THE 10 STARS CAMPAIGN

△ **SIGMA PI**

GENERAL OVERVIEW

What: The 10 Stars Campaign for 2023

When: Throughout the entire month of October

Why: To rally members and supporters to contribute $10 or more and encourage 10 others to do the same, fostering collective giving for positive change within Sigma Pi.

How: Contributions fuel the future of Sigma Pi, developing strong leaders, supporting academic success, and creating a thriving community.

CAMPAIGN IMPACT

Contributions go beyond financial support; they create an environment where members can thrive, develop leadership skills, enhance personal and professional growth, and establish lifelong connections through networking opportunities.

CAMPAIGN INCENTIVES

Donors of over $100 unrestricted receive a complimentary Sigma Pi script embroidered hat.

All donors are entered to win a bottle of Adytum – 2020 Pinot Noir from Radiant Napa, the official wine of Sigma Pi.

The two top chapters with the most donors and the most dollars donated will receive a recruitment kit.

HOW TO GIVE

Visit *sigmapi.org/10stars* to make a contribution and explore the various ways to support Sigma Pi. For questions or assistance with making a gift, send an email to *donate@sigmapi.org*.

TALKING POINTS

Emphasize Collective Giving: The 10 Stars Campaign emphasizes the power of collective giving, enabling the Sigma Pi community to achieve more together.

Investing in Leadership: Donations directly support the development of Sigma Pi members into driven, impactful leaders.

Highlight Campaign Incentives: Share the added perks of giving, including receiving a Sigma Pi hat (when meeting minimum requirements) and the chance to win a bottle of Radiant Napa wine. Chapters can also win a recruitment gift with enough support from their alumni base.

Flexible Contribution Channels: Encourage donors to choose from General Funds, Chapter Educational Funds (CEFs), Scholarships, or Programs to direct their support where it matters most.

EXAMPLE SCRIPTS

Phone Script: "Hello [Name], I hope you're well. I wanted to talk to you about the upcoming Sigma Pi 10 Stars Campaign. It's an exciting initiative that aims to gather support from our community. Would you be interested in contributing $10 or more and encouraging 10 others to do the same? Your support would make a significant difference in our efforts to develop strong leaders within Sigma Pi."

Text Script: "Hey [Name], hope you're doing well! Sigma Pi is holding the 10 Stars Campaign for October. We're aiming to raise $10 or more from supporters like you and ask them to challenge 10 friends. Learn more at sigmapi.org/10stars."

EXAMPLE SOCIAL MEDIA CAPTIONS

Example One: Join us in the Sigma Pi 10 Stars Campaign! Throughout October, we're rallying for collective giving. Donate $10 or more and challenge 10 friends to do the same. Together, we can make a lasting impact in Sigma Pi. Learn more at *sigmapi.org/10stars*.

Example Two: Invest in the future of Sigma Pi. Your support in the 10 Stars Campaign helps us provide resources, training, and opportunities for our members. Whether it's General Funds, CEFs, Scholarships, or Programs, your contribution matters. Make a difference by visiting *sigmapi.org/10stars*.

Example Three: Calling all Sigma Pi alumni, friends, and supporters! The 10 Stars Campaign is here, and we need your help. Donate $10 or more, challenge 10 others, and be part of something bigger. Together, we shape the future. Get involved at *sigmapi.org/10stars*.