



Delta Gamma
1873

William C. Levere Award for Total Communication

SESQUICENTENNIAL CELEBRATION CONCLUSION
SUBMISSION

Overview

Delta Gamma has a long and storied history as a trailblazer in the women's fraternal movement. Founded in 1873 in Oxford, Mississippi. 2023 marked 150 years of sisterhood. We kicked off our sesquicentennial celebration at Convention 2022 in Philadelphia, Pennsylvania, and concluded at Convention 2024 in Palm Desert, California.

For over eight years, staff and dedicated volunteers planned and executed the sesquicentennial celebration through committees and working groups. The sesquicentennial biennial celebration and committees and working groups were created to help execute plans.

Previous Total Communication Award Submissions

As our sesquicentennial was celebrated over a biennium, please reference the links on previously submitted content. [2023](#) | [2024](#)

Target Audience

The primary target audience were engaged collegians and alumnae with a high affinity for DG, including current and past members of Leadership and current collegiate chapter and alumnae group officers. The secondary target audience were all collegiate and alumnae members.

Results Obtained

ATTENDEES

700+

CONVENTION ADVENTURE

181
applicants

SOCIAL MEDIA

231,000+ reach & 34,000 interactions

CONVENTION EMAILS

20+ emails sent 800+ reach 92% avg open rate

CONVENTION MICROSITE

13,000+ users & 44,000 page views

Strategy and Objective

The goal was to celebrate 150 years of sisterhood, honor Delta Gamma's history in a way that is respectful and relevant and involve as many sisters as possible. The key areas of communication were pre-event, registration and event experience. Pre-event and registration channels and mediums included newsletters, print, digital, social media and videos. The event experience included print materials, photo opportunities, curated archives exhibit, welcome party and more.

The event began with a flamingo-themed welcome party to align with the resort and Convention brand, and culminated with a closing banquet and celebration. Communication launched on social media and *ANCHORA* newsletters encouraging members to save the date. Event communication and promotion continued and an event-specific newsletter, Convention Corner was created for attendees. The event was highlighted on social media leading up to and during the event, and recapped after in the magazine and newsletters. All members of Delta Gamma received multiple touchpoints throughout the biennium and attendees received a one-in-a-lifetime experience at the milestone events.

Channels Used

Convention is Delta Gamma's largest event. As such, there were a lot of fun and exciting ways to use the brand leading up to and during the event. Below are a list of items created or used for the event that will be shown in-use in the next pages.

- Archives exhibit and interactive pop-up exhibits
- Convention Adventure program
- Digital/social media
- Giveaways/attendee swag
- On-site branding
- Photo opportunities
- Print Materials
- Videos

Visual Identity

Convention 2024 was the first brand extension from the main Delta Gamma brand. It featured elements of the main brand while creating something new and exciting, which tied in with sesquicentennial messaging of celebrating the organization's past and looking to the future.

EXHIBITS

We brought over 100 artifacts spanning 150 years of history to attendees in Palm Desert. A majority of Delta Gamma's most precious and oldest artifacts were on display for the first time for attendees to see. The exhibit connected with other programming, including:

- A passport to collect stamps at activities throughout the week
- A 140th birthday celebration for the Fraternity's quarterly magazine
- A place to share hopes for Delta Gamma's future



Interactive pop-up at the Sesquicentennial Hub



ANCHORA Birthday Party



Interactive pop-up at the Archives Exhibit



ANCHORA Magazine Wall



Archives Exhibit Display



CONVENTION ADVENTURE

Convention Adventure is an exciting Delta Gamma initiative that gives two lucky alumnae the ultimate VIP experience at the biennial Convention—an all-expenses-paid trip filled with celebration, connection and sisterhood. As special guests, the winners are recognized throughout the event, making them ambassadors for the Delta Gamma experience and inspiring lifelong engagement.

DIGITAL MEDIA GRAPHICS



SEE THIS POST [HERE](#)

SEE THIS POST [HERE](#)

BINDER INFORMATION AND BUTTON



SIGNAGE

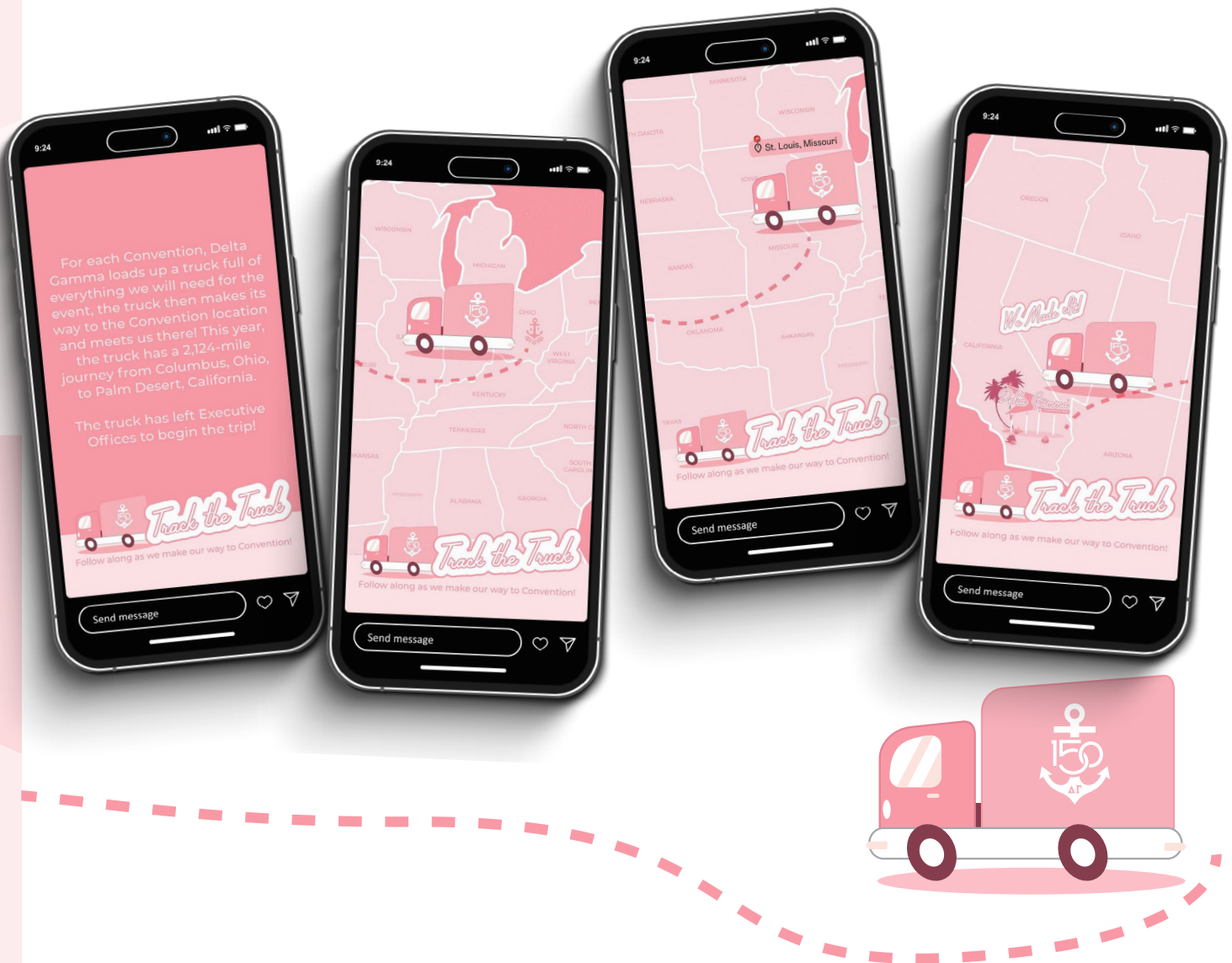


DIGITAL AND SOCIAL MEDIA

Digital and social media were a huge part of the overall Convention brand and communications strategy before and during the event.

SOCIAL MEDIA

As part of our 2024 Convention, we introduced a fun and engaging “Track the Truck” series on social media, allowing our community to follow Delta Gamma’s truck packed with event materials, décor, and more on its 2,124-mile journey from Columbus, Ohio, to Palm Desert, California. This post kicked off a six-part series that provided exciting updates on the truck’s cross-country adventure and its grand arrival at Convention 2024, all while maintaining a cohesive theme through our Convention branding.



We engaged with on-site attendees and followers through social media throughout the event using branded stories and resharing posts from attendees throughout the event.

REELS

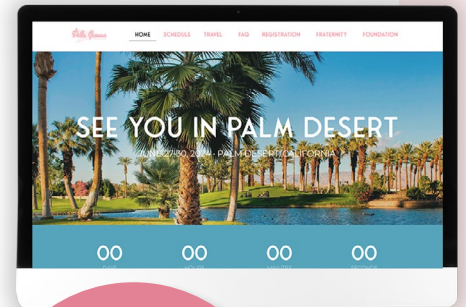
- Day 1
- Day 2
- Wrap Video
- What's better...?
- When DGs Understand the Assignment



CONVENTION MICROSITE

A Convention microsite was created to serve as a one-stop shop for all event-related communications and information, including business, delegate, registration and travel information and frequently asked questions.

Since implementing the microsite, the events team saw a 100% registration rate among Delta Gamma Leadership, and a significant decrease in the number of event-related questions. As of the microsite received over 13,000 users and 44,000 total page views since launching in October 2023.



The microsite will be utilized for all Conventions moving forward and adapt with the needs of the event and brand.

EMAIL

An event-specific newsletter, Convention Corner, was created and curated by attendee type. Other Convention information was included in other newsletters and targeted and all-member emails.

EMAILS

- Email 1
- Email 2
- Email 3



GIVEAWAYS/ATTENDEE SWAGS

Attendees of every Delta Gamma event receive a variety of branded items and merchandise and have additional Items available for purchase. Convention 2024 featured branded coasters and keycards of Palm Desert-style mid-century scenes used throughout the event, stickers, totes, keychains and pins and a t-shirt was available for purchase in two brand colors.

ART SCENE COASTERS



STICKERS, KEYCARD AND KEYCHAIN



TOTE



TSHIRT



ON-SITE BRANDING

We branded as much on-site as possible for the overall event experience, including:

- Boat toars, with three boats named after our Founders
- Decor, including pillows and rented foyer furniture, key cards, photo ops, pool balloons and centerpieces
- Flamingle welcome event
- Branded clings throughout the event space, including hotel elevators, lobby, registration and session doors



ON-SITE BRANDING CONTINUED



Hotel Clings



Branded Furniture



Banquet



Hotel Clings



Hotel Clings



Branded Boat Tours



Elevator Clings



Branded Tablescapes



Closing Banquet



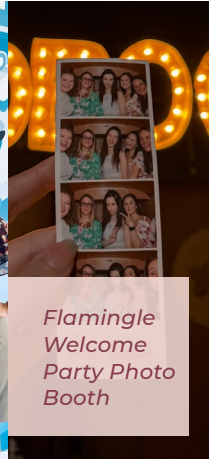
Directional Floor Signage



Flamingle Welcome Party

PHOTO OPPORTUNITIES

A Delta Gamma event staple, we intentionally crafted photo opportunities for attendees throughout the event that aligned with the overall Convention brand and specific event themes.



PRINTED MATERIALS

Printed materials were used in a variety of ways to inform and engage attendees.

PROGRAM

The 56-page program book provided on-site logistical and operational information, including the full schedule, proposed Constitutional Amendments, speaker bios and other event programming.

[View The Full Program Here](#)



CARDS

Postcard-sized handouts were used in a variety of ways throughout the weekend. At the banquet celebrating the conclusion of our sesquicentennial, guests found a card at their place setting where they could share a message to future sisters and drop it in the time capsule to be opened in 50 years.



Opening Banquet Table Setting



Adding to the 150 Timecapsule

SIGNAGE



OTHER

Other printed materials included signage, nametags and a passport was designed to collect stamps at activities throughout the week, encouraging attendees to explore DG history.

PASSPORT BOOK



TRIVIA HUNT GAME



NAMETAG



VIDEOS

As part of our sesquicentennial conclusion, there were many exciting messages to share with attendees and the overall membership through videos played on-site and later shared on social media.

VIDEOS

- [Welcome to Palm Desert](#)
- [I Am A Sorority Woman Luncheon](#)
- [Unveiling of the Digital Archives](#)
- [State of the Fraternity](#)
- [Sesquicentennial Conclusion](#)
- [Looking to the Future](#)

