

# 4/25 Alumni Day Drive

DELTASIG FUND CHALLENGE

APRIL 23 - 25, 2025



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## CHALLENGE TOOLKIT

April 23-25

*Updated 3/3/2025*

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**[DSP.ORG/425DRIVE](https://dsp.org/425drive)**



# CONTENTS

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## 03

Welcome

## 04

What is the 4/25 Alumni Day Drive?

## 05

The Deltasig Fund

## 06

Timeline

## 08

Sample Messaging

## 11

Social Media Suggestions

## 15

Frequently Asked Questions



We're so excited to have you join us for the 2025 4/25 Alumni Day Drive! Your energy, enthusiasm and passion for Delta Sigma Pi will help us celebrate Alumni Day and reach our goals.

This toolkit is designed to help alumni chapters, collegiate chapter officers, and any other members, friends or family who would like to help raise funds for our Deltasig Fund.

Please use this toolkit to guide you through the drive. Reach out to **[foundation@dsp.org](mailto:foundation@dsp.org)** with any questions.

# ABOUT



## WHAT IS THE 4/25 ALUMNI DAY DRIVE?

The 4/25 Alumni Day Drive fundraising challenge begins at 12:01 a.m. April 23 and ends at 11:59 p.m. (EST) April 25.

The purpose of the 4/25 Alumni Day Drive is to celebrate Alumni Day while supporting Delta Sigma Pi's initiatives with the Deltasig Fund. Our goal is to raise \$125,000 for the Deltasig Fund, which provides unrestricted funds that go toward the business costs of providing grants and scholarships. While the Deltasig Fund is the preferred, all gifts received during this time are appreciated and count towards the challenge.

All Deltasigs are instrumental in the success of this challenge as it is entirely online, peer-to-peer focused. Will you please work your networks today? Get started at [dsp.org/425drive](https://dsp.org/425drive)

# Deltasig Fund

The Deltasig Fund directly supports the Foundation's mission to generate and provide financial support for Delta Sigma Pi educational and charitable programs, which assists members to achieve excellence within the community.

Educational grants, member engagement efforts, scholarships and philanthropic operations are funded by the Deltasig Fund.

All donations to the Delta Sigma Pi Leadership Foundation are tax deductible, as allowed by law.

[DSP.ORG/425DRIVE](https://dsp.org/425drive)



# Suggested Timeline

Now  
through  
April 18

## ALUMNI DAY CHALLENGE IS THIS MONTH!

- Personalize your team and personal pages ([dsp.org/425drive](https://dsp.org/425drive))
- Like & share the 4/25 Alumni Day Drive promotions on Deltasig social media channels
- Invite other Deltasigs to support Delta Sigma Pi through the 4/25 Alumni Day Drive
- Create a fundraising plan:
  - How will you communicate with your network?
  - What social media will you post?
  - Who will you email?

April 19  
through  
April 22

- Finalize your page personalization
- Send "2025 4/25 Alumni Day Drive is coming!" emails and other forms of communication to your Deltasig family and friends to get them excited about the Alumni Day Drive!
- Make social media posts promoting the 4/25 Drive
- Reach out to [foundation@dsp.org](mailto:foundation@dsp.org) with any last minute questions or needs!

# Suggested Timeline

April 23  
through  
April 25

- Make your gift through the challenge site
- Host/participate in an Alumni Day event (optional)
- Share your Deltasig story on social media with a link to your personal participants page to encourage brothers to celebrate Alumni Day with a gift to the 4/25 Alumni Day Drive
- Like and share posts from the Delta Sigma Pi social media platforms
- Tag friends on social media throughout the days to encourage giving and to say “thanks!”
- HAVE FUN!

April 26  
and  
Beyond

- Thank your Deltasig brothers, family and friends for participating. We could not have been successful without them.
- Like and share social media updates about the event from Delta Sigma Pi’s social media platforms.

# Sample Messaging

## **Email to Deltasig brothers before the event:**

**Subject Line:** Delta Sigma Pi needs you on 4/25!

Dear [FIRST NAME],

To celebrate Delta Sigma Pi and our Alumni members, we will host the 4/25 Alumni Day Drive beginning April 23! This is the perfect opportunity to give to the Deltasig Fund and show support for Delta Sigma Pi!

I will be making my gift on Alumni Day because [INSERT REASON YOU'RE SUPPORTING THE 4/25 Drive].

**Will you join me April 23-25 in supporting Delta Sigma Pi's 4/25 Alumni Day Drive?**

Your gift during the 4/25 Alumni Day Drive directly benefits Delta Sigma Pi's brothers. Educational grants, member engagement efforts, scholarships and philanthropic operations are funded by the Deltasig Fund.

I hope you will join me on April 23 in supporting Delta Sigma Pi!

Fraternally,  
[YOUR NAME]

P.S. Learn more about the 2025 4/25 Alumni Day Drive and make your gift during the Alumni Day Challenge! [PARTICIPANTS PAGE]



# Sample Messaging

## **Email to Deltasig network on April 23rd**

**Subject line:** Delta Sigma Pi's 4/25 Alumni Day Drive starts Today!

Dear [FIRST NAME],

Today is the day! Please join me in celebrating Alumni Day while supporting the Deltasig Fund during our 4/25 Alumni Day Drive at **[dsp.org/425drive](https://dsp.org/425drive)**.

I am excited to give to the Deltasig Fund because [REASON YOU'RE SUPPORTING THE 4/25 DRIVE]. I invite you to join me in supporting Delta Sigma Pi.

Follow the 2025 4/25 Alumni Day Drive through social media by using the hashtag #DSP425 on social media.

Thank you for your support of the Delta Sigma Pi Leadership Foundation by celebrating National Alumni Day!

Fraternally,  
[YOUR NAME]

# Sample Messaging

## Email/message to donors on April 26th

**Subject line:** Thank you!

Dear [FIRST NAME],

Thank you for helping us participate in this year's Alumni Day celebrations by making a gift to the 4/25 Alumni Day Drive Challenge. Together, we raised more than \$XXX,XXX!

We came together for #DSP425 to celebrate our Alumni and to help our young collegiate members by supporting the Deltasig Fund!

Your gift during the 4/25 Alumni Day Drive directly benefits Delta Sigma Pi's brothers. The Deltasig Fund directly supports the Foundation's mission to generate and provide financial support for Delta Sigma Pi educational and charitable programs, which assists members to achieve excellence within the community. Educational grants, member engagement efforts, scholarships and philanthropic operations are funded by the Deltasig Fund.

If you have specific questions regarding your gift, please email **Foundation@dsp.org** or call (513) 523-1907.

The success of the 2024 4/25 Alumni Day Drive would not have been possible without you! Thank you for your generosity.

Happy Alumni Day!

[YOUR NAME]

# Social Media Suggestions

*You do not have to be active on social media to participate in the Alumni Day Drive Challenge. However, if you are, here are some suggested posts/topics:*

## **5-7 days out**

{YOUR INITIATION DATE} is a day I'll never forget. It's the first day that I wore the badge of Deltasig. In honor of that day, I plan to support our 4/25 Alumni Day Drive on April 23-25. Will you join me? #DSP425 [PARTICIPANTS PAGE]

Helping to kick off the 4/25 Alumni Day celebrations, the Delta Sigma Pi Leadership Foundation will celebrate #DSP425 with our Alumni Day Drive. No matter where you are on April 23-25, I hope you will join me in celebrating at [\*\*dsp.org/425drive!\*\*](https://dsp.org/425drive)

Mark your calendar! The 2025 4/25 Alumni Day Drive Challenge is on April 23-25! Learn more about how you can join me to support our Fraternity during those days and celebrate National Alumni Day – [PARTICIPANTS PAGE] or [\*\*dsp.org/425drive.\*\*](https://dsp.org/425drive)

## **Tell your story...**

- I give back because...
- I believe in supporting the Leadership Foundation because...
- I met [INSERT NAME] at [INSERT EVENT NAME] ...
- I'm participating in the 4/25 Alumni Day Challenge because I want to ensure...

# Social Media Suggestions

## **Tag your favorite Deltasig in a #tbt post:**

"#TBT I'm so glad Delta Sigma Pi brought us together... I hope you will join me in supporting the 4/25 Alumni Day Drive Challenge!"  
[PARTICIPANTS PAGE] #DSP425

## **Post a picture from your Deltasig past (campus, school, etc.)**

"So many fun memories at [INSERT LOCATION NAME]!" Do you remember when.... [INSERT MEMORY] [PARTICIPANTS PAGE]  
#DSP425

## **Deltasig Events**

Have you participated in a LEAD School, LEAD Summit, LEAD Provincial Conference, Presidents' Academy or GCC? Tag the brothers you met there, post a picture and encourage them to support the 4/25 Alumni Day Drive! #DSP425 [PARTICIPANTS PAGE]

## **Favorite Deltasig Moment**

"What a night/day/weekend when [INSERT EVENT] happened!" Delta Sigma Pi has given us so much – now it is our turn to pay it forward! Together, we can support the future of Delta Sigma Pi by giving a gift to the 4/25 Alumni Day Drive Challenge!"  
[PARTICIPANTS PAGE] #DSP425

# Social Media Suggestions

## General

- In celebration of our National Alumni Day, I'd like to recognize Brother John Jones from the ABC chapter. John opens his home every winter for a Christmas party where collegiate and alumni brothers gather. It's a great celebration of brotherhood. Thank you, John!
- I'd like to thank Brother Sally Jensen for giving her time to mentor the brothers from the XYZ chapter.
- Thank you to Brother Amanda Smith for donating space at her company for our chapter's alumni networking event. Thanks to you, the event was a great success!
- Thank you to the following alumni for their support at our initiations and banquets (then tag the brothers' names).
- Thank you to the following alumni for.... speaking at a chapter meeting, participating in a fundraising event, helping at a community service event, sharing job opportunities, reviewing my resume, introducing me to other alumni at LEAD—you get the idea.

Let's fill social media with thoughtful messages that show our alumni brothers' commitment to the Fraternity--brotherhood is for life!

# Social Media Suggestions

## **General**

You have the network to make the 2025 4/25 Alumni Day Drive even more successful! We need your help in spreading the word and encouraging everyone to get involved April 23-25! Here are some helpful tips:

- Lead by example and make your own gift first. This is the most powerful way to demonstrate your support. Afterwards, ask others to join you in giving.
- Sharing why you give is the most compelling story of all!
- Always include the #DSP425 hashtag and the link to the 2025 4/25 Alumni Day Drive site in your posts: [dsp.org/425drive](https://dsp.org/425drive).
- If someone in your network shares that they donated on social media, thank them with a post, reply or comment.
- Videos, pictures and links perform best on social media. Consider making a video, sharing a selfie with a note about why you give, or posting a photo from your early Deltasig days.

## **Social Media Resources**

Need help with what images to post? Access logos and images free for non-commercial use by Delta Sigma Pi members.

Download various images at [dsp.org/425drive](https://dsp.org/425drive).

# Frequently Asked Questions

## **What is the 4/25 Alumni Day Drive?**

The 4/25 Alumni Day Drive fundraising challenge begins at 12:01 a.m. April 23 and ends at 11:59 p.m. (EST) April 25. The purpose of the 2025 4/25 Alumni Day Drive is to celebrate Alumni Day while supporting the Deltasig Fund. Our goal is to raise \$125,000 for the Deltasig Fund. The Deltasig Fund provides Delta Sigma Pi unrestricted funds that go toward the business costs of providing grants and scholarships.

## **How can I support the 4/25 Alumni Day Drive?**

Join a team and/or make a donation. More ideas are listed below in terms of how you can support the challenge.

## **How will the Leadership Foundation use my gift?**

Your gift during the 4/25 Alumni Day Drive directly benefits Delta Sigma Pi's brothers. The Deltasig Fund directly supports the Foundation's mission to generate and provide financial support for Delta Sigma Pi educational and charitable programs, which assists members to achieve excellence within the community. Educational grants, member engagement efforts, scholarships and philanthropic operations are funded by the Deltasig Fund.

## **Is my gift tax-deductible?**

The Foundation is a registered 501(c)(3) charitable organization which means that all gifts and donations are 100 percent tax deductible to the extent allowable by law. All donations to the Deltasig Fund, Chapter Leadership Funds, Presidents' Academy Fund, LEAD Fund or an Endowment Fund are tax deductible.

# Frequently Asked Questions

## **What makes a 4/25 Alumni Day Drive gift special?**

Gifts made during the 4/25 Alumni Day Drive are special in a few ways. First, they'll be posted in real-time on our 4/25 Alumni Day Dashboard where they'll help individuals and teams on the leaderboards. They'll also help unlock special matching gifts throughout the day, meaning your participation in the Challenge stands to make a bigger impact than any other day of the year!

## **I've already supported the Leadership Foundation this year. Will that gift count during the challenge?**

While we appreciate your previous gifts, 4/25 Alumni Day Drive participation is limited to gifts made April 23-25, 2025 (or earmarked ahead of time specifically for the occasion).

## **Can I give by mail or phone?**

Staff members are available during regular business hours (8am-5pm Eastern M-F) to accept your gift over the phone at 513-523-1907. To make your gift via mail and have it count toward the 4/25 Alumni Day Drive, it must arrive at the address below by April 25. Please make checks payable to the Delta Sigma Pi Leadership Foundation, indicating in the memo line your gift is for the 4/25 Alumni Day Drive.

Delta Sigma Pi Leadership Foundation  
330 South Campus Avenue  
Oxford, OH 45056



# Frequently Asked Questions

## **Can I help spread the word?**

We're so glad you asked! Because the 4/25 Alumni Day Drive is an online challenge, that means you can (and will) play a significant role in its ultimate success. Make sure you're following us on social media for more information and how you can get involved!

## **What are Ambassadors?**

Ambassadors have a simple, yet important mission - spread the word about Delta Sigma Pi days of giving to their social media networks. Ambassadors have access to content, images and badges to utilize in their posts and will help ensure the success of the challenge by increasing the number of alumni, friends and parents who donate to the Foundation through peer-to-peer social media and email.

## **Will each alumni chapter have their own fundraising page?**

Yes! Each franchised alumni chapter has a team page already set up and ready to customize!

## **I want to support one of the specific teams listed on the 4/25 challenge page but would prefer to donate to a different fund than they are supporting. Can I pick which fund I'm supporting?**

Yes! Each donor chooses which fund their donation supports.

# Frequently Asked Questions

## **Will I be able to thank supporters who donate to my page?**

Yes! You will receive an email notification with each donation made to your page. You can thank your donors on your page or by sending them an email with the email address they provide.

## **My employer offers a matching gift program. Are gifts during the 4/25 Alumni Day Drive eligible?**

Yes! Matching gifts made by your employer are a great way to make your generosity go the extra mile. To make a matching gift, please contact your employer's HR department.

## **Do I need to raise a certain amount?**

No, there is not a minimum or maximum amount you must raise. Any gift, no matter the size, can make a difference. This is your fundraiser and you set your own goals!



# Raise \$500 - Quick & Easy

Join us for our Countdown to the 4/25 Alumni Day Drive!  
Complete these daily tasks to raise \$500 in less than a week.



## SIX ALUMNI AND/OR FACULTY April 19

Send a personalized email to six alumni asking for a gift of \$25 each.

Tip: Share your story. Photos are a nice touch too!



## FIVE FAMILY MEMBERS April 20

Explain the 4/25 Alumni Day Drive Challenge and ask them for a gift of \$25 to support National Alumni Day.

Tip: Share your story. Photos are a nice touch too!



## FOUR SPECIAL PEOPLE April 21

Check out Delta Sigma Pi's social media and share content meaningful to you. Tag individuals who have made an impact in your life and ask them to make a gift of \$25 to your page.



## THREE BROTHERS April 22

Record a short video about why you are participating in the 4/25 Alumni Day Drive Challenge along with a link to your page asking for gifts of \$25.



## TWO EVENT ATTENDEES April 23

Share a photo from an event you've attended and tag brothers who have impacted your event experience and ask them to make a gift of \$25.



## ONE PERSON April 24

Text one special person asking them to make a gift of \$118 in honor of Delta Sigma Pi National Alumni Day and celebrating 118 years of brotherhood this year.



## BIG BROTHER April 25

Wish your big brother a HAPPY ALUMNI DAY and encourage them to give a gift of at least \$25 to help you reach your fundraising goal.

*Collect each daily badge!*

[dsp.org/425drive](https://dsp.org/425drive)