



TRIANGLE FRATERNITY
DAYS OF GIVING
1,907 MINUTES OF GIVING



2024
**DAYS
OF
GIVING**

1,907 MINUTES OF IMPACT | 3.14 - 3.16

120 S. Center St. Plainfield, IN | 317-837-9641 | www.triangleef.org



Table of Contents

About Days of Giving	3
2024 Days of Giving Strategy	4
Frequently Asked Questions	6
Ambassadors	8
Opportunities for Involvement	11
Timeline & Planning	12
Challenges & Matches	15
Contact Information	17

Days of Giving Overview

Review of DOG Mission, Goals & Objectives

Mission

Triangle Education Foundation's fundraising initiative to increase giving participation, donor engagement, and the overall impact on the Triangle experience.

The 2024 Days of Giving (DOG) will span over 1,907 minutes, paying homage to Triangle's Founding Year.

DOG is an annual, organization-wide crowdfunding initiative to increase giving participation, donor engagement, and member affinity.

Goal 1	Raise \$50,00 comprehensively.
Goal 2	Raise \$32,000 in tax-deductible gifts.
Goal 3	Raise \$18,000 in non-tax-deductible gifts.
Goal 4	Reach 200 donors.
Goal 5	Reach 50 new donors.
Goal 6	Secure 20 ambassadors at various levels.

Days of Giving Strategy

Overview of how goals and objectives will be reached

PAGE 4



Crowdfunding

The GiveCampus giving platform will continue to be used in an effort to drive all traffic from the Triangle website, email, and social media.

Peer-to-Peer Giving

There will be a strong emphasis on encouraging active and alumni members to share personalized links to their networks, helping us reach a broader donor-base, increasing the overall impact.

Direct Mail

Save-the-date postcards will be sent to lapsed donors and 2024 fiscal year donors who have given less than \$250.

DOG Planning Committee

The DOG planning and vision will be set by a committee comprised of staff and volunteers.

Tour de Triangle Events

Staff and volunteers will be on-site around the country throughout the 1,907 minutes of giving, encouraging fraternalism, fellowship, and philanthropy.

DOG Strategy Cont.

Overview of how goals and objectives will be reached

1

DOG Toolkit

All participants will have access to this online resource to assist them in their P2P fundraising efforts.

2

Email & Text Segmentation

Targeted e-mails and text messaging will be sent to segmented populations prior to, during, and following DOG.

3

Leveraging Challenges

In the spirit of P2P fundraising, ambassadors will be used to sponsor challenges and matches. Increasing motivation and impact.

4

Social Media

Carefully curated posts and activities will be developed and used prior to, during, and following DOG.

Frequently Asked Questions

Everything you need to know about DOG24

What is DOG?

Triangle's Days of Giving (DOG) is the Triangle Education Foundation's annual fundraising event. This year, DOG will span 1,907 minutes, kicking off on March 14th and ending on March 16th.

What do gifts during DOG support?

DOG gifts support the Triangle Education Foundation's Annual Fund - our area of greatest need. The Foundation's Annual Fund supports scholarships, educational programming like LTW and Scobie, online programming, mental health programming, professional development, and more.

Can I support my chapter through DOG?

Your gift during DOG supports all Triangles. Options are available to make a restricted gift to a chapter's endowment fund or scholarship; however, we encourage all DOG gifts to be designated to the Annual Fund or to Fraternity operations.

Can I support Fraternity operations through DOG?

The option is available to designate a non-tax-deductible donation to the Fraternity, through its Voluntary National Alumni dues program. These gifts help support Fraternity operations, staff, and the publication of Triangle's national magazine, The REVIEW.

Is there a minimum donation amount?

Gifts of \$25 or more will count towards our overall DOG totals and fundraising efforts. Donors are encouraged to make a gift that is meaningful to them: the year they joined, how many years they have been a member, and so much more!

Will my DOG gift count towards my annual giving?

Yes, Your gift during DOG will apply to both your annual giving and lifetime giving totals.

Frequently Asked Questions

Everything you need to know about DOG24

Does my recurring gift count towards DOG?

While our DOG platform does not accept recurring gifts, that doesn't mean you aren't able to set one up! If you are interested in establishing a recurring gift or multi-year pledge, please reach out to one of our staff members at 317-837-9641 and we would be happy to assist you.

My employer offers a matching gift program. Can I do this for DOG?

Absolutely! You will receive an email confirmation of your gift that can be used for tax and matching purposes. To check if your company offers a matching gift, please visit our matching gift website at www.triangleef.org

Is my gift tax-deductible?

All gifts made to the Triangle Education Foundation (a 501 (c)(3) non-profit) are tax-deductible. You will receive a tax receipt upon making your gift. If you need additional tax information, please contact a staff member at 317-837-9641.

What are the ways I can get involved beyond donating?

Beyond donating and spreading the word, there is an option for participants to serve as a DOG ambassador or influencer. More information on the Ambassador role can be found in the following pages.

DOG Ambassadors

Overview and resources for DOG ambassadors

What are Ambassadors?

DOG Ambassadors help spread the word about Triangle's Days of Giving on social media and within their personal networks. There are four different levels of Ambassador support.

DIAMOND LEVEL

- Makes a donation or sponsors a match of \$2,500 or more
- Provides an image and bio to be used for website and promotion
- Records solicitation and thank-you videos to be used prior to, during, and post DOG
- Engages in P2P fundraising by sharing DOG details and giving site link
- Receives diamond-level ambassador swag bag

GOLD LEVEL

- Makes a donation or sponsors a match of \$1,000 or more
- Provides an image and bio to be used for website and promotion
- Records solicitation and thank-you videos to be used prior to, during, and post DOG
- Engages in P2P fundraising by sharing DOG details and giving site link
- Receives gold-level ambassador swag bag

SILVER LEVEL

- Makes a donation or sponsors a match of \$500 or more
- Provides an image and bio to be used for website and promotion
- Records solicitation and thank-you videos to be used prior to, during, and post DOG
- Engages in P2P fundraising by sharing DOG details and giving site link
- Receives silver-level ambassador swag bag

BRONZE LEVEL

- Makes a donation or sponsors a match of \$250 or more
- Provides an image and bio to be used for website and promotion
- Records solicitation and thank-you videos to be used prior to, during, and post DOG
- Engages in P2P fundraising by sharing DOG details and giving site link
- Receives silver-level ambassador swag bag

Becoming an Ambassador

Steps for becoming a DOG24 Ambassador

- Complete the ambassador interest form which can be found at
- Sign up for your account through GiveCampus. [Video instructions can be found here.](#)
- Share your personal giving link with your network. This can be sent via email, text message, or social media.
- Create and share your personal plea video. [Video instructions can be found here.](#)
- Once your sponsorship is confirmed by a member of Foundation staff, load it into the campaign page. [Video instructions can be found here.](#)

Tips for Ambassadors in Spreading the Word

- Always use your personal donation link via the sharing buttons on the campaign page. The link to the general DOG giving page will be provided to everyone via email and social media once the day is announced. We encourage you to share your personalized link so that you can be made aware of how many clicks and gifts you have generated.
- Don't forget to include the hashtags #DOG24 #TriGives #1907MinutesofGiving



Ambassador Resources

[Setting up your GiveCampus P2P page](#)

[Zoom backgrounds](#)

[Sample email templates](#)

[Sample social media posts](#)

[Graphics and images](#)

[Triangle's visual guidelines](#)

[How to host a successful alumni/fundraising event](#)



Additional Involvement Opportunities

Ways to get involved beyond serving as an Ambassador

There are additional ways to get involved in advance of DOG beyond serving as an Ambassador. Below are several ways in which you can get involved and make an even greater impact.

Sponsor a Challenge or Match

Sponsoring a Challenge or Match at your preferred amount can significantly impact and enhance the success of our efforts. Challenges & matches can:

- Increase motivation of participants
- Leverage peer pressure
- Multiply impact
- Attract new donors
- Create excitement and energy
- Showcase donors' impact
- Encourage friendly competition
- Foster community spirit
- Build momentum
- Encourage large donations

Serve as a DOG Influencer

- Influencers engage in P2P fundraising by sharing details of DOG and encouraging giving on the DOG giving site
- Influencers are not required to sponsor a challenge or match
- Influencers create plea videos encouraging donations from their personal networks
- They engage with Triangle's social media accounts
- Influencers are featured on the DOG giving site for their participation

Serve as a DOG Super Star

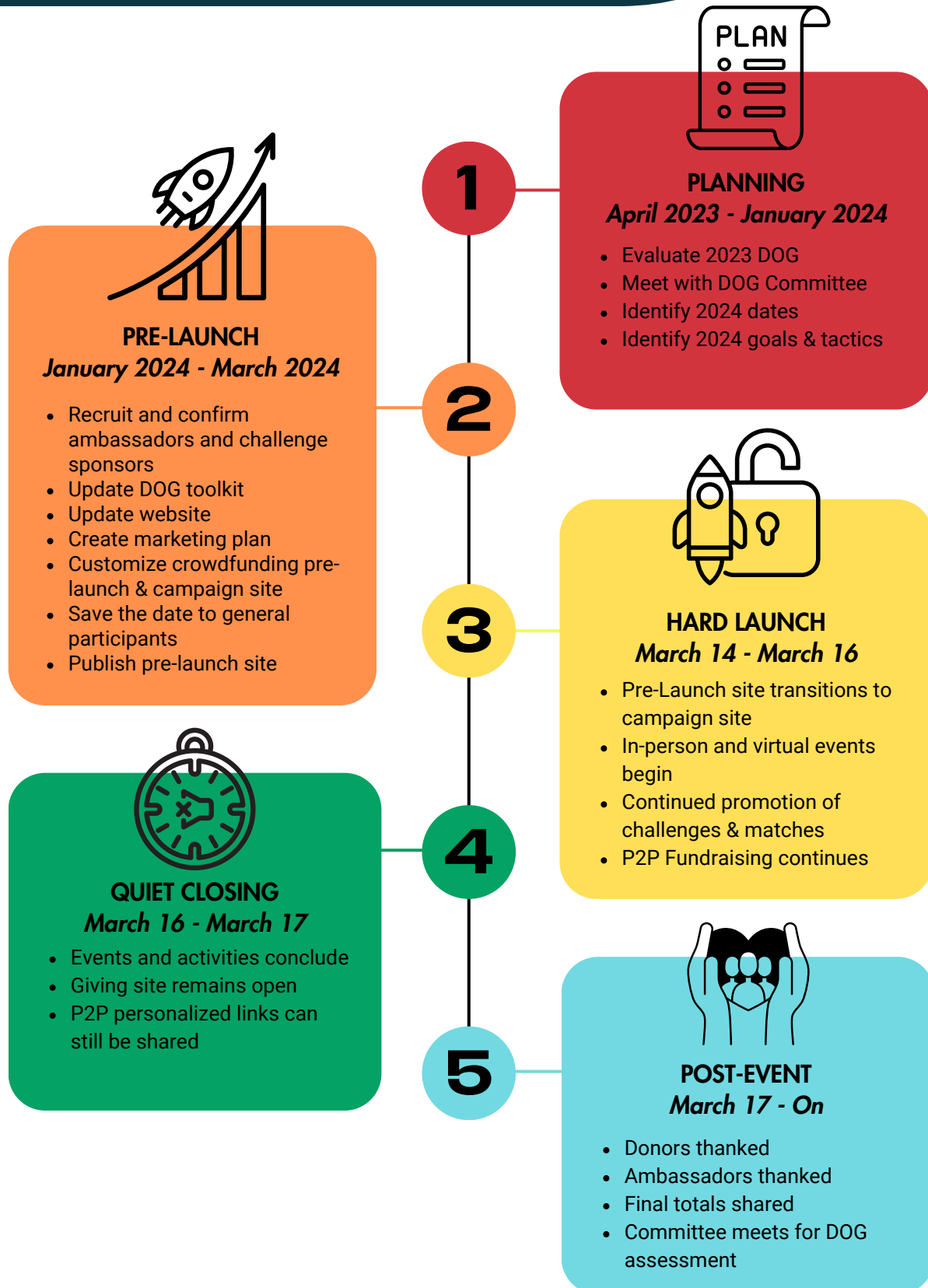
- DOG super stars offer a gift of \$250 or more in advance of Days of Giving to support general challenges, matches, and unlocking
- Super stars are featured on the DOG site and promotional materials unless anonymity is requested

Be a Peer-to-Peer Fundraiser

- P2P fundraisers share the DOG site through their personalized trackable link
- They share DOG details on personal social media networks
- They use canned emails and social media posts to solicit and steward potential DOG donors

DOG24 Timeline & Planning

Important dates and plans for 2024
DOG



Schedule of Events

Days of Giving 2024 Tentative Schedule of Events

MARCH 14th

Theme: Undergraduate Giving & Ambassador Challenges

WHEN	WHAT	WHERE	WHO
8:00 a.m.	DOG Crowdfunding site goes live	GiveCampus	All participants
8:00 a.m.	Email announcing start of DOG	CauseVid	All members
9:00 a.m.	Targeted texts to challenges	Mogli for SF	Those in challenges
11:00 a.m.	Pi Day Giving challenge promotion	Email & Social Media	All participants
1:00 p.m.	Undergrad livestream	Social Media	Undergraduates
3:00 p.m.	Challenge spotlights	All platforms	Those in challenges
7:00 p.m.	Pies thrown	Social Media	Staff & volunteers

MARCH 15th

Theme: Founders' Club & VNAD Giving

WHEN	WHAT	WHERE	WHO
9:00 a.m.	Targeted texts to challenges	Mogli for SF	Those in challenges
9:00 a.m.	Emails to \$249 and under	Predictive	\$249 and under
11:00 a.m.	VNAD Focus & Staff livestream	Predictive & Social Media	All participants
2:00 p.m.	First-time donors promotion	Predictive & Social Media	Lapsed donors
7:00 p.m.	In-person events & TDTs	Columbus, Milwaukee, Southern California	100-mile radius

Schedule of Events

Days of Giving 2024 Tentative Schedule of Events

MARCH 16th

Theme: Ambassador Challenges & Friends & Final Push

WHEN	WHAT	WHERE	WHO
9:00 a.m.	Challenge focus	All platforms	Those in challenges
10:00 a.m.	Chapter updates	CauseVid, Social Media	All participants
1:00 p.m.	Friends of Triangle	Social Media	All participants
3:00 p.m.	Power hour	All platforms	All participants
6:00 p.m.	Chapter updates	CauseVid, Social Media	All participants
8:00 p.m.	Final countdown begins	All platforms	All participants

MARCH 17th

Theme: Founders' Club & VNAD Giving

WHEN	WHAT	WHERE	WHO
9:00 a.m.	Last chance email	Predictive & Social	Non-DOG donors
11:59 p.m.	Close site	GiveCampus	All participants

DOG Challenges

List of challenges, matches, and locked milestones up for grabs. OR create your own!

CHAPTER CHALLENGES

Chapter	Sponsor	Details	Chapter	Sponsor	Details
Armour			Nebraska		
Cal Poly Pomona			Ohio State		
Cincinnati			Penn State		
Clemson			PS Behrend		
Colorado			Pittsburgh		
Colorado State			Purdue		
Illinois			Rose Tech		
Iowa State			SDM		
Kansas			Toledo		
Kentucky			UCI		
Louisville			UCLA		
Marquette			UCSD		
Michigan			Utah		
Michigan State			UWM		
Michigan Tech			VPI		
Minnesota			Washington		
Missouri Mines			Wisconsin		

DOG Challenges

List of challenges, matches, and locked milestones up for grabs. OR create your own!

ADDITIONAL CHALLENGES

Challenge	Sponsor	Details
1960s era alumni		
1970s era alumni		
1980s era alumni		
1990s era alumni		
2000s era alumni		
First-time donors		
Friends of Triangle		
President's Men		
100 Donor Reach		
200 Donor Reach		
50 New Donor Reach		
Board Challenge		
\$25,000 Milestone		
\$40,000 Milestone		



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MONDAY THROUGH FRIDAY

from 9:00 am to 7:00 pm





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