



# AEPi Founders Day Challenge

2020 PROMOTIONAL TOOLKIT



# About the Campaign

## #FoundersDayChallenge

The AEPi Foundation works hard during the month of November to secure donations for chapters and colonies like yours to fund scholarships and grants for leadership development, Jewish programming, educational speakers and Israel advocacy training. You may have benefitted from this if you've ever attended Convention, Conclave or enjoyed a chapter event subsidized by an AEPi Foundation grant.

In 2020, perhaps more than ever before, our fraternity needs to find a way to celebrate Founder's Day together, with Brothers from around the world. Even as we are forced to stay distant, our love for AEPi and respect for the Immortal Eleven who founded our great fraternity, has brought us together, as Brothers, to celebrate the many great things that AEPi does for our campuses, our communities and ourselves.

The Founders Day Challenge campaign is an opportunity to **raise the volume** and amplify the positive impact AEPi has on its members, and why Brotherhood is a commitment for a lifetime. In the 2019-2020 academic year, AEPi gave more than \$123,000 in grants and scholarships

to chapters from donations that came from campaigns like the #FoundersDayChallenge. This grant and scholarship money benefitted 330 different initiatives put on by AEPi chapters and colonies, as well as individual Brothers.

Although Founders Day is celebrated on **Saturday, November 7**, this is a monthlong campaign that will impact the future of hundreds of thousands of young men like you. Don't underestimate the power of social media and spoken word. One donation of \$19.13 can go a long way. We hope that this toolkit will help your chapter buy-in to the hype around Founders Day and have them encourage alumni as well as family and friends to give back to the Fraternity through the AEPi Foundation. Don't forget that donations to the AEPi Foundation are tax deductible. The chapter or colony which comes in first place for total raised or total gifts on the [leader board](#) will win a trophy and recognition at AEPi's 108th International Convention in Orlando, FL.

### ABOUT THIS TOOLKIT:

The following content is ready for your chapter or colony to use. Brothers can also adapt the messaging for their own personal social media platforms. You can copy/paste messaging and click on graphics to download them. If you have the time and resources, feel free to customize the messages or graphics.



# Schedule

## SUGGESTIONS FOR SUCCESS

### NOVEMBER

	S	M	T	W	T	F	S
1	1	2	3	4	5	6	7
	8	9	10	11	12	13	14
3	15	16	17	18	19	20	21
	22	23	24	25	26	27	28
	29	30					

### WEEK

1

**EMAIL** to alumni, family and friends about the campaign. Focus on challenging them to take the #FoundersDayChallenge and donate \$19.13.

#### **SOCIAL:**

- Founders Day Challenge announcement.
- Change chapter/colony Facebook profile frame.
- Tag alumni, family and friends in posts to challenge them.
- Tag those who tell you they donated, thanking them.
- Post in your alumni group.

### WEEK

2

#### **SOCIAL:**

- Continue posting reminders about the campaign.
- AEPi International social media will be focused on teaching more about the Immortal Eleven and what they contributed as founders.

### WEEK

3

**EMAIL** to alumni, family and friends reminding them about the campaign. Tell them where you stand on the [leader board](#) to drive traffic.

#### **SOCIAL:**

- Final push for the campaign.
- Focus again on challenging others by tagging them in the comments of your posts.
- Thank those that you know have donated/encourage them to tag their friends and family to donate \$19.13.



## ANNOUNCING THE CAMPAIGN

WEEK

1

**Target audience:** *alumni, family and friends*

**Subject:** Take the #FoundersDayChallenge

Dear <FIRST NAME>,

Although AEPi Founders day is celebrated on Saturday, November 7, the fraternity is having a monthlong celebration to commemorate 107 years of developing leaders in Jewish communities around the world. In 2020, perhaps more than ever before, our fraternity needs to find a way to celebrate Founder's Day together, with Brothers from around the world. Even as we are forced to stay distant, our love for AEPi and respect for the Immortal Eleven who founded our great fraternity, has brought us together, as Brothers, to celebrate the many great things that AEPi does for our campuses, our communities and ourselves.

We need your help to reach an international donation goal of \$100,000 before the end of the month. These donations help fund leadership and grant opportunities for chapters and colonies across the globe. Today, we are asking that you [take the #FoundersDayChallenge](#) by donating \$19.13 or more. This amount signifies the year 1913, when Alpha Epsilon Pi was founded.

One donation can go a long way. In the 2019-2020 academic year, AEPi gave more than \$123,000 in grants and scholarships to chapters from donations that came from campaigns like the #FoundersDayChallenge. This grant and scholarship money benefitted 330 different initiatives put on by AEPi chapters and colonies, as well as individual Brothers.

The chapter or colony which comes in first place for total raised or total gifts on the [leader board](#) will be recognized at the 108th International Convention in Orlando, FL and receive a trophy.

To keep the momentum of Founders Day going throughout the month, we are asking you to share why you chose to donate using the following key phrase on social media: "I took the #FoundersDayChallenge because \_\_\_\_\_." Include photos or video of you and Brothers and add as much detail as you feel necessary about the ways you have been influenced because of your experience with the fraternity.

We have created a Facebook frame for all AEPi Brothers, family and friends who support this campaign whether they donate or not. Update your Facebook profile picture starting November 1 to promote the #FoundersDayChallenge campaign through November 30. To add the Facebook frame to your profile picture: navigate to your profile, hover over your profile photo and click Update, then choose Add Frame. Search "AEPi Founders Day 2020."

Thank you in advance for your help in developing the next generation of Jewish leaders, and bettering AEPi chapters around the world.

Faternally,

The Brothers of AEPi



# Social Media

## ABOUT THE KEY PHRASE



For 2020, we want you to show people why you are #ProudtobePi when encouraging them to donate to the #FoundersDayChallenge. We encourage you to share the same phrase and then add to the phrase with photos and details of your AEPi experience. Have chapter Brothers start each post with the phrase below:

**I took the #FoundersDayChallenge because \_\_\_\_\_. #ProudtobePi**

This is your chance to tell your story as a member of Alpha Epsilon Pi. Let your voice be heard.

### FOR CHAPTER ACCOUNTS:

We suggest a modified version for you to post to your chapter Facebook, Twitter and Instagram pages:

We took the #FoundersDayChallenge because \_\_\_\_\_. #ProudtobePi



# Social Media

## ANNOUNCING THE CAMPAIGN

WEEK

1



*Use any of the following suggested copy during Week One of November:*

1. It's November, which means Founders Day is just around the corner. We are joining chapters and colonies across the globe in taking the #FoundersDayChallenge and helping AEPi meet its \$100,000 fundraising goal before the end of the month. Take the challenge and donate today to help our Brothers secure scholarships and grants for leadership development, Jewish programming, educational speakers and Israel advocacy training. <http://bit.ly/1913Founders>
2. In 2020, perhaps more than ever before, our fraternity needs to find a way to celebrate Founder's Day together, with Brothers, parents, friends and supporters from around the world. Even while we are forced to stay distant, our respect for AEPi and the impact we make on our campuses and communities brings us all together.
3. Founders Day is just around the corner! Help us celebrate by taking the #FoundersDayChallenge. Your \$19.13 or more donation could help our fraternity reach its goal of \$100,000 by the end of November. <http://bit.ly/1913Founders>
4. November kicks off the celebration of our Founders Day on Saturday, November 7. Help us celebrate by taking the #FoundersDayChallenge and donating \$19.13 or more. Every donation helps bring us closer to an international goal of \$100,000 by the end of November. These donations help us secure scholarships and grants for leadership development, Jewish programming, educational speakers and Israel advocacy training. Find the link to donate in our bio. [add <http://bit.ly/1913Founders> to your Instagram bio as your website link]
5. This month, our fraternity is asking for your help to reach our \$100,000 goal for the #FoundersDayChallenge. With the ongoing pandemic, your support is needed now more than ever before in order to help us secure scholarships and grants for leadership development, Jewish programming, educational speakers and Israel advocacy training. Donate \$19.13, in honor of the year we were founded, here: <http://bit.ly/1913Founders>





# Social Media

## FACEBOOK PROFILE FRAMES

WEEK

1



We have created a Facebook frame for all AEPi Brothers, family and friends who support this campaign whether they donate or not. We encourage all alumni and volunteers to update their Facebook profile picture on November 1 to promote the #FoundersDayChallenge campaign through November 30. **Click the image on the right to add the frame to your Facebook profile picture.**

**Whether it's the chapter/colony page changing their profile frame or an individual Brother, be sure to add an explanation. Use the provided text below:**

**Post from your CHAPTER/COLONY PAGE:** Support Alpha Epsilon Pi this month by taking the #FoundersDayChallenge! Donate \$19.13 or more before Monday, November 30 to help our [chapter/colony] place first in total raised or total gifts on the leader board and take home the trophy. Update your profile picture to include the Founders Day frame. Navigate to your profile, hover over your profile photo and click Update, then choose Add Frame. Search "AEPi Founders Day 2020."

<http://bit.ly/1913Founders>

**Post from individual Brothers:** This month, I'm supporting Alpha Epsilon Pi by taking the #FoundersDayChallenge! Take the challenge and join me in donating \$19.13 or more before Monday, November 30 to help our [chapter/colony] place first in total raised or total gifts on the leader board and take home the trophy. Update your profile picture to include the Founders Day frame. Navigate to your profile, hover over your profile photo and click Update, then choose Add Frame. Search "AEPi Founders Day 2020."

<http://bit.ly/1913Founders>



# Social Media

## FOUNDERS DAY

WEEK

1



*Use any of the following suggested copy on Saturday, November 7:*

1. TODAY'S THE DAY! Join us in taking the #FoundersDayChallenge by donating \$19.13 or more to honor AEPi being founded, which happened on this day 107 years ago. This year, more than ever, celebrating with our Brothers from around the world, means something special! Help us reach our international goal of \$100,000 by November 30. When you donate, share your AEPi story using our key phrase: "I took the #FoundersDayChallenge because \_\_\_\_\_." <http://bit.ly/1913Founders>
2. HAPPY FOUNDERS DAY to our Brothers across the globe. Help us celebrate 107 years of Brotherhood by donating to the #FoundersDayChallenge. Your donation supports the next generation of Jewish leaders. When you donate, share your AEPi story using the phrase: "I took the #FoundersDayChallenge because \_\_\_\_\_." <http://bit.ly/1913Founders>
3. To celebrate AEPi Founders Day today, we ask our followers to take the #FoundersDayChallenge. When you donate, share your AEPi story using the phrase: "I took the #FoundersDayChallenge because \_\_\_\_\_." <http://bit.ly/1913Founders>
4. This has been a challenging year for all of us, but we're able to persevere because of the support system we have as a Brotherhood. Happy Founders Day to all of our AEPi Brothers! Help us support the next generation of Jewish leaders by donating to the #FoundersDayChallenge. After you do, share why by using our key phrase: "I took the #FoundersDayChallenge because \_\_\_\_\_." <http://bit.ly/1913Founders>





# Social Media

## REMINDER POSTS/IMMORTAL ELEVEN

WEEK

2



*Remember that the focus in Week Two of November are the Immortal Eleven. Use any of the following suggested copy:*



1. 107 years ago, eleven young Jewish men sought to create the college Jewish home away from home. Learn more about what they did to shape our fraternity into what we know it as today before donating to the #FoundersDayChallenge: <http://bit.ly/2Ar2gb8>
2. Did you know our founders were called the Immortal Eleven? Learn more about who they were before starting a legacy that would last for more than 107 years: <http://bit.ly/2Ar2gb8>
3. Our founders paved the way for the success of more than 113,900 initiated Brothers in the course of AEPi's history, but who were the Immortal Eleven? Get to know them a bit more this week as we continue celebrating our Founders Day: <http://bit.ly/2Ar2gb8>
4. In honor of our Founding Fathers, also referred to as the Immortal Eleven, take the #FoundersDayChallenge and tell us about your AEPi experience using the key phrase: "I took the #FoundersDayChallenge because \_\_\_\_\_. " <http://bit.ly/2Ar2gb8>



# Social Media

## FINAL PUSH

WEEK

3



*This is the final social media push for the month. Use any of the following suggested copy during Week Three of November:*

1. Help us bring home the gold! The chapter or colony with the most donations for the #FoundersDayChallenge will receive recognition and a trophy at the 108th International Convention. Your donation could put us over the top. <http://bit.ly/1913Founders>
2. Today we call on **[TAG SWEETHEARTS, CAMPUS JEWISH ORGANIZATIONS, FRATERNITY & SORORITY LIFE ORGANIZATIONS, ETC.]** to take the #FoundersDayChallenge. Help our fraternity meet its \$100,000 fundraising goal by the end of November and donate \$19.13 or more today, then tag three of your friends to take the challenge too! <http://bit.ly/1913Founders>  
**[If individual Brothers use this post, encourage them to tag their parents, alumni and friends of the fraternity.]**
3. In the 2019-2020 academic year, AEPi gave more than \$123,000 in grants and scholarships to chapters from donations that came from campaigns like the #FoundersDayChallenge. This grant and scholarship money benefitted 330 different initiatives put on by AEPi chapters and colonies, as well as individual Brothers. \$19.13 can really cause an effect, so donate before it's too late: <http://bit.ly/1913Founders>
4. Tzedakah is a Jewish value we take to heart. Do your part and donate to the #FoundersDayChallenge before it's too late. Help us reach \$100,000: <http://bit.ly/1913Founders>
5. WE'RE ONLY \$\_\_\_\_\_ away from \$100,000! As November wraps up, help us celebrate Founders Day by taking the #FoundersDayChallenge. Time is running out to donate \$19.13 and help us reach our international goal: <http://bit.ly/1913Founders>  
**[Click the link to see the total raised for Founders Day 2020 so far and use that to calculate how far we are from the goal.]**
6. Why are you #ProudtobeAPi? Tell us why after you donate to the #FoundersDayChallenge using key phrase: "I took the #FoundersDayChallenge because \_\_\_\_\_. #ProudtobeAPi" <http://bit.ly/1913Founders>





## REINFORCING THE CAMPAIGN

WEEK

3

**Subject:** Help Us Celebrate 107 Years of AEPi

Dear <FIRST NAME>,

Time is running out to [take the #FoundersDayChallenge](#)! We can't thank everyone enough for driving the momentum about AEPi Founders Day, whether by donating or posting on social media. The celebration isn't over yet though, AEPi is trying to close in on its \$100,000 international fundraising goal before November 30. Your donation of \$19.13, signifying 1913 or the year our fraternity was founded, helps fund leadership and grant opportunities for chapters and colonies across the globe.

This year, celebrating the founding of our fraternity together means so much more. Even though we are forced to be apart, we know that we are making a difference together because of AEPi.

The chapter or colony which comes in first place for total raised or total gifts on the [leader board](#) will be recognized at the 108th International Convention in Orlando, FL and receive a trophy.

After you donate, share why using the following key phrase on social media: "I took the #FoundersDayChallenge because \_\_\_\_\_. " Include as much detail as you feel necessary about the ways you have been influenced because of your experience with the fraternity.

There is also a Facebook frame for all AEPi Brothers, family and friends who support this campaign whether they donate or not. Update your Facebook profile picture to promote the #FoundersDayChallenge campaign through November 30. To add the Facebook frame to your profile picture: navigate to your profile, hover over your profile photo and click Update, then choose Add Frame. Search "AEPi Founders Day 2020."

Thank you in advance for your help in developing the next generation of Jewish leaders, and bettering AEPi chapters around the world.

Fraternally,

The Brothers of AEPi

# Tag AEPi

*We want to see what you are posting throughout the month of November! Be sure to tag us on social media when you post. Who knows? We may give you or your chapter/colony a shout out.*



[@aepi.fraternity](#)



[@AEPi](#)



[@alphaepsilonpi](#)





# Graphic Resources

Graphic images are intended to be interchangeable – not post specific. **Click on the images to download.**

**NOTE:** If you have time and resources, please feel free to customize messages or graphics to your audiences.



For any Facebook posts



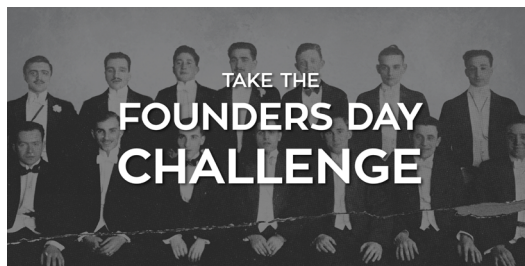
For Immortal Eleven Facebook posts



Facebook profile picture frame



For any Twitter posts



For Immortal Eleven Twitter posts



For any Instagram posts



For Immortal Eleven Instagram Posts



Email Banner