



# AEPI's Official Bracket Challenge

2021 PROMOTIONAL TOOLKIT

# About the Campaign

## #MenschMadness

March Madness is exactly that. Sixty-eight teams vie to be the NCAA Division I men's basketball champion, crowds roar at the upset of a twelve seed over a five seed and the whole country — sports fan or not — is fascinated with it all.

From the earliest days of our Brotherhood, basketball played a role in our Founder's development as leaders. As it says in AEPi's Blue Book, "Charles C. Moskowitz, a fine basketball player, was sought after for his athletic skills," setting him down a path that would eventually lead to the founding of our great fraternity.

It is in this spirit that we started #MenschMadness, a Jewish philanthropic twist on March Madness, in 2014. Since its inaugural year, the international philanthropic event has raised thousands of dollars for AEPi's Official Philanthropy Program (OPP) through the Repair the World Fund. The #MenschMadness Official Bracket Challenge combines the excitement of the annual NCAA basketball tournament with the competitiveness of pitting Alpha Epsilon Pi's 170 chapters and colonies against one another. Each year, chapters and colonies are competing

for the ultimate prize: The Charles C. Moskowitz trophy.

**We're excited to announce that we've partnered with Hillel International for this year's tournament.**

#MenschMadness is an opportunity for all chapters and colonies, regardless of their size, to come together and join the fun of March Madness. The chapter or colony with the most brackets filled out by the start of the competition will win the trophy and rush shirts (costing up to \$250). The campus Hillel with the most brackets filled out by the start of the competition will win \$250 for their Hillel. The individual with the most accurate bracket submitted also wins a \$500 Amazon gift card.

Funds raised for #MenschMadness will count towards your chapter or colony's total raised for OPP, which is used to determine award winners at AEPi's International Convention each year. Don't forget that donations to the AEPi Foundation are tax deductible.

### 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.

NOTE: If you have the time and resources, feel free to customize the messages or graphics.





# Beneficiaries

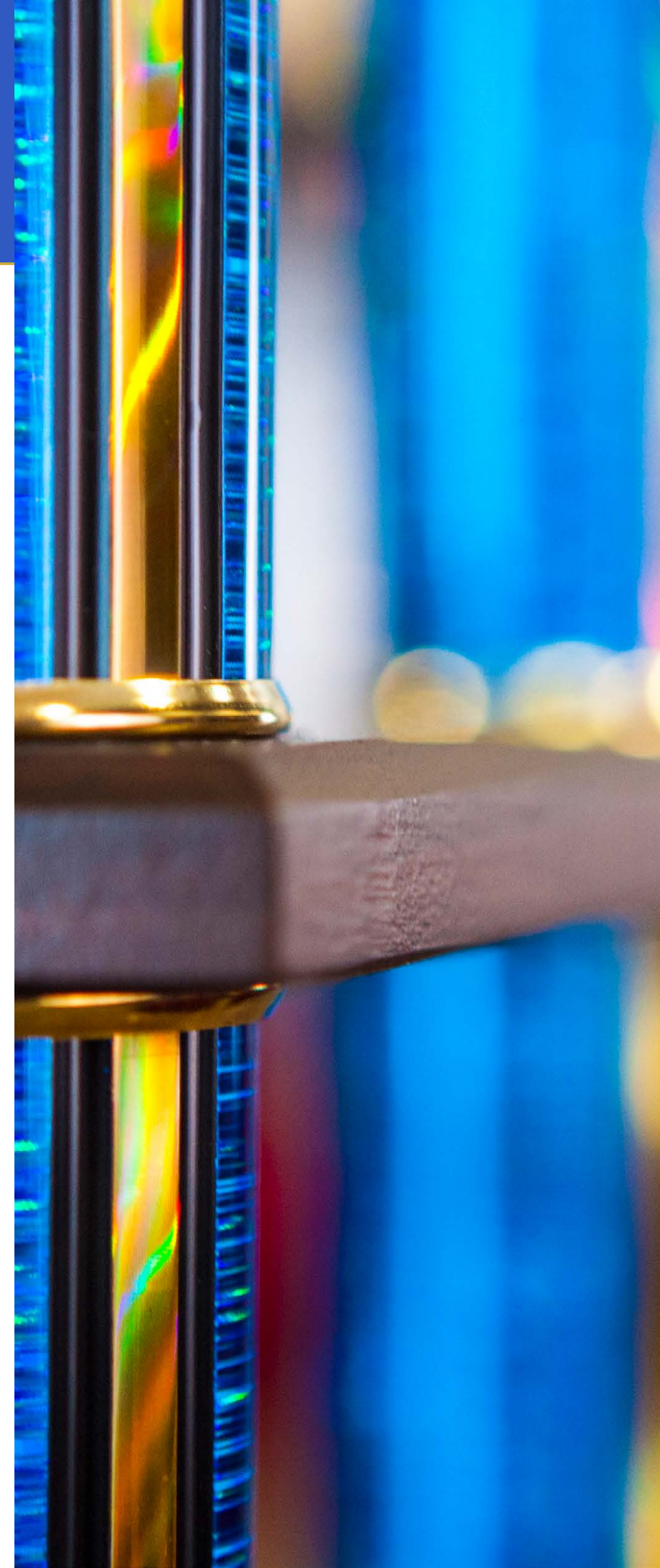
## WHO DOES THE MONEY GO TO?

When asking others to create a bracket, this may be a common question you get. It's important to understand who the proceeds are benefitting for this campaign so that you are successful in vouching for #MenschMadness and why someone should purchase a bracket to support your chapter or colony.

Proceeds from #MenschMadness support Alpha Epsilon Pi's Repair the World Fund, which supports the global Jewish community through donations to organizations that provide assistance to those without adequate resources, support the fight against debilitating disease, provide worldwide disaster relief and much more! AEPi Brothers from chapters all over the world contribute to our Repair the World Fund as part of our Official Philanthropy Program (OPP).

The Repair the World Fund currently supports three beneficiaries. These organizations are [the Jaffa Institute](#), [United Hatzalah](#), and [the Israel Cancer Research Fund](#).

Since the money being raised benefits OPP, all funds from brackets made to your chapter or colony on our [#MenschMadness website](#) will be added to the total on your chapter's CrowdChange page after the tournament begins.



# Prizes

## WHAT'S IN IT FOR ME?

Prizes will be awarded to the individual with the most points and the chapter with the most participants (Brothers, family, friends, etc.)

- The overall bracket winner of the Mensch Madness Official Bracket Challenge will win a \$500 Amazon gift card!\*
- The chapter or colony with the most participants will receive the Charles C. Moskowitz trophy (pictured right) and rush shirts (up to \$250)!\*
- The campus Hillel with the most participants will receive \$250 for their Hillel.\*

A [campus leaderboard](#) and [bracket leaderboard](#) is available and will update in real-time so that participants can see who is in the lead for either prize.

*\*Subject to approval from Alpha Epsilon Pi International and Hillel International*

## RULES

The winner of the Mensch Madness Bracket Challenge will be determined by the rules and scoring listed out on our [Mensch Madness website](#). You can also find a COVID-19 disclaimer there as well. There will be a master bracket that can be used to compare your bracket to.

You will be allowed to pick your bracket after Selection Sunday on Sunday, March 14 at 6:00 PM EDT.

All picks will lock at the scheduled tip off time of the first tournament game of the first round, scheduled for Friday, March 19, 2020 at 12:00 PM EDT. Your picks for the matchups will lock one minute prior to tip off at 11:59 AM EDT on Friday, March 19, 2020. Selections submitted after the deadline will be invalid.





# How To Participate

## HOW DO I JOIN THE FUN?

So, how easy is it to participate? Have your Brothers, family and friends visit [menschmadness.aepi.org](http://menschmadness.aepi.org) and fill out their bracket! This year, participants can purchase one bracket for \$10 or two brackets for \$18. A minimum donation of \$10 to our Repair the World Fund is required to gain entry into the bracket challenge. While no more than two brackets can be associated with each email address, there is no entry limit per person. So, someone can register multiple brackets under different emails. **Be sure that Brothers, friends and family participating select your chapter or colony during their registration so that you receive credit for the challenge!**

Selection Sunday will take place on March 14 this year, when the selection committee reveals which 68 teams have made the field for this year's national championship. Following the announcement, participants will be able to log in on the "My Bracket" page (use the email address and the password created at the time of donation) and create their desired bracket for the #MenschMadness Official Bracket Challenge.

**Everyone will have until 11:59 AM EST on March 19 to submit or update their bracket.**

If your chapter or colony is looking to win it all and needs help planning for a successful #MenschMadness, contact Jonathan Bridge at [jbridge@aepi.org](mailto:jbridge@aepi.org). He can give you tips and tricks to bring in the most brackets this year!



# Schedule

## SUGGESTIONS FOR SUCCESS

### MARCH

	S	M	T	W	T	F	S
1	1	2	3	4	5	6	
	7	8	9	10	11	12	13
3	14	15	16	17	18	19	20
	21	22	23	24	25	26	27
	28	29	30	31			

### WEEK

1

**EMAIL** to alumni, family and friends about the campaign. Focus on hyping up #MenschMadness and getting them to register a bracket in honor of your chapter or colony.

### SOCIAL:

- #MenschMadness initial 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.
- Hype up Selection Sunday, which is happening on March 14.
- Remind everyone that it's \$10 for one bracket or \$18 for two this year.

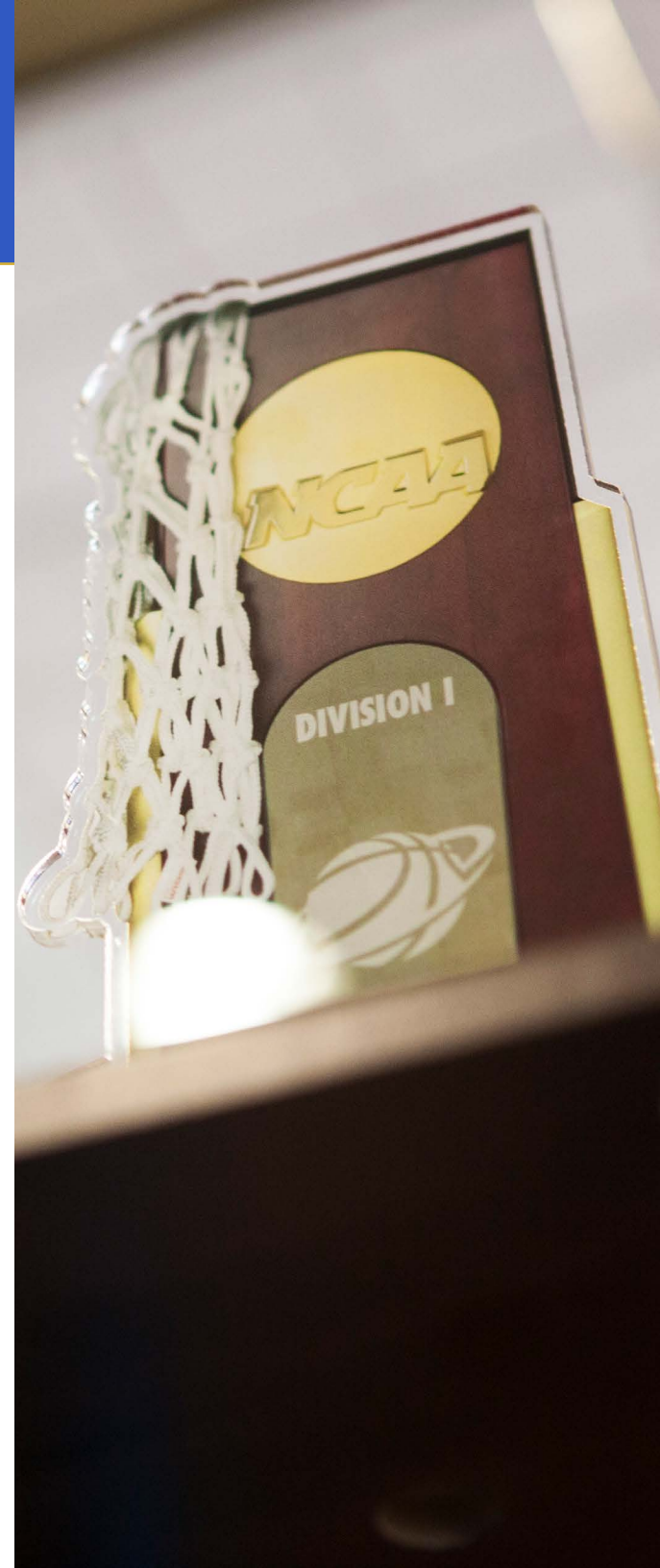
### WEEK

3

**EMAIL** to alumni, family and friends reminding them about the campaign. Tell them where you stand on the [leaderboard](#) to drive traffic and win the trophy. Remind them to finish filling out their bracket

### SOCIAL:

- 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 make a bracket.
- Did your chapter or colony make the tournament? If so, use that to your advantage!



# Social Media

## ANNOUNCING THE CAMPAIGN

WEEK

1



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

1. It's March, which means #MenschMadness is just around the corner. Join us as we compete against 170 chapters across the globe in winning the ultimate prize this year: the Charles C. Moskowitz trophy. The chapter with the most brackets will win the trophy and the overall bracket winner will receive a \$500 Amazon gift card from AEPi International. Brackets cost one for \$10 or two for \$18. All proceeds benefit AEPi's Repair the World Fund, which is committed to supporting Jewish causes. <https://menschmadness.aepi.org/> #AEPiGivesBack
2. Slam dunk into the madness that's about to ensue. Support the **(SCHOOL NAME) (SCHOOL TEAM)** and fill out your bracket: <https://menschmadness.aepi.org/> #AEPiGivesBack #MenschMadness
3. 68 teams will make the cut, but only one will reign as the champion. Are you ready for #MenschMadness? Fill out your bracket today and support the **(SCHOOL NAME) (SCHOOL TEAM)**: <https://menschmadness.aepi.org/> #AEPiGivesBack





# 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 chapters to [update their Facebook profile picture](#) on March 1 to promote the #MenschMadness campaign through March 19.



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 chapter/colony/individual:**

#MenschMadness combines the excitement of the annual NCAA college basketball tournament with the competitiveness of pitting AEPi's 170 chapters and colonies against one another. Are you supporting our chapter this year? Make your bracket today and help us win the Charles C. Moskowitz trophy! <https://menschmadness.aepi.org/>





# Social Media

## REMINDER POSTS

WEEK

2



*Use any of the following suggested copy during Week Two of March:*



1. Calling all **(CHAPTER DESIGNATION)** alumni! We need YOU to support the **(SCHOOL NAME) (SCHOOL TEAM)** for #MenschMadness. Your alma mater and team are depending on you, so sign up to fill out your bracket today: <https://menschmadness.aepi.org/> #AEPiGivesBack
2. It doesn't take a rocket scientist to fill out a bracket for #MenschMadness. Whether it's picking a winner based on team colors or mascots, March Madness is fun for everyone! Fill out yours today: <https://menschmadness.aepi.org/> #AEPiGivesBack
3. Looking to win a \$500 Amazon gift card? You can have your shot when you fill out your bracket for #MenschMadness: <https://menschmadness.aepi.org/> #AEPiGivesBack



# Social Media

## FINAL PUSH

WEEK

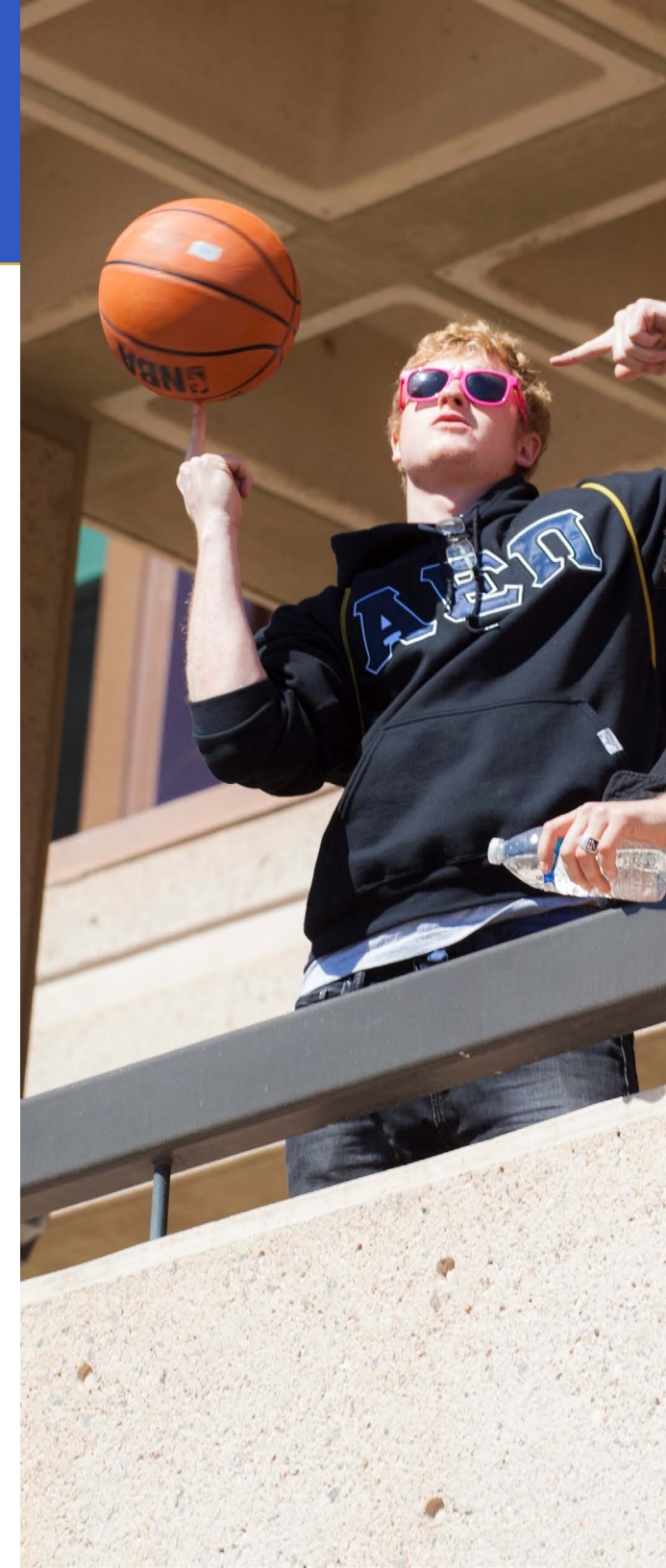
3



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



1. #MenschMadness brackets are now live! Submit yours before 11:59 AM EST this Friday, March 19: <https://menschmadness.aepi.org/> #AEPiGivesBack
2. There's still time to join the #MenschMadness bracket challenge, which supports AEPi's Repair the World Fund. Fill out your bracket(s) today before the madness begins: <https://menschmadness.aepi.org/> #AEPiGivesBack
3. Get those #MenschMadness brackets in no later than 11:59 AM EST TODAY. Join the fun and help us repair the world: <https://menschmadness.aepi.org/> #AEPiGivesBack
4. WE ARE LIVE! Join the madness before it's too late and fill out a bracket today: <https://menschmadness.aepi.org/> #MenschMadness #AEPiGivesBack
5. It's us against the world! Help support the **(SCHOOL NAME) (SCHOOL TEAM)** as they take on the (OPPONENT TEAM) by filling out your bracket: <https://menschmadness.aepi.org/> #MenschMadness #AEPiGivesBack
6. Our team is dancing! Support the **(SCHOOL NAME) (SCHOOL TEAM)** in #MenschMadness by filling out a bracket and helping our chapter win the trophy: <https://menschmadness.aepi.org/> #MenschMadness #AEPiGivesBack



# Email

## ANNOUNCING THE CAMPAIGN

WEEK

1

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

**Subject:** Join the Madness, buy a #MenschMadness bracket!

Dear <FIRST NAME>,

From the earliest days of our Brotherhood, basketball played a role in our Founding Father's development as leaders. It is in this spirit that we started #MenschMadness, a Jewish philanthropic twist on March Madness, in 2014. The #MenschMadness Official Bracket Challenge combines the excitement of the annual NCAA basketball tournament with the competitiveness of pitting Alpha Epsilon Pi's 170 chapters and colonies against one another. Help support our chapter this year for [Mensch Madness](#). The chapter with the most participants (Brothers, alumni, friends) will win the Charles C. Moskowitz trophy and free rush shirts. There is also a \$500 prize for the best bracket (overall point winner).

**How to participate:** Fill out your bracket on [menschmadness.aepi.org](https://menschmadness.aepi.org). You can purchase one bracket for \$10 or two brackets for \$18. When creating an account, a minimum donation of \$10 to AEPi's Repair the World Fund is required to gain entry into the bracket challenge. *Brackets are due by 11:59 AM EDT on Friday, March 19.*

**Who can participate:** ANYONE can submit brackets. Invite your family, your friends, your friends' family and friends, and your coworkers, but make sure they are filling out their brackets in support of OUR chapter at **(INSERT SCHOOL NAME)**.

**Spread the word:** Let your AEPi network know you're supporting your chapter and use the hashtags #MenschMadness and #AEPiGivesBack!

With your help, we hope to win this year's #MenschMadness competition! Thank you in advance for your support.

Fraternally,

The Brothers of AEPi



## REINFORCING THE CAMPAIGN

WEEK

3

**Subject:** It's not too late to make a bracket!

Dear <FIRST NAME>,

Time is running out to [fill out your #MenschMadness bracket](#)! Join the Brothers of Alpha Epsilon Pi in their Official Bracket Challenge. The #MenschMadness Official Bracket Challenge combines the excitement of the annual NCAA basketball tournament with the competitiveness of pitting Alpha Epsilon Pi's 170 chapters and colonies against one another. Help support our chapter this year for [Mensch Madness](#). The chapter with the most participants (Brothers, alumni, friends) will win the Charles C. Moskowitz trophy and free rush shirts. There is also a \$500 prize for the best bracket (overall point winner).

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**Spread the word:** Let your AEPi network know you're supporting your chapter and use the hashtags #MenschMadness and #AEPiGivesBack!

With your help, we hope to win this year's #MenschMadness competition! Thank you in advance for your support.

Faternally,

The Brothers of AEPi

# Tag AEPi

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



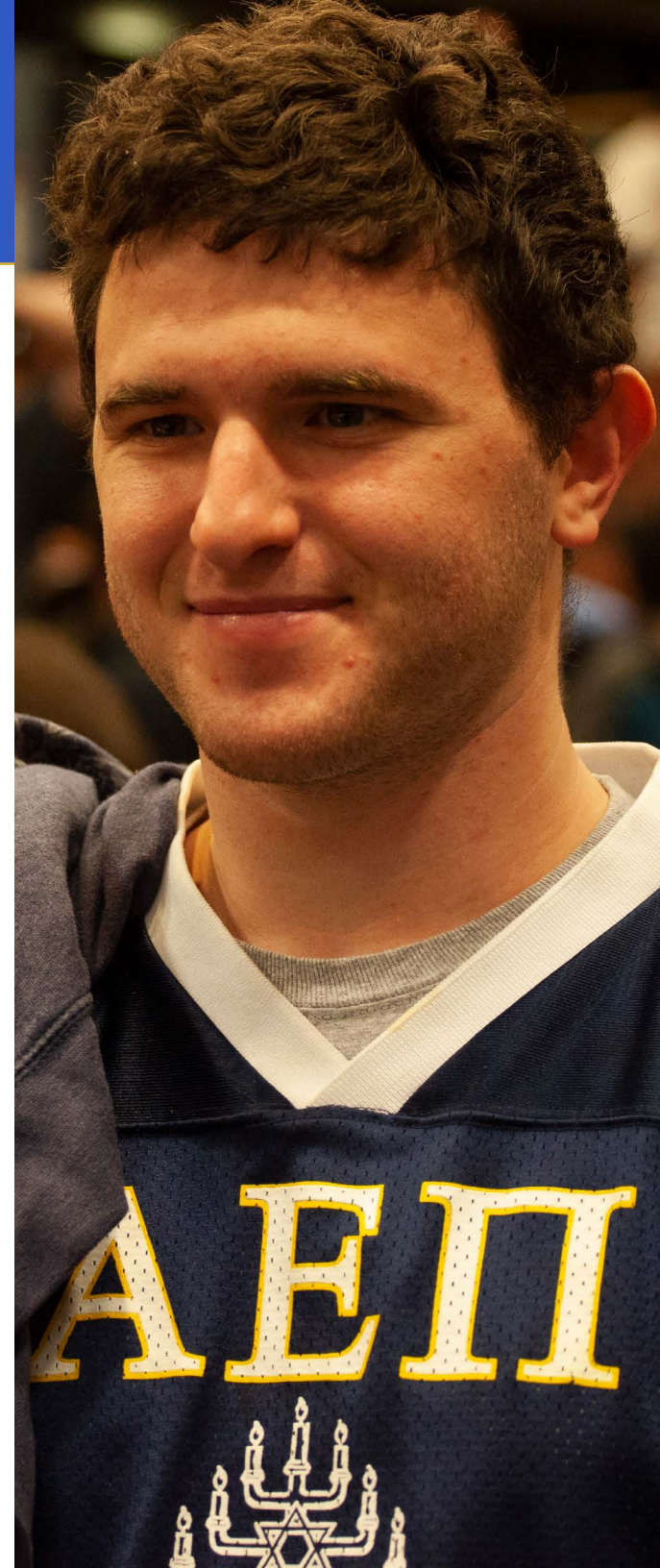
[@aeppi.fraternity](https://www.facebook.com/aeppi.fraternity)



[@AEPi](https://twitter.com/AEPi)



[@alphaepsilonpi](https://www.instagram.com/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 social media



For any Facebook social media



Facebook Profile Frame



For any Twitter social media



For any Instagram social media



Email banner