**March Mayhem Outreach Documents**

**Sample Text/Social Media Direct Message:**

Hello! Did you know this March Madness season you can give back to support people with disabilities? Between March 16th – April 7th my chapter of Pi Kappa Phi are raising funds to benefit individuals with disabilities through our philanthropy The Ability Experience. All donations are tax deductible, and any amount helps! Here is the link to our fundraising page: {Insert chapter fundraising or individual fundraising Link}. Let me know if you have any questions.

**Sample Email/Letter:**

Dear {Insert Name},

I hope this email finds you well.

I’m writing to let you know I have committed to creating a community one relationship at a time where the abilities of all people can be celebrated and recognized. Since starting school at {Insert University}, I have joined Pi Kappa Phi Fraternity, the only national fraternity to establish its own philanthropic organization, The Ability Experience. The Ability Experience is a 501(c)(3) non-profit founded in 1977 and committed to providing shared experiences between the members of Pi Kappa Phi and people with disabilities.

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I am making a personal appeal to my friends and family to join me in my efforts for this great cause. Please support me in helping others by making a tax-deductible contribution of $50, $100, or even $250 to The Ability Experience. To learn more and donate, visit my fundraising page at **{Insert Classy Page}**. If you have any questions or just want to talk, please contact me at (xxx) xxx-xxxx or hmixson@pikapp.org.

Sincerely,

{Signature}

**Virtual Phone-a-Thon**

* Have your brothers come up with a list of 10-15 people they can call over the phone
* Write down a short script that guys can use on the phone
* The ways to donate
	+ Bitly link to your chapters classy page
	+ Checks/Cash
		- Made out to The Ability Experience
		- Memo: Morehead State
		- Mailed to: 2015 Ayrsley Town Blvd Suite 200 Charlotte, NC 28273
* Have guys collect more names from people on the phone
* Create a google spreadsheet that can be shared with your chapter brothers
* Record the amount of pledges to get final total
	+ Include the following in the spreadsheet:
		- Chapter brother name
		- Date call was made
		- Amount pledged/donated
		- Method of donation (i.e. cash, check, online)