



PHI GAMMA DELTA GIVING DAY

Strengthen Our Brotherhood ♦ Demonstrate Our Persistence

Best Practices

- ① Send an email a few days prior to the event to remind possible donors to contribute.
- ② Utilize the provided email templates and edit the messages to help them sound more personal.
- ③ Target physical letters to older graduates and known business owners.
- ④ Set up a matching gift or challenge to leverage your brothers and friends.
- ⑤ Post updates in a graduate brother Facebook/LinkedIn Group to show how donations stack up.
- ⑥ Make personal calls to brothers expected to donate, and be persistent.
- ⑦ Send a personal "Thank You" to donors that contributed through your link.
- ⑧ Break down what needs to be done in small chunks.

Success from Previous Events

"I sent an email a few days before Giving Day and another the day of to remind brothers, and that got all of the Virginia Tech response. I also sent a personal email to all the brothers that gave, thanking them for their donation."

- Jason Newcomb (Virginia Tech)

"Two years ago, I highlighted the new programs the Foundation was helping the Fraternity implement, such as mental health. That alone got a new donor who gave \$1,848 because [mental health issues] have existed for years while the means to tackle it are still relatively new."

- Bill Brand (RPI)

"For me, this wasn't a huge time commitment, but it took getting over some inertia to get things going. I think I would try to break down what needs to be done into smaller chunks."

- Mike Land (Ball State)

PHI GAMMA DELTA

Strengthen Our Brotherhood ♦ Demonstrate Our Persistence