

MUSKINGUM UNIVERSITY DAY OF GIVING: ADVOCATE GUIDE

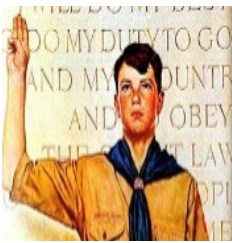
HOW TO BE AN ADVOCATE FOR MUSKINGUM'S DAY OF GIVING

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



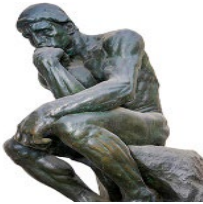
- We can only celebrate your hard work if we're able to tell it's you! And we do that by tracking outreach done when you're logged in to [GiveCampus](#).
- Head to the [Day of Giving page](#) and click "Login | Sign-up" at the top of the page. More information is available below.
- Create an account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

PREPARE To Be an Advocate



- Watch the training video in the weeks leading to the event. The link is at the bottom of this document. We are also happy to meet you! Reach out to Melissa at 740-826-6171, if you feel like you need assistance.
- 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, Athletics, Greek Scholarships or the Arts.

SHARE information about 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, X, 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!
- Want a sample? We can email you one!

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WAYS TO SHARE ABOUT DAY OF GIVING

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

TEXT MESSAGE:

”🌟 Join Muskingum’s **7th Annual Day of Giving**. Every gift fuels student success! Show your Muskie Pride! Join me in making a gift to Muskingum by clicking this link: [INSERT YOUR UNIQUE LINK HERE] (you could send the text using one of the effects on iPhone for extra impact!)

SOCIAL MEDIA POST:

”🚀 Help Muskies Reach Their *DESTINATION*! Join us for Muskingum’s **7th Annual Day of Giving**. 1,837 minutes to celebrate, give back, and fuel student success! Every gift counts – show your Muskie Pride today! ❤️🎓” [INSERT YOUR UNIQUE LINK HERE AND/OR INSERT A LINK ON PICTURE] Use your own picture, be creative!

EMAIL:

Subject Line: Let’s Help Muskies Reach Their Destination! 🌟

Dear Muskies,

Since 1837, Muskingum has been the ultimate *DESTINATION* for students embarking on life-changing journeys. This year, during our **7th Annual Day of Giving**, we have 1,837 minutes to celebrate, give back, and make a real difference for current and future Muskies.

I’m reaching out to ask YOU to join me in supporting the next generation of Muskies. Together, we can ensure that Muskingum continues to be the place where dreams take off and futures are built.

Here’s why your gift matters:

- Your generosity directly benefits students through scholarships, financial aid, and essential programs.
- You can designate your gift to areas you’re passionate about, like scholarships, athletics, Greek scholarships, the Arts, or the Impact Center.
- Every gift counts – it’s not about the amount but about showing your Muskie pride!

Let’s help today’s students reach their *DESTINATION* of success. Your support could be the spark that launches their journey.

Make your gift now and help us make this Day of Giving a **DAY TO REMEMBER**! Together, we’ll inspire Muskies to dream bigger and go farther.

[INSERT YOUR UNIQUE LINK HERE]

Thank you for being a part of this incredible tradition. Let’s show the world what Muskingum pride looks like!

Go Muskies!

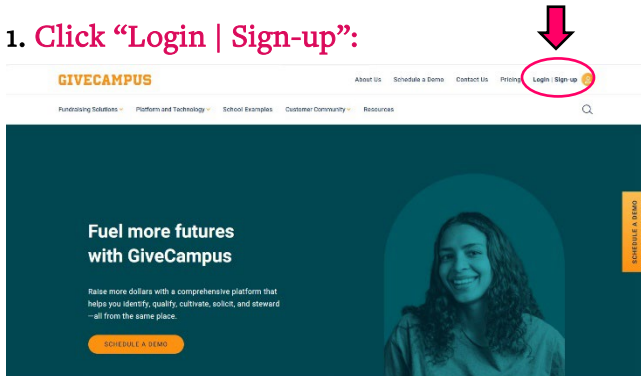
[Your Name]

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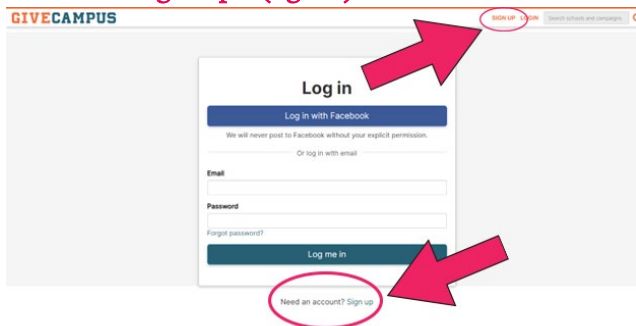
HOW TO SIGN UP WITH GIVE CAMPUS:

Go to GiveCampus.com

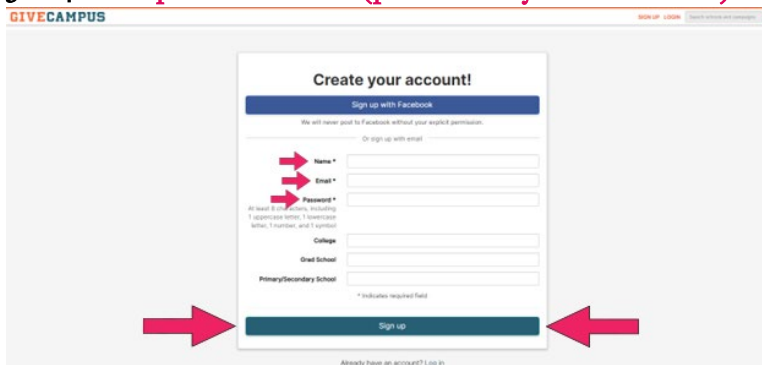
1. Click “Login | Sign-up”:



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>

