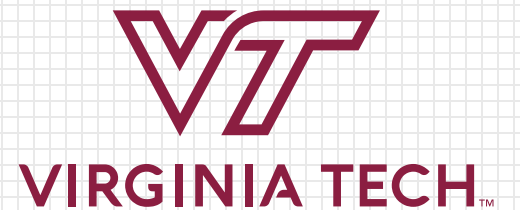


*Chapter Chat:  
March 2018*

GIVING DAY



# Your Host: Andy Foiles

Assistant Director, Chapter Programs  
[afoiles@vt.edu](mailto:afoiles@vt.edu)



# *Guest Speaker:*

**Susan Gill, Director of New Media, [susan83@vt.edu](mailto:susan83@vt.edu)**



# *What is Giving Day?*

- A 24 Hour online fundraising challenge that brings communities together to raise money and awareness of the impact of philanthropy.
- How does it work?
- How does my gift help?
- How can I spread the word?
- #VTGivingDay #HokiesGiveBac



# *Crowdfunding vs. Fundraising*

- What is the difference?
- Why is it important?



# *Chapter Officer AND Alumni*

- Potential for competing interests
- Giving is personal



# *The Ambassador Role*

- Ambassadors are individuals who will help spread the word before and during Giving Day.
- As an ambassador, you will actually be able to see, in real time, how many donations you helped bring in on Giving Day
- [How To Talk About Giving Day](#)



# *The Ambassador Role Cont.*

- Give a gift
- Tell others
- Make it personal
- Use the toolkit





# *The Platform*

<https://givingday.vt.edu/>



# *How can the chapters help?*

- Sign up to be an Ambassador
- Use your social media to share the message
- Host a social event
- Make a gift



# Questions for Susan?

- How can we find a synergy with promoting local chapter support and broader university goals?
- What assets will be provided for us to help spread the word to our local chapter participants?
- Will the 7% processing fee apply to gifts made?

# *Upcoming Dates to be aware of*

- Virginia Tech's First Annual Giving Day!
  - March 20, 24 hours
  - Sign up to be a Giving Day Ambassador!
- Black Alumni Reunion, April 13-15, 2018
- The Big Event 2018, Saturday, April 7<sup>th</sup> -- deadline for t-shirt orders is March 15<sup>th</sup> – Contact Katie Marquis!
- 2018 Day of Remembrance, Saturday, April 14<sup>th</sup>; the university Day of Remembrance will be held on Monday, April 16<sup>th</sup> – please let your liaison know if your chapter is hosting an event.
- Virginia Tech Day at Kings Dominion, Saturday, May 19
- Virginia Tech Reunion Weekend 2018, June 7-10
- Student Send-Offs, last two weeks of June or the first two weeks of August (more info to come!)
- 2018 Chapter Officers Forum Save-the-Date, September 6-8, 2018

*Thank you for all that you do!*

On behalf of the Chapter Team and entire VTAA, thank you for your continued hard work and dedication to making our chapter program so great. Your work does not go unnoticed and we are all so very excited to work with you and develop the program even further over this next year!

**Go Hokies!**

# Contact the Chapter Team

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