

FOUNDATION FOR FRATERN EXCELLENCE

Seminar



Multi-channel Fundraising

Neil E. Stanglein, Director of Development Raenee Patterson, Assistant Director of Development Delta Zeta Foundation

Overview

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







Kick Off Appeal

			Dollars
Mail Date	# Mailed	Number of Gifts	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



FOUNDATION FOR FRATERNAL EXCELLENCE

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



FOUNDATION FOR FRATERNAL EXCELLENCE

- Strategy
 - Significantly reduced mail count
 - Introduced follow up email

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





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. Camplull 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!



Seminar -

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



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. upport sisters like Nicole in their academic and professional pursuits!



FOR FRATERNAL EXCELLENCE

FOUNDATION

Tax Statement

	Number	Number of	Dollars
Date	Sent	Gifts	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
	1,540		
1/31/2022	(email)		
	1,462		
2/3/2022	(USPS)	218	\$27,491.00

Seminar



Tax Statement Design

2019TAXNAMD 394601 Pi Beta 2013



2019 calendar year giving total: \$380.00



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.

Gift History

🕻 delta zeta FOUNDATION

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 **Second** Loyalty Circle Amount to reach Heritage Circle: \$ * Reflects giving to the Foundation through 1/3/2020

Update My Contact Information: Phone (home) (cell) Exp. Date_____ CVC____

Delta Zeta Foundation.

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

> Save a stamp! please visit www.deltazeta.org/give-graciously



Thanks if we've crossed in the mail!







<<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,

M Camplelle



Tax Letter Emails

Re: ** Informz Test ** Your 2021 Tax Information



) You replied to this message on 1/31/2022 2:54 PM. If there are problems with how this message is displayed, click here to view it in a web browser.

view this email in your prowser.



Dear Kayla,

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 hosted our first ever virtual National Convention. The Delta Zeta Foundation sponsored two keynotes throughout the weekend – enhancing 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. And this past year, the Delta Zeta Foundation awarded a record-breaking \$359,000 in undergraduate and graduate scholarships – all because of your generosity.

Kayla, your contribution of \$25.00 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. **Will you join me** in making your first gift of 2022?

Thank you for your passion for Delta Zeta.



Mon 1/31/2022 2:52 PM



FOUNDATION FOR FRATERNAL EXCELLENCE

Tax Letter Emails

8		Fw:	** Informz Test **	Your 2021 D)elta Zeta tax	information	ı - Message	(HTML)	م	<u>দ</u>			×
File	Message	Help											
×	5	τů	4		P	Q	C { ₀	a a	Q		\mathcal{O}		
Delete	Respond	Share to Teams	Quick Steps ~	Move	Tags ~	Editing	Immersive ~	Translate	Zoon	n	Viva Insights		
		Teams	Quick Steps 🕞					Language	Zoom	1	Add-in		~
Fw: **	[•] Inform:	z Test ** '	Your 2021 [Delta Ze	eta tax in	formati	on						
	Kayla Ra	av.					← Rep	ly 🖔 Rep	ly All	→ For	ward	ij	
KR		il Stanglein						1		W	/ed 2/16/2	022 9:02	2 AM
			2/16/2022 9:50 AM. his message is dis		here to view	it in a web b	rowser.						
FOUNDATION EMPOWER THE WOMAN													
	I	Dear Kayla,											
Thank you for your support of Delta Zeta in 2021. Your 2021 giving total is \$25.00.													
Your generosity inspires a global network of Delta Zetas in leadership programming, academics and professional networking opportunities.													
		Thank you fo	or giving gracio	usly in 202	21.								
		Truly,											
Karen M Campliele													
		ral		- mper									-

Seminar

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).



FOUNDATION FOR FRATERNAL EXCELLENCE

Parents Appeal

		Number of	
Date	# Sent	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
	Email:14,265		
3/14/2022	Mail: 200	171	\$23,308.16

Seminar



FY20 – FY21 Parents Appeal Updates

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







FY21 Parents Appeal

FOUNDATION EMPOWER THE WOMAN

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

Dear Alyssa's family,

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

February 28, 2021

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, Sheriof Klenn

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



Seminar

FY21 Parents Appeal Email

Ionor Will with a gift today!



Delta Zeta Foundation <DZFoundation@deltazeta.org>



View this email in your browser.

Dear Will's family,

Will's Delta Zeta experience is just beginning – shaping her college career and giving her skills that will last a lifetime. Delta Zeta provides her a place to belong, creates friendships and makes connections on campus and in her community.

The Delta Zeta Foundation is part of creating Will's legacy; to empower our members and to enhance their time in college and beyond. She can take advantage of leadership development programs, apply for scholarships, and enjoy vast networking opportunities, which will help create a successful future. You are helping to enhance Delta Zeta's 119-year legacy.

My daughter and I joined the Delta Phi Chapter of Delta Zeta at Northeastern State University in Oklahoma more than 30 years apart, continuing a tradition in our family. Our family supports the Delta Zeta Foundation because it has been essential to our daughter Lauren's undergraduate experience. For Lauren, joining Delta Zeta created a sense of belonging and created many more connections on campus. I believe in giving back to an organization that has given us so much, so that other Delta Zetas can have enriching experiences during their collegiate years.

Will you join us today in making a tax-deductible gift of \$119 in honor of our daughters? Please



FY21 Parents Appeal Email



Seminar -



FY21 Parents Appeal Video





FOUNDATION FOR FRATERNAL EXCELLENCE

FY21 Parents Appeal Follow-Up Email

← Reply ← Reply All

Forward

...

Tue 4/12/2022 1:03 PM

FW: There's still time to honor Maddy!

DF DZ Foundation To Mary Waterman; Alicia Favata; Neil Stanglein (i) You replied to this message on 4/12/2022 2:41 PM.

View this email in your browser.

Dear Maddy's family,

By now, I hope you have received an email from me and my daughter Lauren, sharing with you the impact Delta Zeta has had on our family. We hope Delta Zeta is having the same impact for Maddy – providing her a place to belong, creating lifelong friendships and making connections on campus and in her community.

Through Delta Zeta, our members can take advantage of leadership development programs, apply for scholarships and enjoy vast networking opportunities.

Will you join Lauren and me today with a gift of \$119 in honor of your daughter and the 119-year old sisterhood they belong to?

Thank you,

Same m. york January york



FOUNDATION FOR FRATERNAL EXCELLENCE

Delta Zeta Foundation Stewardship

- Amounts
- Use of Foundation Trustees and Staff
- CauseVids







What's next?

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







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





Seminar

