



KAPPA ALPHA THETA
Foundation



GIVINGTUESDAY

Ambassador Toolkit

Thank you for signing up for Theta Foundation's GivingTuesday ambassador program!

**This toolkit contains everything you need to know for
GivingTuesday on Tuesday, Dec. 1, 2026.**

Before you get started, check your email to confirm your
ScaleFunder link is activated so your direct impact can be tracked.

Thank you for joining us as an ambassador in support of Theta
Foundation's GivingTuesday. The gifts that are given on this day
will help Thetas pursue educational, leadership, and philanthropic
goals and help them reach their fullest potential. These gifts,
going directly into the *Theta Forever Fund*, bridge the gap between
membership dues and educational and leadership expenses.

If you have questions, contact Theta Foundation's strategic
giving director, Katy Bate: kbate@kappaalphatheta.org.

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WHAT IS THE *Theta Forever Fund*?

The *Theta Forever Fund* represents unrestricted donations to Theta Foundation. Gifts to the *Theta Forever Fund* support Theta's educational, leadership, and philanthropic programs, including the Fraternity Grant.

The Fraternity Grant is one of Theta Foundation's highest priorities. These programs not only have the potential to reach every member of Theta, but they also have the potential to reach well beyond Theta.

THE BELOW PROGRAMS ARE FUNDED BY THE FRATERNITY GRANT:

Alcohol Education

Undergraduate Assessment Program

Educational Leadership Consultant (ELC)

Leadership Academy

Emerging Leaders Institute (ELI)

Leadership Certificate Program

Kappa Alpha Theta Archives

Alumnae Leadership Program

Mark YOUR CALENDAR!

IMPORTANT DATES

Mark the below dates, along with this year's ambassador challenges, on your calendar and help Theta Foundation spread the word this GivingTuesday!

ONE WEEK TO GO

Tuesday, Nov. 24

Post the "Thankful for Theta" template on social media to let your friends and family know why you're so passionate about preserving the sisterhood that developed you into who you are today. Consider updating your social media profile and/or cover photos to prepare followers for what is to come in the next week.

CYBER MONDAY

Monday, Nov. 30

With less than 24 hours to go until GivingTuesday, ambassadors will receive an email containing information about how to give. Forward the email to your Theta friends to share why you became an ambassador this year and encourage them to show their support.

GIVINGTUESDAY

Tuesday, Dec. 1

Beginning at 12:00 a.m. Eastern and wrapping at midnight Pacific (3:00 a.m. Eastern on Dec. 2), Theta will spend 27 hours focused on a successful GivingTuesday. Share the "Get to Know Me" template (and include your ScaleFunder link!) to kick off the day. Shout out sisters, friends, and family who have supported you with a donation.



AMBASSADOR *Challenges*

Early Giving Challenge

SUNDAY, NOV. 22

Support Theta Foundation with an early gift! Make a personal donation to your ambassador campaign.

College Chapter Challenge

MONDAY, NOV. 30

Post a Theta memory from college and tag your chapter as well as a sister from your chapter encouraging them to join you as you #GiveToTheta on GivingTuesday.

Thankful for Theta! Challenge

TUESDAY, NOV. 24

Share why you're thankful for Theta on Tuesday, Nov. 24 (one week before GivingTuesday)! Post a photo, video, or the "Thankful for Theta" template on social media. Remember to tag Theta headquarters and make your profile "public" so we can see your post.

Give to Theta Challenge

TUESDAY, DEC. 1

Share why you give to Theta on Tuesday, Dec. 1 (GivingTuesday)! Remember to tag Theta headquarters and make your profile "public" so we can see your post.

TEMPLATES

SOCIAL MEDIA TEMPLATE

Thankful for Theta

The *Theta Forever Fund* helps to continue the Theta experience. When thinking about what to share, consider the following:

Why are you thankful for Theta? Share your favorite Theta moments and memories.

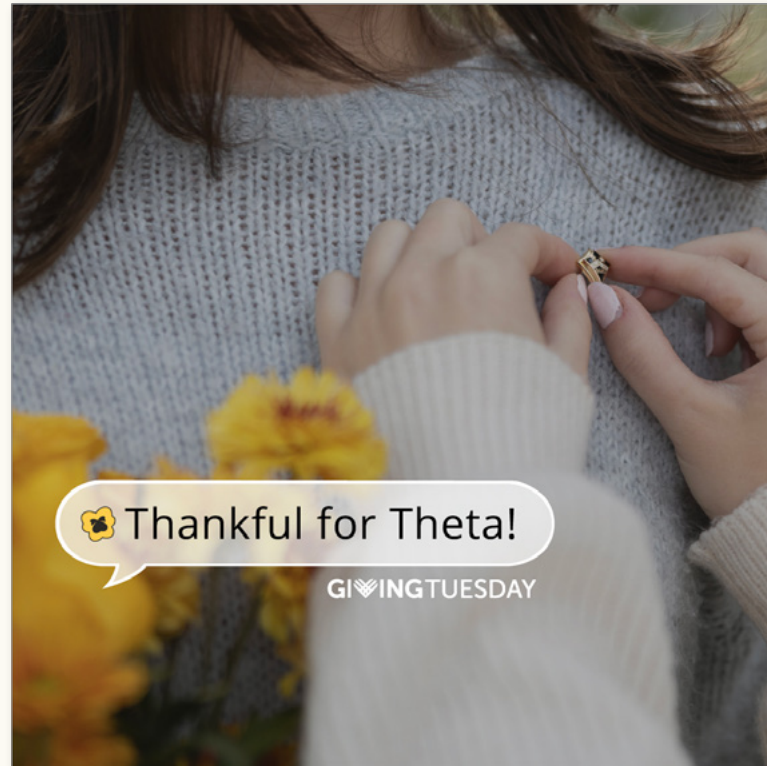
Have you or a special Theta in your life been positively impacted by Theta Foundation funding? If so, share your story!

Who are some of your Theta role models? Share how these members have inspired you and/or changed your life.

How has Theta influenced your confidence and leadership skills? What would you say to future and younger members about the opportunities for growth that Theta provides?

POST GRAPHICS: **THANKFUL FOR THETA**

CUSTOMIZE YOUR OWN: Use the canva template linked below to insert your own theta photos.



START EDITING IN CANVA.

TEMPLATES

SOCIAL MEDIA TEMPLATE #1

This #GivingTuesday, I'm showing my gratitude for Theta with a gift to the Theta Forever Fund.

The Theta Forever Fund supports Theta's educational, leadership, and philanthropic pursuits. These gifts bridge the gap between educational and leadership expenses and the memories members make in their college chapters, ensuring the Theta experience for years to come. #ThankfulForTheta

Show your gratitude to Theta this GivingTuesday! Give to Theta at [ambassador page link/the link in my bio].

SOCIAL MEDIA TEMPLATE #2

#GivingTuesday is here! I'm #ThankfulForTheta, and so I'm giving to the Theta Forever Fund.

Gifts to the Theta Forever Fund bridge the gap between educational and leadership expenses and the memories members make in their college chapters, ensuring the Theta experience for generations to come.

You can give to Theta too at [ambassador page link/the link in my bio]!

TEMPLATES

EMAIL TEMPLATE #1

Hello, [Recipient Name]!

Kappa Alpha Theta has made an impact on the lives of Thetas everywhere, including mine! This GivingTuesday, I'm showing my gratitude for Theta with a gift to the Theta Forever Fund.

The Theta Forever Fund supports Theta's educational, leadership, and philanthropic pursuits, and gifts to the Theta Forever Fund bridge the gap between educational and leadership expenses and the memories members make in their college chapters, ensuring the Theta experience for generations to come.

Show your gratitude to Theta this GivingTuesday! Give to the Theta Forever Fund at [\[ambassador page link\]](#).

Sincerely,
[Your Name]

EMAIL TEMPLATE #2

Hello, [Recipient Name]!

GivingTuesday is here! I'm thankful for Theta today and every day, so I'm giving to the Theta Forever Fund. Will you join me with a gift?

The Theta Forever Fund supports Theta's educational, leadership, and philanthropic pursuits, including the impactful experiences made available to members such as Emerging Leaders Institute (ELI), the Young Alumnae Leadership Program, and more. By investing in the next generation of leaders, you're ensuring the Theta experience for years to come.

When you make a gift this GivingTuesday, you empower Thetas to reach their fullest potential. Give to the Theta Forever Fund at [\[ambassador page link\]](#).

Sincerely,
[Your Name]

TEMPLATES

CALL/TEXT TEMPLATE #1

Hi, [Recipient Name]! This GivingTuesday, I'm showing my gratitude for Theta with a gift to the Theta Forever Fund.

Gifts to the Theta Forever Fund bridge the gap between educational and leadership expenses and the memories members make in their college chapters, ensuring the Theta experience for years to come.

Make an impact on the lives of Thetas everywhere by giving a gift to the Theta Forever Fund too.

[Share link to ambassador page]

CALL/TEXT TEMPLATE #2

Hi, [Recipient Name]! This GivingTuesday, will you consider joining me and giving to the Theta Forever Fund?

The Theta Forever Fund supports Theta's educational, leadership, and philanthropic programs. By investing in the next generation of leaders, you're ensuring the Theta experience for years to come.

[Share link to ambassador page]

TEMPLATES

SOCIAL MEDIA TEMPLATE

Thanking those who donated to your ScaleFunder link.

Thank each person who supports you with a donation by tagging them on social media.

Share your final fundraising results on Wednesday, Dec. 2 (and thank everyone for their support).

SELECT & DOWNLOAD GRAPHICS



POST GRAPHICS: **THANK THOSE WHO DONATED**

CONCEPT 1



CONCEPT 2



CONCEPT 3



STORY GRAPHICS: **THANK THOSE WHO DONATED**

CONCEPT 1



CONCEPT 2



CONCEPT 3



TEMPLATES

SOCIAL MEDIA TEMPLATE

Beginning at 12:00 a.m. Eastern and wrapping at midnight Pacific (3:00 a.m. Eastern on Dec. 2), Theta will spend 27 hours focused on a successful GivingTuesday.

Share the “Get to Know Me” social media story template shown to the right. Include the start frame, at least one of the provided questions, and finish the sequence with the end frame with your ScaleFunder link included. Shout out sisters, friends, and family who have supported you with a donation.

SELECT & DOWNLOAD GRAPHICS



STORY TEMPLATES: GET TO KNOW ME

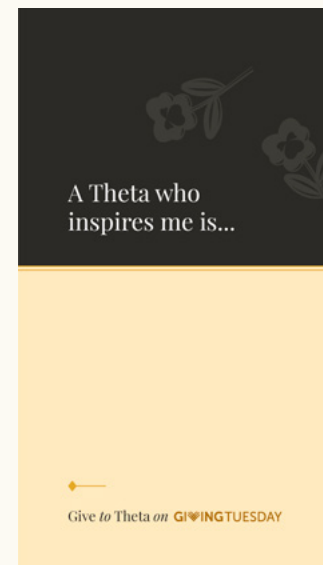
START FRAME



FRAME 2



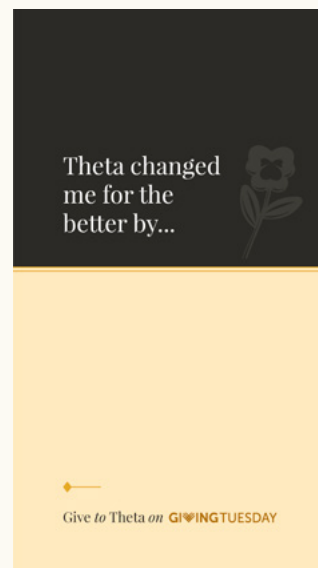
FRAME 3



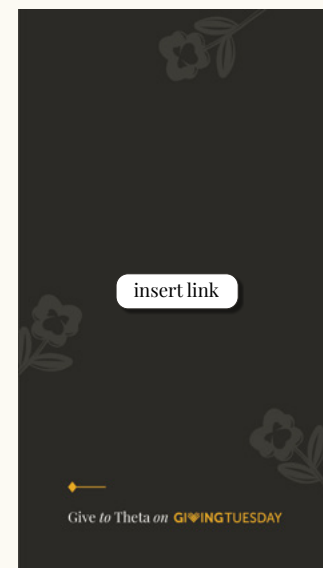
FRAME 4



FRAME 5



END FRAME



ADDITIONAL GRAPHICS

FACEBOOK BANNER

Facebook Banners

Use the graphics on the right for
your Facebook banner.

SELECT & DOWNLOAD GRAPHICS



ADDITIONAL GRAPHICS

CANVA TEMPLATES

Follow the links on the right to start customizing Theta's GivingTuesday social templates on Canva.

Need help using Canva? View our instructional guide: [CANVA USAGE GUIDE](#)



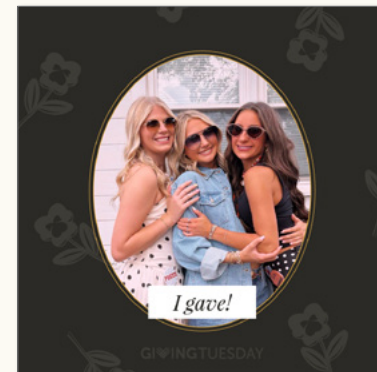
START EDITING IN CANVA.



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Thank you
for your support!

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