

Updated: 1/9/23



Triangle Fraternity's Days of Giving Information

April 13-15, 2023

Overview:

Triangle Fraternity's Days of Giving is a three-day, organization-wide crowdfunding initiative to increase giving participation and donor engagement to improve the Triangle member experience. Days of Giving will run from **April 13-15, 2023**, coinciding with Triangle's 116th Founders' Day.

- **Soft Launch:** Jan. 9, 2023 (solicitation of DOG Ambassadors)
- **Pre-Event Launch:** March 1 – April 12, 2023 (Launch of pre-giving days website)
- **Launch:** April 13, 2023, 8 a.m. EST – April 15, 2023, 11:59 p.m. EST

Goals & Objectives:

- Total Dollars: **raise \$45,000** (FY 22: raised \$42,000)
- Foundation Dollars: **raise \$27,000** tax-deductible dollars for the Triangle Education Foundation which assists in financial aid, scholarships and grants, and the support of educational programs.
- Fraternity Dollars: **raise \$18,000** of non-tax-deductible dollars for the Fraternity which assists in staff support, headquarters operation, the publication of the Triangle *REVIEW*, and more
- Donors: Reach 200 donors and 50 new donors
- Pipeline: Retain at least 60% of DOG donors from previous year

New This Year:

- Days of Giving will be in coordination with Triangle's 116th Founders' Day
- Use of ambassadors to lead fundraising efforts and provide DOG challenges and matches
- DOG platform that will provide an easier user experience (the ability to pay via PayPal, Apple Pay, and Venmo), while telling Triangle's story
- Ambassador-specific challenges
- In-person events across the country

Major Gifts and Challenges on Days of Giving:

Leveraging Major Gifts for Giving Day Challenges: One of the best ways to motivate annual giving level donors and non-donors to give on Days of Giving is through Challenges. A Challenge offers the chance for gifts to be doubled or even tripled thanks to a generous major donor.

How Challenges Work on Days of Giving: When a Challenge gift is secured, Giving Officers will work with the donor to create the Challenge parameters and content. Challenges will appear on the main page of both the pre-campaign and main Days of Giving site and are active until the goal is achieved. The site will track all gifts towards a Challenge by asking the donor specific questions when making their gift.

Examples of the 2022 Days of Giving Challenges:

- Chapter specific challenges (Ohio State, Michigan, Pitt, Armour, Minnesota, Illinois)
- President's Men Challenge (\$500 match)
- New Donor Challenge (\$1,000 match)
- Friends of Triangle (\$250 match)

Other Ideas for Challenges: Challenges are a great way for our philanthropic leaders to motivate others by increasing the impact of smaller gifts. Some ideas include:

- Returning donors
- Recent graduates
- Alumni from a specific year
- Double the impact
- Family members
- Founders' Day

DOG Ambassador & Volunteer Toolkit: A toolkit will be provided to help ambassadors, staff, and volunteers talk to prospects about Days of Giving. The toolkit will include sample emails, sample social media posts, information about Days of Giving activities and the funds that will be supported. Marketing materials and social media assets will also be available for all stakeholders.

Challenge Gift Timeline

November 2022 – March 2023

- Secure major gifts for challenges and lead gifts
- DOG Committee and Gift Officers works with donors to create parameters and language for Challenges and adds them to DOG Website when approved

February – April 2023

- Marketing campaign begins

April 2023

- Days of Giving launches on April 13, 2023

Multi-Channel Fundraising and Days of Giving Timeline

Fundraising: maximize giving and participation with a multi-channel approach. Key audience segments include non-donors, donors, recent donors with soft ask, active members, recent graduates, families and staff.

- **Crowdfunding:** A Days of Giving crowdfunding page will be created to drive all traffic from email and social media to the site for giving. Early gifts will be posted on the donor wall and/or utilized as challenges.
- **Email:** A series of emails will be sent out starting in February. Triangle's will be asked to spread the word about Days of Giving on the social media platforms, make an early gift, and participate in challenges. They can also sign up to become a DOG Ambassador.
- **Social Media:** Social media posts and paid media ads (Facebook & Instagram) will start in February. Triangle Education Foundation, Triangle Fraternity, and Triangle Nationwide will serve as the primary social media channels. A social media toolkit will be provided. We will build out a list of social media influencers to help us promote Days of Giving, comprised of key alumni and volunteers.
- **Dialing for Dollars:** DOG Ambassadors and staff will begin making phone calls asking for support of Days of Giving the week of April 10. Lapsed donors will be the priority. We will also be using person-to-person texting throughout where the donation link will be shared, and questions can be answered.
- **Direct Mail:** DOG Save the Date postcards will be sent out in February to lapsed donors.
- **Major Giving:** Gift officers will secure major and leadership gifts for challenges.

Days of Giving Ambassadors: DOG Ambassadors will begin marketing efforts to their networks in early March and will continue with posting about Days of Giving on their social media channels. Ambassadors will consist of influencers plus alumni who self-identify. We will provide Ambassadors with a social media toolkit, compete with media assets, templates, sample social media posts and timelines.

Stewardship: A stewardship plan will be created to thank donors leading up to, on the day of, and following Days of Giving. As part of the plan, we will cover how we can work to recognize the impact of donor gifts, specifically sharing the story of DOG Ambassadors.

Timeline:

Project Planning (Summer 2022)

- Identify Days of Giving dates and goals and get approval from leadership

Project Building (Fall 2022)

- Confirm DOG goals
- Create DOG Planning Committee
- Secure new DOG crowdfunding site

Pre-Launch (January 2023 – March 2023)

- Secure gifts for challenges
- Solicit and secure DOG Ambassadors
- Marketing campaign

Last Minute To-Dos

- Finalize crowdfunding site
- Launch pre-giving site
- Promote challenges and Ambassadors

Launch

- Targeted Email campaign
- Social media promotion
- Site goes live April 13, 2023
- Dialing for Dollars
- Host in-person events

Project Wrap-Up

- Thank donors on social media and by email
- Share impact report
- Solicit surveys
- Meet with DOG Planning committee to talk about successes, areas of improvement, lessons for next year