

Gamma Phi
**GIVES
DAY** 
*Ambassador
Toolkit*



Gamma Phi GIVES DAY

Gamma Phi Gives Day is a 1,874-minute group effort that raises funds to change the lives of Gamma Phi Beta sisters. It launches on March 24 at 9 a.m. MT and closes on March 25 at 4:14 p.m. MT.

This year, we will reach over \$1,000,000 raised since we launched Gamma Phi Gives Day in 2022. We are so thankful you have joined us in reaching this momentous milestone!

Several generous donors have offered to match and challenge donations raised on Gamma Phi Gives Day. For example, a donor will give \$1 for every \$1 given to scholarships or if we hit 150 ambassadors a donor will give an extra \$1,874.

That is why you, our ambassadors, are so important! The larger our reach, the more successful our matches and challenges will be — potentially doubling what can be raised to help Gamma Phi Beta sisters! Every gift and every donor makes an impact!

The website for Gamma Phi Gives Day is Give.GammaPhiBeta.org, which is where you can make a gift, read about the matches, see totals and donors.

When you make a gift, you can choose the match you'd like to support, but make sure you use your unique ambassador link to make your gift and help claim your ambassador swag.

Most matches are flexible and support the areas of greatest need faced by our sisters. Others support specific efforts, like scholarships or Loyalty Grants which help sisters facing emergencies.

Gifts can be made before March 24 and count toward the Gamma Phi Gives total. You can share your unique giving link (read on for more details) with those who express they may not be able to give on Giving Day.

Beth Vaughn
Chief Development Officer
Gamma Phi Beta Foundation



Quick Facts

Date: March 24 at 9 a.m. MT to March 25 at 4:14 p.m. MT

Goal: Raise funds to change Gamma Phi Beta sisters lives.

Website: Give.GammaPhiBeta.org

Hashtag: #GammaPhiGives

Gamma Phi Beta social media:

 [@GammaPhiBetaSorority](https://www.instagram.com/GammaPhiBetaSorority)

 [GammaPhiBetaSorority](https://www.facebook.com/GammaPhiBetaSorority)

 [GammaPhiBetaSorority](https://www.linkedin.com/company/GammaPhiBetaSorority)

How to be the best #GammaPhiGives Ambassador



KNOW YOUR "GAMMA PHI WHY"

We know you love Gamma Phi Beta! Now it's time to put those feelings into words. Is there a special sister who's always been a support to you? Was it the scholarship that allowed you to continue your studies? Or the leadership event you attended? Your personal story will tap into others' whys and lead them to give.



BE YOU

Your friends and network will be moved to give when you authentically share your "Gamma Phi Why."



BE PERSONAL

Directly contacting your sisters and friends makes a huge difference. Social media posts are great to build awareness and then texts and emails day-of help seal the deal. We will provide you contact lists to make outreach easy!



MAKE A GIFT

Be the kind of leader you would follow. Make your gift of any amount on Gamma Phi Gives Day. Choose the match you want to support and encourage others to join you! Don't forget to give using your unique giving link!

Get this when you raise...



Sign up and 1 gift:
Gamma Phi Beta sticker sheet



\$100 or 5 gifts:
Car coaster



\$500 or 10 gifts:
Makeup bag



\$1,000 or 15 gifts:
Clear game day bag



Ambassador Rewards

As a special thank you to our ambassadors, we will send out a variety of rewards for the amount you raise using your unique giving link.

Unique Giving Link

You will receive a unique giving link via email that you can use before or on March 24 and 25 to send friends and family directly to the giving page. This link is unique to you. During Gamma Phi Gives Day, you can see all the funds raised by ambassadors during the 1,874 minutes of Giving Day. After Gamma Phi Gives Day, we'll review the results from your link and share your impact with you! We will also send out ambassador reward gifts following giving day.

Gamma Phi GIVES DAY

Graphics

We have provided different graphics that can accompany your #GammaPhiGives messages. View them here and choose the images that work best for you!

[DOWNLOAD GRAPHICS](#)

#GammaPhiGives Tools

Communications Timeline

Throughout the next month, try a few different approaches to reaching your networks. Use social media to save the dates, then follow up with texts on March 24. Send an email out in late February or early March, and then share your story on Facebook. Mix it up to reach the most people possible!



Late February/early March: Share that you have become a #GammaPhiGives ambassador! Encourage others to sign up! We will send you contact lists in early March.



March 17: We are one week away! Remind your networks to save the date and get ready to give!



March 23: One day left! This is a great time to do personal outreach to remind your friends and family to give tomorrow.



March 24-25: Gamma Phi Gives Day kicks off on March 24 at 9 a.m. MT and closes on March 25 at 4:14 p.m. MT. This is the time to share out your personal giving link across your network. We have found the most successful ambassadors do a few posts on social media, but spend the majority of their outreach via text, phone calls and emails to their sisters and friends.

Example Communication

We've provided different templates and suggestions for example communications, but it's up to you to pick the ones that will make the biggest impact on your network. Read through all and choose the phrases and sentences that resonate with you. Take the suggested email text and turn it into a social media post or just copy, paste and go! **Use the contact lists you received to expand your reach.**

Email, Voicemail, Text and Direct Messages



SUBJECT: Join Me In Supporting Gamma Phi Beta!

Dear [INSERT THEIR NAME],

I hope you are doing well! [INSERT PERSONAL ANECDOTE]

This year, we will surpass \$1,000,000 dollars raised for our sisterhood! For the next 1,874 minutes, we are raising funds for the Gamma Phi Beta to secure our sisterhood for generations to come.

Choose one!

Can I count on your support for this momentous milestone? Just follow this link [INSERT YOUR UNIQUE GIVING LINK] and make a gift of any amount!

Your gift might be matched dollar for dollar! Can I count you in? Just follow this link [INSERT YOUR UNIQUE GIVING LINK] and make a gift of any amount!

Making a gift is quicky and easy! Just follow this link [INSERT YOUR UNIQUE GIVING LINK] and make a gift of any amount!

There are several matches you can choose to support, and all funds donated will help sisters. I chose [INSERT MATCH] because [INSERT YOUR GAMMA PHI WHY].

Reach out with any questions, and you can follow our progress at **Gives.GammaPhiBeta.org!** Even if you can't give, spreading the #GammaPhiGives message on social media will go a long way toward our goal!

[INSERT PERSONAL CLOSING]



SUBJECT: Can I Count On You?

Dear [INSERT THEIR NAME],

Today, March 24 kicks off Gamma Phi Gives Day! We have 1,874 minutes to raise as much as possible for Gamma Phi Beta sisters! And this year, we will surpass \$1,000,000 dollars raised for our sisterhood!

I'm giving because [INSERT YOUR GAMMA PHI WHY]. Each gift helps Gamma Phi Beta. Follow this link [INSERT YOUR UNIQUE GIVING LINK] and make a gift of any amount!

Thank you for securing our sisterhood for generations to come!

[INSERT PERSONAL CLOSING]



SUBJECT: Help [THEIR CHAPTER NAME] Sisters Today!

Dear [INSERT THEIR NAME],

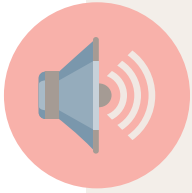
Did you know every [THEIR CHAPTER NAME] collegian benefited from donations to the Gamma Phi Beta Foundation last year? Or that donors to the Foundation funded [THEIR CHAPTER NAME] collegiate officer education?

Today is Gamma Phi Gives Day, and it's your chance to make a gift to help [CHAPTER NAME] sisters. We have 1,874 minutes to visit [INSERT YOUR UNIQUE GIVING LINK] and make a gift of any size! Your gift will help sisters achieve their dreams, build their confidence and change the world around them. And this year, we will surpass \$1,000,000 dollars raised for our sisterhood!

Thank you for securing our sisterhood for generations to come!

[INSERT PERSONAL CLOSING]

SAMPLE VOICEMAIL



Hi, [INSERT THEIR NAME]. This is [INSERT YOUR NAME]! Today is Gamma Phi Gives Day! Can I count on you to make a gift for Gamma Phi Beta sisters? Gifts made on Gives Day secure our sisterhood through scholarships, fellowships and grants. Gifts made today are being matched by other donors, so we have the opportunity to make a big impact! Visit [Give.GammaPhiBeta.org](https://www.GammaPhiBeta.org) to donate. Thanks in advance for your support! Talk to you soon!

SAMPLE TEXT MESSAGE OR DIRECT MESSAGE



Gamma Phi Gives Day is today! I gave to [INSERT MATCH], but you can choose any match to support! Here's the link to give: [INSERT UNIQUE GIVING LINK]. We only have [INSERT NUMBER OF HOURS] left! Can I count on you?

Help us reach \$1,000,000 raised for our sisters! We only have 1,874 minutes to raise as much as we can in support of our sisters! Here's the link to give: [INSERT UNIQUE GIVING LINK]. Our goal is 1,000 donors, and we need [INSERT NUMBER NEEDED TO REACH 1,000] more! Can I count on you?

Today is the day to help [INSERT CHAPTER NAME]! A gift on Gamma Phi Gives Day will help our chapter sisters by providing free educational programs for every single collegian and support for our volunteer leaders. You can make a gift at [INSERT UNIQUE GIVING LINK]!

SOCIAL MEDIA POSTS



Take the content on the next page and make it your own since you know the best way to talk to your followers and friends. We encourage you to use pictures and graphics to enhance your posts. You can find specific Gamma Phi Gives Day graphics [here](#). Please hashtag all your posts with #GammePhiGives so we can track its progress throughout Gamma Phi Gives Day and participate in any online conversation. Also, feel free to tag Gamma Phi Beta's official accounts in your post!



Link Tips

Facebook and LinkedIn: Paste your unique giving link directly into your post's text.

Instagram: Add your unique giving link to your bio and include "Link in bio" at the end of your posts' text or direct followers to

Give. GammaPhiBeta.org in your text.

Gamma Phi Beta's official social media accounts will also be posting throughout the day. Feel free to share our content on your accounts in lieu of creating your own!

Save the Date (Between now and March 23):

Save the date for Gamma Phi Gives Day, 9 a.m. to 4:14 p.m. MT on March 24 and 25! This year, we will surpass \$1,000,000 raised for our sisterhood! Let's see how far we can go in 1,874 minutes for our True and Constant sisterhood! #GammaPhiGives

I'm a Gamma Phi Gives Day Ambassador because [INSERT YOUR GAMMA PHI WHY]! Who's joining me to support the Gamma Phi Beta Foundation on March 24 and 25? #GammaPhiGives

Every member of [CHAPTER NAME] was able to attend educational programs because of donations to Gamma Phi Beta Foundation. That's why I am supporting Gamma Phi Gives Day on March 24 and 25! #GammaPhiGives

Join me on #GammaPhiGives Day because the money raised supports our True and Constant sisterhood! Gamma Phi Betas will rally together on March 24 and 25 to raise funds for scholarships and grants for our sisters in need!

Who's in for #GammaPhiGives Day on March 24 and 25? All funds raised in 1,874 minutes will go to supporting sisters and securing our sisterhood!

March 24 and 25

Today's the day! Will you join me in making a meaningful gift to the Gamma Phi Beta Foundation? #GammaPhiGives

Help us reach \$1,000,000 for our sisterhood! What will you choose to donate to today? #GammaPhiGives

It's #GammaPhiGives Day! I'm making a gift because [INSERT YOUR GAMMA PHI WHY]!

Gamma Phi Beta has made a difference in my life because [INSERT YOUR GAMMA PHI WHY]. That's why I'm making a gift on Gamma Phi Gives Day! #GammaPhiGives

I'm making a gift because [INSERT YOUR GAMMA PHI WHY]! What's your #GammaPhiGives Day reason for giving?

Calling all [INSERT CHAPTER] sisters! Let's show up for #GammaPhiGives Day and support our True and Constant sisterhood!

I am supporting [CHAPTER NAME] with a gift to #GammaPhiGives Day. Join me [INSERT YOUR GIVING LINK]

Join me in supporting Gamma Phi Beta sisters! I'm giving because [INSERT YOUR GAMMA PHI WHY]! #GammaPhiGives

Wow! Gamma Phis have shown up for #GammaPhiGives Day! There's still time to make your gift!

We're in the last few hours! Have you made your #GammaPhiGives gift yet? [INSERT UNIQUE LINK]

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