tag chapter Facebook page.
- Tag alumnae group page.



Did you attend a Delta Zeta event this year? Leader Summit, NMALC, National Convention and Everlasting, Alumnae Events, etc.? Share some photos/videos, tell us about your experience, and encourage them to support Founders Day Challenge! [Personal Referral Link] [#TrulyDZ](#)
[#EmpowerTheWoman](#) [#TrulyGiving](#)

- Tag sisters/attendees from event.

Are you a Delta Zeta volunteer? Whether that be on an Advisory Board, a State Alumnae Chairman, serving on a National Committee, etc. – share some photos/videos, tell us about your experience, and encourage the other volunteers to support Founders Day Challenge! [Personal Referral Link] [#TrulyDZ](#) [#EmpowerTheWoman](#) [#TrulyGiving](#)

What's been your FAVORITE Delta Zeta moment so far? Bid Day, Philanthropy, Recruitment, Greek Week, Homecoming, Alumnae Events, etc.? Share some photos/videos, and tell us about your experience.

Delta Zeta has provided me with so many opportunities! My favorite so far has been _____. It's my turn to pay it forward because of the love and support Delta Zeta has given me. Will you join me? Together, we can support the future of Delta Zeta by giving a gift during Founders Day Challenge! [Personal Giving Link] [#TrulyDZ](#) [#EmpowerTheWoman](#) [#TrulyGiving](#)

General

I give graciously of what is mine! In remembering what Delta Zeta taught us, help me support Delta Zeta's Founders Day Challenge. [Personal Referral Link] [#TrulyDZ](#) [#EmpowerTheWoman](#)
[#TrulyGiving](#)

When you believe in a specific cause, you support their efforts by giving your time, energy and monetary gifts. Because I believe in Delta Zeta, I made my gift to support Delta Zeta's Founders Day Challenge – join me! [Personal Referral Link] [#TrulyDZ](#) [#EmpowerTheWoman](#) [#TrulyGiving](#)

123 years ago, six women created a legacy that has reached more than 300,000 women. Today, we honor them by celebrating our sisterhood through Founders Day Challenge. I believe in Delta Zeta – do you? [Personal Referral Link] [#TrulyDZ](#) [#EmpowerTheWoman](#) [#TrulyGiving](#)



I just supported Delta Zeta's Founders Day Challenge! I challenge my sisters from ____ Chapter to do the same! [Personal Referral Link] [#TrulyDZ](#) [#EmpowerTheWoman](#) [#TrulyGiving](#)

Celebrate Delta Zeta's legacy with us! Join our Founders Day Challenge, and help us make a difference, one donation at a time. Every gift counts! [Personal Referral Link] [#TrulyDZ](#) [#EmpowerTheWoman](#) [#TrulyGiving](#)

Give a gift that gives back! Our Founders Day Challenge is in full swing, and we need your support. Let's make this year unforgettable! [Personal Referral Link] [#TrulyDZ](#) [#EmpowerTheWoman](#) [#TrulyGiving](#)

Delta Zeta has helped me continue to grow personally and professionally throughout my life. We're celebrating 123 years since Delta Zeta's founding today and tomorrow! During Founders Day Challenge, I'm giving back so all my sisters have access to the same life-changing experiences and sisterhood that have made me who I am today.

I'd love for you to join me, and honoring 123 years of Delta Zeta is as easy as 1-2-3!

1. Celebrate the role Delta Zeta has played in your life, and wear your pink and green! ❤️💚
2. Give to support every Delta Zeta sister during Founders Day Challenge October 23 and 24:
[referral link]
3. Inspire others by sharing your Delta Zeta story online!

[#TrulyDZ](#) [#EmpowerTheWoman](#) [#TrulyGiving](#)



Email to Network before FDC

Subject Line: Delta Zeta needs you on October 23 and 24!

Dear [First Name],

How will you help Delta Zeta continue to grow? Delta Zeta is for a lifetime, and there is no better way to celebrate our sisterhood than honoring Founders Day with a gift during Founders Day Challenge on October 23 and 24!

Remember that feeling of belonging, that feeling of “I am home” you get when you think of Delta Zeta? This is your chance to support a sisterhood that feels like home! I will be making my gift on Founders Day because [Insert reason why you are serving as an Ambassador and supporting].

Will you join me October 23 and 24 in supporting Delta Zeta?

Celebrating 123 years of Delta Zeta sisterhood is as easy as 1-2-3:

1. Celebrate by wearing your pink and green!
2. Give during Founders Day Challenge on October 23 or 24: [personal referral link]
3. Inspire others to participate by sharing your Delta Zeta story!

Your support helps Delta Zeta offer life-changing resources to collegians and alumnae, including: scholarships, leadership development programming, professional networking, mental health resources and so much more.

Truly,
[Your Name]

P.S. Learn more about the Founders Day Challenge, and make your gift during FDC! {personal referral link}



Day of Email

Subject line: Delta Zeta's Founders Day Challenge is Today!

Dear [First Name],

Happy Founders Day!

Please join me today in supporting Delta Zeta during our Founders Day Challenge (FDC) at [personal referral link].

I believe in Delta Zeta, and that's why I am serving as an Advocate for FDC to help raise important funds to support life-changing resources for all Delta Zetas:

- Scholarships to help collegians and alumnae achieve their educational and professional advancement goals.
- Leadership programming, including the *Norma Minch Andrisek Leadership Conference* and *Leader Summit*, that empowers each attendee to trust her own abilities, advocate for others, and move through difficult experiences with a growth mindset.
- The building blocks of lifelong well-being, including steadfast friendships that serve as the antidote to loneliness and mental wellness resources like *Protect Your Shell*.
- A place for every sister to belong, where each member can express herself with honesty and integrity while respecting and encouraging others to be their authentic selves.

Together, we will help Delta Zeta continue to grow. I am excited to give graciously to the Delta Zeta Foundation and have set a personal fundraising goal of \$[Amount]. Will you help me reach this goal?

You can follow *Founders Day Challenge* through [Facebook](#) and [Instagram](#) by using the hashtags [#EmpowerTheWoman](#) and [#TrulyGiving](#). Thank you for your support of Delta Zeta!

Truly,
[Your Name]

#EmpowerTheWoman
#TrulyGiving



Thank you to donors after FDC

Subject line: Thank you!

Dear [First Name],

We did it! Together, we raised more than \$XXX,XXX during Founders Day Challenge.

Your gift directly supports our Sorority and every member's lifelong journey of personal and professional development.

Together, we are making an impact on every sister across the globe as Delta Zeta continues to build on the legacy of our Founders and 123 years of sisterhood..

If you have specific questions regarding your gift, please email DZFoundation@deltazeta.org or call (513) 523-7597.

The success of Founders Day Challenge 2025 would not have been possible without you! Thank you for giving graciously.

Truly,

[Your Name]