

PURPOSEFULLY PI PHI MEDIA TOOLKIT

OVERVIEW

More than 153 years ago, 12 bold, young women were pioneers—they acted with purpose to make meaningful change. Our founders had the same mission and vision that continue to drive our members today.

Every Pi Phi has pledged to use her influence for the betterment of society—to live and lead with our core values. Now more than ever, we must thoughtfully consider how we live these values every day.

Purposefully Pi Phi encourages members to share how their Pi Phi membership has transformed their actions through personal stories and valuable teachings. It is not a story of what Pi Phi has given you, but rather an expression of how Pi Phi has inspired you to take action in your classrooms, communities and around the world.

To live with purpose, means to live and lead with our values in mind. It requires intention and thoughtfulness. We know the actions of every Pi Phi determine our future and we hope to amplify our members' voices as they share how they are making purposeful change.

Whether you're displaying Philanthropic Service to Others by volunteering in your community or expanding your Personal and Intellectual Growth by doing the internal work necessary to be an ally, you are acting with purpose.

How are you living Purposefully Pi Phi? Visit pibetaphi.org/purposefullypippi to learn more.

THREE WAYS TO PARTICIPATE

1. Share your story on social media using #PurposefullyPiPhi.
2. Share member responses on your chapter/club social media platforms.
3. Share your story with the Fraternity at pibetaphi.org/submit-a-story



EXAMPLE POSTS

Below you will find example posts and graphics for this social campaign. To download the blank graphics or the photoshop and text files, [click here](#).



So proud of Shailja and how she works every day to live #PurposefullyPiPhi.



West Virginia Alpha Marisa Leuzzi showed how she is living #PurposefullyPiPhi when she stepped up to donate blood to the American Red Cross after recovering from COVID-19.



Michigan Beta Sydney Lum spent her summer working at a distillery learning how to create hand sanitizer which was donated to first responders and essential workers. #PurposefullyPiPhi

