

## **D4D Advocate Sign Up Guide**

Delta Phi Epsilon Educational Foundation encourages the personal and professional advancement of our members by supporting educational and philanthropic programs that are responsive to our communities.

**Advocates** serve as digital influencers for the DIMES for DPhiE (D4D) annual fundraising campaign. Similar to how collegiate chapters use their campus connections to meet their philanthropic fundraising goals, the Advocate program leverages the power of your own DPhiE network to meet the Educational Foundations' fundraising goals and spread the word of D4D to over 75.000 sisters around the world.

#### Sign up to be an Advocate here

Once your formally create an Advocate profile page, you will have access to your Advocacy Dashboard, a page that will walk you through all the ways you can have an impact. This document will provide you with a step-by-step instruction to sign up as an Advocate.

**Step 1:** Sign in to your D4D Account or create a new profile. *If the website says GiveCampus, you are in the right place. We use a third party platform for our D4D campaign.* 

# **Advocacy Dashboard**

**DIMES for DPhiE 2023** 

Sign up or Log in to leverage additional advocacy features and track your impact.

**Step 2:** Review the How to Become an Advocate Instructions

#### How To Become an Advocate

Make your impact at Delta Phi Epsilon by encouraging your classmates, family, and friends to support DIMES for DPhiE 2022. Take any—or all!— of the steps below to become an Advocate.

#### Share with your Network

While logged into your GiveCampus user account, all sharing buttons generate a campaign link that is unique to you. When you use these buttons to share the campaign or the advocacy dashboard, your impact will be tracked and celebrated next to your name on the Advocates tab on the campaign page.

### Create your Personal Plea

A Personal Plea is a quick video in which you tell the Delta Phi Epsilon community why you're excited about the campaign, and why others should get involved. A member of the Delta Phi Epsilon team will review your Plea, and as soon as it's been approved, it will go live on the campaign.

#### Create a Match or Challenge

Leverage your gift to encourage others to give! Offering a Match means that you'll give a number of dollars for every dollar or donor that the campaign receives up to your specified maximum gift amount. Offering a Challenge means that you'll give a gift if the campaign receives a certain number of donors or dollars.

**Step 3: Share, Share:** As our advocate we want you to spread the word near and far and give all our alumnae, parents, friends, volunteers, and staff the opportunity to empower and honor the members in their lives and see all the incredible messages shared by our community! Here's how to help spread the word and amplify these messages of empowerment!

When you are signed in, you can access your **unique Advocate link**. When someone donates through your personal link, it will appear on your Advocacy dashboard. Your Advocacy Dashboard is perfect for this as it will track the impact of your efforts and show how many people are supporting the campaign because of your influence.

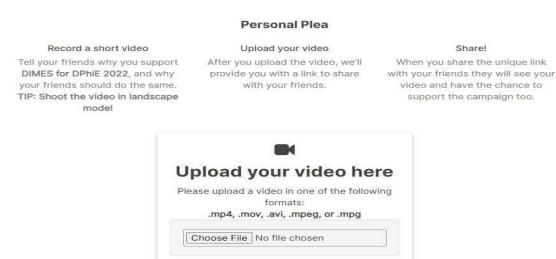
#### Sharing

Share the campaign / advocacy dashboard to track the number of clicks, gifts, and dollars you generate!



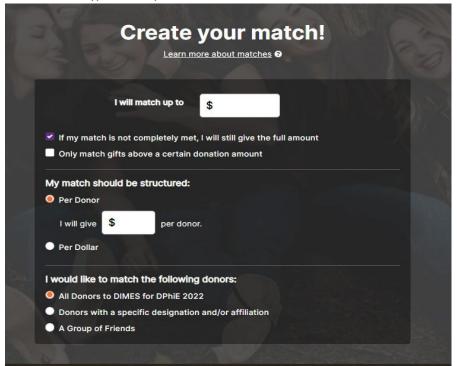


**Step 4:** Create a Personal Plea. With your plea you can share your why. Telling your story and sharing your 'why' is the most powerful ways to get your DPhiE friends to donate. You can do this through your Advocacy Dashboard (remember, you must be signed in). The video can be "shared" through social media platforms and emails. It will automatically include your unique donor link to ensure we track your impact.



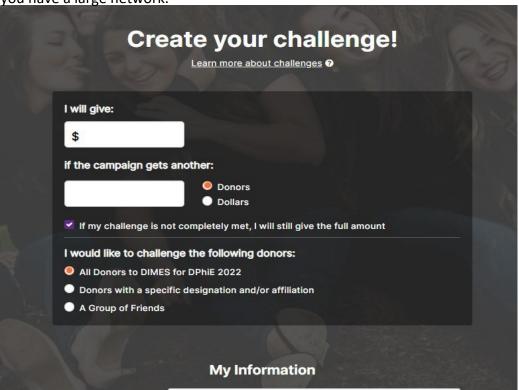
Step 5: Create a Match or Create a Challenge

Matching Donations are a great way to show your support for a campaign and encourage others to get involved. There are two types of Matching Donation: Per-Dollar Matches and Per-Donor Matches. This is a great way to encourage your chapter sisters to join you in making a gift and doubling their impact.



PCPEATE a Challenge: This is a great option for acquiring a larger number of donors; perfect if

you have a large network.



Step 6: Track the impact you have made as our Advocate

Don't forget to check your Advocacy Dashboard to keep track of your donor influence. Contact Jessica Baxter at <a href="mailto:JBaxter@dphie.org">JBaxter@dphie.org</a> for assistance setting up your Advocate or for additional

