



Chapter and Club Officer Toolkit



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Celebrating 10 Years of *giving!*

Through our work to secure Pi Phi's future, our Foundation is committed to ensuring Pi Phi remains a constant in the lives of our sisters. This year, Pi Phi Giving Day marks a decade of impact—10 years of strengthening our sisterhood. Pi Phi Giving Day invites every member to partner with our Foundation in creating an even brighter future for Pi Phi—sharing the values, traditions and once-in-a-lifetime experiences that define our sisterhood with more women today and for years to come.

As a club or chapter officer, you're a champion for Pi Phi, and you play an essential role in sharing the message and creating excitement around Pi Phi Giving Day. This toolkit provides you with information and resources to help you support this effort.

Thank you for all you do for our sisterhood—and for helping to make the 10th Pi Phi Giving Day a success for every sister who wears the golden arrow!



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essentials

We've compiled a snapshot of Pi Phi Giving Day essentials to help you as we prepare for the big day! Here's what you need to know to celebrate our Foundation's favorite day of the year.

Pi Phi Giving Day 2025 marks the 10-year anniversary of Pi Phi Giving Day!

This year's Pi Phi Giving Day takes place on March 14—Pi Day! Mark your calendar for 3/14/2025 and join us in celebrating 10 years of advancing Pi Phi's future through fun, friendship and giving back to our sisterhood!

ABOUT PI PHI GIVING DAY

Pi Phi Giving Day is a one-day giving event inviting our members to create an even brighter future for Pi Phi by making a gift to our Foundation. We're asking every Pi Phi to work together toward one shared goal—raising \$225,000 on the 10th anniversary of Pi Phi Giving Day.

THE FRIENDSHIP FUND

All gifts made on Pi Phi Giving Day go to Pi Beta Phi Foundation's Friendship Fund—the most impactful way to support our member experience and ensure a bright future for Pi Phi. Friendship Fund gifts help Pi Phi prepare members to lead, award scholarships, fund our literacy work, care for our sisters and meet additional needs not covered by designated funds alone.



ONLINE RESOURCES

Visit pibetaphi.org/ppgd to sign up to be an ambassador, see our giving challenges and learn how your gift makes a difference.

After February 1, visit piphigivingday.org to make your gift, view our donor list and follow our progress toward our goal!

QUESTIONS?

If you have questions about Pi Phi Giving Day or supporting our Foundation, please contact Donor and Volunteer Engagement Manager Lindsey Scheetz, Mississippi Gamma, at lscheetz@pibetaphi.org.



Ways to *celebrate*

It's time to get ready for our Foundation's favorite day of the year! Below are ways you can join in the Pi Phi Giving Day fun leading up to March 14.

INDIVIDUAL MEMBERS

MAKE A GIFT

Pi Phi is a constant in the lives of our members—and with your continued support, our Foundation is committed to ensuring Pi Phi remains a source of true friendship and a place of belonging for every sister. Together, we can reach our goal of \$225,000 for the Friendship Fund on Pi Phi Giving Day. Make your gift on or before March 14 at piphigivingday.org.

SIGN UP TO BE AN AMBASSADOR

Ambassadors are collegiate and alumnae members who are advocates for our Foundation. They encourage friends and sisters to join them in giving back on Pi Phi Giving Day. Our Foundation staff and volunteers equip Ambassadors with everything they need to share why they give. Members can visit pibetaphi.org/ppgd to learn more and sign up.

CLUBS AND CHAPTERS

SPREAD THE WORD

Besides making a gift, one of the biggest ways you can support Pi Phi Giving Day is spreading the word on social media. We've provided sample posts and graphics in this toolkit to get you started. Remember to include **#PiPhiGivingDay** and the link to piphigivingday.org in your posts.

HOLD A PI DAY GATHERING

The new date for Pi Phi Giving Day brings new opportunities for sisters and friends to celebrate together. Plan a March 14 event with your club, chapter or Pi Phi friends—make it pie-themed with sweet and savory treats to share!



PLAN A PIE-THEMED FUNDRAISER

While Pi Phi Giving Day is a personal invitation for members to support our Foundation, clubs and chapters can also make gifts from fundraised dollars. Consider planning a pie-themed fundraiser on your campus or in your community, such as a pie or pizza sale. A popular idea from many Pi Phi chapters is the pizookie—a giant cookie with loads of sweet toppings!

HOST A PPGD GIVE-BACK EVENT

Organizing a give-back event with a restaurant or business in your community could be the cherry on top of your Pi Phi Giving Day celebration! Many national chains offer corporate giving programs where a percentage of orders or purchases are donated back to a nonprofit organization. It's a great way to expand your club or chapter's impact and involve friends in your community or on your campus.

TIPS AND TRICKS FOR SUCCESSFUL GIVE-BACK AND FUNDRAISING EVENTS

- Start planning early. Reach out to restaurants and businesses well in advance of March 14.
- Promotion is key. Ask your partner restaurant or business for a flyer or other materials that can be customized with your event details. Be sure to list Pi Beta Phi Foundation as the beneficiary organization. Sample language for emails and social media is included on **page 11**.
- Use your networks. Share your event on your club or chapter social media channels. Invite friends, family and coworkers. If you're on campus, be sure to invite other student organizations!
- Learn from other organizations. Visit these websites for lists of potential partner restaurants, more helpful resources and additional ideas:
 - groupraise.com/restaurant-fundraisers
 - charityauctionstoday.com/p/chain-restaurants-that-do-fundraisers
 - weareteachers.com/restaurants-that-do-school-fundraisers



Suggested *Timeline*

TODAY

- Talk with your fellow officers to plan how your club or chapter will participate in Pi Phi Giving Day.

WEEK OF JANUARY 27 | SIX WEEKS OUT

- If your club or chapter is planning a give-back event as part of your Pi Phi Giving Day celebration, make arrangements with a local restaurant or business and get the word out in your community.

WEEK OF FEBRUARY 17 | FOUR WEEKS OUT

- Encourage interested club or chapter members to sign up as Pi Phi Giving Day Ambassadors.
- Work with your Vice President Community Relations, Vice President Communications, Director Public Relations/Marketing and other club or chapter members to promote Pi Phi Giving Day.

WEEK OF FEBRUARY 24 | TWO WEEKS OUT

- Share our Pi Phi Giving Day social media graphics with your club or chapter members. (Download images on **page 13**.)
- Bookmark the Pi Phi Giving Day site for quick access: **piphigivingday.org**.



WEEK OF MARCH 3 | ONE WEEK OUT

- Using **#PiPhiGivingDay**, start a conversation by asking your club or chapter members to share what makes Pi Phi sisterhood sweet!
- Send your club or chapter members an invitation to participate.

MARCH 14 | PI PHI GIVING DAY

- Share the giving link (**piphigivingday.org**) on your club or chapter's social media channels.
- Remind your club or chapter members to make their gift in celebration of our sisterhood.
- Visit **piphigivingday.org** throughout the day to track our progress and see who's giving!

MARCH 15 | THE DAY AFTER

- Take a moment to celebrate! We did it—together! Send a message of thanks to your sisters for their support, linking to results at **piphigivingday.org**.





Communication *Templates*

When you invite your sisters and friends to give back, you can help us reach our Pi Phi Giving Day goal! While you can share the content within this toolkit as-is, we encourage you to personalize the templates to add greater meaning to the messages you share.



LANGUAGE FOR EMAIL NEWSLETTERS OR GROUP CHATS

Pi Phi Giving Day takes place on March 14—Pi Day! This one-day giving event invites our members to create an even brighter future for Pi Phi by making a gift to our Foundation.

All gifts made on Pi Phi Giving Day go to the Friendship Fund, the most impactful way to support our member experience. We're asking every Pi Phi to work together toward one shared goal—raising \$225,000 on Pi Phi Giving Day.

Mark your calendar for 3/14/2025 and plan to join sisters for a day filled with fun, friendship and giving back to our sisterhood. Together, we can light the path that leads to a brilliant future for Pi Phi!

LANGUAGE FOR GIVE-BACK OR FUNDRAISING EVENT PROMOTION

Customize the sample language below for your club or chapter's event.

You can download the Pi Phi Giving Day logo and QR code [here](#).

On March 14—Pi Day—members of Pi Beta Phi will give back to our organization on the 10th anniversary of Pi Phi Giving Day! This one-day giving event helps Pi Beta Phi Foundation support women's leadership development, scholarships, literacy work, emergency grants for members and more. You can join the **[insert club or chapter name]** in making this milestone Pi Phi Giving Day one to remember!

[Insert event details: description, location, date/time and what participants need to do.]

All event proceeds benefit Pi Beta Phi Foundation. Scan the QR code to learn more!



SOCIAL MEDIA POSTS

Sharing content on social media helps spread the word, encourages sisters to get involved and builds excitement for the 10th anniversary of Pi Phi Giving Day. Below are some helpful tips:

Always include **#PiPhiGivingDay** and the link to the giving site in your posts: **piphigivingday.org**. Pictures and videos perform best on social media. Consider sharing a photo or video with your club or chapter members sharing what makes Pi Phi sisterhood so meaningful.

PRE-EVENT SAMPLE

On March 14—Pi Day—Pi Phis will celebrate 10 years of giving back to our sisterhood! Together, on **#PiPhiGivingDay**, we can create an even brighter future for our beloved Pi Beta Phi by making a gift to our Foundation. Visit piphigivingday.org on or before March 14 to make your gift!

DAY-OF SAMPLE

Today we celebrate Pi Day—and **#PiPhiGivingDay**! Just like pi, the mathematical constant that gives today its nickname, Pi Phi is a constant in the lives of our sisters. Together, we can ensure Pi Phi remains a source of true friendship and belonging for every member. Make your gift to our Foundation today at piphigivingday.org!

POST-EVENT SAMPLE

Thank you for supporting our sisterhood on **#PiPhiGivingDay**. Your gifts, stories, and posts made this year's event a sweet success—and together, we helped to create an even brighter future for Pi Phi! Visit piphigivingday.org to see the day's results.



INSTAGRAM STICKERS

Add some Pi Phi Giving Day flair to your Instagram stories. Search “Pi Phi” for animated assets.



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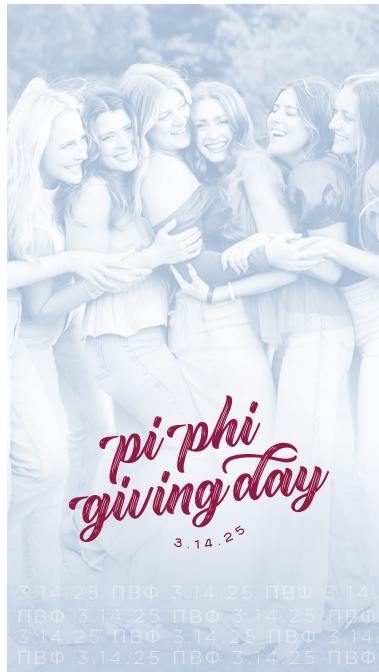
SOCIAL MEDIA GRAPHICS

Show your excitement for Pi Phi Giving Day by sharing social media graphics. You can download the Pi Phi Giving Day graphics by clicking [here](#).

SOCIAL SQUARE



INSTAGRAM/FACEBOOK STORY



Flyer

Display the flyer below at an upcoming club meeting or throughout your chapter facility. You can download the Pi Phi Giving Day flyer [here](#).



SCAN TO MAKE YOUR GIFT
OR VISIT PIPHIGIVINGDAY.ORG

Talking Points

Use the talking points below on calls and in meetings to inspire your sisters to join you in sharing what Pi Phi has given them and making a gift on Pi Phi Giving Day.

On March 14—Pi Day—Pi Phis will celebrate 10 years of giving back to our sisterhood on Pi Phi Giving Day.

This one-day giving event invites our members to create an even brighter future for Pi Phi by making a gift to our Foundation.

We're asking every Pi Phi to work together toward one shared goal—raising \$225,000 on Pi Phi Giving Day.

All gifts made on Pi Phi Giving Day go to Pi Beta Phi Foundation's Friendship Fund—the most impactful way to support our member experience.

Friendship Fund gifts help Pi Phi prepare members to lead, award scholarships, fund our literacy work, care for our sisters and meet additional needs not covered by designated funds alone.

Just like pi, the mathematical constant that gives Pi Day its nickname, Pi Phi is a constant in the lives of our sisters. And, with our continued support, our Foundation is committed to ensuring Pi Phi remains a source of true friendship and a place of belonging for every sister.

On or before March 14, visit piphigivingday.org to make your gift. Then, share what makes Pi Phi sisterhood sweet, and why you choose to give back, on social media using the hashtag **#PiPhiGivingDay!**

Together, we can light the path that leads to a brilliant future for generations of Pi Phis to come!



Frequently asked *questions*

WHAT DOES MY GIFT SUPPORT?

All gifts made on Pi Phi Giving Day go to Pi Beta Phi Foundation's Friendship Fund—the most impactful way to support our member experience and ensure a bright future for Pi Phi. Friendship Fund gifts help Pi Phi prepare members to lead, award scholarships, fund our literacy work, care for our sisters and meet additional needs not covered by designated funds alone.

IS THERE A MINIMUM GIFT AMOUNT?

Yes, the minimum gift amount is \$5, but every gift to our Foundation makes a difference!

We encourage you to make a gift that's meaningful to you, whether that's \$18.67, \$186.70 or the year you were initiated.

HOW CAN I MAKE MY GIFT?

Visit piphigivingday.org to make your gift online. To make a gift by phone or by mail, please contact the Foundation at fndn@pibetaphi.org or (636) 256-1357.

IS MY DONATION TAX DEDUCTIBLE?

In most cases, yes! Pi Beta Phi Foundation is a 501(c)3 organization, and nearly all Pi Phi Giving Day gifts are tax-deductible. If you make your gift through other, already tax-advantaged means, you may not be eligible for a tax deduction through the Foundation.

If you make your gift online, you'll receive an email confirmation that can be used for tax purposes. If you make your gift by phone or mail, your receipt will be mailed to you.



MY EMPLOYER OFFERS A MATCHING GIFT PROGRAM. ARE GIFTS MADE ON PI PHI GIVING DAY ELIGIBLE?

Yes! Matching gifts are a simple way to amplify the impact of your support. Thousands of companies will match donations to Pi Beta Phi Foundation. Use our search tool at pibetaphi.org/giving to see if your company will match your gift.

WHO CAN PARTICIPATE IN PI PHI GIVING DAY?

Every Pi Phi sister is invited to create an even brighter future for Pi Phi by making a gift to Pi Beta Phi Foundation. Family members and friends can also support our sisterhood by making gifts!

Clubs and chapters can join the celebration as well. Work with the appropriate officers in your club (Vice President Finance) or chapter (Vice President Finance/Housing) to plan a give-back event in your community or make a gift from fundraised dollars. For additional support, please contact Donor and Volunteer Engagement Manager Lindsey Scheetz, Mississippi Gamma, at lscheetz@pibetaphi.org.

