



Panel: Coordinating Fundraising Between Chapters and the Foundation

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#### Five Key Elements:

-Communicate direct impact of fundraising efforts.

- Direct Emails
- Social Media Stories
- Annual Report

-Demonstrate and acknowledge success of chapter fundraising.

- Chapter Awards
- Award and Announce Scholarships
- Timely Thank You Acknowledgement

-Clear and Consistent Brand Messaging – Philanthropy to Sisterhood is #1

-Strong social media presence.

-Chapter surplus email requesting chapters to donate surplus funds at end of fiscal year.