

# The Future of History (and Fundraising Success)

Leveraging Digital Archives for Non-Profit Storytelling  
and Engagement

May 2024

# Agenda

- 1 Introductions
- 2 The Power of Digital Archiving with HistoryIT and Tri Delta
- 3 Crafting Compelling Narratives
- 4 Conclusion and Closing Remarks



# Today's Presenters.



Alicia Lifrak

Allegiance Group +  
Pursuant



Kristen Gwinn-  
Becker, PhD

History IT



Beth Burkes

Tri Delta

# Introductions



Allegiance Group + Pursuant is a comprehensive, digital-first agency partner with a legacy of decades of expertise in fundraising, marketing, digital, web, UX, and advertising, analytics, loyalty & incentives, and technology solutions.



HistoryIT's comprehensive suite of services and software enables nonprofits to transform archival materials, from whatever state they are in, into a 21st-century digital collection that can deepen engagement and deliver long-lasting value to philanthropic organizations.



Tri Delta is an assembly of women with shared values where you can be yourself and belong to something bigger. We are brave, bold, and kind. We are passionate about serving others, committed to becoming the best version of ourselves, and dedicated to helping women live, learn, and lead—with Purpose—for a lifetime.

# The Power of Digital Archiving

- Preserving History for the Future
  - The importance of digital archiving for nonprofits
  - More than an archive --- intergenerational connection

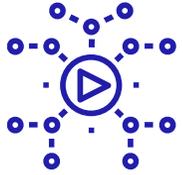


# Expanding Impact Through Digital Collections



- Enhancing accessibility and engagement with digitized archival materials
- Real-world examples of successful digital archive projects



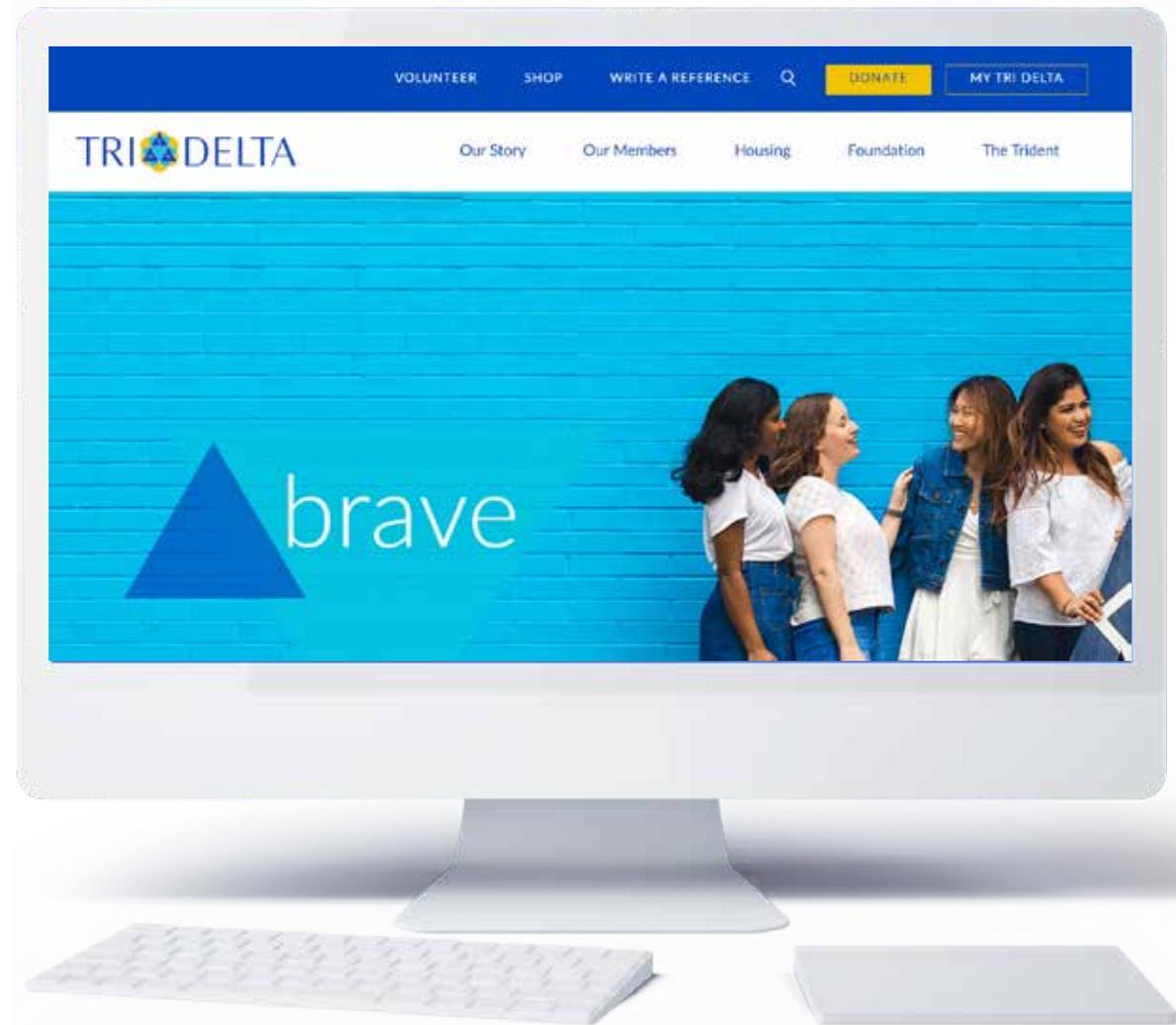


# Case Study

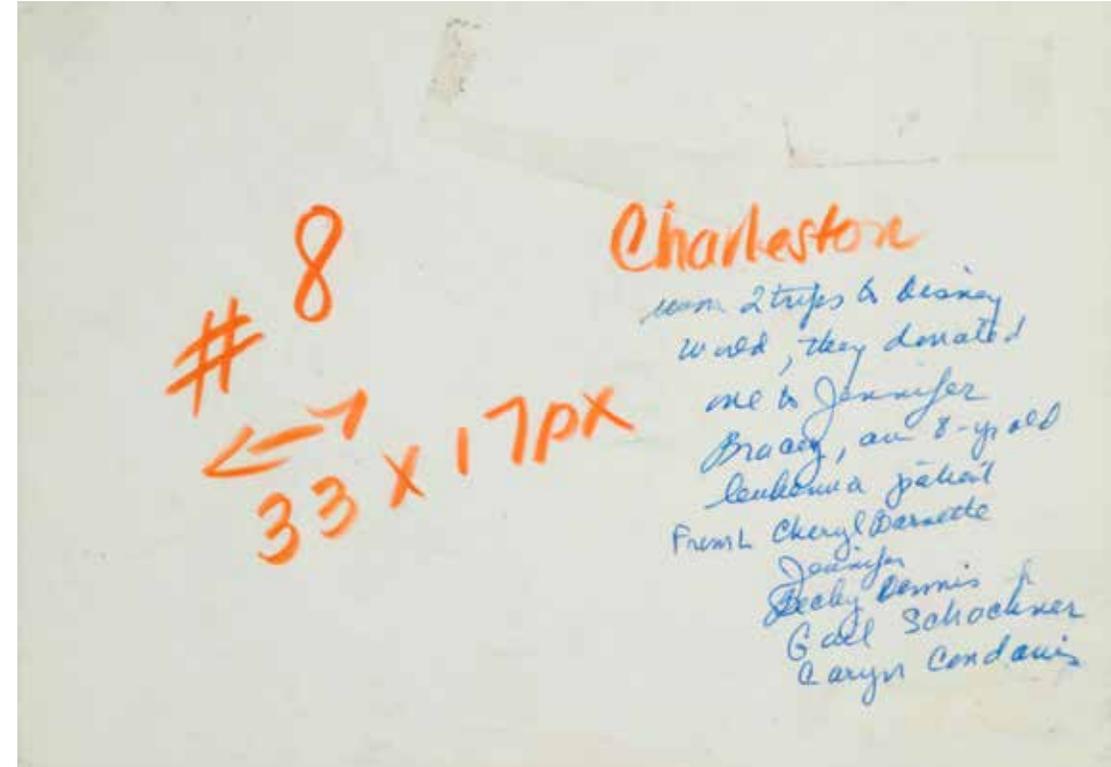
How HistoryIT is transforming Tri Delta's history.

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Impact of Genuine Personalization in Fundraising

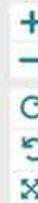


# Odyssey Preservation Management



Images

Downloads



View all items

[← Previous Item: Three Athens, Georgia Alumnae With Child and Present Photograph](#)

[Next Item: Two Portland Alumnae Presenting a Check to the Pediatrics Department Photograph, c. 1988 >](#)

## Alpha Nu Chapter Members Visiting a Children's Hospital Photograph

Tri Delta Photographic Image

Description

Four Alpha Nu Chapter members from the University of Charleston pose with Jennifer Bracey, an 8-year-old leukemia patient, to whom the chapter donated two trips to Disney World. From left to right are Cheryl Barnette, Jennifer, Becky Dennis, Gail Schachner, and Caryn Condaxis.

Subjects

[Alpha Nu Chapter Philanthropy Projects](#)  
[Chapter Philanthropy Projects](#)  
[Childhood Cancer Philanthropy Projects](#)  
[Children](#)  
[Kindness](#)  
[Philanthropy](#)  
[Sleighbell Projects](#)

People Pictured

[Assi, Caryn Condaxis](#)  
[Beavers, Gail Schachner](#)  
[Bracey, Jennifer](#)  
[Quirk, Cheryl Barnette](#)  
[Rogers, Rebecca Dennis](#)

Name Entry Needed

## ALPHA NU CHAPTER MEMBERS VISITING A CHILDREN'S HOSPITAL PHOTOGRAPH

Home

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MORE DETAIL



### ALPHA NU CHAPTER MEMBERS VISITING A CHILDREN'S HOSPITAL PHOTOGRAPH

Four Alpha Nu Chapter members from the University of Charleston pose with Jennifer Bracey, an 8-year-old leukemia patient, to whom the chapter donated two trips to Disney World. From left to right are Cheryl Barnette, Jennifer, Becky Dennis, Gail Schachner, and Caryn Condaxis.

### Details

Location

Charleston, South Carolina

Subjects

Alpha Nu Chapter Philanthropy Projects • Chapter Philanthropy Projects • Childhood Cancer Philanthropy Projects • Children • Kindness • Philanthropy • Sleighbell Projects

People Pictured

Assi, Caryn Condaxis • Beavers, Gail Schachner • Bracey, Jennifer • Quirk, Cheryl Barnette • Rogers, Rebecca Dennis

Process

Black and White

Chapter

Alpha Nu

University

University of Charleston

Era

20th Century

# TRI DELTA

## DIGITAL HISTORY

For more than 130 years, Tri Delta has preserved a wealth of historical materials, including member photographs, letters, meeting notes, scrapbooks, jewelry, and more. These artifacts are now being preserved digitally and made available on this dynamic site in order to share the Fraternity's history with current and future generations.

Search for something here...



Exact Match?

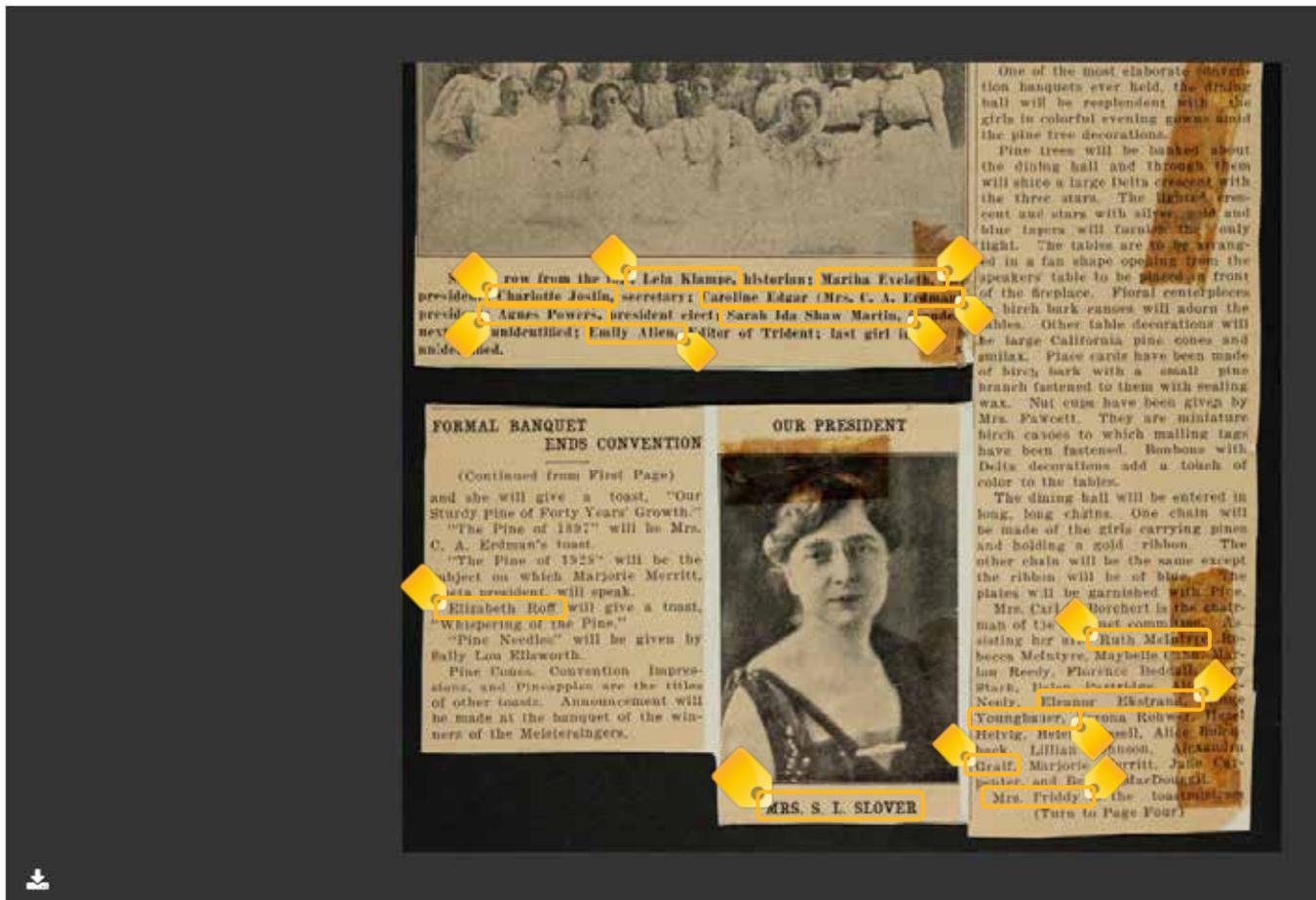
[Advanced Search](#)

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[IMAGE GALLERY](#)

# FORMAL BANQUET ENDS CONVENTION NEWSPAPER CLIPPING, 1928

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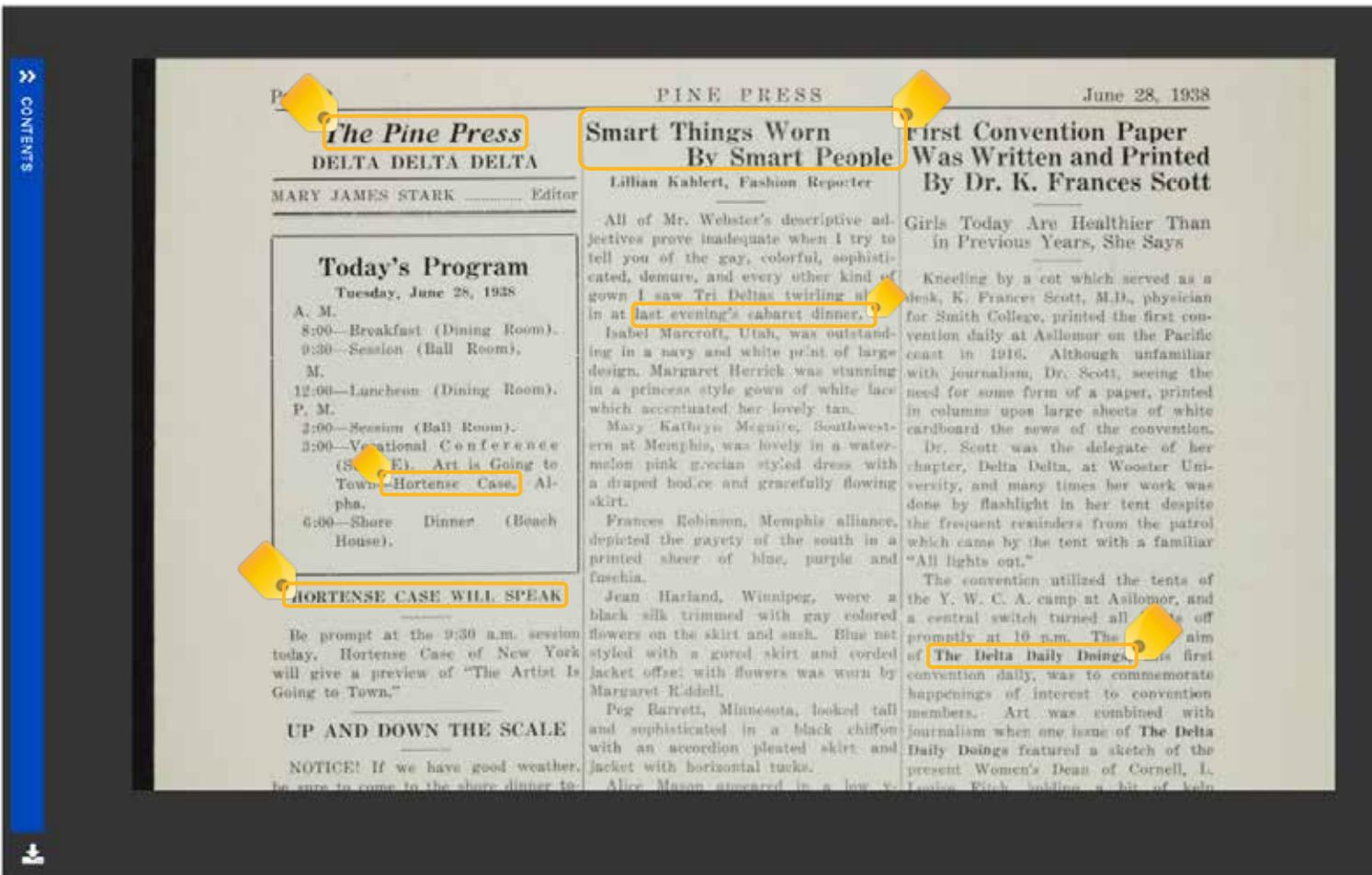


## Details

Date/Date Range	+
Subjects	+
People Mentioned/Pictured	-
<ul style="list-style-type: none"> <li>Allen, Emily Frances • Beddall, Florence Ramsey • Bolenback, Alice • Borchert, Grace Ramsey • Burris, Marjorie Merritt • Cahn, Maybelle A. • Archambault, Dunning, Agnes Powers • Ekstrand, Eleanor • Ellsworth, Sara Louise Wilson • Erdmann, Caroline J. Edgar • Eveleth, Martha • Hamilton, Verona Lucile Rohwer • Helvig, Hazel Helvig • Hooper, Jane Carpenter • Jackson, Rebecca McIntyre • Joslin, Charlotte E. • Klampe, Lela M. • Macdougall, Bertha C. • Martin, Sarah Ida Shaw • McIntyre, Mary Ruth Crozier • McKay, Alexandra Mead Graff • McNeely, Alice • Notestein, Helen Louise Russell • Partridge, Helen Louis Nicol • Priddy, Bessie M. Leach • Reedy, Marian Maccallum • Roff, Elizabeth • Slover, Fay Martin • Stark, Mary Alice James • Youngbauer, Anne</li> </ul>	
Type	+
Language	+
Chapter	+
University	+
Era	+
Event	+

# PINE PRESS, VOL. 19, NO. 3, JUNE 28, 1938

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Author	+
Editor	+
Date/Date Range	+
Subjects	-
Alumnae Members	+
Career Education Programs	+
Clothing and Dress	+
Convention Entertainment	+
Convention Newspapers	+
Convention	+
Speakers	+
Conventions	+
Delta Daily Doings (Publication)	+
Discussion	+
Panels	+
Executive Board Structure	+
Fraternity Presidents	+
Honors	+
Awards	+
International Travel	+
National Panhellenic Conference (NPC)	+
Pine Press (Publication)	+
Post-Convention Tours	+
Scholarship	+
Speeches and Addresses	+
Travel	+
Tri Delta Constitution	+
Tri Delta Constitution Amendments	+
Tri Delta Tours	+
United States Civil Service Commission	+
Women in Government	+
People Mentioned/Pictured	+
Type	+
Language	+
Chapter	+
University	+
Alumni/ae Organization	+
Era	+
Event	+

# DONORS

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Tri Delta's Digital Archives project is made possible by the generous support of our donors. There are several phases of this project, about half of which have been funded. Donations from members and the community have and will continue to play a critical role in bringing this history to life. Donate online [here](#) or for more information please contact [Foundation@trideltaeo.org](mailto:Foundation@trideltaeo.org) for more information.

We are thankful to Tri Delta's Digital Archive Donors:

## Preservation Priorities Phase

Emily Bourne Grigsby, *Vanderbilt*

The Mildred Bland Miller Charitable Fund, *Maryland*

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Emily Bourne Grigsby, *Vanderbilt*

The Mildred Bland Miller Charitable Fund, *Maryland*

## Tri Psi History Phase

Tri Psi

## *The Trident Phase*

Life Loyal funds

## Music and History Phase

Sandra Beach Lin, *Toledo*

## History of Executive Office Phase

Jean Smith Snodgrass, *Southern Methodist*

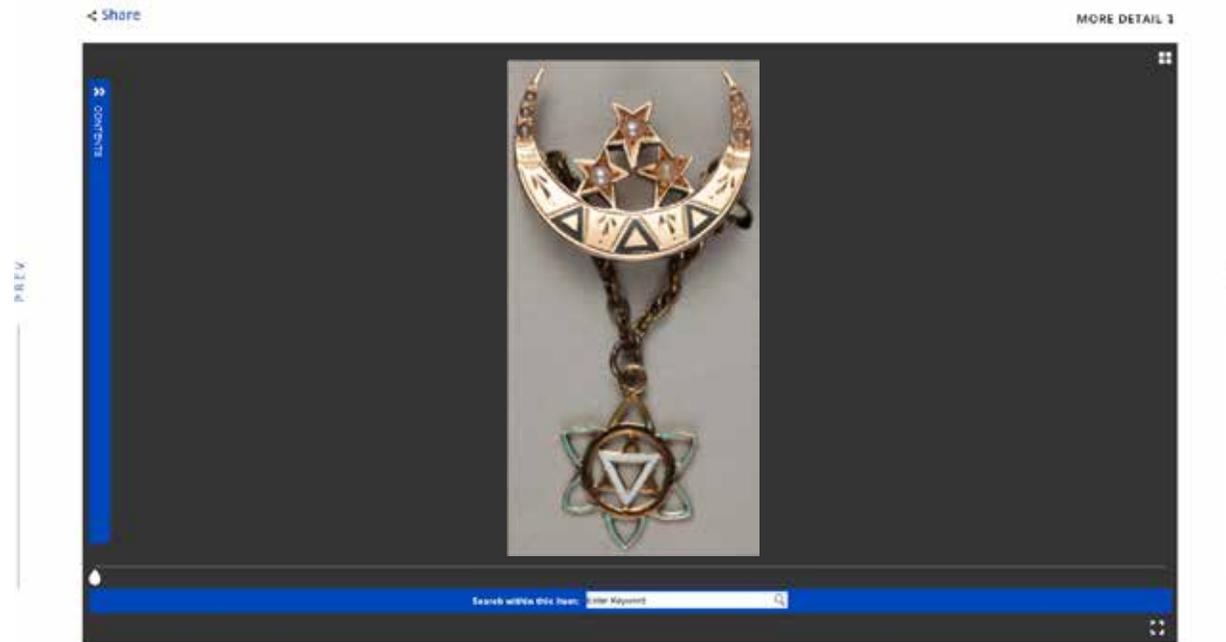
## Ginger Hicks Smith Museum and Objects Phase

Ginger Hicks Smith, *Emory*

## SARAH IDA SHAW BADGE WITH CIRCLE DEGREE PIN

Home | Sarah Ida Shaw Badge With Circle Degree Pin

Sponsored by:  
Ginger Hicks Smith



# *Dana Getz Moore*

JULY 1, 1964 - MAY 2, 2024

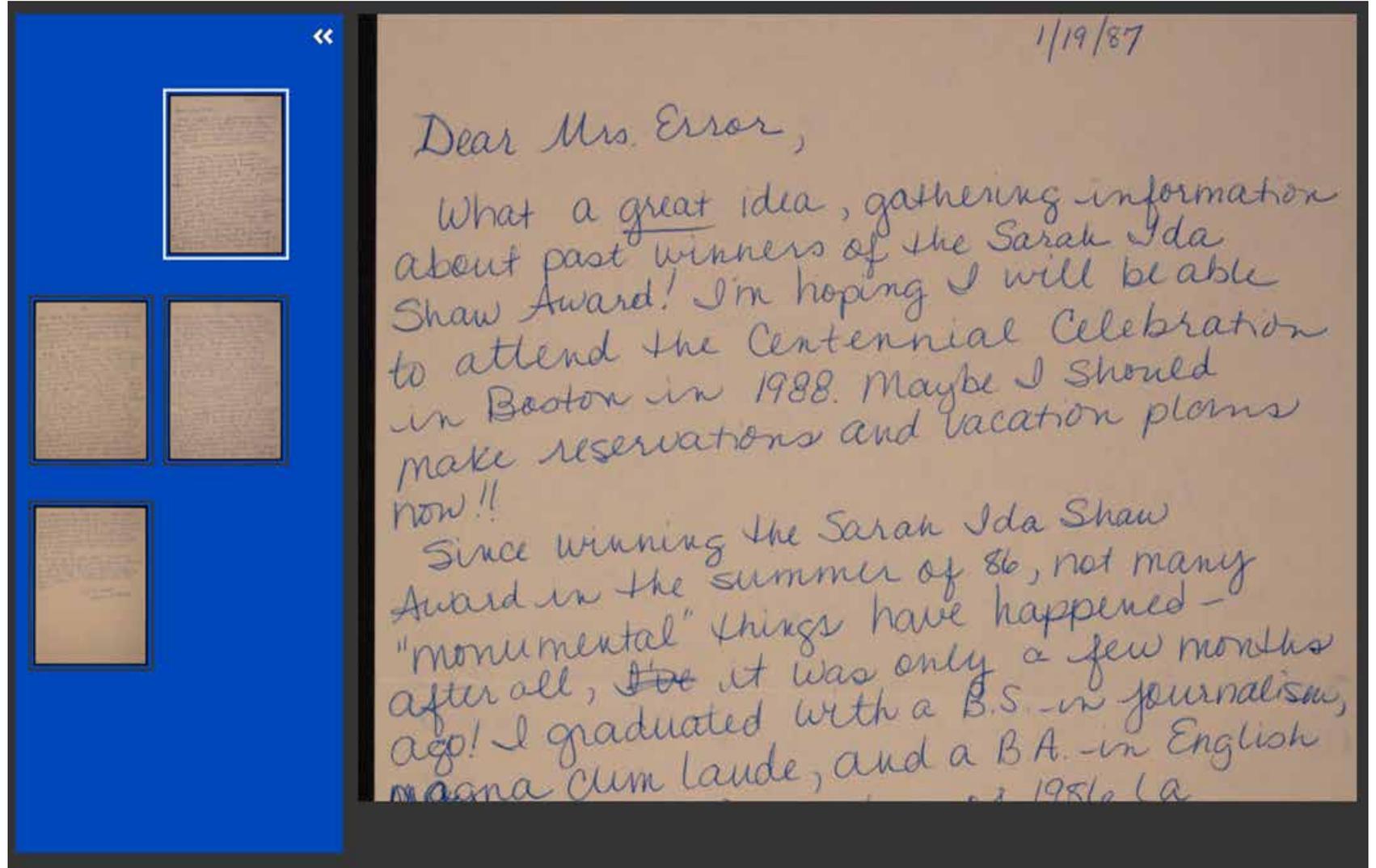


IN THE CARE OF

Leppert Mortuaries - Nora

## *Dana Getz Moore (1964-2024)*

Beloved mother, grandmother and wife, Dana, 59, of Indianapolis died peacefully on May 2, 2024. She was born in Milwaukee, WI in 1964, and moved to Carmel, IN shortly after. Dana attended Carmel High School and met the love of her life, Mike, at Indiana University where she was a member of Tri Delta Sorority. Dana and Mike celebrated 36 years of happy marriage and raised their three children in Indianapolis. Dana is survived by husband Mike Moore; children Lily (Frank) Hapak, Grace Moore and Joe Moore; grandchild Haydon Hapak; mother Rose Getz; and siblings Chris, Shelley and John. She is preceded in death by her loving father Marvin Getz.



by Sarah Ida Shaw.

# TRUTH



MARY KAY QUINLAN-MOORING, Nebraska  
Inaugural winner 1972

**First Sarah Ida Shaw Awards**

Thanks to the efforts of Delta Delta Delta and others to her chapter! These trials of truth may seem unimportant, but important to Tri Delta as the Executive Board considered the first Sarah Ida Shaw Award to honor the dedicatee member who best personifies the history in action.

With the Leadership award recognized during college, leaders for eighteen years. It was Sarah Ida Shaw awarded to the woman who has provided the motivating force with a chapter, as an officer or a leadership member.

The chapter's outstanding letter expressed the letter behind the first Sarah Ida Shaw Award. This is the kind of person you'd like to know to be actually the epitome of integrity, unswerving in duty, an advisor, a role model and a joy to know. She should be able to inspire, pay the ideal of person whom you meet upon graduation, organized support and education from all the kind of person you look to be graduate. The committee declares Sarah Ida Shaw.

Mary Kay Quinlan has been described by a fellow Tri Delta as "the best chapter president ever seen." Her leadership prowess began with pledge class president and concluded with journal editor and then publications. She served in executive vice president, business manager, president of her Tri Delta chapter. Her strong belief in leadership and her ability to connect conviction into action helped to build a strong identity on the Greek system on her campus and her contributions have been recognized by the educationists and the college publications.

**South Side State Award Winner**  
2011—Mary Kay Quinlan, Nebraska  
2010—Heather Moore, Oklahoma State  
2009—Heather Voss, Kentucky  
2008—Jennifer Alford, Delta State

**Midwest Region**  
2010—Megan, New Mexico  
2009—Katie Ryan, Florida State  
2008—Caiti, Iowa  
2007—Kaitlin Brown, Michigan  
2006—Heather, Ohio State  
2005—Wendy, Kansas State

**West Region**  
2011—Mary Kay Quinlan, Nebraska  
2010—Heather Moore, Oklahoma State  
2009—Heather Voss, Kentucky  
2008—Jennifer Alford, Delta State

**East Region**  
2011—Mary Kay Quinlan, Nebraska  
2010—Heather Moore, Oklahoma State  
2009—Heather Voss, Kentucky  
2008—Jennifer Alford, Delta State



Mary Kay Quinlan, Nebraska

Pennsylvania (and I'm 40 min away).  
each @ 40 min away).

Before I close this letter, however, I must tell you about a terrific experience I had at my graduation. The main speaker in the College of Journalism's ceremony was Mary Kay Quinlan, the current President of the National Press Club.

As we were sitting next to each other on the stage, she suddenly said to me, "you're a Tri Delta?" I'm a Tri-Delta, too!" Seems she had noticed a small ~~as~~ insignia ring I was wearing. When the Dean introduced me as a speaker, he announced my receiving the Sarah Ida Shaw award.

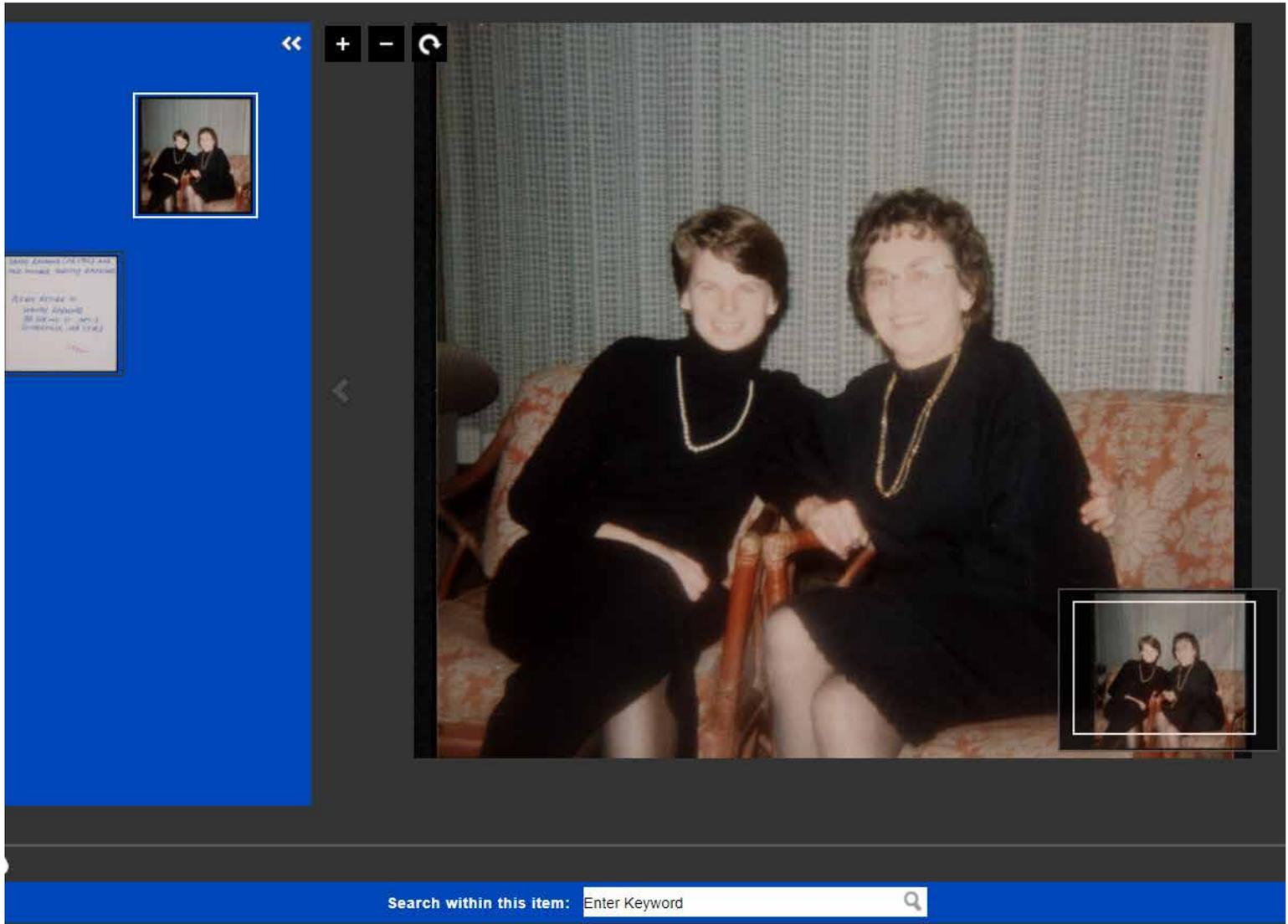
at that point she turned to me - she was the recipient of the award when she was a senior! I can't even think of the words to describe such a unique

The Trident, Fall 2023



Thank you again for your time to interview me today and to connect around my experiences and contemporary challenges for Tri-Delt. Thank you also for sharing the archival material in my file. To me, the archive of that single letter from me in 1988 is enough to show you the potential power of the project you are doing! I know you know that; I simply wanted to add an affirmation.

I am blown away to see [this photo](#) of my mother and me. I lost it following Tri-Delt returning it to me and am so happy to see it! (It was a favorite, which is why I sent it to Tri-Delt.)



The screenshot displays a digital archive interface. On the left, a blue sidebar contains a small thumbnail of a photograph and a document titled "Letter from [Name] to [Name] dated [Date]". The main area shows a large photograph of two women sitting on a patterned couch. The woman on the left is wearing a black turtleneck and a pearl necklace, while the woman on the right is wearing a black dress and a gold necklace. The interface includes navigation icons (back, home, zoom in, zoom out) at the top and a search bar at the bottom with the text "Search within this item: Enter Keyword".



Gulf & Western Plaza  
4 Floor, New York, N.Y. 10023  
(2) 373-7300

I SUPPOSE YOU DON'T KNOW UNTIL YOUR LIFE IS OVER IF THE CHOICES YOU HAVE MADE HAVE BEEN THE RIGHT ONES...IF YOU HAVE MADE A DIFFERENCE IN THE WORLD WHICH WE ALL SHARE. MAYBE WE DON'T KNOW FOR SURE BUT IF WE ARE LUCKY THERE ARE SOME SIGNS ALONG THE WAY AND EXPERIENCES WHICH BOTH DIRECT US AND REINFORCE US. TRI-DELTA IS A CHOICE, AND ONE WHICH FOR ME HAS BEEN VALIDATED MANY TIMES ALONG THE WAY.

WHAT DOES A NINETEEN YEAR OLD REALLY LOOK FOR WHEN JOINING A SORORITY? FRIENDSHIP, FUN , SOCIAL ACCEPTANCE? PROBABLY . BUT AS IS FREQUENTLY THE CASE WITH LIFE, IT IS RARE THAT THINGS ARE WHAT THEY SEEM AND OFTEN WE FIND WHAT WE AREN'T REALLY FOR.

IT'S BEEN OVER A DECADE SINCE I JOINED THE ALPHA LAMBDA TRI-DELTAS. UPON GRADUATION I SAID GOODBYE TO MY SISTERS AND STURCK OUT IN SEARCH OF A CAREER IN BROADCASTING. I BECAME A TV NEWS REPORTER AND THAT WAS MY FIRST SIGN. THAT'S WHEN I KNEW MY EXPERIENCE AS SORORITY PRESIDENT WAS INVALUABLE. IF I COULD KEEP MY COMPOSURE IN FORNT OF A HUNDRED GIRLS WHO KNEW EVERYTHING ABOUT ME, THEN I SHOULD BE ABLE TO KEEP IT TOGETHER IN FRONT OF SEVERAL HUNDRE THOUSAND PEOPLE WHO KNEW NOTHING ABOUT ME. ON MY RESUME FOR THAT FIRST JOB I INCLUDED PROUDLY "SARAH IDE SHAW WINNER". MY EMPLOYER NEVER REALLY UNDERSTO WHAT IT MEANT BUT I DID. IT WAS PART OF WHO I WAS AND THE WAY I DID MY JOB.



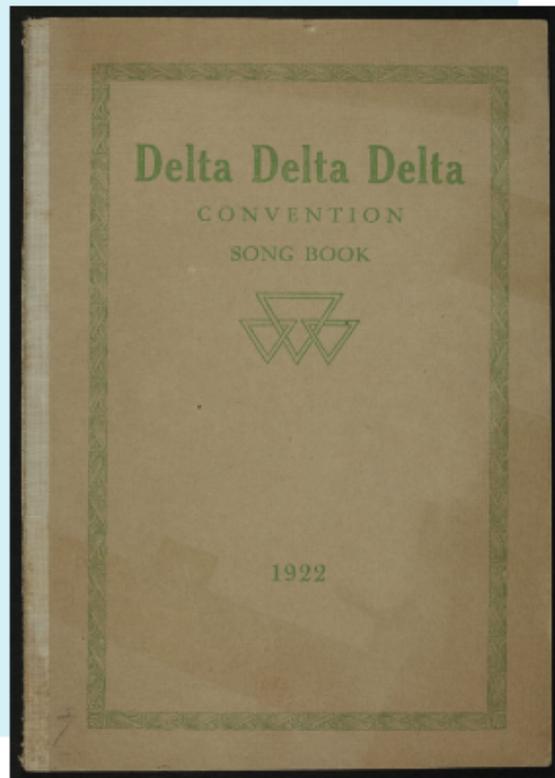
Dear Mrs. Errol,

It was a pleasant surprise to receive your most recent letter concerning the Sarah Ida Shaw Award. I often reflect upon my collegiate days and remember what a major part of my life Tri Delta was and how has been than the life long friendships developed.

I was reminded of what a big impact Tri Delta has had on my life just recently at my wedding on November 28, 1986. My friends, the sisters I shared college with six years ago were still those who are my closest and dearest friends with whom I shared my wedding.

Two sisters (Sandy Beach and Vicki Zak) were both part of the wedding party with another sister (Maria Ancocha White) singing solo along with Mrs. Roger Kennedy playing the organ.





Left: One of the items in our archives is this 1922 Convention Song Book which features piano-vocal scores for 15 songs including Alpha Theta Phi.

## THE ROLE OF MUSIC IN TRI DELTA'S HISTORY PRESENTED BY SANDRA BEACH LIN

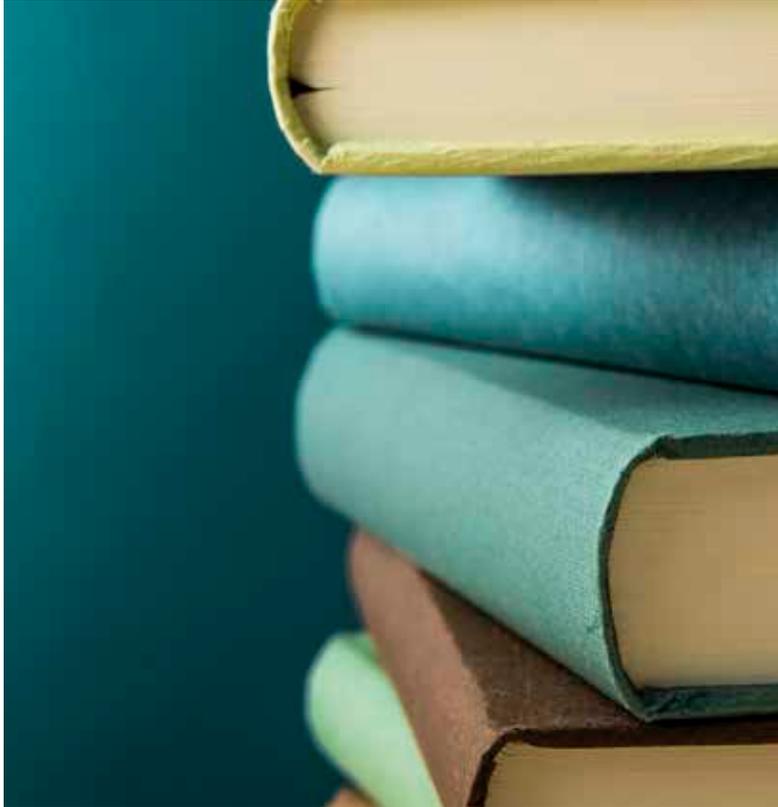
With your love for music, particularly Tri Delta's music, it seems like a perfect fit for you to help fund the "Music and History" section of our Digital Archives. **Your lead gift of [REDACTED] would make it possible for us to complete this virtual exhibit and collection during the "Silent Phase" of this project and before we introduce the Digital Archives Tri Delta's membership at large.**

# Crafting Compelling Narratives

- The Art of Digital Storytelling
  - How storytelling can enhance donor engagement and support
  - Strategies for creating emotionally resonant narratives using digital archives Preserving History for the Future



# Data-Driven Insights for Personalized Fundraising



Leveraging analytics to tailor fundraising campaigns



The role of technology in optimizing donor relationships and communication



# Key Takeaways

If anything, remember these three things.

- Master Digital Storytelling: **Digital preservation can illuminate opportunities to meaningfully and uniquely communicate your impact to wider audiences.**
- Boost Donor Engagement: **Compelling narratives that resonate, fostering deeper connections with your donors.**
- Innovate Fundraising: **Integrate storytelling and analytics, empowering your nonprofit to thrive in today's dynamic landscape.**





**Questions?**



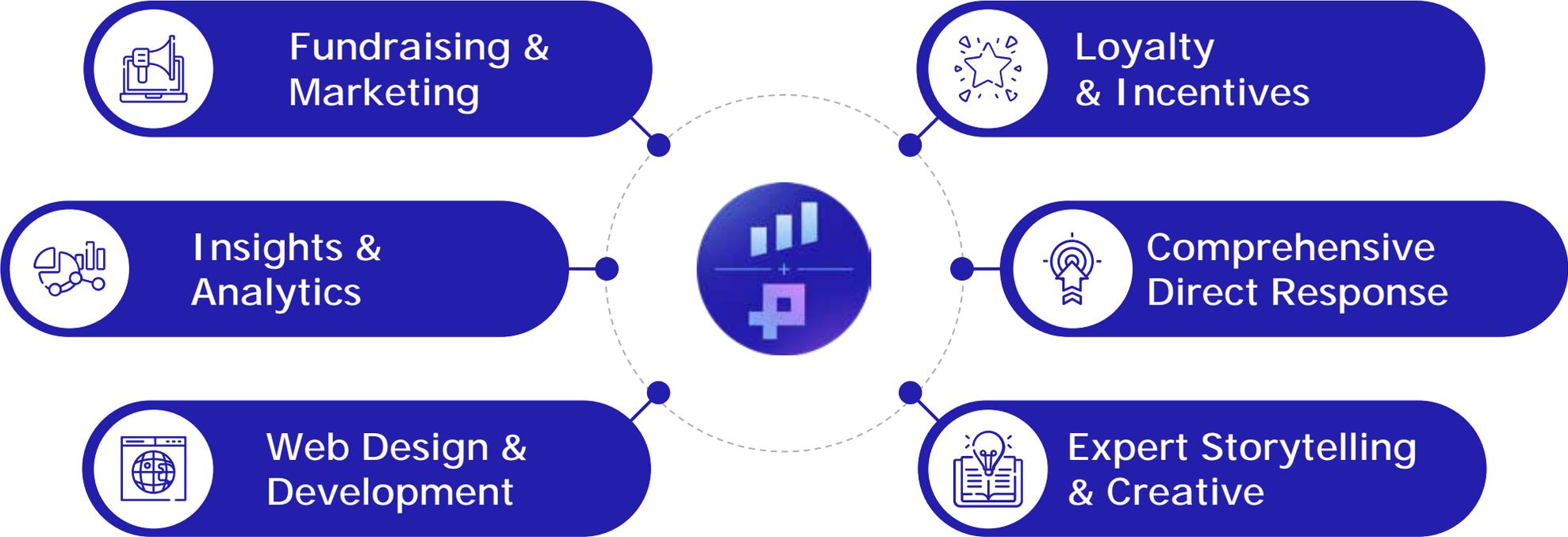
“

“Those who tell the stories  
rule the world.”

”

*A First Nations Proverb*

# A Tech-Driven Marketing + Fundraising Agency Helping you Expand Your Impact



Constituent Insights & Analytics with **allegiance** group + GivingDNA™



THANK YOU

