



**THE OFFICIAL AEPI PHILANTHROPY
BRACKET CHALLENGE**

2025

TABLE OF CONTENTS

About the Campaign	3
Beneficiaries	4
Prizes	5
How to Participate	6
Suggestions for Success	7



ABOUT THE CAMPAIGN

March Madness is exactly that. Sixty-eight teams vie to be the NCAA Division I men's basketball champion, in a month filled with upsets, drama, and suspense.

From the earliest days of our Brotherhood, basketball played a role in our Founders' development as leaders. As it says in AEPi's Blue Book, "Charles C. Moskowitz, a fine basketball player, was sought after for his athletic skills," sending him down a path that would eventually lead to the founding of our great fraternity.

It is in this spirit that we started Mensch Madness, a Jewish philanthropic twist on March Madness, in 2014. Since its inaugural year, Mensch Madness has raised thousands of dollars for beneficiary organizations. The Mensch Madness Official Bracket Challenge combines the excitement of the annual NCAA basketball tournament with the competitiveness of pitting AEPi chapters and colonies against one another.

Mensch Madness is an opportunity for all chapters and colonies, regardless of their size, to come together and join the fun of March Madness. Prizes will be awarded for the bracket winner, chapter and individual who raises the most money, as well as the chapter that raises the most money per Brother. In addition, any individual who raises \$50 or more will receive a \$5 Amazon gift card.

Funds raised for Mensch Madness will count towards your chapter or colony's total raised for AEPi's Official Philanthropy Program, which is used to determine award winners at AEPi's International Convention each year.

Don't forget that donations to the AEPi Foundation are tax deductible!

BENEFICIARIES

When asking others to create a bracket, a common question may be where does the money go? It's important to understand who the proceeds are benefitting for this campaign, so that you can communicate the true importance of Mensch Madness, and why someone should purchase a bracket.

Proceeds from Mensch Madness go to AEPI's Repair the World Fund, which supports Jewish causes to reinforce the Jewish ideal of tikkun olam. In 2025, the three beneficiary organizations from AEPI's Repair the World Fund are **NECHAMA**, **Israel ParaSport Center**, and **Chai Lifeline**.

NECHAMA: NECHAMA, rooted in the Jewish value of Tikkun Olam, provides comfort and hope to communities by engaging volunteers in disaster recovery work. NECHAMA – Jewish Response to Disaster –, is the only Jewish organization to offer sustained direct services in the US following the onset of a hurricane, tornado, flood, or other natural disaster.

Israel ParaSport Center: Israel ParaSport Center is a community of mentors, coaches, and para-athletes that empowers people in Israel whose physical abilities make it challenging to overcome the obstacles of daily life. Programs support athletes with aspirations of becoming Paralympians, support for those who have been displaced by the war, and the MVP program, supporting a group of twelve elite wheelchair basketball players.

Chai Lifeline: Chai Lifeline is an international support network, providing social, emotional, and practical assistance to children, families, and communities impacted by medical crises and trauma through a variety of year-round programs and services.

While these organizations may be new to you — or those you speak with about Mensch Madness — the themes of disaster relief, support for people with disabilities, and families experiencing a crisis or trauma, are all ones to which that people can relate and will want to support.

PRIZES

A chapter and bracket leaderboard are available on the Mensch Madness website, and will update in real-time so that participants can see who is in the lead for prizes.

Bracket Winner:

\$500 gift card*

Chapter That Raises the Most Money:

Tailgate Tent

Chapter That Raises the Most Money per Brother:

Rush Shirts for the Chapter

The individual Who Raises the Most Money:

\$250 gift card*

Any Individual Raising \$50 or More:

\$5 Amazon gift card*

**Subject to approval from AEPi International*

Rules

The winner of the Mensch Madness Bracket Challenge will be determined by the rules and scoring listed on the Mensch Madness website. All picks will lock at the scheduled tip-off time of the first tournament game scheduled for Thursday, March 20, 2025, at 12:00 p.m. Eastern.

Your picks for the matchups will lock one minute prior to tip-off at 11:50 a.m. Eastern on March 20, 2025. Selections submitted after the deadline will be invalid.

HOW TO PARTICIPATE

It's as simple as having your Brothers, family, and friends visit menschmadness.aepi.org and fill out their bracket! This year, participants can purchase one bracket for \$18 and two brackets for \$25. While no more than two brackets can be associated with each email address, there is no entry limit per person. For example, someone can register multiple brackets under different emails. Be sure that Brothers, friends, and family participating select your chapter or colony during their registration so that you receive credit for the challenge!

Selection Sunday will take place on March 16 this year, when the selection committee reveals which 68 teams have made the field for this year's tournament. Following the announcement, participants will be able to log in on the "My Bracket" page (use the email address and the password created at the time of donation), and create their desired bracket for the Mensch Madness Official Bracket Challenge. Everyone will have until 11:59 a.m. Eastern on March 20 to submit or update their bracket.

SUGGESTIONS FOR SUCCESS

Week 1: Kickoff & Initial Outreach (March 1 - March 9)

Email to Alumni, Family, and Friends

- Announce the launch of **#MenschMadness** and encourage everyone to fill out their brackets.
- Highlight how participation will support NECHAMA, Israel ParaSport Center, and Chai Lifeline, three impactful Jewish organizations.
- Explain why this campaign matters to your chapter and encourage early participation.

Social Media

- Announce the start of #MenschMadness and encourage participation.
- Challenge alumni, friends, and family by tagging them in posts.
- Share the registration link:
<https://menschmadness.aepi.org>.
- Thank those who have already donated or registered a bracket.
- Promote Selection Sunday (March 16) and encourage participation before the bracket deadline.
- Encourage your chapter/colony and individual members to update their Facebook profile frame to show support.



SUGGESTIONS FOR SUCCESS

Week 2: Mid-Campaign Momentum (March 10 – March 16)

Email Reminder

- Send a midway update reminding supporters about the campaign and encouraging participation.
- Share how many brackets have been submitted for your chapter and how close you are to winning the **Charles C. Moskowitz Trophy**.
- Emphasize that proceeds will directly support disaster relief, para-athletes in Israel, and children facing medical crises through **NECHAMA**, **Israel ParaSport Center**, and **Chai Lifeline**.
- Encourage supporters to finalize their brackets by March 20.

Social Media

- Spotlight the Beneficiaries – Share a post highlighting one or more of this year's beneficiaries to educate Brothers and encourage participation
- Post thank-you shoutouts to donors and encourage them to challenge others.
- If your school's basketball team makes the NCAA tournament, use that as motivation for participation.
- Remind everyone that brackets cost \$18 for one or \$25 for two and that proceeds will directly benefit these three impactful Jewish organizations.



SUGGESTIONS FOR SUCCESS

Week 3: Final Push (March 17 – March 20)

Email Reminder

- Time is running out! Send a final call-to-action email urging supporters to submit their brackets before the deadline on **March 20 at 11:59 a.m. Eastern.**
- Highlight the \$500 Amazon gift card prize for the top bracket.
- Remind everyone that their participation will help provide disaster relief, support for Israeli para-athletes, and assistance for children with medical crises.

Social Media

- Final countdown! Brackets are due by 11:59 a.m. Eastern on March 20.
- Your last chance to support our chapter! Help us win the Charles C. Moskowitz Trophy by filling out a bracket today.
- Brackets are LIVE! Remind everyone to finalize their picks before March 20 at 11:59 a.m. Eastern.
- Encourage last-minute participants by highlighting the impact of their donation and reminding them about the grand prize.
- Did your school make the tournament? Use that excitement to encourage participation.

