

# MUSKINGUM UNIVERSITY DAY OF GIVING: ADVOCATE GUIDE

## HOW TO BE AN ADVOCATE FOR MUSKINGUM'S DAY OF GIVING

**CREATE** a GiveCampus Account (or if you already have one, log in)



- We can only celebrate your hard work if we're able to tell it's you! And we do that by tracking outreach done when you're logged in to GiveCampus.
- Head to the Day of Giving page and click "SIGN UP" or "LOGIN" at the top of the page. More information available below.
- Create an account or login from there!

**PREPARE** To Be an Advocate



- Attend our training meeting in the weeks leading up to the event
- The training is the best way to learn the Day of Giving platform and to help set you up with a customized Day of Giving link which lets you know how many clicks, gifts and dollars your outreach is driving.

**CONSIDER** Your Own Gift and Offer a Match or Challenge



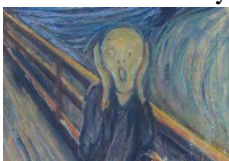
- Lead by example and make your own gift early. It's much easier to ask friends and classmates to join you in making a gift when you've already done it yourself!
- Leverage your gift and encourage others to give by offering a match or challenge.
- Think about the impact Muskingum had on your life. Take this opportunity to make a gift that supports scholarships, the PLUS Program, Athletics, Greek Scholarships or Developing Multicultural Men

**SHARE** information about the Day of Giving



- The built-in sharing buttons on the campaign page generate a link that is unique to you. If you share while you're logged in, we can track it and celebrate your impact!
- Share via Facebook, Twitter, LinkedIn, Instagram, Text, Email, Phone Call, Carrier Pigeon... The sky's the limit!

**TELL** Your Story



- Create a Personal Plea and post it to the campaign page!
- Film a quick video in which you tell your community why you're excited about the campaign, and why others should get involved.
- Keep it quick, casual, and fun!

# MUSKINGUM UNIVERSITY DAY OF GIVING: ADVOCATE GUIDE

## WAYS TO SHARE ABOUT DAY OF GIVING

Create your own message to share or simply copy and paste these prepared messages for:

### TEXT MESSAGE:

It's Day of Giving! Join me in making a gift to Muskingum by clicking this link: [INSERT YOUR UNIQUE LINK HERE ] #ADayToRemember

### SOCIAL MEDIA POST:

Support students by getting Muskingum to its goal of 350 donors in 1837 minutes on Day of Giving. This will make a huge impact on our students. [INSERT YOUR UNIQUE LINK HERE]

### EMAIL:

Dear Muskies,

Since 1837 Muskingum has helped generations of students to live a "Life More Abundant". This year, during the 6th annual Day of Giving, Muskingum is asking alumni, friends, parents, faculty, staff, and students to continue this tradition.

Any gifts made during the 1837 minutes of Day of Giving directly benefit Muskies!

I'm asking YOU to join me in giving back to support the next generation of Muskies and make this year's Day of Giving a #ADayToRemember.

Did you know that your gift this year can be designated to support scholarships/financial aid, the Music program, athletics, Greek scholarships and the Impact Center? There are so many options for being helping current Muskies!

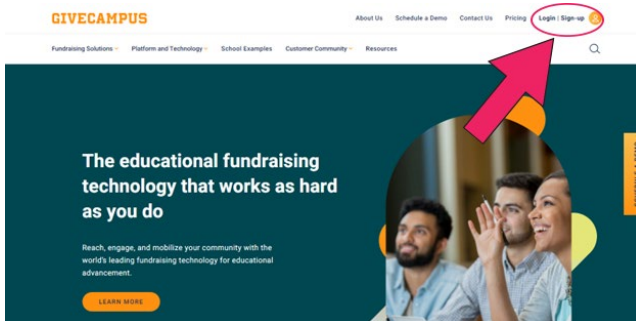
I invite you to make your gift today. Any gift is meaningful - it's all about PARTICIPATION! Your gift to Muskingum will help a student live a "Life More Abundant" and make today #ADaytoRemember.

# MUSKINGUM UNIVERSITY DAY OF GIVING: ADVOCATE GUIDE

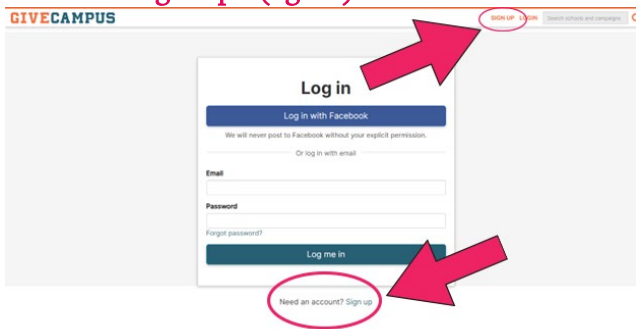
## HOW TO SIGN UP WITH GIVE CAMPUS:

Go to [GiveCampus.com](https://www.givecampus.com)

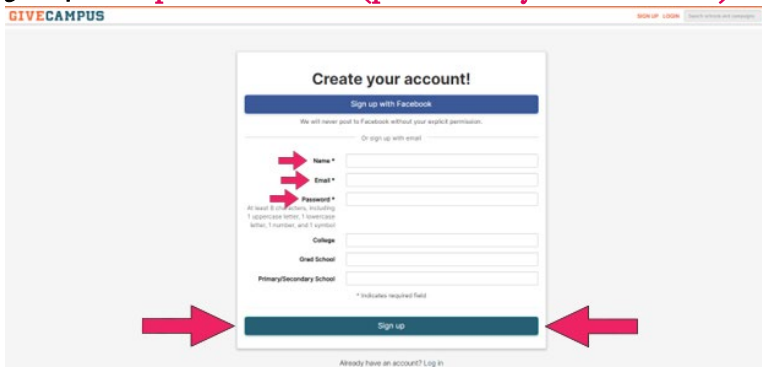
### 1. Click “Sign-up”:



### 2. Click “Sign-up” (again):



### 3 & 4. Complete the form (please use your full name) and click “Sign up” (again again):



### 5. Watch this video for how to be an Advocate for Day of Giving:

<https://www.givecampus.com/schools/GiveCampusUniversity/videos/new-classic-advocate-training>