



INSTITUTION
NAME (LOGO)

GIVING DAY

AMBASSADOR TOOLKIT

MONTH • DD - DD • YYYY



WHAT'S INSIDE

AMBASSADOR TOOLKIT

INTRODUCTION

PAGE 3

AMBASSADOR CHECKLISTS

PAGE 4 - 6

- BEFORE GIVING DAY
- DURING GIVING DAY
- AFTER GIVING DAY

SAMPLE SOCIAL POSTS &
EMAIL MESSAGES

PAGE 8 - 14

- SOCIAL MEDIA
- EMAILS

THE DIGITAL AMBASSADOR TOOLKIT

PAGE 15 - 16

INTRODUCTION

Welcome!

You've just done something amazing for (client name). You've become a giving day ambassador. Thank you so much for joining us in making this year's/our first giving day a huge success.

What is a giving day?

A giving day is a (24)-hour fundraising campaign that aims to gather alumni, family members, friends and supporters of (client name) in an effort to support opportunities that will (aim of giving day).

This year, we're aiming to encourage more than (donor goal) to support these life changing causes. Your role as an ambassador is vitally important in helping to achieve this goal - we couldn't do it without your help.

The role of an (amazing) ambassador

Your voice is powerful and is influential to those who know you. We are so pleased that you've joined us, lending your voice to a cause you're passionate about. Through sharing messages with your connections and networks on social media, email or even face-to-face, you can help us to encourage even more supporters to join our cause.

To make being an ambassador as simple as possible, we've created this toolkit. It's full of checklists, example social media messages, email templates and other resources. We'd also encourage you to use your own creativity to develop your own messages - always making sure to keep them in the spirit of giving day.

Questions

If you'd like to speak to a member of our team, please contact us via email at (email address).

CHECKLIST 1: BEFORE GIVING DAY



YOUR GOAL: SHARE & RECRUIT

In the run up to giving day, use your voice and influence to do any of the tasks on this list. The aim of each task is to spread the word that giving day is taking place and to recruit more ambassadors.

You can start ticking items off the list one month before giving day. Do one task or do them all - it's up to you and how you decide to participate as an ambassador.

- | | |
|--|---|
| <input type="checkbox"/> FOLLOW & RECRUIT
Like and follow our social media pages. Then invite others to follow us too. | <input type="checkbox"/> CREATE AN ACCOUNT
Create your official ambassador account on our giving day website. |
| <input type="checkbox"/> SHARE MESSAGES
Use your voice and share one of our messages with your social networks. | <input type="checkbox"/> USE YOUR URL
Every ambassador account comes with your own URL. Use yours when sharing. |
| <input type="checkbox"/> WATCH & SHARE
Watch our giving day video and then share it with your friends and family. | <input type="checkbox"/> DOWNLOAD IMAGES
Use the giving day images we've provided as your own profile image. |
| <input type="checkbox"/> PLAN AN VIRTUAL EVENT
Plan a virtual event that encourages alumni to get together on giving day. | <input type="checkbox"/> SET REMINDERS
Set yourself a reminder to share messages and recruit friends. |
| <input type="checkbox"/> SAVE THE DATE
Mark your calendar for giving day and encourage others to do the same. | <input type="checkbox"/> SEND AN EMAIL
Send a personal email to your networks telling them about giving day. |
| <input type="checkbox"/> MAKE A VIDEO
Create a video that tells others why you are passionate about giving day or a message of thanks to those who gave. | <input type="checkbox"/> RECRUIT X2
Encourage two people from your network to become an ambassador. |

CHECKLIST 2: DURING GIVING DAY



YOUR GOAL: SHARE & ENCOURAGE

It's here - today is the day! Use your voice and influence to do any of the tasks on this list. The aim of each task is to share messages that encourage the idea of giving to others.

Giving day will start at (time) on (date) and will finish at (time) on (date). Do one task or do them all - it's up to you and how you decide to participate as an ambassador.

- | | |
|--|---|
| <input type="checkbox"/> SHARE (A LITTLE OR A LOT)
Share our messages or your own to spread the giving day joy! | <input type="checkbox"/> GO LIVE - DON'T BE SHY
Be in the moment and post a live video about why giving day is important. |
| <input type="checkbox"/> GET YOUR GEAR ON
Take a selfie with your favourite (client name) hoodie, mug or hat. | <input type="checkbox"/> REACH OUT WORLDWIDE
No matter where your networks are, giving day is for everyone. Reach out far and wide to encourage giving. |
| <input type="checkbox"/> INVOLVE KIDS & PETS
Who doesn't love a pet or tiny human in (client name) gear? Share their spirit on social. | <input type="checkbox"/> DOWNLOAD IMAGES
Use the giving day images we've provided as your own profile image. |
| <input type="checkbox"/> ATTEND AN VIRTUAL EVENT
Get involved in giving day virtual event that is taking place. | <input type="checkbox"/> GIVE A GIFT
Support giving day by making a gift via the giving day website. |

CHECKLIST 3: AFTER GIVING DAY



YOUR GOAL: CELEBRATE

What an awesome 24-hours that was! You rocked it as one of our giving day ambassadors. There are just a few things left that you can do to demonstrate the impact of giving day and to help us celebrate and say 'thank you' to each of our supporters (including you).

Do one task or do them all - it's up to you and how you decide to participate as an ambassador.



SEND A MESSAGE

Share one final message on social media to say 'thank you' to everyone who supported giving day.



GET PERSONAL

Send a personal messages of gratitude to your connections who may have given a gift or joined as a fellow ambassador.



SHARE OUR VIDEO

Shortly after giving day finishes, we'll share our official thank you video. Make sure to share it with your networks for added impact.



LOOK OUT FOR UPDATES

We'll be in touch to share updates about the impact of giving day. Keep an eye out for these and share them with others.



We really can't thank you enough for lending your voice and influence to our cause. Thank you!

Your passion for our cause is vital - we couldn't do it without you. Your support enables us to (aim of giving day). Together, we can grow our supporter community, encouraging others to join us as we change the world.

SOCIAL MEDIA EXAMPLES

TWITTER



EXAMPLES FROM OTHERS

We've pulled together some of our favourite social media examples from others who have run successful giving days of their own. We hope you find them a source of inspiration!



USE EMOJIS, GIFS, MEMES, PHOTOS AND VIDEOS TO MAKE YOUR POSTS FUN AND ENGAGING

SOCIAL MEDIA EXAMPLES

TWITTER



SOCIAL MEDIA EXAMPLES

TWITTER



MAKE SURE TO FOLLOW OUR SOCIAL MEDIA CHANNELS FOR
MESSAGES TO SHARE AND REGULAR UPDATES

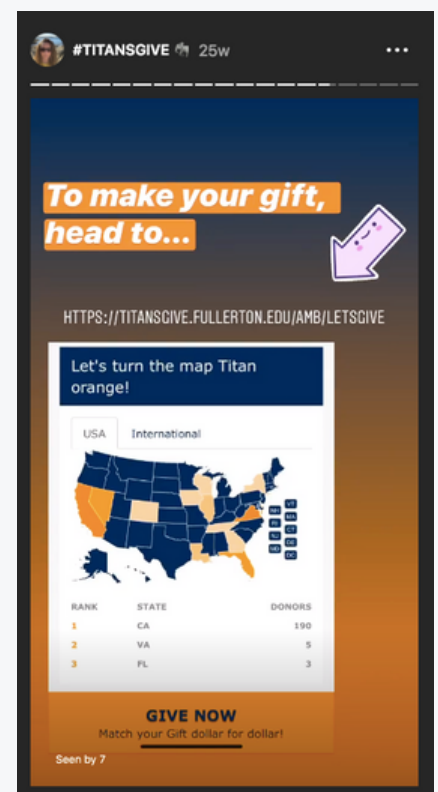
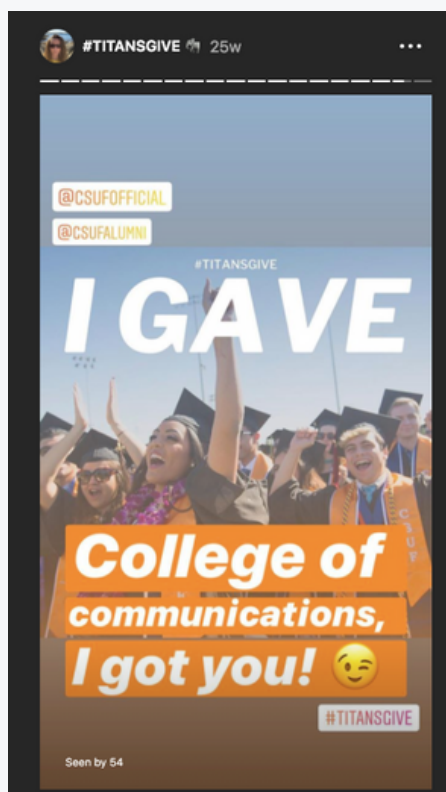
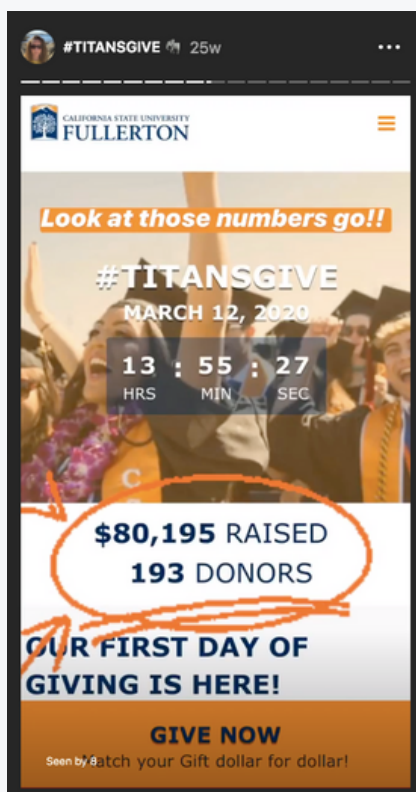
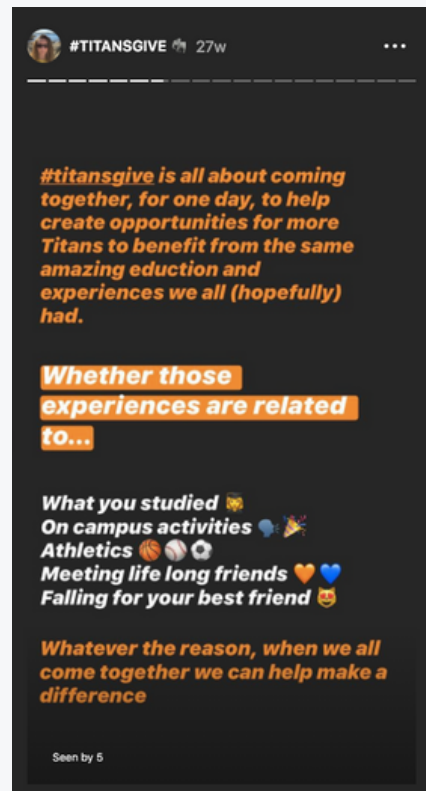
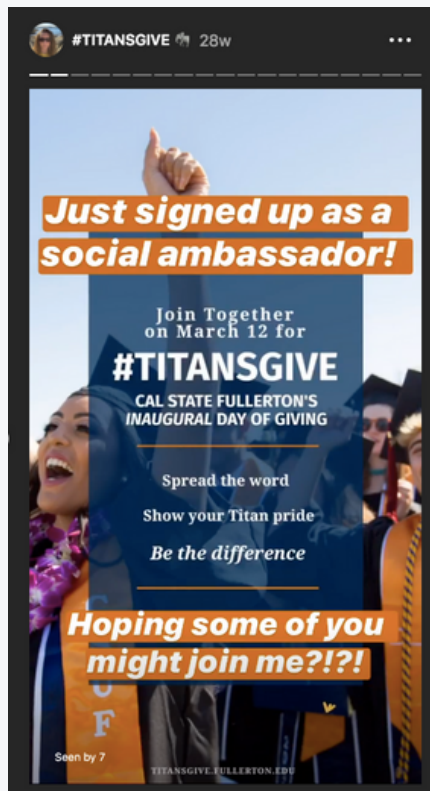
SOCIAL MEDIA EXAMPLES

FACEBOOK/ INSTAGRAM



SOCIAL MEDIA EXAMPLES

FACEBOOK/ INSTAGRAM



CREATE AN INSTAGRAM STORY THAT KEEPS FOLLOWERS UP TO DATE ON THE PROGRESS OF THE DAY

EMAIL TEMPLATES

BEFORE GIVING DAY

New Message

To

Your friends and family

Subject

Save the Date - (client name) giving day

Hi <<friend/family name>>,

I'm reaching out to let you know that on (MM - DD - DD - YYYY) the (client name) community will be coming together for a (24)-hour celebration of giving.

This year, we're aiming to engage more than (donor goal) to participate either through making a donation or by becoming a giving day ambassador - or maybe both! I've just registered as an ambassador and, when the time comes, I plan on making a donation to help (client name) to (aim of giving day). Would you consider joining me in becoming an ambassador and making your own gift on giving day?

If so, your participation would mean so much. Not only to me, but to the many people that your donation will support. When we all pull together we can increase the support that's available to (client name)'s (areas of impact).

<<Insert personal experiences/memories of why you are participating>>


To become an ambassador, simply use this link <<**your personal URL**>> and follow the account creation steps. It's very simple and takes less than a minute to do. Once you've created an account, you'll have access to an ambassador toolkit and other resources that you can use to spread the word. You can also invite others to join - helping to grow the (client name) community even further.


I hope you'll join us!


Best wishes,


<<Your name>>

A









SEND

EMAIL TEMPLATES

DURING GIVING DAY

New Message

To

Your friends and family

Subject

(client name)'s giving day is here!

Hi <<friend/family name>>,

For the next (24)-hours, the (client name) community is coming together for a worldwide celebration of making a difference.

This year, we're aiming to engage more than (donor goal) to participate either through making a donation or by becoming a giving day ambassador - or maybe both! I've chosen to be a giving day ambassador and have just made my donation, helping (client name) to (aim of giving day). Would you consider joining me in becoming an ambassador and making your own gift?

If so, your participation would mean so much. Not only me, but to the many people that your donation will support. When we all pull together we can increase the support that's available to (client name)'s (areas of impact).




<<Insert personal experiences/memories of why you are participating>>



To make your donation, simply use this link <<your personal URL>>. It's very simple and takes less than a minute to do. Once you've made your gift, you can also become a giving day ambassador - inviting others in your network to make their own donation.

Thanks so much for giving this email a bit of your time and consideration. I hope you'll join us!

Best wishes,

<<Your name>>





SEND



EMAIL TEMPLATES

AFTER GIVING DAY

New Message

To Your friends and family

Subject What an awesome 24-hours - thank you!

Hi <<friend/family name>>,

Wow - what an amazing (24)-hours that was! Wasn't it great to see so many supporters from (client name) coming together to make a difference?

Together, we raised vital funds for (client name) that will assist them in (aim of giving day). Something we should all feel very proud in celebrating.




If you made a donation, thank you very much for participating in this year's giving day. If you have yet to make your donation, you can still do so by following this link <<your personal URL>> .



Finally, to any of you who joined me in becoming an ambassador - your support was also important to this year's giving day success. Thank you for lending your voice and making a difference.

Until next year...

Best wishes,

<<Your name>>





SEND

THE DIGITAL AMBASSADOR TOOLKIT



A ONE STOP AMBASSADOR SHOP

To make becoming an ambassador quick and easy, as well as providing ambassadors with useful resources that make sharing effortless, our digital ambassador toolkit has everything you need to be a successful ambassador.

1

Once you've registered, and verified your account, login regularly to the digital ambassador toolkit to keep up to date with the latest ambassador resources and sharing messages.

THE DIGITAL AMBASSADOR TOOLKIT

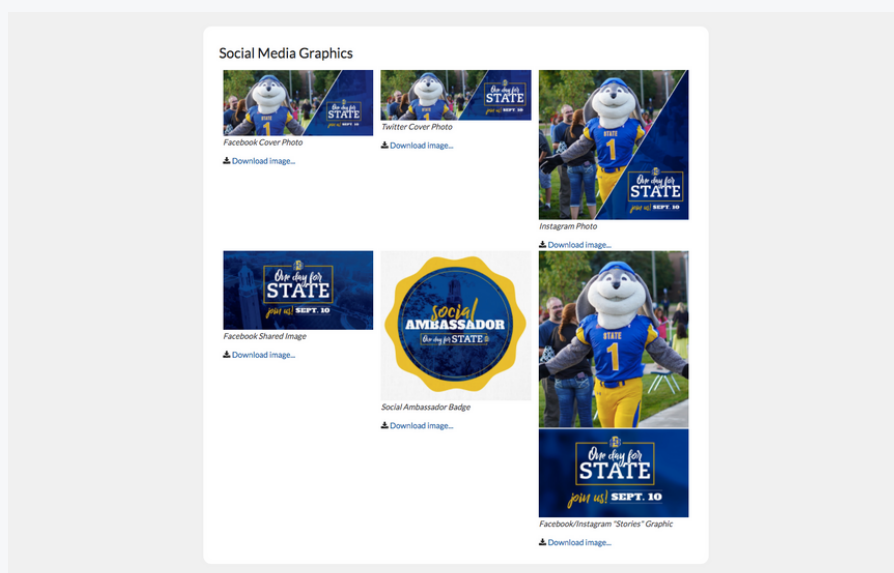
2

We'll regularly provide pre-written messages that you can easily share with your networks, friends and family. Make sure to use your personalised URL when sharing.



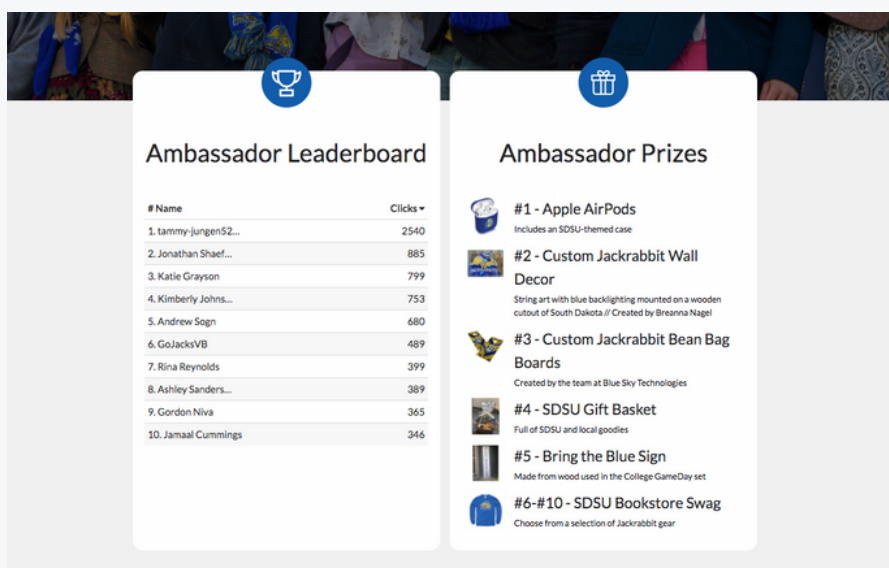
3

There are also ready-to-use images in the toolkit that you can share on social media.



4

Check back regularly to see where you are on the ambassador leaderboard. Prizes are available for top ambassadors.





**AS A GIVING DAY AMBASSADOR, YOU PLAY A HUGE ROLE
IN MAKING OUR GIVING DAY A SUCCESS. WE CAN'T DO
THIS WITHOUT YOU.**

**THANK YOU FOR ALL OF THE TIME AND EFFORT YOU PUT
INTO MAKING THIS (24)-HOUR CELEBRATION SUCH A BIG
SUCCESS.**

*Thank
you*

QUESTIONS

IF YOU'D LIKE TO SPEAK TO A MEMBER OF OUR TEAM, PLEASE CONTACT US
VIA EMAIL AT (EMAIL ADDRESS).