



## Agenda/Outline for Delta Zeta Founders Day Challenge

### Zoom Party in a Box

#### Week of October 6: Engagement Week

**Objective:** Introduce the campaign, build excitement, and set the foundation for success.

- **Kickoff Post:**

- Obtain list of emails of everyone from the chapter.
- Schedule the Zoom in the group/save the date – posted via Facebook as well as sent via email.

**Objective:** Increase involvement and awareness within the chapter and broader community.

- **Social Media:**

- **October 7:** Launch a countdown series, e.g., "17 Days to Make a Difference." Share one reason each day why donations matter.
- **October 10:** Feature a live video or IG stories Q&A with chapter leadership discussing the campaign's importance. Get the current Chapter President involved.
- **Oct 10:** Post a thank you message for women who are participating and involved.
- **October 10:** Repost Delta Zeta's Impact post.

- **Activities:**

- Host a Kickoff Event (virtual or in person) to build momentum, e.g., a themed party, dinner or casual meet up.

#### Week of October 13: Awareness Week

**Objective:** Broaden the reach by engaging with alumnae, community members and local businesses.

- **Social Media:**

- **October 13:** Highlight material from DZ about the impact of the funds raised.
- **October 15:** Feature alumnae testimonials and their impact on the chapter.
- **October 17:** Share Did You Know? posts about the chapter's community service, achievements and why funding is crucial.
- **October 17:** Repost Delta Zeta's Impact post.



- **October 19:** Countdown reminder with an engaging graphic or video

### **Week of October 20: Push Week**

**Objective:** Maximize donations and participation as the Day of Giving approaches.

- **Social Media:**

- **October 20:** Favorite DZ Memory with Photos
  - Post an interactive poll or quiz related to the chapter's history with a prize for the winner.
- **October 21:** Countdown posts: 3 Days Left until FDC!
- **October 22:** Host a live talking about the night of the 24th.
- **October 23:** Post a call to action for last-minute pledges and shares.

### **Day of Giving: October 24**

**Objective:** Execute the main event with energy, engagement and gratitude.

- **Social Media:**

- **Throughout the Day:** Regular updates on progress, donor shout-outs and participation challenges
- **Midday:** Photo scavenger hunt
- **Evening:** countdown to zoom

- **Zoom**

- **Zoom 8:30-11:00**
  - **Introductions**
  - **First contest – Find the closest DZ item to you, and show on screen. Prize awarded.**
  - **Second contest – Who can name the most people in their family tree? Prize awarded.**
  - **Special Guests – Invite the current Chapter President onto the call to give an update on the chapter.**