



Ambassador Toolkit



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Welcome to the Pi Phi Giving Day Ambassador *Team*

Through our work to secure Pi Phi's future, our Foundation is committed to ensuring Pi Phi remains a constant in the lives of our sisters. This year, we celebrate the 10-year anniversary of Pi Phi Giving Day, a milestone that highlights a decade of generosity and sisterhood. Pi Phi Giving Day invites every member to partner with our Foundation in creating an even brighter future for Pi Phi—sharing the values, traditions and once-in-a-lifetime experiences that define our sisterhood with more women today and for years to come. Pi Phi Giving Day Ambassadors are essential to create excitement and build awareness across our sisterhood. This toolkit provides you with information and resources to help you support this effort. There are many ways to get involved as an ambassador:

- Personalize your fundraising page (See more on page 8).
- Visit piphigivingday.org after February 1 and familiarize yourself with our Giving Day challenges and milestones.
- Make a gift at **piphigivingday.org**.
- Inspire sisters and friends to make a gift of \$18.67 on or before March 14 through personal outreach.
- Post on social media throughout the day encouraging your sisters and friends to join in the celebration.

Thank you for all you do for our sisterhood—and for helping to make Pi Phi Giving Day a success for every sister who wears the golden arrow!

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essentials

We've compiled a snapshot of Pi Phi Giving Day essentials to help you as we prepare for the big day! Refer to the information below throughout the weeks and days leading to Pi Phi Giving Day.

ABOUT PI PHI GIVING DAY

Pi Phi Giving Day is a one-day giving event inviting our members to create an even brighter future for Pi Phi by making a gift to our Foundation. Pi Phi Giving Day takes place on March 14—Pi Day! We're asking every Pi Phi to work together toward one shared goal—raising \$225,000 on Pi Phi Giving Day.

THE FRIENDSHIP FUND

All gifts made on Pi Phi Giving Day support Pi Beta Phi Foundation's Friendship Fund—the most impactful way to support our member experience and ensure a bright future for Pi Phi. Friendship Fund gifts help Pi Phi prepare members to lead, award scholarships, fund our literacy work, care for our sisters and meet additional needs not covered by designated funds alone.

ONLINE RESOURCES

Visit pibetaphi.org/ppgd to see our giving challenges and learn how your gift makes a difference. After February 1, visit piphigivingday.org to make your gift, view our donor list and follow our progress toward our goal!

QUESTIONS?

If you have questions about Pi Phi Giving Day or supporting our Foundation, please contact Donor and Volunteer Engagement Manager Lindsey Scheetz, Mississippi Gamma, via email at lscheetz@pibetaphi.org or by phone at 636-256-1357.



Ambassador *prizes*

Pi Phi Giving Day is possible thanks to the support from our ambassadors encouraging others to donate. As a thank you, ambassadors who raise a specific amount through their unique link during Pi Phi Giving Day will receive one of these one-of-a-kind gifts!

raise
\$50

Receive Pi Phi sticker sheet



raise
\$250

Receive Pi Phi stationary set



raise
\$500

Receive Pi Phi mug with straw



raise
\$1,867

Receive Love Your Melon Pi Phi Greek letter ballcap



Note: Ambassadors will be awarded prizes based on the total amount raised (i.e., \$1,867 will qualify you for prizes at the \$50, \$250, \$500, and \$1,867 levels.)

You can check your progress toward your goal on your personal Giving Day fundraising page.

*Note: Totals are calculated after **Pi Phi Giving Day** and based on donations received from your unique URL. The donor must use your unique URL in order for you to be credited with the gift.*



Suggested *Timeline*

TODAY

- Follow Pi Beta Phi on social media.
- Encourage your Pi Phi-loving sisters to join you as a Pi Phi Giving Day ambassador.
- Personalize your fundraising page by sharing why you give

WEEK OF FEBRUARY 17 | FOUR WEEKS OUT

- Start creating a list of sisters you plan to call, email and text with an invitation to participate in Pi Phi Giving Day.
- Reflect on your Pi Phi story. Why do you support Pi Beta Phi?

WEEK OF FEBRUARY 24 | TWO WEEKS OUT

- Send an email to sisters in your network with an invitation to participate.
- Bookmark the Pi Phi Giving Day site for quick access: piphigivingday.org

WEEK OF MARCH 3 | ONE WEEK OUT

- Using **#PiPhiGivingDay**, start a conversation by asking your sisters what makes Pi Phi sisterhood sweet!
- Send a text, email or social media message to sisters, family and friends with an invitation to participate.



MARCH 14 | PI PHI GIVING DAY

- If you haven't already, make your gift at **piphigivingday.org**.
- Post on social media after you make your gift, sharing why you chose to give back and inviting others to join you.
- Send reminder emails, texts or social media messages to the sisters, family and friends you reached out to earlier in the month.
- Visit **piphigivingday.org** throughout the day to track our progress and see who's giving!

MARCH 15 | THE DAY AFTER

- Take a moment to celebrate! We did it—together! Send a message of thanks to your sisters for their support, linking to results at **piphigivingday.org**.



Personalized Fundraising *pages*

Every Pi Phi Giving Day ambassador has their own fundraising page. Your custom URL can be found on the Pi Phi Giving Day giving page.

On your fundraising page, you can update your welcome message. The welcome message will display at the top of your fundraising page. Sample text has been provided below; however, we encourage you to personalize the template to add greater meaning.

Join me on Pi Day to celebrate what makes Pi Phi sisterhood sweet with a gift to our Foundation in honor of Pi Phi Giving Day. Some of my sweetest moments in Pi Phi include **[your personal note here]**, and I want our future sisters to experience the same. Thank you for joining me in giving back!





Communication *Templates*

When you invite your sisters, family and friends to join you in giving back, you can help us reach our Pi Phi Giving Day goal! Whether you prefer phone, email, text or social media, reaching out and asking others to join you is a small way you can make a big difference. Even a short, personal message goes a long way.

Your messages are most compelling when you use your own voice to share what Pi Phi has given you and why you give back.

While you can share the content within this toolkit as-is, we encourage you to personalize the templates to add greater meaning to the messages you share.



EMAIL SAMPLES

Sending emails to sisters, family and friends in your network helps to share important information about Pi Phi Giving Day and gets March 14 on their calendars. Below are some helpful tips:

- Because many individuals read their email on a mobile device, keep it short and sweet!
- Share why you choose to give back to Pi Phi.
- Consider something a little less formal—these are being sent from person to person. Think—what would you write in a subject line to your best friend?
- Get a head start on the day by scheduling your emails in Gmail or using the Delay Delivery option in Outlook. (If you choose this option, we recommend testing your messages so you know everything is working as planned.)
- Use Find My Sisters in BetaBase to find contact information for your sisters. Please note: you must be logged in to access this information.

PRE-EVENT SAMPLE

Subject line: Celebrate the 10th Anniversary of Pi Phi Giving Day!

Dear **[recipient's first name]**,

This year marks the 10th anniversary of Pi Phi Giving Day—a special milestone for our sisterhood! On this day, Pi Phi sisters, families and friends across the globe will join together to celebrate and give back. Some of my sweetest moments in Pi Phi include **[your personal note here]**, and I want future Pi Phis to experience the same.

That's why on March 14, I'll give back to Pi Phi on Pi Phi Giving Day. I hope you'll join me in celebrating this milestone by making a gift—starting at \$5—on my personal fundraising page at **[insert your personal URL]**. Together, we can make an impact that creates an even brighter future for generations of Pi Phis to come.

PPL&M,
[your name]



DAY-OF SAMPLE

Subject line: Celebrate Pi Phi sisterhood this Pi Day!

Dear **[recipient's first name]**,

Today we celebrate Pi Day—and Pi Phi Giving Day! Just like pi, the mathematical constant that gives today its nickname, Pi Phi is a constant in my life, and your gift today ensures Pi Phi remains a source of true friendship and belonging for every member.

I hope you join me in supporting our sweet sisterhood by making a gift on my personal fundraising page at **[insert your personal URL]**. Then, share what makes Pi Phi's sisterhood sweet, and why you choose to give back, on social media using **#PiPhiGivingDay!**

Pi Phi played such a meaningful role in my life and continues to do so for thousands of members every year. Together, we can make an impact that creates an even brighter future for generations of Pi Phis to come. Thank you for joining me in giving back to our sisterhood!

In Pi Phi,
[your name]



POST-EVENT SAMPLE

Subject Line: Thank you!

Dear **[recipient's first name]**,

Thank you for joining me in giving back to Pi Phi on Pi Phi Giving Day! With your gift, you helped ensure future generations of Pi Phi sisters benefit from the support of Sincere Friends and the inspiration to achieve their goals.

Please visit **piphigivingday.org** to see the day's results and how gifts of all sizes provide the resources we need to care for the Pi Phi sisterhood. **[recipient's first name]**, this day wouldn't have been possible without your support. Thank you for making an impact for every Pi Phi!

In Pi Phi,
[your name]



TEXT AND/OR SOCIAL MEDIA DIRECT MESSAGE (DM) SAMPLES

Texts and DMs are easy ways to remind your sisters, family and friends to make a gift on Pi Phi Giving Day. Below are some helpful tips:

- Keep the ask short and sweet!
- Use the text/DM to start a conversation with your sisters.
- Use Find My Sisters in BetaBase to find contact information for your sisters. Please note: you must be logged in to access this information.

PRE-EVENT SAMPLE

Hi, **[recipient's name]**! With Pi Phi Giving Day coming up, I've been reflecting, and I can't imagine my Pi Phi experience without you! On March 14, I'm giving back to Pi Phi to ensure all sisters benefit from the support of Sincere Friends, just as we do. I hope you join me in making a gift on my fundraising page at **[insert your personal URL]**.

Hi, **[recipient's name]**! Some of my sweetest moments in Pi Phi include **[your personal note here]**, and I want future Pi Phis to experience the same. On March 14, I'll give back to Pi Phi on Pi Phi Giving Day and wanted to invite you to support me by making a gift on my personal fundraising page at **[insert your personal URL]**.

DAY-OF SAMPLE

Happy Pi Phi Giving Day, **[Name]**! Today, I'm celebrating what makes Pi Phi sisterhood sweet by giving back to our Foundation. Will you join me by making a gift on my personal fundraising page at **[insert your personal URL]**?

POST-EVENT SAMPLE

[Name], thank you for making a gift on Pi Phi Giving Day! Your generosity makes it possible for everyone to experience what it means to be a Pi Phi—both today and into the future. PPL&M!



SOCIAL MEDIA POSTS

Sharing content on social media helps spread the word, encourages sisters to get involved and creates excitement about Pi Phi Giving Day. Below are some helpful tips:

- Lead by example—make your gift first. After you make your own gift, ask others to join you.
- Start a conversation by sharing what makes Pi Phi sisterhood sweet and why you choose to give back to Pi Phi.
- Always include **#PiPhiGivingDay** and link to the giving site in your posts: **piphigivingday.org**.
- If someone in your network shares that they've made a gift, thank them with a post, reply or comment.
- Consider sharing a photo or video about what Pi Phi has given you and why you give. You could even post a photo from your early Pi Phi days!

PRE-EVENT SAMPLES

- On March 14—Pi Day—Pi Phi will celebrate everything that makes our sisterhood sweet! On **#PiPhiGivingDay**, you can help create an even brighter future for Pi Beta Phi by making a gift to our Foundation. I hope you join me by making a gift on my personal fundraising page at **[insert your personal URL]**!
- Join me on Pi Day to celebrate what makes Pi Phi sisterhood sweet with a gift to our Foundation in honor of **#PiPhiGivingDay**. Learn more and make a gift on my personal fundraising page at **[insert your personal URL]**
- Some of my sweetest moments in Pi Phi include **[your personal note here]**. On March 14, I'll give back to Pi Phi to ensure future generations benefit from the support of Sincere Friends and the inspiration to achieve their goals. You can support me by making a gift on my personal fundraising page at **[insert your personal URL]**.



DAY-OF-EVENT SAMPLES

- Some of my sweetest moments in Pi Phi include **[your personal note here]**, and I want future Pi Phis to experience the same. You can support me by making a gift on my personal fundraising page at **[insert your personal URL]**.
- Show your Pi Phi Pride this **#PiPhiGivingDay** by making a gift to empower the next generation of leaders. With every gift, every sister can make a difference. Will you join me? **[insert your personal URL]**
- Today we celebrate Pi Day—and **#PiPhiGivingDay**! Just like pi, the mathematical constant that gives today its nickname, Pi Phi is a constant in my life. Your gift today ensures Pi Phi remains a source of true friendship and belonging for every member. Make a gift on my personal fundraising page at **[insert your personal URL]**.

MILESTONE/CHALLENGE SAMPLE

We're so close to unlocking our next **#PiPhiGivingDay** milestone—and we need just a few more gifts to get us there. You can help by making your gift now at **[insert your personal URL]**!

We're almost there! Unlock the **#PiPhiGivingDay** \$18.67 challenge by making a gift of \$18.67 or more on my personal fundraising page at **[insert your personal URL]**.

POST-EVENT SAMPLE

Thank you for supporting me and ensuring future generations of Pi Phis have the same positive experience as me. Your gifts, stories, and posts helped make **#PiPhiGivingDay** a sweet success. View the results at **piphigivingday.org**!

Thank you for supporting Pi Phi sisterhood on **#PiPhiGivingDay**. Your gifts, stories, and posts made this year's event a sweet success—and together, we helped to create an even brighter future for Pi Phi! Visit **piphigivingday.org** to see the day's results.



INSTAGRAM STICKERS

Add some Pi Phi Giving Day flair to your Instagram stories. Search “Pi Phi” for animated assets.



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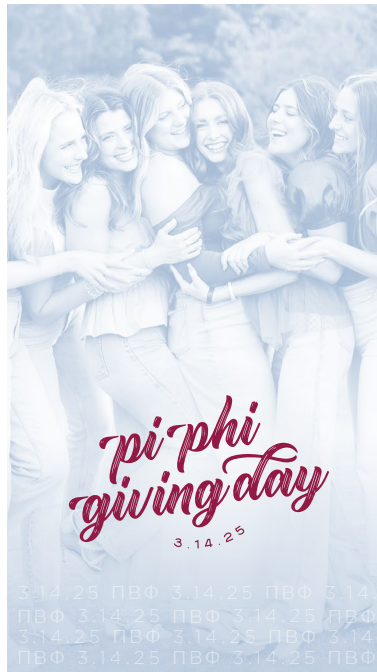
SOCIAL MEDIA GRAPHICS

Show your excitement for Pi Phi Giving Day by sharing social media graphics. You can download the Pi Phi Giving Day graphics by clicking [here](#).

SOCIAL SQUARE



INSTAGRAM/FACEBOOK STORY



Frequently asked *questions*

WHAT DO I NEED TO DO AS A PI PHI GIVING DAY AMBASSADOR?

Below are some of the many ways to participate in Pi Phi Giving Day as an ambassador.

- Personalize your fundraising page (See more on page 8).
- Visit **piphigivingday.org** after February 1 and familiarize yourself with our Giving Day challenges and milestones.
- Make a gift at **piphigivingday.org**.
- Inspire sisters and friends to make a gift of \$18.67 on or before March 14 through personal outreach.
- Post on social media throughout the day encouraging your sisters and friends to join in the celebration.
- Say “Thank You!” to the hundreds of sisters, family and friends who participate in Pi Phi Giving Day.

IS THERE A MINIMUM GIFT AMOUNT?

With every gift, every sister can make an impact on our sisterhood—no matter the amount. We ask you to make a gift that’s meaningful to you, starting at a minimum of \$5. Whether that’s \$18.67, \$186.70 or another amount of your choice, your contribution makes a difference

HOW CAN I MAKE MY GIFT?

Visit **piphigivingday.org** to make your gift online. To make a gift by phone or by mail, please contact the Foundation at **fndn@pibetaphi.org** or (636) 256-1357.



IS MY DONATION TAX DEDUCTIBLE?

Almost always, yes! Pi Beta Phi Foundation is a 501(c)3 organization, and most Pi Phi Giving Day gifts are tax-deductible. If you make your gift through other, already tax-advantaged means, you may not be eligible for a tax deduction through the Foundation. If you make your gift online, you'll receive an email confirmation that can be used for tax purposes. If you make your gift by phone or mail, your receipt will be mailed to you.

MY EMPLOYER OFFERS A MATCHING GIFT PROGRAM.

ARE GIFTS MADE ON PI PHI GIVING DAY ELIGIBLE?

Yes! Corporate philanthropy programs can maximize the power of your gift to our Foundation and thousands of companies match donations. Visit pibetaphi.org/giving to see if your company will match your donation and to access the forms, guidelines and instructions to submit a matching gift.

WHO CAN PARTICIPATE IN PI PHI GIVING DAY?

Every Pi Phi sister is invited to celebrate what Pi Phi has given each of us by giving back to Pi Beta Phi Foundation. Family members and friends also can support our sisterhood by making gifts!

WHO SHOULD I CONTACT WITH ADDITIONAL QUESTIONS?

Please reach out to our Foundation staff team at fndn@pibetaphi.org.

