



#PhiGamImpact

What Is a Phi Gam Ambassador?

We are looking for dedicated brothers and friends of FIJI to help us spread the word about our 2019 Giving Day. This is Phi Gamma Delta's second year doing this event, so we can use help promoting it. Ambassadors will sign-up through the ScaleFunder platform we are using to fundraise for the event. Through this platform, you can track progress and utilize the email and social media posting tools.

How Can I Help Spread the Word?

You will find additional resources in the Ambassador toolkit on the ScaleFunder platform. There will be sample emails you can send out prior to and on the Giving Day. Emails are one of the easiest and most successful ways to ask brothers to participate. We will also have social media images available for you to share. You will have access to photos you can use for your profile picture or banners on social media. The ScaleFunder platform has social media functions built in to help with sharing challenges, matches and other achievements.

How Else Can I Help This Be a Successful Event?

You can set-up a challenge or a matching gift. These are both great ways to encourage brothers to donate. We will also unlock different challenges and matches we receive throughout the day to help with traffic and engagement.

- **An example of a matching gift:** Matching all gifts from 11:00am-1:00pm, up to \$500.
- **An example of a challenge:** Putting up \$250 that will be unlocked when 20 brothers from your chapter donate.

Do I Get Anything for Being an Ambassador?

Aside from the appreciation you will receive from all Phi Gam brothers, we will send T-shirts to Ambassadors prior to May 1, so you can get share pictures of your rocking the T-shirt on social media. Additionally, all donors will receive a custom gift to remember the day.

PHI GAMMA DELTA
CONTINUE OUR LEGACY. EXPAND OUR IMPACT.