



**Delta Gamma**  
1873

2023 SUBMISSION

# **Excellence in Digital Integrated Marketing**

SESQUICENTENNIAL LAUNCH



# Target Audience

The primary target audience for the sesquicentennial launch included engaged collegians and alumnae with a high affinity for Delta Gamma. The secondary target audience included all collegiate and alumnae members.

# Strategy/Objective

For over eight years, countless members of Executive Offices staff and dedicated volunteers met to plan the sesquicentennial biennial celebration and committees and working groups were created to help execute the plans. The goal was simple: celebrate 150 years of sisterhood, honor Delta Gamma’s history in a way that is respectful and relevant, and involve as many sisters as possible. The key areas of focus include events, merchandise, book, jewelry and branding. Over the biennium, Delta Gamma will celebrate through programming and events intended to connect (and reconnect) members, build affinity, nod to the past and envision the future. A sesquicentennial micropalette was created and the hashtag #DG150 was decided.

The sesquicentennial officially kicked off and the corresponding brand was launched on the opening night of Convention 2022 in Philadelphia, Pennsylvania, in June with the intention that event attendees would receive a launch experience in-person, but all Delta Gammas could be involved through the use of digital and social media. Convention attendees received 150 brand stickers at their seats and a launch video focused on stories of sisterhood from members of Eta-Akron was released at the opening banquet of Convention and on social media simultaneously. The rollout of the merchandise and online brand presence were launched immediately at the close of the opening banquet.

# Results Obtained JUNE - DECEMBER 2022

Email	Magazine	150 Website	
259,034 total sends	60,000 summer issue recipients	26,896 total page views	Additional analytics are available at the end of this document. Promotional pages of the sesquicentennial reached 170,000 mailboxes via the ANCHORA in 2022.
117,258 total opens	50,000 fall issue recipients	11,927 unique page views	
3,841 total clicks	60,000 winter issue recipients	3.03% bounce rate	



# Channels Used

## BLOG



When planning the new 150 section of the website, it became clear that a blog category with easy access to the content released during the two-year celebration was needed. Twelve 150 blog posts were created in 2022, primarily unique pieces of history in the “From the Archives” series. Standout blog posts included a digital component of the in-person Convention archives exhibit, the first composite of a chapter that closed 135 years ago and a series of over a century of errors on the Delta Gamma seal. [View the blog here.](#)

## EMAIL

The July 2022 issue of Delta Gamma’s quarterly all-member email, DG Headlines, focused entirely on the sesquicentennial. This is the ideal channel to reach all members with valid email addresses. A save the date for Homecoming Celebration Weekend email was also sent to all members in November, and an opt-in sesquicentennial newsletter was established for members with a peaked interest in the celebration. View the emails here: [DG Headlines](#) | [Meet Us in Memphis!](#) | [Sesquicentennial Newsletter](#)



IN-PERSON

150 HUB

A “150 Hub” was set up at Convention 2022, where attendees could learn more about sesquicentennial events and branding, see exclusive new merchandise and grab free items like postcards, stickers and luggage tags. A Meet Me in Memphis postcard was created for Convention 2022 with the intent for it to be sent from one Delta Gamma to another to invite them to attend Homecoming Celebration Weekend in Memphis, Tennessee, and Oxford, Mississippi, in June 2023 together. Over 500 postcards were distributed during Convention week.



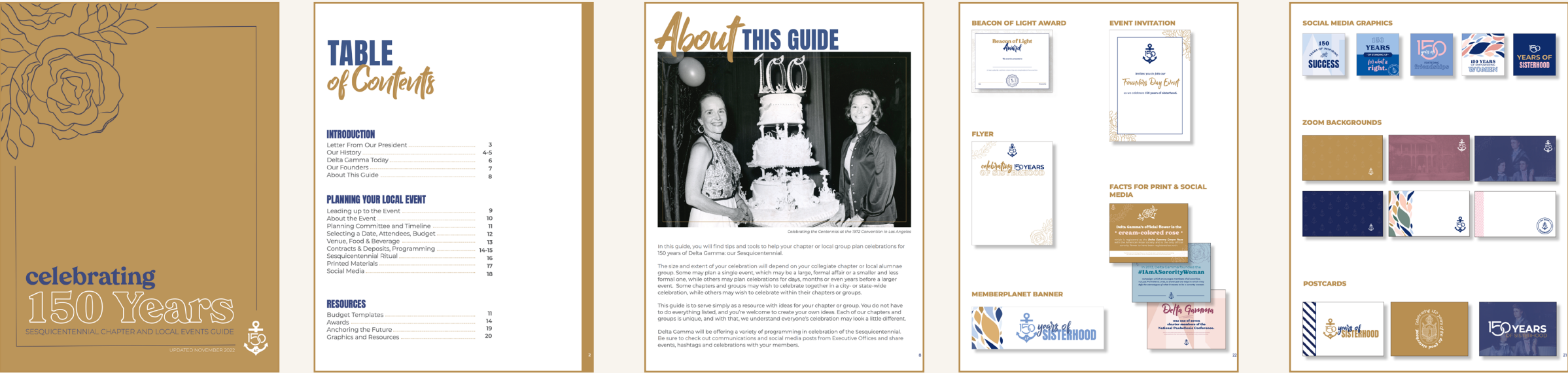
CONVENTION 2022

With the sesquicentennial celebration kicking off at Convention 2022, the event branding and experience was very intentional. The sesquicentennial was at the forefront of every attendee interaction. In addition to the 150 hub, there were nods to the sesquicentennial and the 150 brand throughout the week, from 150 pillows, cling wraps on elevators and columns and of course, freebies. The sesquicentennial logo and seal were used throughout the program book, awards and certificates.



# LOCAL EVENTS TOOLKIT

One sesquicentennial committee created included a local events toolkit committee. This toolkit contains tips and tools to help collegiate chapters and alumnae groups plan their own sesquicentennial celebrations, including organizational history and information, planning timelines, budget templates, digital and print graphics and templates, branding and a sesquicentennial ritual. [View the toolkit here.](#)



# MICROPALETTE

Members of the Fraternity and Foundation marketing and communications teams joined together to brainstorm the visual look and feel of the sesquicentennial brand. The sesquicentennial micropalette includes the look and feel of all events in the biennium, the Anchoring the Future Campaign, which aims to sustain the Do Good Sisterhood for generations to come as Delta Gamma remains an unstoppable force for good, and the overall communications strategy and key messaging. A condensed version of the sesquicentennial micropalette is included at the end of this document.



Delta Gamma's quarterly magazine, the *ANCHORA*, hits the mailboxes of collegiate and alumnae members and is a great channel for organizational announcements, promotions and communications. Since the sesquicentennial launch in June, all key areas of focus of the celebration have been mentioned in the magazine. [View the summer, fall and winter 2022 issues of the \*ANCHORA\* here.](#)



Delta Gamma social media accounts have featured sesquicentennial promotions bi-weekly or monthly since May 2022. Sesquicentennial book promotions began shortly before the launch of the celebration so that the delivery of the books could align closely with launch timeline. Social media posts and analytics are included on the next pages. Each photo is hyperlinked to the corresponding social media post.



Brand Launch FACEBOOK ANALYTICS



Profile Picture

9,183 total reach  
1,036 reactions  
70 shares  
29 comments



Video

13,378 total reach  
402 reactions  
51 shares  
81 comments

Convention 2022 INSTAGRAM ANALYTICS



Photo

13,694 total reach  
1,615 reactions  
69 shares  
20 comments



Photo Carousel

10,323 total reach  
749 reactions  
36 shares  
15 comments



Photo

14,333 total reach  
990 reactions  
112 shares  
20 comments

Convention 2022 FACEBOOK ANALYTICS



Photo

9,972 total reach  
206 reactions  
10 shares  
4 comments



Photo

15,606 total reach  
378 reactions  
10 shares  
10 comments



# Local Events Toolkit

FACEBOOK ANALYTICS



Photo

**5,841** total reach  
**94** reactions  
**6** shares  
**1** comment

# Sesquicentennial Badge

FACEBOOK ANALYTICS



Photo

**21,162** total reach  
**509** reactions  
**22** shares  
**592** comment

# Sesquicentennial Book

FACEBOOK ANALYTICS



Video

**12,870** total reach  
**341** reactions  
**52** shares  
**23** comments



Photo

**7,199** total reach  
**142** reactions  
**9** share  
**13** comments

# Homecoming Celebration Weekend

FACEBOOK ANALYTICS



Video

**9,395** total reach  
**344** reactions  
**28** shares  
**69** comments



# Instagram Stories



## VIDEOS

A primary channel of sesquicentennial communication includes video. Videos were created for Convention 2022, the pictorial history book, an introduction to the 150 brand and events, sisterhood stories and Homecoming Celebration Weekend registration teaser. View the videos here: [Convention 2022](#) | [Sesquicentennial Book](#) | [150 Hub Video](#) | [Celebrating 150 Years of Sisterhood](#) | [Meet Us in Memphis](#)



WEBSITE

After kicking off at Convention 2022, a new section of the website was launched: Our Sesquicentennial. Visitors to the section can learn how to celebrate, shop limited edition merchandise, support the Anchoring the Future Campaign, connect with sisters at a local level and celebrate sisterhood throughout the biennium. The website section features videos with sisterhood stories, information about sesquicentennial events, Delta Gamma history and ways to make an impact for the next 150 years of the organization through the campaign. The website includes downloadable logo files and information about the features of the logo.

To commemorate the sesquicentennial, Delta Gamma registered a new rose to be the official cream-colored rose. The sisterhood voted on the name of the rose via social media in 2021, and so the Delta Gamma Heritage Rose came to be. The new official rose can be seen and is available to order in limited quantities as it propagates on the website. A pictorial history book and a sesquicentennial badge are just two of the limited-edition items featured on the website and available for purchase. Vendors have also created unique 150 merchandise through Shop Delta Gamma, Hannah’s Closet and Herff Jones. [View the 150 section of the website here.](#)

