



**Founders Day Challenge**  
**October 24, 2024**

**Who:** You!

**What:** Promote 2024 Founders Day Challenge to your Delta Zeta network.

**Where:** <https://trulygiving.deltazeta.org/2024-founders-day-challenge>

**When:** all day on October 24, 2024

**Why:** We belong in Delta Zeta . . . and because of that, we give graciously. If 10 of your Delta Zeta network give \$25, you have already achieved the first Advocate prize level!

**What:** And we need you! On October 24, you will help us reach thousands of Delta Zetas and friends through social media, email and personal outreach to ensure a successful Founders Day Challenge (FDC).

**Primary Hashtag:** #EmpowerTheWoman

**Secondary Hashtag:** #TrulyGiving

**Questions or comments about serving as a 2024 Advocate?**

Please email Neil Stanglein, Director of Development, at [nstanglein@deltazeta.org](mailto:nstanglein@deltazeta.org), for assistance!



## Social Media Posts

### 5-7 days out

- Being a part of this Delta Zeta legacy is something I will never forget. In honor of this sisterhood, I plan to support our Founders Day Challenge on October 24, 2024. Will you join me? [Personal Referral Link] [#TrulyDZ](#) [#EmpowerTheWoman](#) [#TrulyGiving](#)
- The Delta Zeta Foundation will celebrate [#EmpowerTheWoman](#) with our Founders Day Challenge on October 24. No matter where you are, I hope you will join me in celebrating 122 years of sisterhood! [Personal Referral Link] [#TrulyDZ](#) [#EmpowerTheWoman](#) [#TrulyGiving](#)
- MARK YOUR CALENDARS! Delta Zeta's Founders Day Challenge is on October 24! Learn more about how you can join me and all of Delta Zeta to support our Sorority on that day! [Personal Referral Link] [#TrulyDZ](#) [#EmpowerTheWoman](#) [#TrulyGiving](#)
- *Are you a scholarship winner? 35 Under 35 Honoree? Past traveling consultant? Post about your experiences within Delta Zeta and how that made an impact in your life.*

### October 24, 2024

- Tag your favorite Delta Zetas in a [#TBT](#) post as Founders Day Challenge lands on a Thursday this year!

[#ThrowbackThursday!](#) *I'm so glad Delta Zeta brought these lovely sisters together. I hope they will join me in supporting Delta Zeta's Founders Day Challenge!* [Personal Referral Link] [#TrulyDZ](#) [#EmpowerTheWoman](#) [#TrulyGiving](#)

- Tag sisters.
- Tag chapter Facebook page.
- Tag alumnae group page.



- Did you attend a Delta Zeta event this year? NMALC, Philanthropy Summit, Alumnae Events, etc.? Share some photos/videos, tell us about your experience, and encourage them to support Founders Day Challenge! [Personal Referral Link] [#TrulyDZ](#) [#EmpowerTheWoman](#) [#TrulyGiving](#)
  - Tag sisters/attendees from event.
- Are you a Delta Zeta volunteer? Whether that be on an Advisory Board, a State Alumnae Chairman, serving on a National Committee, etc. – share some photos/videos, tell us about your experience, and encourage the other volunteers to support Founders Day Challenge! [Personal Referral Link] [#TrulyDZ](#) [#EmpowerTheWoman](#) [#TrulyGiving](#)
- What's been your FAVORITE Delta Zeta moment so far? Bid Day, Philanthropy, Recruitment, Greek Week, Homecoming, Alumnae Events, etc.? Share some photos/videos, and tell us about your experience.

*Delta Zeta has provided me with so many opportunities! My favorite so far has been \_\_\_\_\_. It's my turn to pay it forward because of the love and support Delta Zeta has given me. Will you join me? Together, we can support the future of Delta Zeta by giving a gift to the Founders Day Challenge! [Personal Giving Link] [#TrulyDZ](#) [#EmpowerTheWoman](#) [#TrulyGiving](#)*

## General

- I give graciously of what is mine! In remembering what Delta Zeta taught us, help me support Delta Zeta's Founders Day Challenge. [Personal Referral Link] [#TrulyDZ](#) [#EmpowerTheWoman](#) [#TrulyGiving](#)
- When you believe in a specific cause, you support their efforts by giving your time, energy and monetary gifts. Because I believe in Delta Zeta, I made my gift to support Delta Zeta's Founders Day Challenge – join me! [Personal Referral Link] [#TrulyDZ](#) [#EmpowerTheWoman](#) [#TrulyGiving](#)
- 122 years ago, six women created a legacy that has reached more than 300,000 women. Today, we honor them by celebrating our sisterhood through Founders Day Challenge. I believe in Delta Zeta – do you? [Personal Referral Link] [#TrulyDZ](#) [#EmpowerTheWoman](#) [#TrulyGiving](#)



- I just supported Delta Zeta's Founders Day Challenge! I challenge my sisters from \_\_\_\_ Chapter to do the same! [Personal Referral Link] [#TrulyDZ](#) [#EmpowerTheWoman](#) [#TrulyGiving](#)
- Celebrate Delta Zeta's legacy with us! Join our Founders Day Challenge, and help us make a difference, one donation at a time. Every gift counts! [Personal Referral Link] [#TrulyDZ](#) [#EmpowerTheWoman](#) [#TrulyGiving](#)
- Give a gift that gives back! Our Founders Day Challenge is in full swing, and we need your support. Let's make this year unforgettable! [Personal Referral Link] [#TrulyDZ](#) [#EmpowerTheWoman](#) [#TrulyGiving](#)



## Email to Network before FDC

Subject Line: Delta Zeta needs you on October 24!

Dear [First Name],

What will your legacy be in Delta Zeta? Delta Zeta is for a lifetime, and there is no better way to celebrate our sisterhood than celebrating Founders Day with a gift to Founders Day Challenge on October 24!

Remember that feeling of belonging, that feeling of “I am home” you get when you think of Delta Zeta? This is your chance to support a sisterhood that feels like home! I will be making my gift on Founders Day because [Insert reason why you are serving as an Ambassador and supporting.].

Will you join me October 24 in supporting Delta Zeta?

Your gift goes to support all sisters through scholarships, leadership development programming, professional networking mental health and so much more.

I hope you will join me on Founders Day in keeping the Flame of Delta Zeta burning brightly – let’s make Alfa and the gals proud!

Truly,  
[Your Name]

P.S. Learn more about the Founders Day Challenge, and make your gift during FDC! {personal referral link}



## Day of Email

**Subject line:** Delta Zeta's Founders Day Challenge is Today!

Dear [First Name],

Happy Founders Day!

Please join me today in supporting Delta Zeta during our Founders Day Challenge at [personal referral link].

I believe in Delta Zeta, and that's why I am serving as an Advocate for FDC to help raise important funds to support scholarships, programming and professional development opportunities for all Delta Zetas.

Together, we will work to create our legacy in Delta Zeta – paying it forward to leave the organization better than we found it. I am excited to give graciously to the Delta Zeta Foundation and have set a personal fundraising goal of \$[Amount]. Will you help me reach this goal?

You can follow *Founders Day Challenge* through [Facebook](#) and [Instagram](#) by using the hashtags [#EmpowerTheWoman](#) and [#TrulyGiving](#). Thank you for your support of Delta Zeta!

Truly,  
[Your Name]



## Thank you to donors after FDC

Subject line: Thank you!

Dear [First Name],

**We did it!** Together, we raised more than \$XXX,XXX during Founders Day Challenge.

Your gift directly supports our Sorority – the organization that Alfa, Mary, Anna, Julia, Mabelle and Anne began on Miami University’s male dominated campus, so many years ago. The legacy that they left at Miami has now impacted countless collegiate and alumnae women across the globe.

Together, we shared that legacy during FDC and will continue to create our Delta Zeta legacy in the days and years to come.

If you have specific questions regarding your gift, please email [DZFoundation@deltazeta.org](mailto:DZFoundation@deltazeta.org) or call (513) 523-7597.

The success of Founders Day Challenge 2024 would not have been possible without you! Thank you for giving graciously.

Truly,

[Your Name]