**MESSAGING TIPS & TEMPLATES (EMAIL, PHONE, TEXT, SOCIAL)**

**EMAIL**

Build excitement for the Founders’ Day Challenge by sending emails to your network! Here are some helpful tips:

* Brothers will likely read their email on a mobile device, so keep it short and sweet.
* Sharing why YOU give is the most compelling story of all.
* Prepare your Founders’ Day emails ahead of time: schedule emails in Gmail or by using the Delay Delivery option in Outlook.

**Subject:** Join me in supporting the Founders’ Day Challenge

Hi [FIRST NAME],

On November 2, Lambda Chi Alpha will host the Founders’ Day Challenge, an annual day of giving to support the Lambda Chi Alpha Educational Foundation (a 501c3 nonprofit).

On this day, we can give back to celebrate a brotherhood that has given us so much!

Every dollar raised supports our brothers by providing educational conferences and programs, scholarships, chapter support, and tools to succeed in college and beyond.

I hope you will consider making a gift—of any amount—on Founders’ Day.

You can learn more and donate online here: [LINK]

**Sample Email Message #2:**

Hi [FIRST NAME],

Founders’ Day Challenge is well underway and the [TEAM] has raised [$XXX] from [XX] donors!

Every dollar raised supports our brothers by providing educational conferences and programs, scholarships, chapter support, and tools to succeed in college and beyond.

If you’re not able to give now, you can make a pledge to be paid later or help spread the word. Sharing the link along with your Lambda Chi story is an easy way to participate!

I hope you’ll consider joining the conversation online and give back if you can. You can learn more and donate online here: [LINK]

**TEXT MESSAGES**

Text messages will elicit more immediate responses, you can often confirm when they have been delivered/read, and they can easily be copied for quick communication.

**Sample Text #1:**

[Name], I’m supporting Lambda Chi Alpha’s Founders’ Day Challenge on Nov. 2 and want to know if you’ll join me. Visit my donation page to learn more! [LINK]

**Sample Text #2:**

Lambda Chi Alpha’s Founders’ Day Challenge is today and I’d love to see [School] receive some recognition. Can you help out? [LINK]

**Sample Text #3:**

Lambda Chi is looking for 1,909 donors to support the Founders’ Day Challenge. Your gift will be matched $1 for $1. Can we count on you? [LINK] Text LCAFoundersDay to 71777 to donate.

**SOCIAL MEDIA**

Get involved on social media before, during and after the Challenge:

**Before the Event:**

* Follow Lambda Chi Alpha on [Facebook](https://www.facebook.com/LambdaChi), [Instagram](https://www.instagram.com/lambdachialphaooa/) and [Twitter](https://twitter.com/LambdaChiAlpha).
* Add the Founders’ Day Challenge frame to your Facebook Profile Picture.
* Share the reminder post from Lambda Chi’s Facebook, Instagram or Twitter pages.
* Change your Facebook and/or Twitter cover photo.
* Publish a social media post about why you are participating in the Challenge.

**Sample post:**

Tomorrow is a big day – Lambda Chi Alpha’s Founders’ Day Challenge! For 1,909 minutes, Brothers everywhere will come together in the spirit of friendly competition to celebrate our Brotherhood and give back. Support the **#LCAFoundersDay** Challenge and put [School] atop the leaderboard! [LINK]

**During the Event:**

* Publish a social media post encouraging others to join the Challenge.
* Post about the Founders’ Day Challenge on chapter / area alumni pages.
* Share Lambda Chi’s social media updates throughout the day.

**Sample posts:**

I’ll never forget my initiation into Lambda Chi Alpha. In honor of that day, I’m supporting [School] during the **#LCAFoundersDay** Challenge. Funds raised today will support current and future member development programs, as well as academic and leadership scholarships, disaster relief grants, chapter operational support, and more. Will you join me? [Giving Link]

The **#LCAFoundersDay** Challenge is officially here! Give now at [Giving Link].

**After the Event:**

* Share the Fraternity’s social media post announcing the final results of the Founders’ Day Challenge.
* Don’t forget to say “thank you” to those you personally challenged!

**PHONE**

Picking up the phone and calling Brothers you haven’t spoken to in some time can be a great way to celebrate the day, reconnect and ask for support. Don’t be afraid to call!

If you don’t get an answer, be sure to leave a voicemail! Let them know you were thinking of them and would love to hear back, catch up and ask for their support.