



Delta Gamma
1873

**William C. Levere Award for
Total Communication**

HOMECOMING CELEBRATION WEEKEND

SUBMISSION



homecoming celebration weekend

JUNE 30 - JULY 1, 2023  MEMPHIS, TN • OXFORD, MS

Overview

Delta Gamma has a long and storied history as a trailblazer in the women's fraternal movement. Founded in 1873 in Oxford, Mississippi, at Lewis School by three young women, our Founders sparked a movement to create safe and empowering communities for women on college campuses. 2023 marked 150 years of sisterhood, we knew we had so much to celebrate, and communicating our story and events' details to our membership was our number one priority.

For 150 years, Delta Gamma has connected women of impact to champion one another as we continue to transform our connections into a lifetime of belonging. We kicked off our sesquicentennial celebration in Philadelphia, Pennsylvania, at Convention 2022 and will celebrate through Convention 2024 in Palm Desert, California.

The highlight of the sesquicentennial milestone was Homecoming Celebration Weekend, held June 30-July 1, 2023, in Memphis, Tennessee, and Oxford, Mississippi, where over 700 Delta Gammas gathered to celebrate 150 years of sisterhood. For over eight years, many 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 plans. The goal was to 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.

Event promotion began with an integrated communication plan across digital and social media and wrapped up with a recap on digital and social. All members of Delta Gamma received multiple touchpoints prior to the event, and attendees received a one-in-a-lifetime experience at the event.

Target Audience

The primary target audience for Homecoming Celebration Weekend included engaged collegians and alumnae with a high affinity for Delta Gamma, including current and past members of Leadership and current collegiate chapter and alumnae group officers. The secondary target audience included all collegiate and alumnae members.

Strategy/Objective

The key areas of focus include pre-event communication, registration and event experience. Pre-event and registration channels and mediums included newsletters, print, digital, social media and videos. The event experience included commemorative print materials, giftboxes, photo opportunities, an audio tour, archives exhibit, Elvis, and more.

Homecoming Celebration Weekend communication kicked off with a video launch on social media and through newsletters encouraging members to save the date. Event communication and promotion continued over the next few months, and an event-specific newsletter engaged confirmed attendees. The event was highlighted on DG social media during the event, and recapped in the following weeks.

The event began immediately after Officer Training Seminar, the core training event for DG Leadership with a dessert reception/kickoff, followed the next day by a trip to Oxford, Mississippi, for a historical sites tour and culminated with a bronze, pink and blue gala.

Visual Identity

A committee was formed to craft the sesquicentennial logo, and the 150 brand was built around it. Leaning heavily into the timelessness of navy and bronze, all 150 and Homecoming Celebration Weekend communication and materials used these elements. A new font was introduced and was selected to evoke a sense of nostalgia and timelessness. All visual elements were selected carefully as a connection to DG history and a nod to the future.

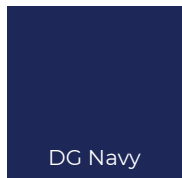
Primary Logo



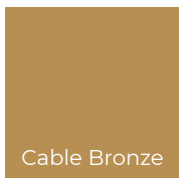
Type Lockup



Colors



DG Navy



Cable Bronze



Paper White

Channels Used

VIDEO

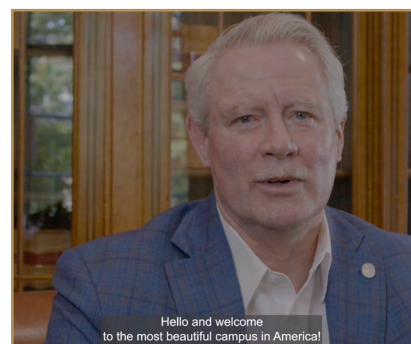
Videos were created for a teaser, registration, welcome, gala and recaps, and shared through social media and email.



Invitation/Teaser



Registration



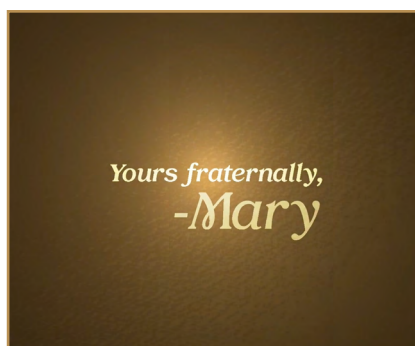
Welcome



Recap (Short)



Gala Video



Founders Quotes



Recap (Long)

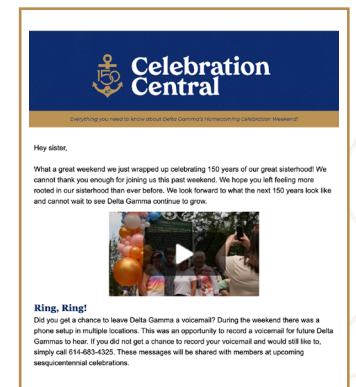
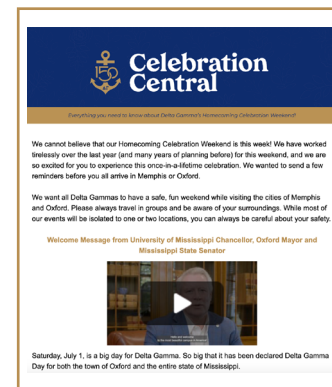
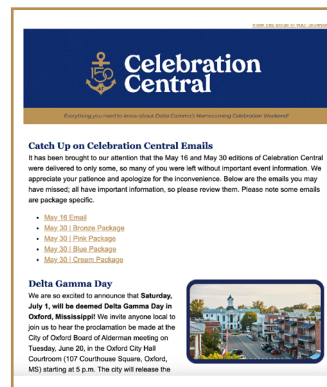
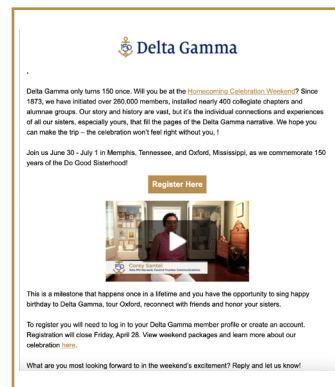
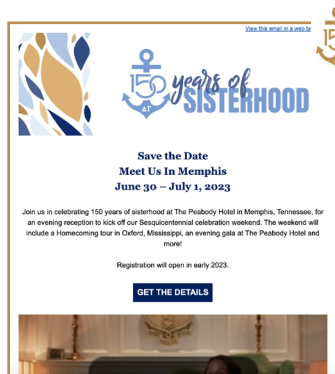


Sesquicentennial Song

View the videos by clicking the images above.

Channels Used EMAIL

Email communication launched in October 2022 with a save the date in DG Headlines, the quarterly all-member email. An opt-in sesquicentennial newsletter was established for members with a peaked interest in the celebration in late 2022, and a newsletter for all registered attendees, Celebration Central, was launched in April 2023 and ran monthly and weekly up to the event date. The content was personalized and strategized for target audiences.



View the emails by clicking the image above.

Results Obtained

259,685 sends

130,616 open

4297 clicks

50.3% avg. open rate

Channels Used

SOCIAL MEDIA POSTS

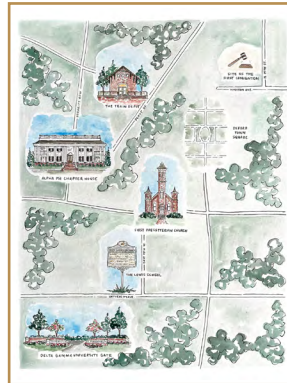
Delta Gamma used a variety of feed posts, reels and videos to promote the event. Click each image to view the post.



FB and IG

27,426 impressions

2,906 interactions



Facebook

4,458 impressions

89 interactions



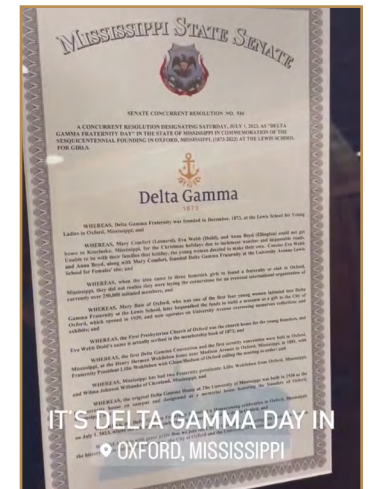
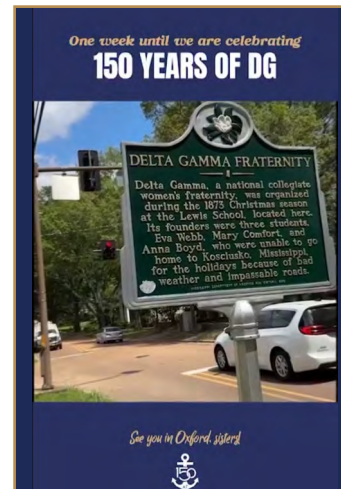
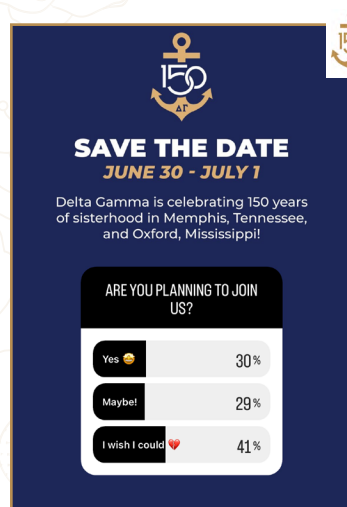
Facebook

12,217 impressions

255 interactions

SOCIAL MEDIA STORIES

Delta Gamma used stories for pre-event/registration promotion and on-site coverage. **View them here.**



SOCIAL MEDIA VIDEOS

Delta Gamma used social media to share promo videos and reels to recap each day's events. Click below to view each.



Instagram

23,009 impressions

1,600 interactions



Instagram

19,034 impressions

1,883 interactions



Instagram

21,453 impressions

1,727 interactions



Instagram

23,281 impressions

1,655 interactions



Instagram

8,440 impressions

638 interactions



FB and IG

34,820 impressions

1,975 interactions



FB and IG

16,697 impressions

803 interactions



Facebook

11,615 impressions

380 interactions



Facebook

4,498 impressions

124 interactions

GIFT BOX

Commemorative 150 items.

Attendees who who registered to attend all events received a thoughtfully curated gift box with commemorative sesquicentennial items, including a glass with with all past and present Delta Gamma logos, a cutting board, coaster, drink stirrer, confetti popper, makeup bag and more.

[View an unboxing reel here.](#)





PRINTED MATERIALS

Commemorative 150 items.

Each attendee received a commemorative program, featuring an elevated design and gold foil with the intention to feel like a collectible item. The program featured event information, but leaned heavily into the historical elements of the event and sesquicentennial, and included special nods to DG history, like quotes from the Founders and their signatures.

Attendees also received a nametag that stepped away from traditional DG event standards, and featured an elevated design featuring Lewis School with a navy overlay, with the same intention to be a commemorative item.

[View the program here.](#)





DUCK MASTER CONTEST

Adding two DGs to a list of legends.

The famous Peabody Duck March occurs daily at 11 a.m. and 5 p.m. to and from the Grand Lobby and the Royal Duck Palace on the hotel's rooftop. There's a long list of notable honorary Duckmasters who have lead the Duck March, including Patrick Swayze, Oprah Winfrey and many more.

During Homecoming Celebration weekend, one collegiate and one alumna were selected to lead the Duck March after participating in a contest. The contest was promoted across digital and social media.

Calling all sisters attending Homecoming Celebration Weekend - did you know The Peabody Hotel has ducks living on the premises?

Delta Gamma has the opportunity to lead the ducks on one of their daily Duck Marches. We will select one alumna and one collegian to lead the Duck March.

Tap to view the requirements.



Alumna

Pay their alumnae per capita dues

Register for Homecoming Celebration Weekend by April 1

Collegian

Register for Homecoming Celebration Weekend by April 1

Be in good standing

Follow Delta Gamma Fraternity on Facebook, Instagram and LinkedIn



[@REGISTER TODAY!](#)

IG Story promotion of the duckmaster contest.

KICKOFF AND DESSERT RECEPTION

Singing Happy Birthday to Delta Gamma.

Attendees gathered on the Peabody Hotel rooftop to celebrate 150 years and kickoff our event.

The evening began with a welcome from the Fraternity President and Rose Jackson Flenorl, Manager, Global Citizenship and Diversity, Equity, and Inclusion (DEI) at FedEx Corporation.

Light desserts were served along with surprise entertainment, an Elvis cover artist. Memphis lit up bronze, pink and blue as the Hernando DeSoto Bridge was lit for the celebration.





KICKOFF AND DESSERT RECEPTION

Photo opportunities and a chance to channel the Founders.

There were two photo opportunities at the kickoff dessert reception.

One was a replication of the most iconic photo of Delta Gamma's Founders, giving attendees a chance to channel Anna, Eva and Mary, and the second was a trendy pink and blue floral backdrop.

A photobooth was set up at each with accessories, and photos were directly texted or emailed.



Hello!



KICKOFF AND DESSERT RECEPTION

Leave a message at the beep.

Attendees at the kickoff desert reception had the opportunity to record a message sharing what Delta Gamma means to them.

We received over 30 minutes of messages to be used for future materials as well as serve as an audio time capsule.

*"Darling
sister.*

*I want you to
know that your
life as a Delta
Gamma will be
something truly
special."*

- attendee

OXFORD HISTORICAL SITES TOUR

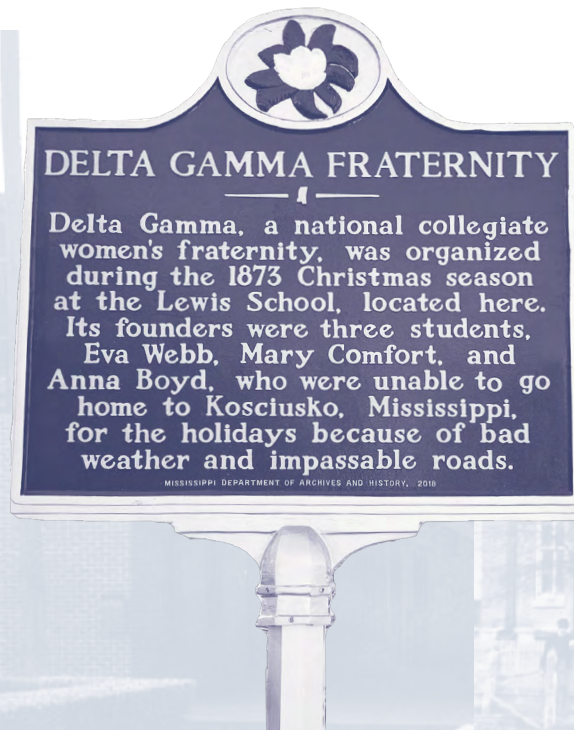
Walking our Founders footsteps.

Attendees were taken back in time to when Anna, Eva and Mary formed our club of mutual helpfulness. On this self-guided audio tour, attendees visited many key locations of Delta Gamma's earliest days. From the site where Lewis School once stood to the town square where the Founders had the first badge made and purchased the first minute book, the tour showcased the places where it all began.

On the bus ride from Memphis to Oxford, EO staff members read an introductory script to build excitement and give logistical information. Attendees received a commemorative map as an easy way to visualize the tour stops, and featured a commemorative poster of the watercolor rendition. Oxford city Trolleys ran on intervals, so attendees could hop on and off at any of the official stops.

Guests listened to a 25 minute audio tour via headphones while traveling around Oxford.

July 1, 2023 was recognized as "Delta Gamma Fraternity Day" in the State of Mississippi and City of Oxford to celebrate the historical milestone. **View the greeting video here.**

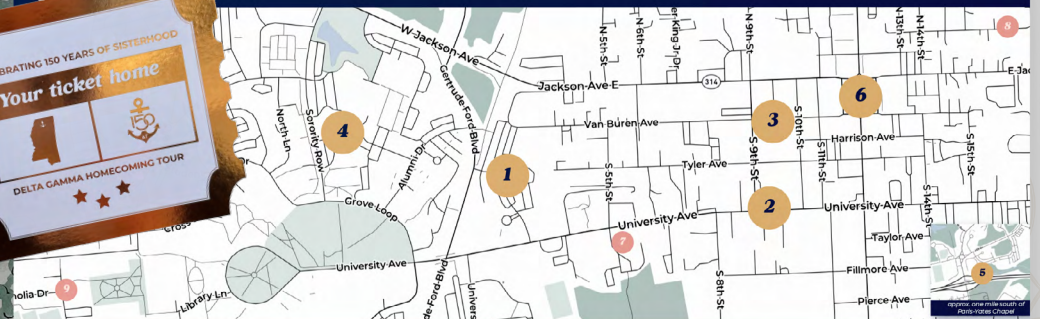




Welcome
TO OXFORD, MISSISSIPPI

Main Tour Locations

- | | |
|--|---|
| 1 OXFORD TRAIN DEPOT
101 Depot Street | 4 ALPHA PSI-MISSISSIPPI HOUSE
89 Sorority Row |
| 2 LEWIS SCHOOL
University Avenue & S 9th Street | 5 UNIVERSITY GATE
South Entrance to University
Drive by via charter bus or on your own |
| 3 FIRST PRESBYTERIAN CHURCH
924 Van Buren Avenue | 6 OXFORD TOWN SQUARE
1 Courthouse Square |



Delta Gamma was founded here in Oxford in 1873. Six main tour locations and three other notable locations are included on this map. Learn more about all stops and listen to the audio tour by scanning the QR code or visiting deltagamma.org/homecomingtour.

Follow the footsteps of our Founders.

Other Notable Locations

- 7** UNIVERSITY OF MISSISSIPPI MUSEUM
University Avenue and 5th Street
- 8** FIRST CONVENTION SITE
Madison Ave. between 10th and 11th Streets
- 9** PARIS-VATES CHAPEL
60 Chapel Lane

homecoming celebration weekend
JUNE 30 - JULY 1, 2023 • MEMPHIS, TN • OXFORD, MS

View the map here.

OXFORD HISTORICAL SITES TOUR

Convertible tote bag: commemorative and useful.

All attendees who attended the historical sites tour in Oxford received a convertible tote bag/backpack. Donning a beautiful commemorative watercolor of the main tour stops, the tote was intended to be practical for use on that hot and busy day in Oxford, Mississippi. They also received a commemorative ticket.

Making it easy to connect with DG history through signage.

Each stop had a corresponding yard sign to note the stop name, with a branded QR code to scan directly to the audio tour microsite, which was also included on the map.





A microsite to make navigating the self-guided tour simple.

A new section of the Delta Gamma website was created as a central hub of information regarding each of the tour stops, with supplemental audio and reflection questions.

In 2023, the Oxford Tour microsite saw over 700 visitors and nearly 7,400 page views.

This website section will evolve and continue to live as a resource available for Delta Gammas who want to learn more about the historical sites in Oxford.

View the microsite [here](#).



CREAM ROSE TRIBUTE GIVING

Recognizing early DG history.

The Delta Gamma Foundation introduced a new, special way to take part in Anchoring The Future: The Campaign for Delta Gamma at Homecoming Celebration Weekend.

Through Cream Rose Tribute Giving, members could make a gift to any fund in honor or memory of a sister or special loved one. The recipient of the tribute received a digital cream rose, letting them know a gift had been made in their honor.

Event attendees had the opportunity to stop by the Cream Rose Tribute Giving headquarters. This special area showcased a virtual rose garden, displaying the names of the honorees who were recognized through this campaign.

FirstName
LastName,
Chapter

FirstName
LastName,
Chapter

FirstName
LastName,
Chapter

FirstName
LastName,
Chapter

FirstName
LastName,
Chapter

FirstName
LastName,
Chapter

FirstName
LastName,
Chapter

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LastName,
Chapter

FirstName
LastName,
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FirstName
LastName,
Chapter

FirstName
LastName,
Chapter



MAKE YOUR CAMPAIGN GIFT NOW
AND VIEW THE TRIBUTE ROSES AT
deltagamma.org/CreamRoseGiving





Through this initiative, the Foundation raised \$127,132 from 424 donors. Additionally, 59 donors were first-time contributors to the Foundation, demonstrating the impact of this campaign in attracting new supporters. In total, over 3,000 individuals were honored through Cream Rose Tribute Giving.

The impact of each individual gift was magnified by the collective action of the entire Delta Gamma community. This campaign not only raised funds for the Foundation's initiatives but also showcased the power of sisterhood and how Delta Gamma sisters can come together to support one another.

ARCHIVES EXHIBIT

Recognizing early DG history.

This exhibit explored DG history from the time of Founding through the closure of Lewis School, where Delta Gamma was born. The exhibit also explored some of the challenges women in the 1800s faced in the pursuit of education and included several artifacts from the first days of the Do Good Sisterhood.



The Early Days of Delta Gamma

The 1870s

After leaving school in the spring of 1874, each of the Founders married and had children. Anna became a schoolteacher and married Daniel A. Ellington. They had four daughters. Mary also became a teacher. She married Charles H. Leonard, and they had three sons. Eva married Samuel L. Dodd and had nine children.



Using Founders' framework, early initiates worked to help Delta Gamma grow and thrive. Records from the original minute book show that reflection and improvement was of high importance to the early members. Criticisms and suggestions would be placed in a box and read at each meeting. The minutes from November 1879, describes this, "criticism box was full of good and sensible criticisms this week."



George and Lillian Banta
George Banta and his fiancée Lillian Banta were instrumental in establishing the first Delta Gamma chapter in the North.

Expansion began in 1878, with four chapters being installed that year including the first chapter outside of the South. Thanks to the efforts of George Banta and his fiancée Lillian Vawter, Phi I-Franklin, Phi was installed at Franklin College in Indiana.

The 1880s

An energetic decade for Delta Gamma, the 1880s saw many decisions that still shape the organization as we know it today. By the end of 1889, twenty-two chapters had been installed since Delta Gamma's founding. Of those, twelve were still active.



Cover of the first ANCHOR.
Delta Gamma was the second women's fraternity to create a journal. The first edition was published in 1884 and it has been in continuous print ever since.

The first Convention began on May 25, 1881. It was held at the home of Herman Wohlleben in Oxford. Only two chapters, Psi I-Lewis School and Eta-Akron, attended. The second Convention was held in 1883 in Akron, Ohio. Bronze was added to the official colors, the decision to publish a journal, the ANCHOR was created and the initiation fee was raised from \$1 to \$2. The cream-colored rose was chosen as the official flower at the third Convention in 1885.



Advertisement for Bolivar Female Academy.
The second Delta Gamma chapter was installed at Bolivar Female Academy, Bolivar, Tennessee, in 1879. The chapter closed in 1881.

The fifth Convention in 1888 was marked by a painful moment in the organization's history. For many reasons, including not meeting dues requirements, the decision was made to close Psi I-Lewis School. This caused a rift between the alumnae of Psi and Leadership that was not mended until the early 1900s.

The 1890s

In 1891 the idea of forming an interfraternity organization began to take shape. A meeting was held in Boston with seven women's fraternities, including Delta Gamma, but the National Panhellenic Conference (NPC) would not be founded until 1902.

The most significant change to Delta Gamma in this decade occurred at the 1895 Convention. Up to this point, what was called a "Grand Chapter" would be appointed every four years to lead Delta Gamma (Psi I-Lewis School from 1881-1883, Omega-Wisconsin from 1883-1887, Sigma-Northwestern from 1887-1891 and Xi-Michigan from 1891-1895). The Grand Council later replaced this system. Chapters, not individuals, were elected to positions on the Grand Council. That chapter would select a member to fill the position.

While Psi I-Lewis School had closed, the place where Delta Gamma was born still existed. As more higher learning institutions open their doors to women, female seminaries struggled to survive. By 1895, Lewis School had changed its name to the Warren Classical Institute, and both boys and girls attended. It was no longer operating by 1897.

Background image: 1883 Convention Photo
The earliest known Convention photo is from the second Delta Gamma Convention. President Lillian Wohlleben Hudson, Psi I-Lewis School (front, bottom left) with delegates.

EVENT T-SHIRT

Commemorative merchandise.

This t-shirt was made available for purchase during pre-event promotion and was also available for purchase on-site. Vendors were also on-site with limited edition 150 merchandise.



GALA

The peak of the sesquicentennial celebration.

Attendees enjoyed a night full of Delta Gamma, one that was an unforgettable part of their member experience. It was glitz and glam and meaningful and celebratory. Attendees wore their best bronze, pink or blue and enjoyed an evening of dinner, impactful programming a live band and dancing.

Some highlights included the debut of the official sesquicentennial song, a group photo and video presentation. Attendees also received additional gifts and the first to receive a personal copy of the commemorative edition of the *ANCHORA*.





The sesquicentennial song.

Isabella “Bella” McCormick, Alpha Psi-Mississippi, is from Nashville, Tennessee, and is the current director of songs for Alpha Psi. Bella’s talent for singing and songwriting made her the perfect composer for a song honoring Delta Gamma’s sesquicentennial celebration. The song was shared with attendees at the gala, and the lyrics and sheet music were included in the event program and shared in digital and social communications and the ANCHORA.

View a recording here.





