



BETA THETA PI GIVING DAY CHALLENGE

March 13-14, 2024

FREQUENTLY ASKED QUESTIONS

WHAT IS THE GIVING DAY CHALLENGE?

The Giving Day Challenge is an opportunity for brothers and friends to celebrate Beta Theta Pi's impact on its members and bolster pride in our Great and Good Fraternity while encouraging friendly competition between chapters.

Taking place over 1 day, 8 hours and 39 minutes, gifts made during the event provide unrestricted funds to the Beta Leadership Fund and support recruitment-, merit- and need-based scholarships, volunteer and advisor training, and expanded leadership program attendance for the Fraternity's collegiate brothers.

HOW DOES IT WORK?

In the spirit of friendly competition, chapters will compete throughout the event based on both total dollars raised and number of donors. Chapters that come up victorious will receive special recognition prizes (more on that below).

A few rules to keep things fair:

- Chapters will be split into two divisions based on number of living members: (1) chapters with less than 1,000 living members, and (2) chapters with 1,000 living members or more.
- There will be two winners for each division: (1) the chapter with the most unique individual donors, and (2) the chapter raising the most dollars.
- Competitions end at 8:39 p.m. EDT on the final day of the event.
- Donors must give a minimum of \$10 to be counted and may only be credited for a chapter once.

WHAT ARE WE COMPETING FOR?

While we *know* all donors give out of their love for Beta Theta Pi, we get it – a prize sounds nice, too. In 2024, chapter's will be divided into two groups: those with 1,000 living members and those with less. Division winners for total donors and dollars raised will receive one of the following prizes:

- A catered brotherhood event complete with FREE food prepared by professional chefs, courtesy of Giving Day Challenge sponsors College Fresh and Greek House Chefs.
- \$750 merchandise credit courtesy of Merch House and the Beta Foundation to use for chapter recruitment shirts or other Beta-branded apparel.

All winners will have their chapter's name prominently memorialized on a plaque in the Administrative Office.



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HOW WILL THE BETA FOUNDATION USE MY GIFT?

Your Giving Day Challenge gift directly benefits all Betas through:

- Recruitment-, merit- and need-based scholarships
- Expanded attendance at Beta's award-winning leadership programs
- Advisor and volunteer training opportunities
- Mission-driven initiatives, such as the Beta Brotherhood and Beta Volunteer Assessments as well as the Son of the Stars membership orientation program

WHAT MAKES A GIVING DAY CHALLENGE GIFT SPECIAL?

Gifts made during the Giving Day Challenge are special in a few ways. First, they'll be posted in near real-time on our Giving Day Challenge Dashboard where they'll help your preferred chapter advance on the leaderboards. They'll also help unlock special Challenge Gifts throughout the event, meaning your participation stands to make a bigger impact than any other day of the year!

Through the year, the Beta Foundation offers bricks in the Beta Walkway to BLF donors making a gift of \$500 or more. Each brick is engraved with a name, school and graduation year, and it is placed alongside other loyal Betas from the same chapter. During this year's Giving Day Challenge only, this gift threshold has been reduced to \$400 so that more loyal brothers and Friends of Betas can be placed along the Beta Walkway at the Administrative Office.

I'VE ALREADY SUPPORTED THE BETA FOUNDATION THIS YEAR. WILL THAT GIFT COUNT DURING THE CHALLENGE?

Your support is greatly appreciated! However, Giving Day Challenge participation is *mostly* limited to gifts made March 13-14 (or earmarked ahead of time specifically for the occasion). There are two exceptions to this:

1. **Collegians who join the Sons of the Dragon Club.** Any Club gifts made before the event begins are also counted as part of the Giving Day Challenge totals.
2. **New Auto-Kai Donors.** Auto-Kai members are those donors that give on a recurring basis (monthly, annual or quarterly). New Auto-Kai members and the chapter of their choice will receive Giving Day Challenge credit for the 12-month total of their donation. (Ex. a \$10 per month donation will receive credit for \$120.)
3. **Current Auto-Kai Donors.** If you are currently an Auto-Kai member and choose to upgrade your donation amount you and the chapter of your choice will receive credit for the new 12 month total. (Ex. A \$10 per month Auto-Kai donor increases to \$20 per month will receive Challenge credit for \$240). To upgrade an existing recurring gift, please contact Director of Annual Giving Travis Robinson at 513.520.9742 or travis.robinson@beta.org.

All gifts made help unlock Challenge Gifts during the event, such as donor benchmarks and giving thresholds. With your help, we can make an even bigger impact on the future of the Fraternity by completing these challenges. Plus, supporting your chapter of choice can help secure big prizes at the end of the Giving Day Challenge as chapters compete for most donors and most dollars raised.



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CAN I GIVE BY MAIL OR PHONE?

While we promise Beta's online platform is secure (and did we mention simple?), we understand some supporters prefer to give the old-fashioned way.

Staff members are always available to accept your gift over the phone at 800.800.BETA. To make your gift via mail and have it count toward the Giving Day Challenge, it must arrive at the address below by March 14 to be counted in the chapter competitions. Please make checks payable to the Beta Foundation, indicating in the memo line your gift is for the Giving Day Challenge.

Beta Theta Pi Foundation
PO Box 6277
Oxford, OH 45056

IS MY GIFT TAX-DEDUCTIBLE?

It sure is. All gifts made to the Beta Foundation, during the Giving Day Challenge or otherwise, support educational opportunities for Beta Theta Pi undergraduates and are tax-deductible to the full extent allowed by law. You will receive an email receipt/mailed letter shortly after you make a gift that you can save for tax records.

CAN I HELP SPREAD THE WORD?

We're so glad you asked! Because the Giving Day Challenge is a purely digital effort, that means you can (and will) play a significant role in its ultimate success. Reach out to friends and family, and share the challenge with your chapter brothers. Every gift matters!

Make sure you're following Beta on [Facebook](#), [Instagram](#) and [LinkedIn](#) to follow along the progress of the 2024 Giving Day Challenge. Stay engaged and involved by sharing Beta's posts on these social media platforms and by making your own.

I STILL HAVE QUESTIONS. HOW CAN I GET IN TOUCH? Ugh. We've failed you. Sorry about that. Feel free to contact Chief Foundation Officer [Phil Fernandez](#), by email or phone (800.800.BETA) and we promise to fill in any gaps we may have missed here.