GIVING DAY

4.8.21

AMBASSADOR TRAINING: GIVING DAY

Questions after the presentation, reach out to...

- Kim Easley, Special Populations and Volunteers Giving Day Ambassador Committee, kim.easley@wayne.edu

- Courtney Durham, Annual Giving Officer, courtney.durham@wayne.edu

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Special Populations and Volunteers Giving Day Ambassador Team

- Robert Reaves
- Cyndi Scheidel
- Mackenzie Friedman
- Ashley McAdoo
- Kim Easley
- Danielle Manley
- Julius Reeves
- Clare La Torre
- Jason Brown

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AMBASSADOR ROLE

- Who are Giving Day Ambassadors?

- What is a Giving Day Ambassador?

- When does the ambassador role begin?

- Where does ambassadorship take place?

- How to serve as a WSU Giving Day Ambassador?

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AMBASSADOR ROLE

Getting Started

Once you sign up you will receive a verification e-mail, click the link in your email to access your custom referral link, social share buttons and a link to navigate to your Ambassador Dashboard.

GIVING DAY 4.11.19 **Give Green, Be Gold**
givingday.wayne.edu

Welcome, Janice!

You are now an Ambassador for Giving Day at Wayne State University's Giving Day platform, powered by ScaleFunder.

You can track your impact by sharing your custom referral link:

https://givingday.wayne.edu/giving-day/24914?
utm_source=scalefunder&utm_campaign=amb_share&utm_content=k80qvtsv8phhhm4b7qshcik&utm_medium=plain

Thank You,

Wayne State University ScaleFunder Team

Share your **Referral Link** with friends and family to track your impact.

Facebook	Twitter

After sharing, go to your Ambassador Dashboard to see which of your friends gave using your link!

givingday.wayne.edu

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AMBASSADOR ROLE

Navigating your Dashboard

AMBASSADOR ROLE

Navigating your Dashboard

- Click the email button in your dashboard (view email button in previous slide) to easily send out a direct link to your friends, family and followers. This e-mail link will include your personal referral and fundraising link.

- Track your progress and see how many of your peers you've reached and how much you have raised.

- Use your dashboard easy share buttons to share on your social media pages. Easy share buttons include your personal fundraising link.

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Navigating your Dashboard

Here's your actual referral link to do with as you please:

https://givingday.wayne.edu/giving-day/24914?utm_source=scalefu

Referral Link

Referred Page: Giving Day 2020 ▼

Change Short URL: Customize your referral link

https://givingday.wayne.edu/amb/ [   ] **Save**

The area you want your followers to donate

Your Affiliations: Select Affiliations ▼ **Save**

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AMBASSADOR ROLE
Navigating your Dashboard

Tips and Best Practices
- Share general posts before the Giving Day goes live. Remind your peers that Giving Day is coming and help build up the excitement for the campaign launch.
- Use your preferred methods of communication for outreach. Utilize the tools that you use every day (social media, e-mail, phone).
- Add I give, statements, talk about how the giving day supports your favorite initiative and area of giving. Be sure to always include your personal referral link.
- Be sure to make it personal. Tell your own story and let your peers know why the cause and mission is so important. Be sure to use the Giving Day Hashtag in all of your posts.
- Thank the donors that gave with your personal referral link. Consider sending your friends an immediate thank you via social media or email.
- SHARE as much as you can!

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WHY GIVING DAY AMBASSADORS

Importance of Ambassadors: Why we need YOU - Giving Day goal of 1,300 donors.

- Ambassadors help to unite the Institutions alumni community, friends, students, faculty, and staff through social media, school spirit, and philanthropy.

- Ambassadors inspire other loyal and caring alumni, families, colleagues and friends to inspire their loyal and caring networks to support the worthy cause you are inspired about.

- As an Ambassador you are the social proof. Your peers know you and trust you.

- Your followers want to understand why will their gift matter and will be more likely to respond through your personal connection to the cause

- Campaigns with Ambassadors raise 30 percent more on average.

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TOOLKIT, GRAPHICS & LOGOS

Ambassador Toolkit

- A reference document for ambassadors to execute communication
- Detailed timeline including content to post on specific days that align with campus promotions
- Messaging guide: sample tweets, Facebook and Instagram content and email content

Graphics & Logos

- Official Giving Day logo
- Facebook and Twitter graphics
- Branded email signatures
- Zoom and Teams backgrounds

Social media images include:

- Save the date
- Day before
- Giving Day is here
- GIFs
- Thank you

SOCIAL MEDIA

@waynestatealum

#givegreenbegold

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givingday.wayne.edu

RESOURCES

WEBSITE

TOOLKIT

GRAPHICS

SOCIAL MEDIA

@waynestatealum
Like, follow, and share
Giving Day content

All items available at...
alumni.wayne.edu/givingdaytoolkit

To get more information on how to get the most out of the toolkit, watch the ambassador training video

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BEFORE AND ON GIVING DAY

Pre-communications…

- SAVE THE DATE

- Social Media profile photo update

- Email signature block

- **Day before** Giving Day tomorrow email and social media

Throughout the day…

- Social media posts

- Social media profile photo update

- Spread the word matches/projects

- Thank Your friends, family and followers

What you can do:

- Social media updates
- Make a gift to your favorite area of campus
- Promote match/challenges
- Reach out and/or thank your friends, family and followers

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AMBASSADOR ACTIVITIES: PROMOTE AND ATTEND

- April 5 at noon: Planned Giving Presentation

- April 7 at 6 p.m.: Warrior Strong: An Evening for Alumni with President M. Roy Wilson

- April 8 at noon: Diversity, Equity & Inclusion: A Generational Discussion

- April 8 at 7 p.m.: Drag Queen Bingo

More info can be found at https://alumni.wayne.edu/events
Zoom links through reservation

Save the Date!
APRIL
8

AFTER GIVING DAY

POST-communications...

- Share Giving Day totals

- Thank your followers on personal

  networks and email

What you can do:
- Reach out and/or thank your friends, family and followers

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QUESTIONS?

Save the Date!

APRIL 8

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