





## INTRODUCTION FROM IHQ

Brother,

Thank you for agreeing to become a Day of Giving Ambassador! As you know, Day of Giving is an incredibly important day for Phi Sigma Kappa and we would not succeed without participation from volunteers like you.

In this packet, you will find templates for various emails, social posts, and more to promote involvement in our 7th annual Day of Giving. Please utilize these in the days leading up to and on March 15th. If you have any questions, feel free to reach out to our Development Officer Jon Serf ([jonathan@phisigmakappa.org](mailto:jonathan@phisigmakappa.org)).

We cannot wait to make history once again on March 15th. With your support, this Day of Giving will be a monumental one!

Fraternally,

Your Day of Giving Team





# EMAIL CORRESPONDENCE

## ALUMNUS TO ALUMNUS

Hello \_\_\_\_\_,

Today/ Tomorrow is Phi Sig's Annual Day of Giving! On March 15th, all of Phi Sigma Kappa will come together for a day of celebration. Impact, and remembrance of every and all things Phi Sig.

Please consider making a gift to Phi Sigma Kappa to support our undergraduate brothers. ***(Add sentence about your time in phi sig and drive them towards a challenge gift)***. Visit our Day of Giving site to see our progress!

I hope I can count on you to join me in supporting our great Brotherhood on our Day of Giving!

Those that give at the \$100 and above levels will receive a gift as a sign of our gratitude!

Make your gift below with the following link.

[supportphisig.org](http://supportphisig.org)

Thank you/ Fraternally,  
(signature)  
(School and year)





# TEXT CORRESPONDENCE

## ALUMNUS TO ALUMNUS

Hello \_\_\_\_\_, it's \_\_\_\_\_, your fellow Phi Sig Brother! Did you know that today is our Annual Day of Giving? Please consider making a gift to Phi Sigma Kappa and show your support of our wonderful Brotherhood! Could I possibly send you a link with more information for you to view?

### **If Yes:**

Perfect! Thank you (first name)! Here's the link where you can make your gift: [supportphisig.org](https://supportphisig.org)  
While there, you can also see where we are so far and much more!

If you give at the \$100 and above level, you will receive a token of our gratitude!

Thank you, so much for making a difference and supporting our fellow brothers!

[supportphisig.org](https://supportphisig.org)

### **If No:**

Ok, thank you for your consideration. You can still check out our progress and see how we're doing throughout the day! Here's a link! Thank you and have a great day!

[supportphisig.org](https://supportphisig.org)





# TEXT CORRESPONDENCE

## UNDERGRAD TO ALUMNUS

Hello \_\_\_\_\_, it's \_\_\_\_\_ from \_\_\_\_\_ Chapter! Did you know that today is Phi Sig's Annual Day of Giving? We are hoping to spread the Impact and celebrate all things Phi Sig! Would you possibly consider a gift to Phi Sigma Kappa to support our undergraduate brothers? With your support, we can continue to expand our reach and prepare ourselves to be society's next shakers and movers! Could I send you a link with more information about this?

### **If Yes:**

Great! Thank you \_\_\_\_\_! Here is the link to support! While there, you can also track our progress and see how far we have made it!

If you give at the \$100 and above level, you'll receive a gift to show our appreciation!

Thank you so much for supporting our Brotherhood!

[supportphisig.org](http://supportphisig.org)

### **If No:**

Ok, thank you for your consideration. If you still would like to see our progress, here's a link! Thank you and have a great day!

[supportphisig.org](http://supportphisig.org)





## SOCIAL MEDIA MESSAGING

### **OPTION #1**

Today is the Annual Phi Sig Day of Giving; A day where we celebrate where we have come and for where we are going! Last year we reached 543 donors and raised more than \$300,000 thanks to the generosity and support of people who love this wonderful organization! Please consider joining me during this celebration and make a gift to our great Brotherhood! With your support, we can continue reaching tomorrow's brothers and molding them into leaders!

[supportphisig.org](http://supportphisig.org)

### **OPTION #2**

Hello Brothers!

Today is the big day! It's the Annual Phi Sigma Kappa Day of Giving! What inspired you to join? What's your favorite memory? Whatever it may be, consider giving an undergrad brother the same experience! With supporters like yourself, we can do any and everything and will do so for years to come. Follow the link below and show us your Phi Sig spirit!

[supportphisig.org](http://supportphisig.org)

### **MID-DAY UPDATE**

Thank you to everyone who has supported us with a gift so far today! It's not too late if you haven't. Visit [supportphisig.org](http://supportphisig.org) and show your Phi Sig Spirit today!

Phi Sig's Day of giving is approaching! I'm giving in honor of \_\_\_\_\_. Can I count on you to join me? Visit [supportphisig.org](http://supportphisig.org)

# #SUPPORTPHISIG



## TIPS FOR SUCCESS

- ◇ Send personal emails and texts prior to the Day of Giving to those you would like to support
- ◇ Share a post on social media about the day- post a picture of your time in Phi Sig
- ◇ Make sure your posts are public, spread the word!
- ◇ Engage with our posts and also yours! - tag who should be looking at it
- ◇ Use language that matches the photo you post
- ◇ Make sure to include [supportphisig.org](http://supportphisig.org)!
- ◇ Tell why you gave and why you love Phi Sig!



**DAY OF GIVING  
LOGOS**



**COPY & PASTE  
FRIENDLY DOC**