



Anchoring the Future

The Campaign for Delta Gamma

Narrative and Frequently Asked Questions for Alumnae Campaign Captains

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What is Anchoring the Future: The Campaign for Delta Gamma?

In partnership with Delta Gamma Fraternity, the Delta Gamma Foundation has launched Anchoring the Future: The Campaign for Delta Gamma in celebration of Delta Gamma's Sesquicentennial Biennium and to ensure the future of our sisterhood. The Campaign is a historic opportunity for all alumnae and collegiate members of Delta Gamma (as well as others who support us) to recognize the achievements of our first 150 years – while building a lasting foundation for Delta Gamma to continue as an unstoppable force for good.

The Campaign's public phase begins at Convention 2022 in Philadelphia, will build momentum through the Sesquicentennial Homecoming in 2023 in Memphis, including a day trip to Oxford, MS, and will conclude with Convention in 2024.

What are the broad goals of Anchoring the Future?

The Campaign's overarching goal is to advance opportunities for all members and to put Delta Gamma's purpose into practice. To do it, we hope to raise \$50 million by June 30, 2024.

Wow! How was this goal developed? How much has been raised so far?

Several years ago, to plan for the Anchoring the Future Campaign, the Foundation engaged a leading fundraising consulting firm to study the aspects of Delta Gamma membership that were most meaningful to its members, and the fundraising potential for hosting a campaign. More than 2,000 sisters participated in this study and based on positive membership feedback, the consultant recommended we move forward. To date, generous and visionary donors have contributed nearly \$40 million to the Campaign, but we still have much to do for the Campaign to achieve its goals.

How will the rest of the Anchoring the Future money be raised to reach the \$50 million goal?

We are counting on the enthusiastic support of our individual members, alumnae groups and collegiate chapters and others to join Anchoring the Future to raise the remaining \$10 million between now and June 30, 2024. Donors have many opportunities to strengthen the future of our sisterhood through our four Campaign Pillars.



Anchoring the Future

The Campaign for Delta Gamma

Narrative and Frequently Asked Questions for Alumnae Campaign Captains

Can you explain the four Campaign Pillars?

Yes! Our four Campaign Pillars came from direct feedback from our members telling us what aspects of DG membership were most important, and the ways they benefit Delta Gammas and others. Here is a closer look:

Training and Programming – To grow training and programming for our members so they can flourish. This Pillar supports initiatives in the areas of social responsibility, health and well-being, and leadership.

- For example, alumnae continue to develop their networking, leadership and advocacy skills as chapter advisers, through Anchored Connections, with Lectureships in Values and Ethics, and as facilitators of transformational programs like Lewis Institute and Mock Trial.
- Collegians are empowered to tackle challenges and make personal, chapter and community change through programs such as Anchored in Courage and Act with Intention to address risk management, bystander training, mental health and wellness, and diversity, equity, and inclusion in a Culture of Care. In addition, each chapter receives vital, hands-on guidance from highly trained Delta Gamma Collegiate Development Consultants (“CDCs”) who visit yearly as part of the CDC program.

Individual Member Support – To increase support for members based on financial need or academic achievement, this Pillar funds merit-based scholarships and fellowships, Sisters Helping Sisters: Need-Based Scholarships and Crisis Grants.

- For over 100 years, with the initiation of a student loan program in 1909, to the launch of our first scholarship program in 1911, to the creation of the Crisis Grant fund in 1996, Delta Gamma has been committed to providing financial support to alumnae and collegians when they need it most. And while we should all feel proud of the reach and stature of the Foundation’s support to members, our sisters are turning to Delta Gamma for financial assistance more frequently than at any other time in our history. So far through this campaign, the amount granted from endowed funds has nearly doubled and we seek to continue this trend by increasing both the number and size of grants to support our sisters in their educational pursuits.

Heartfelt Giving and Philanthropy – To increase our service and philanthropic commitments, reinforcing our signature spirit of continual altruism and our mission to do good.

- Contributing to this Pillar ensures our unique philanthropic mission of Service for Sight – including grants for education and research, advocating for people



Anchoring the Future

The Campaign for Delta Gamma

Narrative and Frequently Asked Questions for Alumnae Campaign Captains

in the blind and visually impaired community and funding for the five Delta Gamma Schools for Children with Visual Impairments – stays strong.

- Gifts to the Loyalty Fund, Delta Gamma Foundation's unrestricted fund for areas of greatest need, empowers us to truly Anchor the Future. Your gifts to the Loyalty Fund allow the Foundation to respond to alumnae and collegiate members' most immediate challenges, enriching lives through our cutting-edge initiatives, advocating for individuals in the blind and visually impaired community, and providing operational resources to realize our mission.

Capital Initiatives – To expand and modernize our facilities, including expanding and digitizing our archives, allowing us to strengthen member support and improve access to our organization's assets.

- Only 10 percent of Delta Gamma's historical collections are able to be on display in our current archives. We seek to better preserve our precious history and increase opportunities for our members to engage with our rich heritage and legacy of doing good.
- As a service organization, we will ensure that our Executive Offices continues to provide for the needs of our members. Updates are needed to accommodate our professional staff and volunteers as they work in new ways. New technologies will improve collaboration, increase efficiencies and sustain our Fraternity, Foundation and Office of Housing into the future.
- A Leadership Training Center to serve as a state-of-the-art training and programming hub for Delta Gamma alumnae, collegians, volunteers and staff, which will consider members' evolving needs. Equipped with technology for in-person and virtual meetings and training, it will benefit all members and take their preferences for learning and fellowship into account.
- Gifts to chapter housing campaigns are used to fund designated educational areas in chapter homes and strengthen members' education and satisfaction. These gifts also strengthen Anchoring the Future.

How can I be a part of Anchoring the Future: The Campaign for Delta Gamma?

We hope you will join us in one or more of these ways! Every gift makes a difference.

As an individual, all gifts you make to the Foundation through June 30, 2024, will help Anchor the Future and meet our goal.

- Join the Regional Race Giving Challenge at deltagamma.org/RegionalRace before or during Convention 2022.
- Contribute to the Foundation online at donate.deltagamma.org or by mail.



Anchoring the Future

The Campaign for Delta Gamma

Narrative and Frequently Asked Questions for Alumnae Campaign Captains

- Consider member class donations, collectively recognizing chapter luminaries or other ways to join with your friends to commemorate 150 years of Delta Gamma.
- Make individual contributions in tribute to or memory of special Delta Gammas or others deltagamma.org/RegionalRace
- Consider making a recurring gift or leaving a gift to the Delta Gamma Foundation in your will.
- The **Anchoring the Future Campaign Cabinet** and Foundation staff are here as a resource as you consider your giving plans.

As an alumnae group, all contributions through June 30, 2024, also count.

- Energize your chapter's signature Foundation fundraisers by tying them to Anchoring the Future and Delta Gamma's Sesquicentennial celebration. A Sesquicentennial Alumnae Group Events toolkit will offer suggestions and ideas. Or create a new fundraiser in honor of 150 years of our Do Good Sisterhood!
- Plan now to incorporate Anchoring the Future into your group meetings and Founders Days in 2023 and 2024.
- Contact your alumnae chapter vp: Foundation and/or Campaign point person to talk about ideas.
- Each alumnae group has an Anchoring the Future **Alumnae Campaign Captain** who is your resource for opportunities and who is working closely with your Regional Foundation Coordinator (RFNC) and the Campaign Cabinet. Invite her to speak at a meeting.

As a collegiate chapter, your Foundation donations make a tremendous impact on Anchoring the Future.

- Make sure your philanthropy activities designate all or most of their proceeds to the Delta Gamma Foundation.
- Plan now to incorporate Anchoring the Future into your philanthropy events and PR in 2023 and 2024. A Sesquicentennial Chapter Events toolkit will offer suggestions and ideas for fundraising for the Campaign.
- Work with your **RFNC** if you have ideas for special fundraisers or questions.

When will Anchoring the Future: The Campaign for Delta Gamma end?

The Campaign will officially conclude on June 30, 2024, at Convention, where we will celebrate the culmination of 150 years of doing good.



Anchoring the Future

The Campaign for Delta Gamma

Narrative and Frequently Asked Questions for Alumnae Campaign Captains

As a donor, will my name be shared with other campaigns?

No, Delta Gamma Foundation will not share any donor's name or personal information with other organizations. Donor names may be included in recognition pieces like the Annual Impact Report or an online donor wall, but you may opt-out of including your name when you make a gift. We are committed to protecting your privacy and do not sell or share donor information with any other entity. We use the information you provide only to process your donation, provide a receipt and meet our obligations as a 501(c)3 tax-exempt organization.

As a donor, will I receive updates on the Anchoring the Future Campaign?

Yes! When you join Anchoring the Future, you will be welcomed into the Campaign and included in regular communications with news and updates. Plus, we are always eager to hear from you if you have input or ideas about any aspect of our Campaign. We are here for you!



Anchoring the Future

The Campaign for Delta Gamma

Narrative and Frequently Asked Questions for Alumnae Campaign Captains

Capital Initiatives Pillar FAQs

Why does Delta Gamma need to pursue a Capital Initiatives Pillar and construction project?

In 1962, Delta Gamma was proudly the first international women's fraternity to construct a building for the sole purpose of housing Executive Offices, staff and archives. A component of Anchoring the Future is to ensure that Delta Gamma's facilities continue to meet our operational and membership needs – with an organizational landmark that is sustainable, reflective of our brand and that makes every Delta Gamma proud.

What is the scope of the Capital Initiatives Pillar in Anchoring the Future?

The capital portion of our Campaign is raising funds for an expanded and digitized Delta Gamma archives, a new leadership training center and an updated Executive Offices at the property we own in Upper Arlington, Ohio. Another portion of the funds raised in this Pillar will help sustain and create new educational areas in the building projects of our collegiate chapter houses.

What is our fundraising goal for the Capital Initiatives Pillar?

Although subject to change, our current fundraising baseline for the Capital Initiatives pillar is \$18 million, with \$14 million to be raised by the Foundation and \$4 million for chapter housing campaigns. The Fraternity will also secure additional funding for a portion of the Capital Initiative Pillar.

What support have we already received for this Pillar of the Campaign?

We're grateful that generous Delta Gamma donors, collegiate chapters and other supporters have contributed over \$8 million so far in gifts for the Capital Initiatives Pillar, including chapter housing campaigns.

What is the background on this Pillar? How was the Capital Initiatives Pillar goal created?

Our Campaign was established according to the Fraternity and Foundation governance standards under the guidance of the Fraternity Council and the Foundation Board of Trustees. The Delta Gamma Fraternity Council and Foundation Board of Trustees endorsed the campaign fundraising goal, including the goal for the Capital Initiatives Pillar.

A Building Committee, chaired by Judy Barnhart, Gamma Iota-DePauw, leads the work around the Capital Initiatives pillar.



Anchoring the Future

The Campaign for Delta Gamma

Narrative and Frequently Asked Questions for Alumnae Campaign Captains

Does our fundraising goal for the Capital Initiatives Pillar allow enough for us to build and operate the facilities?

Yes. Delta Gamma will ultimately only approve a building plan that fits within our budget – both for construction and operating costs.

How will we know this will meet our needs going forward for office space, meetings and gatherings?

The Building Committee has focused on carefully scoping the needs of Delta Gamma collegians and alumnae – and understanding how our facilities can best support our members in the future. In 2020 and 2021, Fraternity and Foundation Campaign committees have conducted space utilization assessments, surveyed staff, leaders and others about preferences for future Delta Gamma facilities, worked with the Campaign Building Committee, professional architects and an owner's representative to understand what type of facilities will best meet our needs.

How does this drive our mission? Is this the best use of money at this time?

Delta Gamma's purpose is to foster high ideals of friendship among women, to promote their educational and cultural interests, to create in them a true sense of social responsibility, and to develop in them the best qualities of character. Our members tell us they want to be able to connect and interact in all the ways that are possible in a post-pandemic world: safely together when possible and effectively through technology.

As a service organization, our headquarters must be flexible to support in-person and remote interactions for alumnae and collegians, as well as in-person and remote professionals. It will be efficient, and a source of pride for all members.

What will happen with our current Executive Offices?

The Fraternity is committed to preserving the historical artifacts and design aspects of Executive Offices that make it unique, and great care will be taken to ensure that a new Executive Offices "feels like home." The new spaces will honor our past while sustaining us for the future. The design will upgrade energy efficiency, provide enhanced technologies for virtual meetings and trainings and include current environmental impact best practices.

Delta Gamma has had more than one Executive Offices in its past. Our new facilities will be the next chapter in this legacy.



Anchoring the Future

The Campaign for Delta Gamma

Narrative and Frequently Asked Questions for Alumnae Campaign Captains

What will happen to the Martin Center?

Honoring the generous gifts and legacy of Dorothy Garrett Martin, Eta-Akron and her husband Paul Martin are a top priority. The Martin Center name will be preserved within the updated buildings.

What donor recognition opportunities are there?

The very specific recognition opportunities will be developed alongside the architectural plans. There will be a menu of choices that will align with our donors' aspirations and desires, including signature spaces, a variety of meeting rooms, grounds landmarks, as well as custom recognition opportunities for donors who have a desire to leave a personal legacy with our facilities.

When will construction begin and how long will it take?

Architectural plans are scheduled to be revealed in 2023. Groundbreaking will take place when a significant portion of the Capital Initiatives Pillar funds have been raised.