

Council:

Hi {Name},

Tomorrow, **Tuesday, February 19th**, is Terp Thon's **Greeks Give Hope!** During these 24 hours, Terp Thon will unite the Greek Community behind our cause and challenge them to register and fundraise to provide the patients and families at Children's National with one of the most valuable resources of all, **hope**.

Tomorrow, we will have the following resources available to for members of the community:

- Resource hub in Landmark from 10:00-6:00
- Tables outside of Landmark, on Frat Row, and outside of Terrapin Row
- Various incentives and challenges throughout the day

Greeks Give Hope is a day that can show the University and surrounding community the beneficial and philanthropic impact Greek Terps can make in just 24 hours. However, this day will only be successful if we can get the word out to every member of the Greek community!

If you could share the attached graphics on social media and the information about this day with {Council} Chapter Presidents it would help to ensure that every member of the community is aware of what we will strive to do this Tuesday.

Please let me know if you have any questions about the day or if you would like any additional information. I know that with your help we will be able to unite the Greek community and prove that while we all wear different letters, we are all FTK!

For The Kids,
Alex

2/18 - President's Day email: To Chapter Presidents

Registered Presidents

Hi {Name},

Happy President's Day!

Thank you for registering for Terp Thon and for your continued support For The Kids!

Tomorrow, **Tuesday February 19th**, is Terp Thon's **Greeks Give Hope!** During these 24 hours, Terp Thon will unite the Greek Community behind our cause and challenge them to register and fundraise to provide the patients and families at Children's National with one of the most valuable resources of all, **hope**.

In order to make tomorrow as successful as possible we are asking that you encourage members of {chapter} to register for Terp Thon at ter.ps/TerpThon19! By registering, members of your chapter will not only be starting their journey with Terp Thon but will also be starting their journey of providing hope!

In order to help with fundraising we will have these resources available:

- Resource hub in Landmark from 10:00 am - 6:00pm
- Tables outside of Landmark, on Frat Row, and outside of Terrapin Row
- Various incentives and challenges throughout the day

Please share the attached graphics with members of your chapter and on social media to help spread the word about our efforts. Tomorrow we can show the University and surrounding community the beneficial and philanthropic impact Greek Terps can make in just 24 hours. This day will only be successful if we can get the word out to and inspire every member of the Greek community!

Please let me know if you have any questions about the day or if you would like any additional information. I know that with your help we will be able to unite the Greek community and prove that while we all wear different letters, we are all FTK!

For The Kids,
Alex

Unregistered Presidents

Hi {Name},

Happy President's Day!

Tomorrow, **Tuesday February 19th**, is Terp Thon's **Greeks Give Hope!** During these 24 hours, Terp Thon will unite the Greek Community behind our cause and challenge them to register and fundraise to provide the patients and families at Children's National with one of the most valuable resources of all, **hope**.

In order to make tomorrow as successful as possible we are asking that you take advantage of today by registering for Terp Thon at ter.ps/TerpThon19! As a role model for your chapter, registering today would not only start your journey with Terp Thon but help to encourage other members of {chapter} to start their journey as well!

In order to help with fundraising we will have these resources available:

- Resource hub in Landmark from 10:00-6:00

- Tables outside of Landmark, on Frat Row, and outside of Terrapin Row
- Various incentives and challenges throughout the day

In addition to this information I am asking that you please share the attached graphics with members of your chapter and on social media to help spread the word about our efforts! Tomorrow we can show the University and surrounding community the beneficial and philanthropic impact Greek Terps can make in just 24 hours. This day will only be successful if we can get the word out to and inspire every member of the Greek community!

Please let me know if you have any questions about the day or if you would like any additional information. I know that with your help we will be able to unite the Greek community and prove that while we all wear different letters, we are all FTK!

For The Kids,
Alex

12:00 am - Hype Email to Registered Greek Dancers, info about day and resources

\$0 Dancers:

Hi {{Name}},

Today is Terp Thon's **Greeks Give Hope!** During these 24 hours, Terp Thon will unite the Greek Community behind our cause and challenge them to register and fundraise to provide the patients and families at Children's National with one of the most valuable resources of all, **hope**. We would love to have you and {{chapter}} join our efforts!

You have already started your journey with Terp Thon by registering, and today we are asking that you continue your journey towards standing with us on March 9th by receiving your first donation, and starting your fundraising! Below are a few great and easy ways to make that first ask:

- Post your fundraising link on Facebook
- Post this donation [graphic](#) on your instagram story along with your venmo
- Send an email to your family and friends about supporting your efforts
- Check out our additional resources can be found in this [fundraising toolkit](#)

We will have a resource table in the Landmark lobby from 10:00 am until 6:00 pm, so be sure to stop by and visit if you have any questions or need any help throughout the day!

I am so excited to see what you will accomplish today and I know that with your help we will be able to unite the Greek community and prove that while we all wear different letters, we are all FTK!

For The Kids,
Alex

Fundraising Dancers

Hi {{Name}},

Today is Terp Thon's **Greeks Give Hope!** During these 24 hours, Terp Thon will unite the Greek Community behind our cause and challenge them to register and fundraise to provide the patients and families at Children's National with one of the most valuable resources of all, **hope**. We would love to have you and {{chapter}} join our efforts!

We are so grateful that you've already started making your impact at Children's National. Today, we are asking that you continue to make asks, push boundaries, and inspire hope and healing at Children's National Hospital.

Here are some of our favorite ways to continue your fundraising:

- Post your fundraising link on Facebook
 - Customize this post to our Greek specific day!
- Post this Greeks Give Hope fundraising [graphic](#) on your instagram story
- Reach out to relatives, neighbors, and classmates about supporting your efforts
- Check out our additional resources can be found in this [fundraising toolkit](#)

We will also have a resource table in the Landmark lobby from 10:00 am until 6:00 pm, so be sure to stop by and visit if you have any questions or need any help throughout the day!

I am so excited to see what you will accomplish today and I know that with your help we will be able to unite the Greek community and prove that while we all wear different letters, we are all FTK!

For The Kids,
Alex

4:00 pm - 8 hours left email, with update on day

People who Fundraised today

Hi {{name}},

I wanted to thank you so much for everything you have already done so far today For The Kids! Your efforts have already helped in providing hope to the hospital!

With 8 hours left in the day, there is still plenty of time to continue to fundraise in order to make the biggest impact we can! Now is a great time to reach back out to people who said they would donate earlier today as well as other friends and family that may be getting back from work and class!

As a community we have already made an incredible impact! We have united together behind one cause and have showed our campus what we can do when we come together FTK! I can't wait to see what the next 8 hours brings and everything that we will continue to accomplish!

For The Kids,
Alex

People who have yet to Fundraise on this day:

Hi {{name}},

So far today we have united the Greek community behind our cause and have already begun to provide hope to all of the patients at Children's National!

With 8 hours left in Greeks Give Hope, now is a great time for you to continue your journey with Terp Thon by starting your fundraising for today! Some easy ways to get your fundraising started include:

- Posting your fundraising link on Facebook and other social media
- Creating a poll on instagram, and venmo request people who respond
- Sharing this [graphic](#) on your instagram story
- Doing simple dares for donations
 - ex. Smashing an ice cream cone in your face

Over these next 8 hours *you* have the opportunity to make a measurable difference in the lives of the patients at Children's National and I can't wait to see what *you* will accomplish!

For The Kids,
Alex

Thank You Emails:

Dear {{Name}},

Today we set out to unite the Greek Community behind our cause and challenge them to register and fundraise in order to provide hope to all of the patients and families at Children's National.

Not only were we successful in coming together as one community but we were also able to inspire hope and create many miracles in just 24 hours! It is because of dedicated students like you that this day was so successful! However our mission to inspire hope does not end today! As a campus and a Greek community, it is up to us to continue to leave a legacy of hope and healing For The Kids.

Thank you once again for everything you did today, I am looking forward to seeing what you continue accomplish over the next two weeks and I hope to see you at our Dance Marathon on March 9th!

For The Kids,
Alex