

Seminar





FOUNDATION
FOR FRATERNAL
EXCELLENCE

Seminar



Multi-channel Fundraising

Neil E. Stanglein, Director of Development

Raenee Patterson, Assistant Director of Development

Delta Zeta Foundation

DELTA ZETA
FOUNDATION
EMPOWER THE WOMAN

Overview

- Delta Zeta Foundation staff structure
- Vendor partnerships
 - 2017 – June 2022
 - July 2022
- Annual Fund strategy and calendar



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Kick Off Appeal

Mail Date	# Mailed	Number of Gifts	Dollars Raised
8/24/2018	13,172	296	\$24,027.36
8/30/2019	9,963	278	\$36,200.08
9/16/2020	3,799	319	\$37,820.02
8/30/2021	3,925	165	\$14,849.00



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Kick Off Appeal Audience & Strategy FY21

- USPS Audience – 3,799
 - Top 101 Donors
 - 80/20 donors
 - Donors who gave \$50-\$199
 - Donors who gave \$1-\$49
- Email Audience
 - 3,200 – alumnae under 30
- Strategy
 - Significantly reduced mail count
 - Introduced follow up email

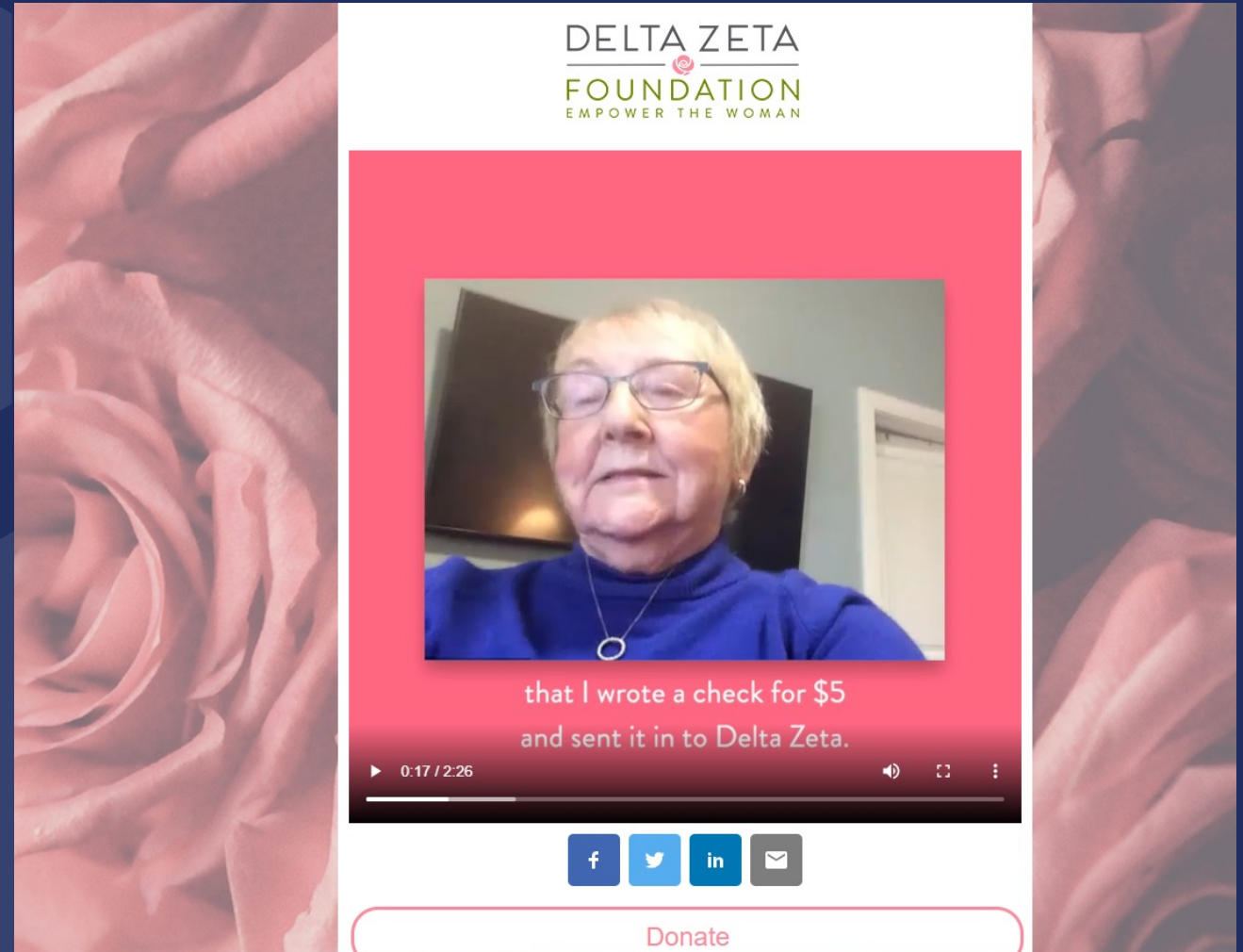


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Follow Up Email

- Initial goal: send 2-3 weeks after letter hit mailboxes
- Plain text email with video; included a give link
- Letter: Shared values/sisterhood
- Video: Interview with Past National Officer



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FY22 Kick Off Letter

- Same strategy followed as FY21
- 200 more letters (cost increased slightly)
- QR code introduced
- Envelope design
- Sent at “usual” time

Dear <<Informal Name>>,

As another school year begins, Delta Zeta leading ladies around the world look forward to all that is to come. Your gift to the Delta Zeta Foundation brings forward new opportunities for personal and professional growth.

As Delta Zeta begins our next chapter, our commitment to supporting undergraduate and graduate sisters through scholarships is something we can all be proud of.

Nicole Bavaro, Xi Upsilon, Northeastern University (MA), received a scholarship this year from the Delta Zeta Foundation, allowing her to lessen the financial burden of medical school and to pursue her dream of becoming a physician and helping patients. “I am extremely grateful for Delta Zeta . . . not only for the scholarships, but for the opportunities, network and skills that have gotten me to where I am today as a leader. Your acts of kindness, selflessness and sisterhood will help me live our Delta Zeta Creed ‘To my mind, growth’ as I care for patients.”

<<Informal Name>>, you helped grant a record-breaking \$359,000 in scholarships this academic year . . . allowing our undergraduate and graduate sisters to continue their education while also creating lifelong friendships and learning valuable leadership skills.

Will you join me right now to continue supporting sisters like Nicole through the Delta Zeta Foundation? <<Informal name>>, with your gift of \$<<Ask 1>>, we can ensure that Delta Zeta women continue to follow in the words of our Creed to “walk truly in the light of the Flame.”

Thank you for all you do to continue to provide opportunities for sisters everywhere.

Truly,

Karen M. Campbell
Karen M. Campbell
Foundation President

P.S. Your gift today ensures our sisters are able to thrive in the classroom and in their communities!

To help make an impact
on Delta Zeta scholarships
and sisters like Nicole,
scan the code below!



202 East Church Street Oxford, Ohio 45056 | (513) 523-7597 | deltazeta.org

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202 East Church Street
Oxford, Ohio 45056

<<First Name>> <<Last Name>>
<<Address 1>>
<<Address 2>>
<<City>>, <<State>> <<Zip>>

“To my mind, growth...”

Your support helps advance
Nicole's academic pursuits.



Support sisters like Nicole in their academic and professional pursuits!
☐ I have enclosed a check made payable to



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Tax Statement

Date	Number Sent	Number of Gifts	Dollars Raised
1/31/2019	3,441	172	\$17,427.06
1/29/2020	3,210	155	\$23,038.00
1/29/2021	2,970	172	\$19,274.00
1/31/2022	1,540 (email)	218	\$27,491.00
2/3/2022	1,462 (USPS)		



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Tax Statement Design



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202 East Church Street
Oxford, Ohio 45056

2019 calendar year giving total: \$380.00


Stamford, CT 06902-8406



Thank you for giving graciously to the Delta Zeta Foundation in 2019! In 2019, your generosity provided for:

- More than \$280,000 in scholarships (a 20 percent increase from 2018!)
- More than 200 members to attend Truly Connected, Washington, D.C. – our day of personal and professional Delta Zeta networking
- Nearly 800 participants to learn and grow between Presidents Academy and the Norma Minch Andrisek Leadership Conference
- Keeping 29,540 members and friends safe at over 4,960 events through Clutch, our personal safety and risk prevention app.

Your gift provides for these opportunities and so much more. Together, we ensure our sisters walk truly in the light of the flame; and empower them to inspire action and impact lives. Your generous support in 2019 is appreciated.

This acknowledgment serves as your receipt for tax purposes.

EPO NON-PRINTING PERF LINE

Gift History



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202 East Church Street
Oxford, Ohio 45056

Yes! I want to make sure Delta Zeta continues to truly inspire action and impact lives! Count me among the Pi Beta Chapter's first donors of 2020.

\$ _____ Additional gift to support the Delta Zeta Foundation

Your lifetime giving of \$ _____ Loyalty Circle
Amount to reach Heritage Circle: \$ _____

* Reflects giving to the Foundation through 1/3/2020


Stamford, CT 06902-8406

2019TAXNAMD 394601 Pi Beta 2013

Update My Contact Information:
Phone (home) _____ (cell) _____
E-mail: _____

☐ I have enclosed a check made payable to
Delta Zeta Foundation.

☐ Please charge my ☐ one-time ☐ monthly ☐ quarterly gift of
\$ _____ to: ☐ Visa ☐ MC ☐ Amex ☐ Discover

Name as it appears on Card _____
Account No. _____
Exp. Date _____ CVC _____
Signature _____

☐ Enclosed is my company's matching gift form.
☐ Please send me information on estate planning.

Save a stamp!
To learn more about the foundation or to make a gift online,
please visit www.deltazeta.org/give-graciously

Reply Form



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See your impact
on Delta Zeta in
2021! Simply scan
this QR code with
your smartphone's
camera.



<<Full Name>>
<<Address 1>>
<<Address 2>>
<<City>>, <<State>> <<Zip>>

Dear <<Informal Name>>,

The past year has been one of hope and opportunity for Delta Zeta. Your gift to the Delta Zeta Foundation helps us to continue empowering women across the world through our sisterhood.

In 2021, we continued to enhance our overall member experience. For our first-ever virtual National Convention, the Delta Zeta Foundation kicked off the international event with an exclusive Truly Connected Networking Night on the topic of resiliency, and sponsored two keynotes throughout the weekend– all to enhance the attendees experience, engaging them in personal development opportunities, while the business of the Sorority was conducted.

Throughout the year, we also hosted six Truly Connected events focused on professional development and career networking. With the implementation of our new learning management system, The Learning Center, we have been able to provide our members with more tools and resources to excel in Delta Zeta and their lives.

And this past year, the Delta Zeta Foundation awarded a record-breaking \$359,000 in undergraduate and graduate scholarships – all because of your generosity!

<<Informal Name>>, your contribution of <<2021Total>> in support of Delta Zeta made these opportunities possible for both our collegiate and alumnae members. By giving graciously, together, we are ensuring our members inspire action and impact lives.

Thank you for your passion for Delta Zeta. We look forward to sharing even more about the impact the Delta Zeta Foundation has made in the lives of our members in the coming weeks. Together, we can walk truly in the light of the flame.

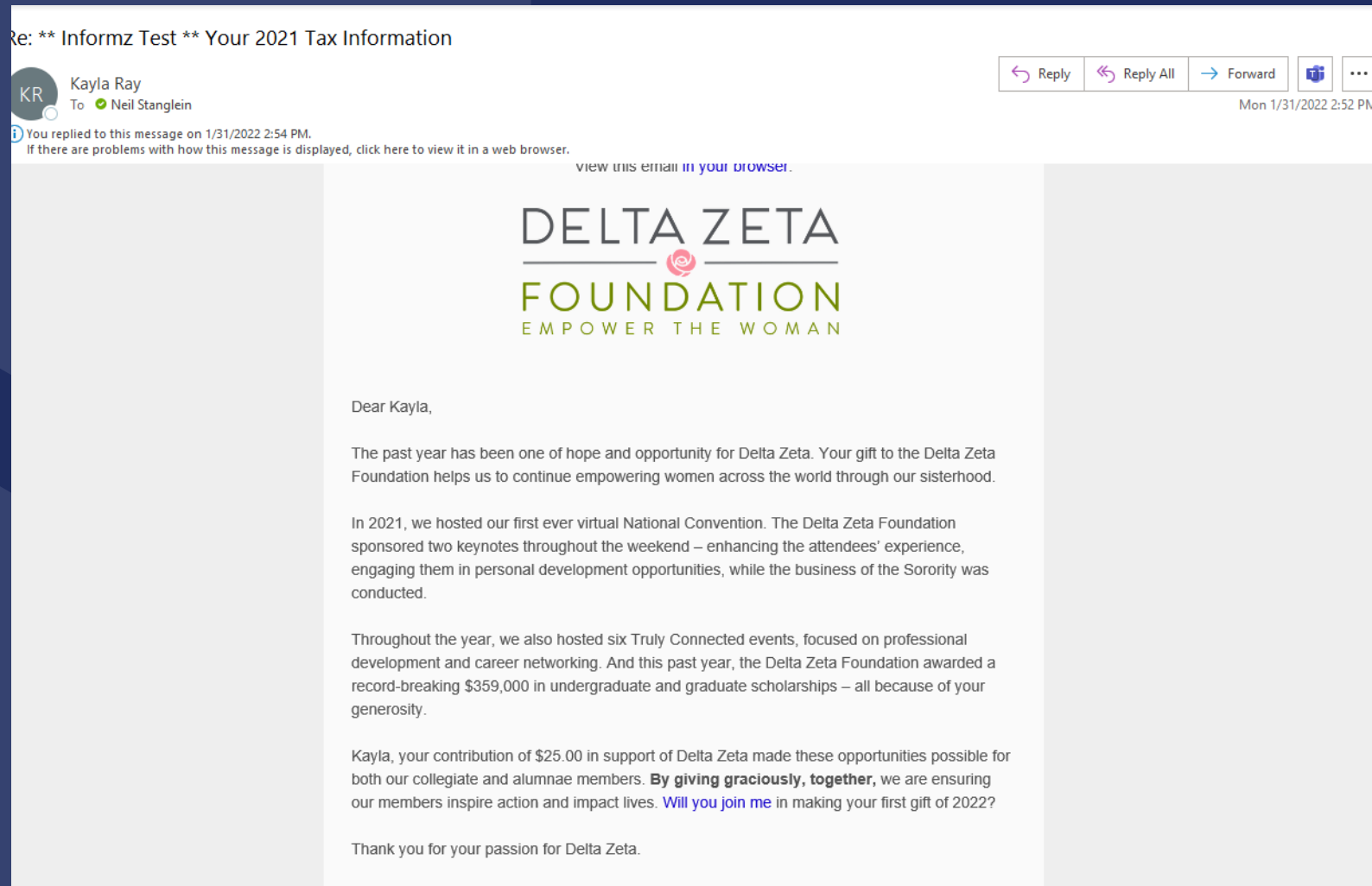
Truly,




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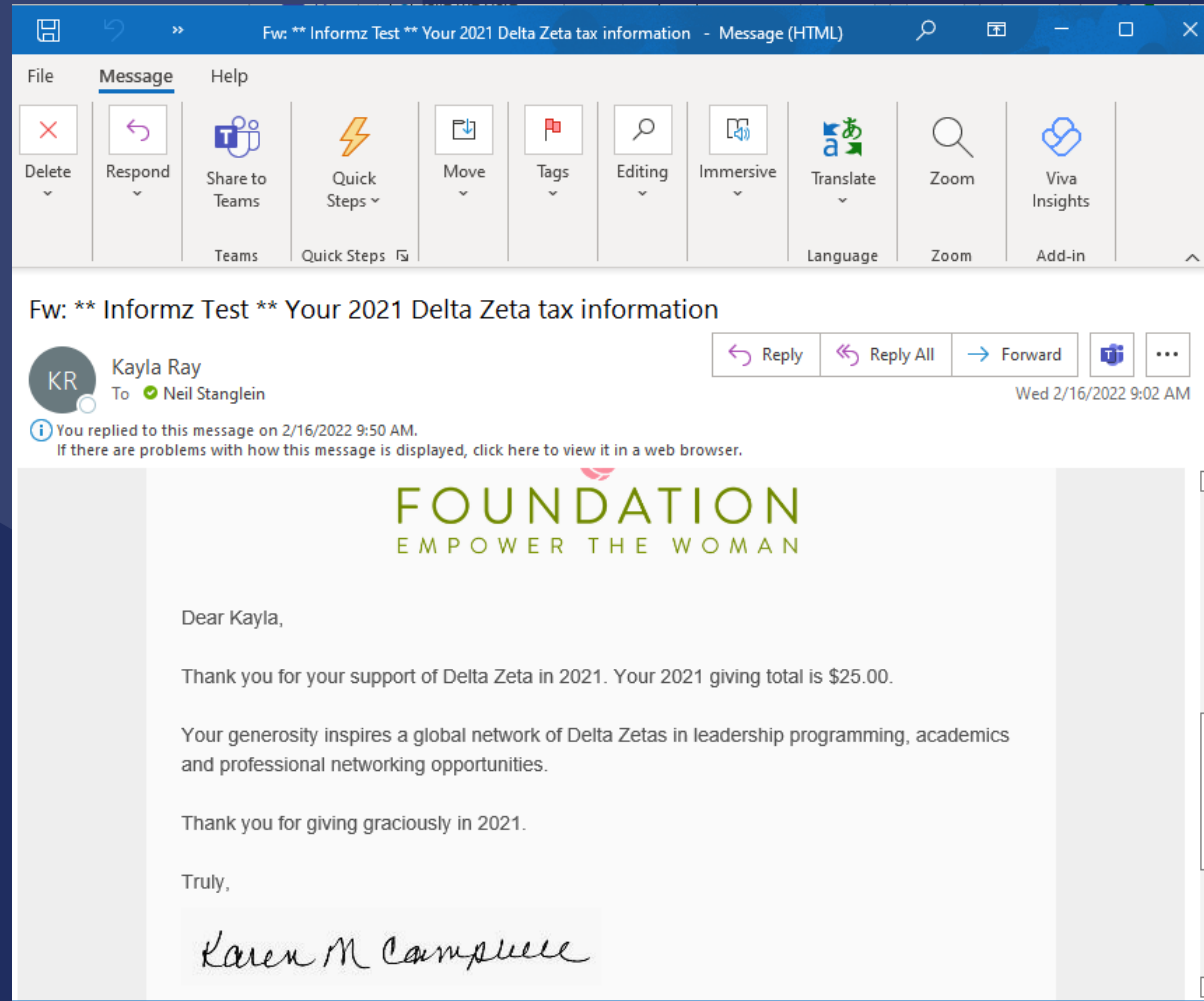
Tax Letter Emails



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Tax Letter Emails



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Tax Statement Segments

- Email Segment
 - Initiated 2000 or later
 - Gifts less than \$100 and LTG less than \$250 (regardless of initiation date)
 - Only gift was to Founders Day Challenge (regardless of initiation date)
 - Three gifts from this segment
- Mail Segment
 - Initiated 1999 or later
 - Gift more than \$100 and LTG more than \$251
 - Businesses
 - No email address
 - 166 gifts – Ask; 39 from No Ask
- (Undergraduates who give to the 1902 Loyalty Society do not receive a tax letter).



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Parents Appeal

Date	# Sent	Number of Gifts	Dollars Raised
3/1/2019	15,657	170	\$21,669.00
2/3/2020	14,852	112	\$12,960.00
2/8/2021	14,327	210	\$26,314.00
3/14/2022	Email:14,265 Mail: 200	171	\$23,308.16



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FY20 – FY21 Parents Appeal Updates

- USPS Segment
- Email Segment
- Authors
- Follow up email



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FY21 Parents Appeal

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February 28, 2021

To the Family of Alyssa Slade
71 Marsh Hill Rd
Brimfield, MA 01010-9623

When you give \$118 today,
your daughter will receive an
exclusive Delta Zeta Crest
charm - and we will include a
special note from you!

Dear Alyssa's family,

As parents, we want to raise our daughters to be strong, competent and confident young women who are able to make their mark on the world. **Membership in Delta Zeta gives our daughters the platform to showcase their leadership skills and talents to be contributing members to Delta Zeta, their community and their world.**

Delta Zeta gave my daughters Peyton and Jordan a place to belong at Louisiana State University. College campuses can be an intimidating place - but Delta Zeta creates a space to create a lifelong sisterhood and thrive in college. I know Alyssa's college experience at Bryant University is enhanced because of her membership in Delta Zeta.

Delta Zeta encourages our members to inspire action and impact lives.

Alyssa will be inspired by leadership development, the opportunity to apply for scholarships and will have vast networking opportunities - all because of your generosity to the Delta Zeta Foundation. Opportunities through the Delta Zeta Foundation provide the ability for our daughters to thrive, grow and develop beyond what is offered at the chapter level.

Delta Zeta instills in our daughters to "give graciously of what is mine" - **will you join me today in making a tax-deductible gift of \$118 in honor of our daughters and the 118-year sisterhood they belong to?**

We have included a pledge form for you to make your gift. Or, you can call the Foundation at (513) 523-7597 with any questions. Together, with Delta Zeta, we will develop our daughters to be strong, competent and confident young women - ready to make us all proud.

Truly,



Sheri Palmisano Klemm, Sigma, Louisiana State University
Mother of Peyton and Jordan Klemm,
Sigma, Louisiana State University

P.S. Your gift today helps to empower Alyssa
and her sisters around the world! Don't forget, you can

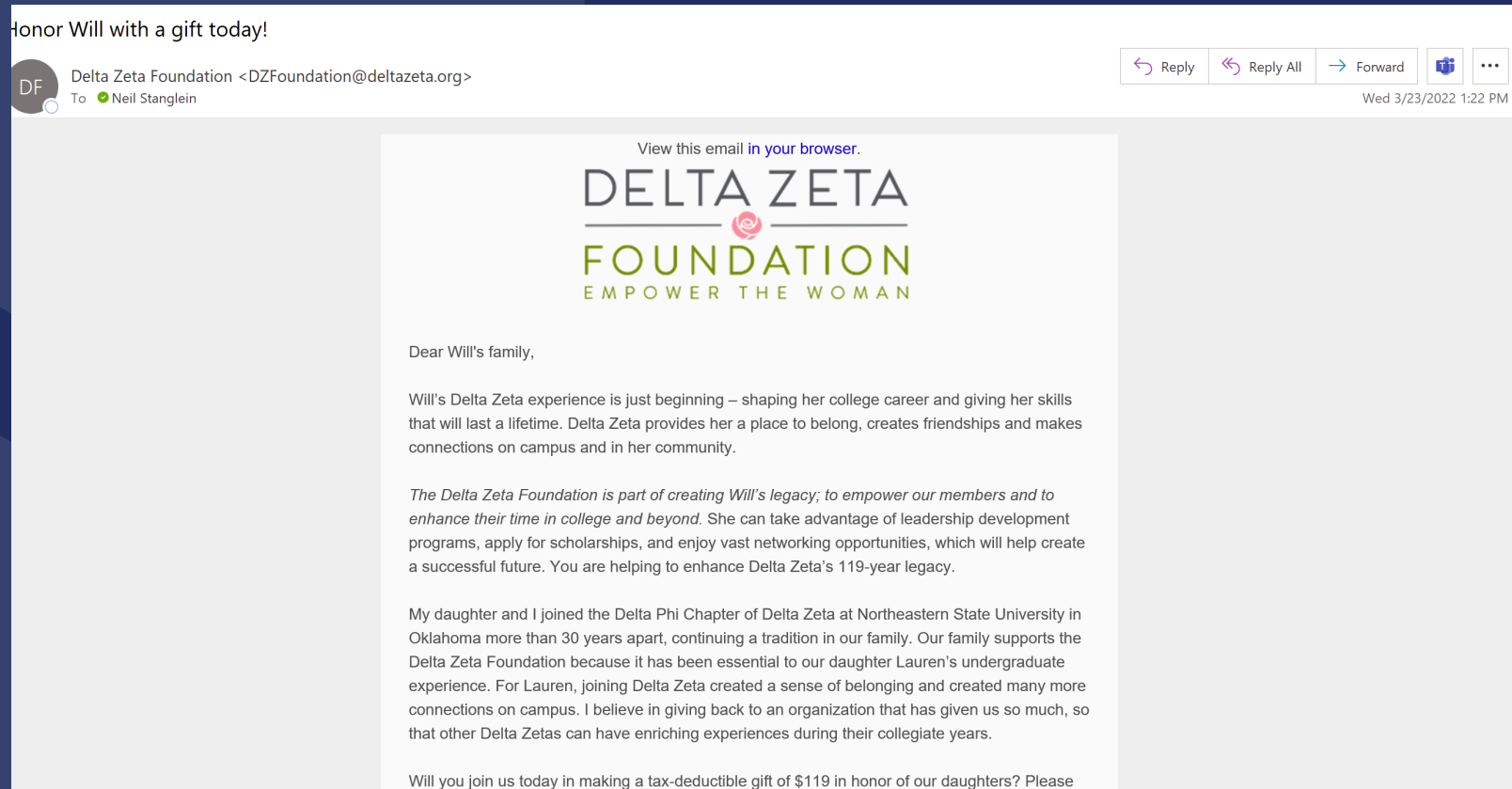


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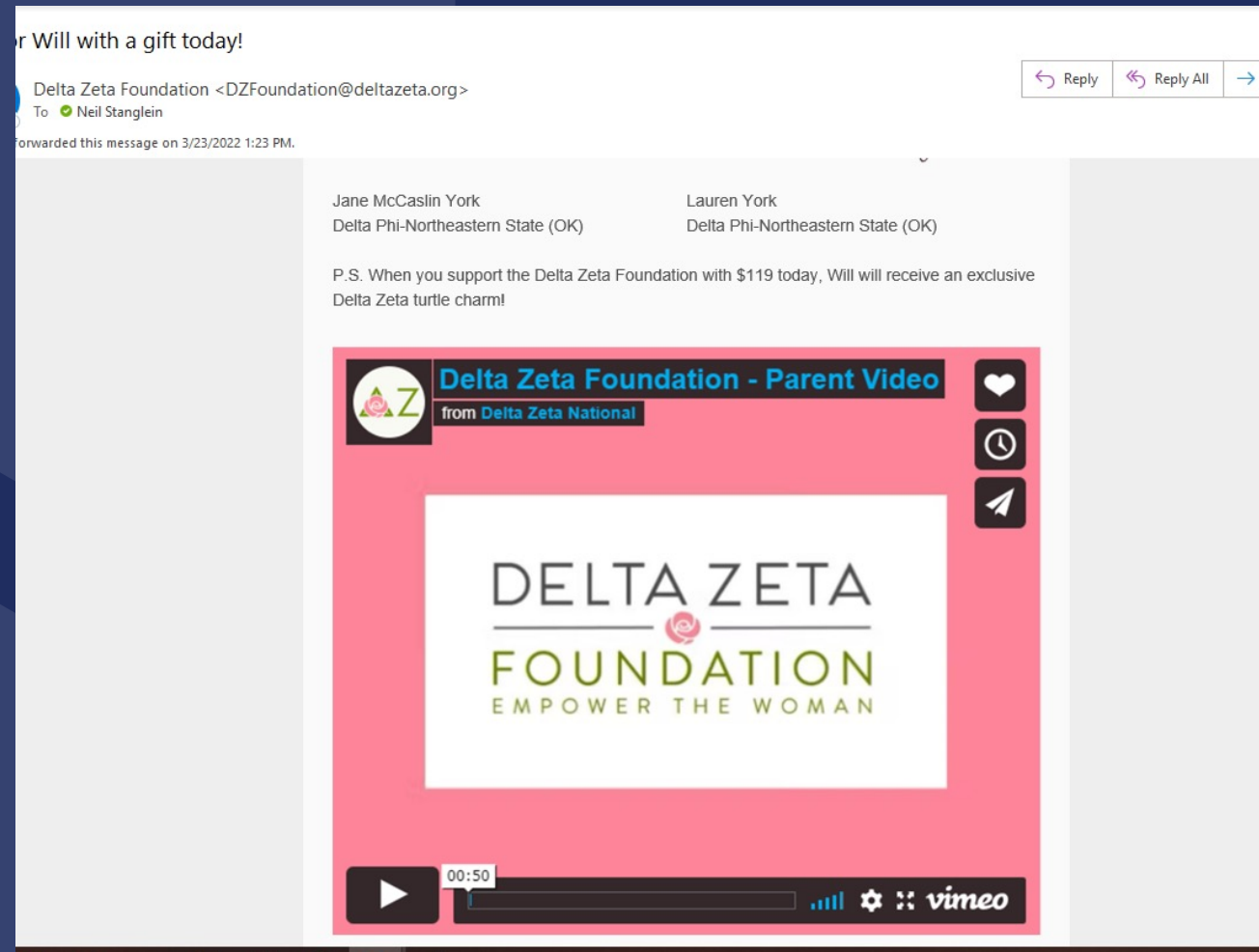
FY21 Parents Appeal Email



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FY21 Parents Appeal Email



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FY21 Parents Appeal Video

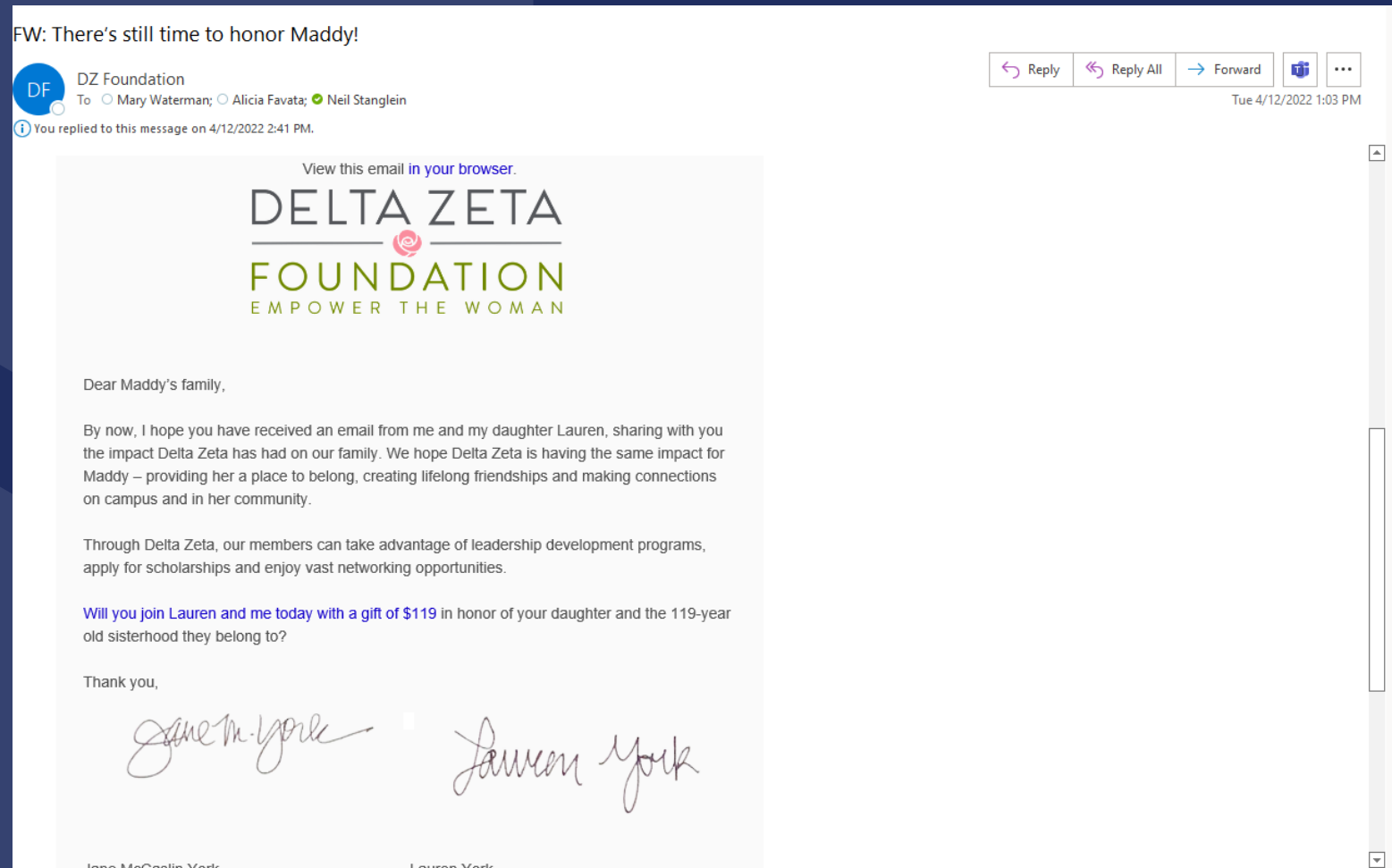
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FY21 Parents Appeal Follow-Up Email



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Delta Zeta Foundation Stewardship

- Amounts
- Use of Foundation Trustees and Staff
- CauseVids



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What's next?

- Moving more annual fund in-house
- Online giving
 - Paper thank yous
- Overall communication calendar (Sorority and Foundation)



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- Neil Stanglein, Director of Development
 - nstanglein@deltazeta.org
- Raenee Patterson, Assistant Director of Development
 - rpatterson@deltazeta.org



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