

TRIDELTA

NIC FOUNDATION TRI DELTA TAKEAWAY

FRATERNITY AND FOUNDATION COLLABORATION

The Tri Delta Foundation and Fraternity are unified by the same enterprise goals, but have different objectives to accomplish. Tri Delta is working to better consolidate and collaborate on projects that can satisfy the needs across multiple departments and entities.

RESOURCE KITS

FOUNDERS' DAY RESOURCE KIT – This resource is created specifically for chapter leaders who host a Founders' Day event. Information and talking points about the Foundation are included in this kit.

PANSY BRUNCH AND CIRCLE DEGREE MANUAL – Alumnae chapters can host a Pansy Brunch for members participating in Circle Degree, our last degree of our Initiation when becoming an alumna. Instructions on how to host a “Pansy Palooza” is included in this kit.

FOUNDERS' DAY OF GIVING CAMPAIGN

- Created a [web story](#) to share on our social networks.
- Sent emails to alumnae members asking for a \$128 donation and to collegiate members asking for a \$18.88 donation.



- Print ad included in *The Trident* issue prior to Founders' Day.
- [Facebook Event](#) hosted by the Foundation Facebook page.

GOLDEN CIRCLE CAMPAIGN

This campaign was started in 2015 to help us reach alumnae who have been members for 50 years. The Fraternity and Foundation work together on this. We will send a card in January/February encouraging them to call Executive Office and they will receive their Golden Circle Pin. We also let them know of any alumnae chapters in the area. The Foundation will then send two letters over the course of two years. The first letter will talk about the Foundation and all of the Foundation's programs and the second letter will invite them to become a member of our Heritage Society.

TRI DELTA ENTERPRISE

Tri Delta is comprised of three entities that make up the Tri Delta Enterprise: the Fraternity (our membership organization), the Foundation (our charitable arm), and the National House Corporation (our property ownership and management group).

To better market our philanthropic efforts Tri Delta created clear statements to better elaborate our efforts: Tri Delta's philanthropic story is three-fold.

1. Internally we support one another as sisters through the Tri Delta Foundation, which provides emergency financial assistance, undergraduate and graduate scholarships and grants for leadership programs.
2. With the strong foundation of support from the Foundation, we as sisters can look externally for continued philanthropic work. We do so through our focus on children's cancer charities and initiatives at the local and regional levels in whatever way they choose.
3. The third aspect of our philanthropic story is our national partnership with St. Jude Children's Research Hospital. What we love most about our partnership is it allows us as Tri Deltas to live out our Purpose as we help children live, scientists learn and St. Jude lead in its mission of finding cures for childhood cancer and other life-threatening diseases.

SHARED COMMUNICATIONS

The Tri Delta Foundation created a separate Facebook page and Twitter account from the Fraternity in November 2016 to help stream to create a distinct medium of communication for our Foundation. To help grow these newly developed platforms, both entities cross promote on social media.

[Fraternity Facebook](#) | [Foundation Facebook](#)
[Fraternity Twitter](#) | [Foundation Twitter](#)



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