



4.11.24

WAYNE STATE

**GIVING DAY**

**GIVE GREEN. BE GOLD.**

**ADVOCATE TOOLKIT**

# GIVING DAY ADVOCATE TOOLKIT



## Thank you for being a special part of Giving Day!

Giving Day is Wayne State University's annual university-wide day of giving. On Giving Day, alumni, students, faculty, friends, parents and staff come together to give back to the WSU people, places and pursuits that mean the most to them.

Advocates like **YOU** get the word out about Giving Day by asking your network to support the program you care about most! During the last Giving Day, advocates raised more than **\$27,000!**

What starts here changes the world — and that starts with you.

Thank you for being a Giving Day Advocate!

## IN THIS TOOLKIT

**ADVOCATE  
SIGN UP**

**OFFER MATCHES  
& CHALLENGES**

**MAKE  
YOUR IMPACT**

**INSPIRE  
FROM WITHIN**



## QUESTIONS?

Our team is here to help. Email [givingday@wayne.edu](mailto:givingday@wayne.edu) any time!

# ADVOCATE *SIGN UP*



## Create a GiveCampus Account (It's as easy as 1-2-3!)

1

Head to the **Giving Day 2024** page and click **"SIGN UP"** (or **"LOGIN"** if you already have a GiveCampus account) to register as an official Giving Day Advocate.

2

Make sure to check your email and click the confirmation email to complete your sign-up! Don't see your confirmation email? Check your spam folder.

3

Start sharing! Built-in sharing buttons on the campaign page generate a link that is unique to you. Click the **"Copy to Share"** button and paste your unique link somewhere you can easily access to make sharing your link via email, social media, text, etc., quick and easy!

## Need a custom link?

If you'd like an easy to remember URL (ex. [givingday.wayne.edu/smith](https://givingday.wayne.edu/smith)) for your unique link, reach out to the Office of Donor Experience at

[donor\\_experience@wayne.edu](mailto:donor_experience@wayne.edu)

no later than April 5, 2024.

## Make Your Gift (and make it a Match or Challenge!)

First, lead by example and make your own gift early. It's much easier to ask your friends and family to join you in making a gift when you've already done it yourself!

Consider leveraging your gift by making it a match or a challenge! Offering a match means that you'll give a number of dollars for every dollar or donor up to your specified maximum gift amount. Offering a challenge means that you'll give a gift if the campaign receives a certain number of donors or dollars.

You can restrict your match or challenge to support a program you care about, to target other alums in your class year, and more. Get creative! To get started, click on the **"Offer a Matching Gift"** or **"Offer a Challenge"** buttons, or visit the Advocacy Dashboard.



# MAKE YOUR *IMPACT*



## Share, Share, Share

### *Use Your Unique Link!*



Once you've saved your unique link, you're ready to share Giving Day 2024 with your network! Sending personal, one-on-one messages is the most impactful way to encourage donations. Remember: Use your unique link when you email, text, DM, etc. This will allow you to track your impact!

### *Turn Your Social Green and Gold!*

Posting your unique link to social media is an easy way to share Giving Day with the people you know! Looking for Giving Day images or captions? Visit our **Giving Day Assets page** ([alumni.wayne.edu/givingdaygraphics](https://alumni.wayne.edu/givingdaygraphics))!

---

## Tell Your Story

-  Create a Personal Plea! This can be a quick video in which you tell your community why you're excited about Giving Day 2024 and why others should get involved.
-  Share your Personal Plea to inspire others to support Giving Day 2024! Visit the Advocacy Dashboard to get started.



# INSPIRE FROM *WITHIN*



## Make a bigger impact as an Inspire from Within Giving Day Advocate!

As a Wayne State employee, you can make an even bigger impact by signing up as an Inspire from Within Giving Day Advocate! After you **sign up**, here are some ways you can get your colleagues involved on Giving Day:



Send an email encouraging them to sign up as a Giving Day Advocate, make a gift, or create their own match or challenge! Don't forget to include your unique link so you can track your impact.



Connect with your S/C/U's communications team to make sure they have a plan to promote Giving Day! Share the **Giving Day Toolkit** so they have all of the logos, messaging, social media content, etc., they need.



Create and print a flyer to hang in the lunch room or other common space to encourage others to participate on Giving Day!



Set up a friendly challenge with another team or department to see who can get the most donors to their cause by Giving Day!

## Advocate Leaderboard

Don't Forget: Use your unique link *every time* you ask for – or make – a Giving Day gift to get credit for your hard work and reach the top of the advocate leaderboard. The three advocates with the most gifts will win a prize!