



DAY OF GIVING

2021

18 HOURS
DAY 85 MINUTES

FREQUENTLY ASKED QUESTIONS

WHAT IS DAY OF GIVING?

Day of Giving is a crowdfunding initiative for the Alpha Chi Omega Foundation supporting the Real. Strong. Women.® Fund.

WHAT IS CROWDFUNDING?

Crowdfunding is a fundraising method used to raise money for an individual or organization. In a crowdfunding campaign, many individuals come together to raise a large amount of money. During crowdfunding campaigns, the use of social media and peer-to-peer fundraising is important to spread awareness and increase engagement.

WHEN IS DAY OF GIVING?

Day of Giving kicks off on Wednesday, April 7, 2021 at 6 a.m. EDT and runs until Thursday, April 8, 2021 at 3:25 p.m. EDT. Day of Giving is a 1 day, 8 hour and 85-minute fundraising campaign.

HOW CAN I PARTICIPATE?

There are multiple ways to participate in Day of Giving. If you would like to participate as a donor, you can support the Alpha Chi Omega Foundation with a gift to the Real. Strong. Women. Fund by [visiting our online dashboard](#). You may also participate on social media. Join the conversation on Facebook, Instagram, Twitter and LinkedIn by using our hashtag #AXOempower and join our [Alpha Chi Omega Day of Giving](#) group on Facebook.

HOW CAN I SET UP AN ACTIVE CHALLENGE ON THE DASHBOARD?

Donors who give \$2,500 or more to Day of Giving have the option of working with Foundation staff to create a Day of Giving challenge. Challenges are displayed on the dashboard and encourage giving participation from donors. If you're interested in setting up a Day of Giving challenge, please email Anne Curosh, associate director of advancement, at acurosh@alphachiomega.org.

WHERE DOES MY GIFT GO WHEN I DONATE TO DAY OF GIVING?

All gifts to Day of Giving support the Alpha Chi Omega Foundation's Real. Strong. Women. Fund. This fund allows Alpha Chi Omega to do things like provide mental health programming to our members, raise awareness for domestic violence and help our sisters become leaders who impact their communities positively at all stages of life. The Real. Strong. Women. Fund helps provide funds for the

annual Fraternity Grant, which creates a more accessible Alpha Chi Omega experience by helping reduce collegiate dues and fees.

WHO ARE DAY OF GIVING CAMPAIGN AMBASSADORS?

The Alpha Chi Omega Foundation partners with campaign ambassadors to help promote Day of Giving to their chapter sisters and friends through social media, email and word of mouth. These campaign ambassadors are Alpha Chi Omega collegiate and alumnae members (along with friends of Alpha Chi Omega) who are serving the Alpha Chi Omega Foundation in a short-term volunteer role.

CAN I SERVE AS A DAY OF GIVING CAMPAIGN AMBASSADOR?

If you are interested in serving as a campaign ambassador for Day of Giving, please email Madeline Jenkins, associate director of advancement, at mjenkins@alphachiomega.org.

CAN I GIVE THROUGH A CAMPAIGN AMBASSADOR LINK?

Yes, all gifts to Day of Giving will support the Real. Strong. Women. Fund, including gifts made through campaign ambassador links. To see a full list of campaign ambassadors and their giving links, use the Campaign Ambassador Search [here](#).

CAN I GIVE TO DAY OF GIVING WITH A CHECK?

Yes, all checks should be mailed to:

Alpha Chi Omega Foundation
PO Box 6457 – Dept #291
Indianapolis, IN 46206

Please indicate your check is meant for this initiative by writing “Day of Giving” on the memo line. All checks must be postmarked by April 8, 2021.

WHERE CAN I SEE A FULL LIST OF DAY OF GIVING DONORS?

You can see a full list of [Day of Giving donors here](#). To see a listing of recent online donors, visit our [online dashboard](#).

WHAT ARE DAY OF GIVING DONOR NUMBERS?

During Day of Giving, donors will receive a donor number graphic in their email after their gift is made. Donor numbers are assigned as gifts come in, meaning the sooner you give, the lower donor number you get! Donor number graphics are sized for Facebook and are a fun, temporary profile picture. They can also be used as a graphic on other social media platforms.

I MADE A GIFT BUT HAVEN'T RECEIVED A DONOR NUMBER. WHY?

Day of Giving donor numbers are hand-crafted by the Foundation team and emailed individually to each donor. There may be a slight delay between the time you make your gift and the time you receive

your donor number. Donor numbers for early-access gifts to Day of Giving will be emailed on April 6, 2021. If you have any questions, please email foundation@alphachiomega.org.

CAN COLLEGIATE AND ALUMNAE CHAPTERS GIVE DURING DAY OF GIVING?

During Day of Giving, the Alpha Chi Omega Foundation encourages and promotes individual giving. If your chapter budget allows, you can make a chapter gift as a collegiate or alumnae chapter.

Giving as an alumnae chapter:

To make a gift as an alumnae chapter and receive giving credit, check is the only method accepted. Checks can be sent to the Foundation with the memo “Day of Giving” and must be received by April 8. Please send all checks to:

Alpha Chi Omega Foundation
P.O. Box 6457 - Dept. 291
Indianapolis, IN 46206

Giving as a collegiate chapter:

If your collegiate chapter would like to make a gift, please email Anne Curosh, associate director of advancement, at acurosh@alphachiomega.org.

CAN ALUMNAE CHAPTER MEMBERS’ GIFTS BE CREDITED TO THEIR ALUMNAE CHAPTER?

No, your Day of Giving gift cannot be credited to your alumnae chapter. As a donor, you’ll receive individual giving credit. If you prefer, you can make a gift to your chapter for the chapter’s Day of Giving gift. No individual tax deductions are available for gifts made directly to chapters.

DOES MY DAY OF GIVING GIFT COUNT TOWARD SCARLET RIBBON SOCIETY?

Yes, your Day of Giving gift will count toward Scarlet Ribbon Society. [Scarlet Ribbon Society](#) is a collegiate annual giving society that recognizes collegians who give \$18.85 to the Alpha Chi Omega Foundation.

DOES MY DAY OF GIVING GIFT COUNT TOWARD LEADERSHIP CIRCLE?

Yes, your Day of Giving gift will count toward Leadership Circle. [Leadership Circle](#) is a recognition program for donors who give \$1,000 or more annually to the Real. Strong. Women. Fund.

CAN I REACH LIFE LOYAL ROLL THROUGH DAY OF GIVING?

Yes, all gifts to Day of Giving will count toward a donor’s cumulative giving total. To reach [Life Loyal Roll](#), you must reach \$299 in cumulative giving.

ARE THERE ANY OTHER INCENTIVES TO GIVE DURING DAY OF GIVING?

Yes, any donor who gives \$250 or more to Day of Giving will receive a special “Empowered Women Empower Women” magnet and an invitation to join our next Leadership Circle webinar in May 2021. Leadership Circle webinars happen quarterly and are invite-only to our Leadership Circle donors.

OTHER QUESTIONS?

Please reach out to Anne Curosh via email at acurosh@alphachiomega.org with any other questions related to Day of Giving.