



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 you 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, 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.

Personal Plea

<p>Record a short video</p> <p>Tell your friends why you support DIMES for DPhiE 2022, and why your friends should do the same. TIP: Shoot the video in landscape mode!</p>	<p>Upload your video</p> <p>After you upload the video, we'll provide you with a link to share with your friends.</p>	<p>Share!</p> <p>When you share the unique link with your friends they will see your video and have the chance to support the campaign too.</p>
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Upload your video here

Please upload a video in one of the following formats:
.mp4, .mov, .avi, .mpeg, or .mpg

Choose File No file chosen

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.

Create your match!

[Learn more about matches](#)

I will match up to

If my match is not completely met, I will still give the full amount

Only match gifts above a certain donation amount

My match should be structured:

Per Donor

I will give per donor.

Per Dollar

I would like to match the following donors:

All Donors to DIMES for DPhiE 2022

Donors with a specific designation and/or affiliation

A Group of Friends

Create a Challenge: This is a great option for acquiring a larger number of donors; perfect if you have a large network.

Create your challenge!

[Learn more about challenges](#)

I will give:

\$

if the campaign gets another:

Donors Dollars

If my challenge is not completely met, I will still give the full amount

I would like to challenge the following donors:

All Donors to DIMES for DPhIE 2022

Donors with a specific designation and/or affiliation

A Group of Friends

My Information

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 JBaxter@dphie.org for assistance setting up your Advocate or for additional

