



SUPPORT WHAT YOU

LOVE



SOCIAL MEDIA AMBASSADOR TRAINING
March 13, 2019

Agenda

- I. UCF Day of Giving Overview
- II. Ambassador Role
- III. Resources and Toolkit
- IV. GiveCampus
- V. Next Steps

Overview



WHAT IS UCF DAY OF GIVING?

For 24 hours on **March 28**, all Knights are invited to rally together to support what they love about UCF with a charitable gift of any size.

IS THERE A GOAL?

As Knights we love a good challenge. This year, we aim for **3,000 donors** in **24 hours**.

WHAT DO GIFTS SUPPORT?

100% of a gift goes to the area of the donors intent. Whether it's a college, school, program, research initiative, scholarship or student support fund, every gift matters. **Participation is the name of the game.**

Overview



WHAT MAKES DAY OF GIVING DIFFERENT THAN ANY OTHER DAY?

Thanks to a group of many generous donors, there are several one-time challenge gifts offered on this day.

MORE QUESTIONS?

Visit ucffoundation.org/dayofgiving and find the FAQ page. If you still have questions, contact [Stephanie Odierno](#).

Challenge Gifts

- Generate excitement and inspire participation.
- As each donor milestone is surpassed, bonus funds are unlocked — unleashing additional support for the university.

***Donor Milestones:**

- 500 Donors: \$5,000
- 1,000 Donors: \$10,000
- 2,000 Donors: \$15,000
- 3,000 Donors: \$35,000

**subject to change.*

Stewardship

UCF Charge On Pennants

- Available to donors who give a minimum gift* of \$25.
- Donors may opt-out of the pennant.

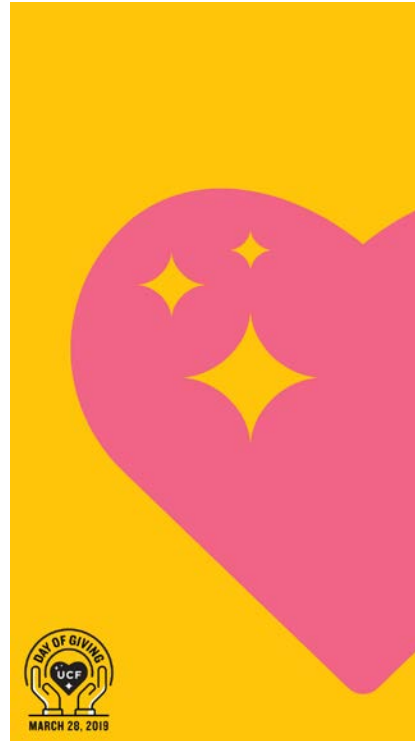


**less the fair market value (\$1.65)*

Stewardship

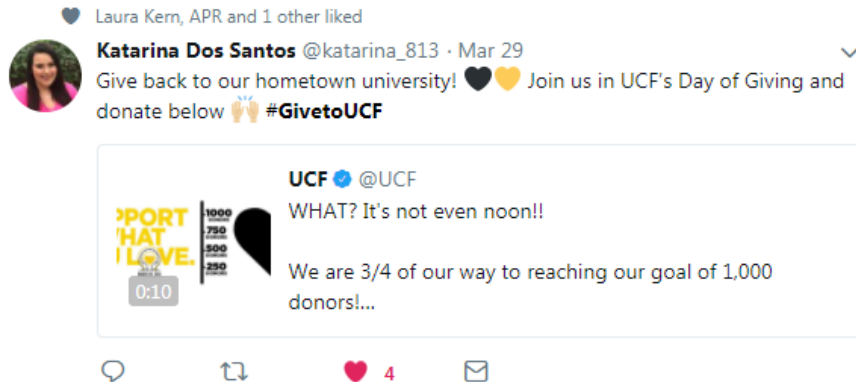
UCF Mobile Wallpapers

- Available to all donors following gift confirmation email.
- *Pro Tip: Set as your background lock screen as a reminder to check on your results!*



Ambassadors: Role

- Represent UCF with pride
- Invite Knights to make a gift to the programs at UCF that they love
- Celebrate philanthropy and milestones publically



Ambassadors: Results & Goals

- **Day of Giving 2018**
 - 125 ambassadors
 - 337 gifts; 17% of all donors
 - \$15,000; 10% of all fundraising
- **Day of Giving 2019**
 - 228 ambassadors
 - Goal: 450 gifts
 - Goal: \$25,000



Ambassadors: To Do List

BEFORE DAY OF GIVING

- Create account at GiveCampus.com
- Review the toolkit and download images
- Think of five Knights for direct outreach

ON MARCH 28

- Login to GiveCampus
- Share on social using your personal URL
- Text, call, direct message or email your five Knights
- Make a gift
- Celebrate the milestones

Resources I

OFFICIAL HASHTAG:

#GiveToUCF

Using this hashtag in all your posts will help show the scale of the campaign.



Resources II

DAY OF GIVING THEMES AND PHRASES

Support What You Love

Believe in UCF

Our Day to Power the Future

All Knights. All Day. All for UCF.

One Day. All of Us. Big Impact.

Resources III

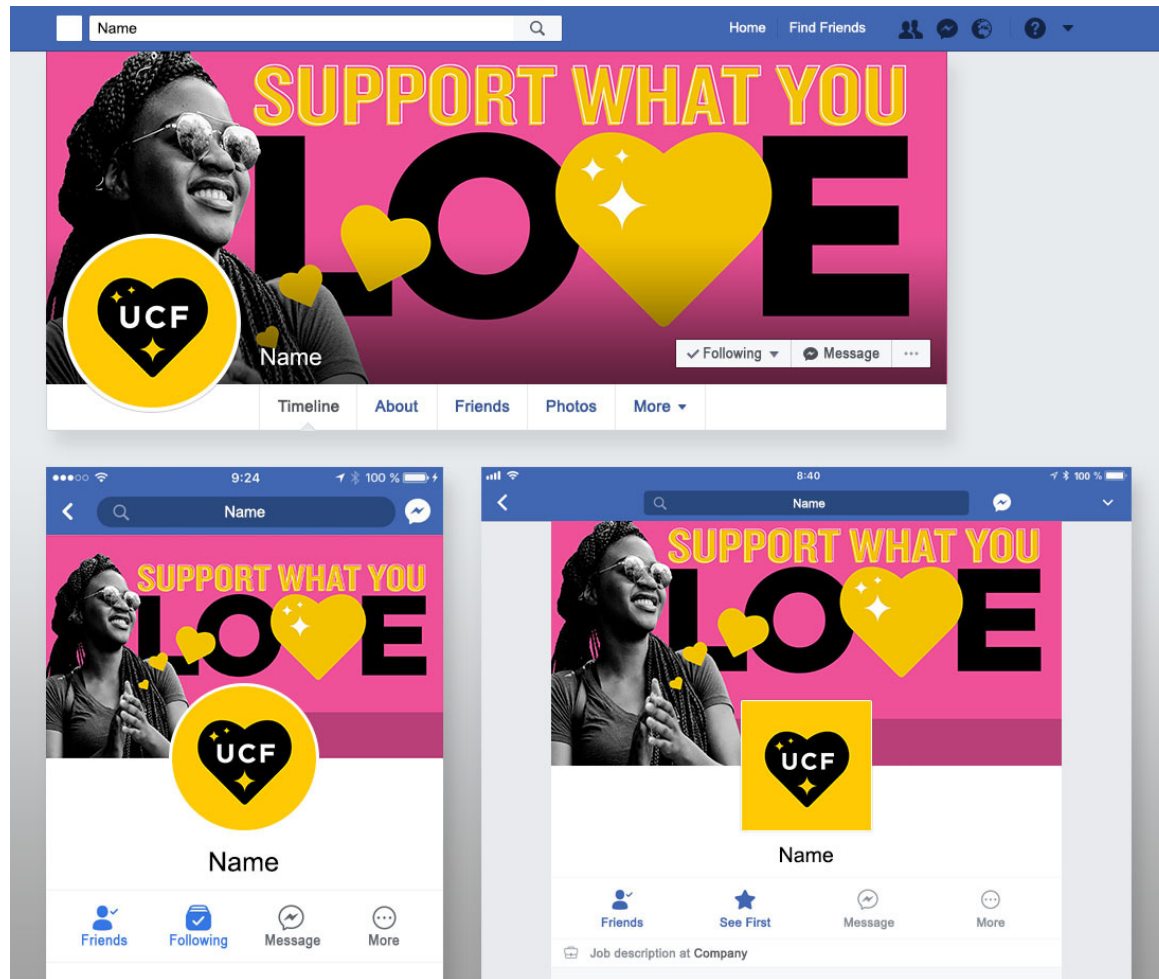
WEBSITE

- ucffoundation.org/dayofgiving (live now)
- Redirects to GiveCampus (March 28)

DIGITAL TOOLKIT

- ucffoundation.org/dogambassadors2019
 - Facebook, Twitter & Instagram
 - Write-in sign
 - Wallpapers

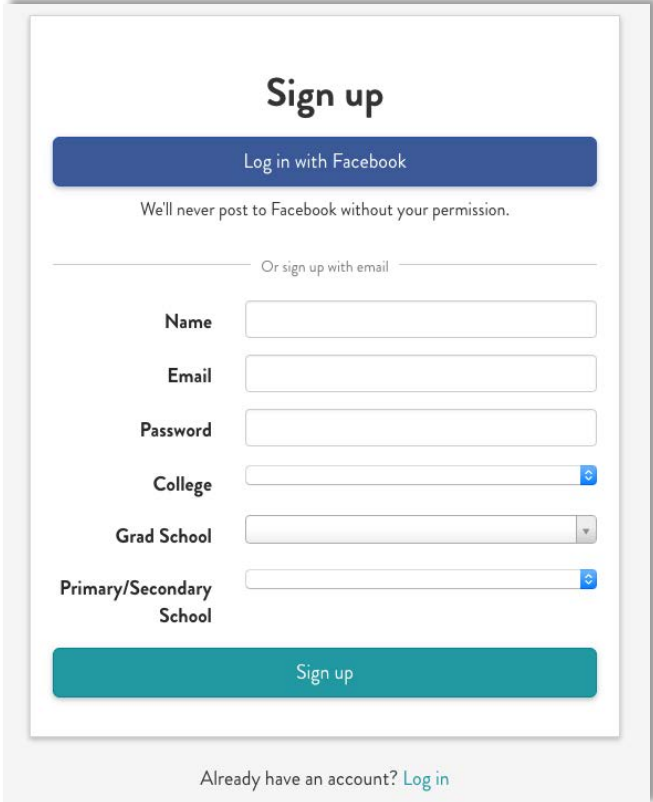
Sample Toolkit Graphics



GiveCampus

CREATE AN ACCOUNT

- Visit GiveCampus.com
- Sign Up or Login via Facebook
- 30 seconds
- Only way to track your activity



The screenshot shows a 'Sign up' form for GiveCampus. At the top, there is a blue button labeled 'Log in with Facebook'. Below this button, a small text line reads 'We'll never post to Facebook without your permission.' Underneath, a horizontal line separates the Facebook login option from the email sign-up section, which is headed by the text 'Or sign up with email'. The email sign-up section contains several input fields: 'Name', 'Email', 'Password', 'College' (with a dropdown arrow), 'Grad School' (with a dropdown arrow), and 'Primary/Secondary School' (with a dropdown arrow). At the bottom of the form is a large teal button labeled 'Sign up'. Below the entire form, there is a link that says 'Already have an account? Log in'.

GiveCampus

UCF Day of Giving



1,923

donors

192% of 1,000 donor goal

\$155,008

donated

This campaign ended on March 29, 2018, but you can still make a gift to University of Central Florida by [clicking here!](#)

GiveCampus

BE AN ADVOCATE

- Share through GiveCampus
- Offer a challenge or a match
- Create a personal plea

[ABOUT](#) [DONORS \(194\)](#) [ADVOCATES \(14\)](#)

Become an Advocate and be recognized for your impact!

SHARE WITH YOUR NETWORK

Share the campaign to track the number of clicks, gifts, and dollars you generate!

[f Share](#) [t Tweet](#) [Text](#) [Email](#)

INSPIRE YOUR FRIENDS AND PEERS

Encourage others to give with a Matching Gift or Challenge.

[Offer a Matching Gift](#) [Offer a Challenge](#)

TELL YOUR STORY

Create a Personal Plea video encouraging others to join you in supporting the campaign.

[Create your Personal Plea](#)

Next Steps I

BEFORE MARCH 28

- Sign up for an account on GiveCampus
- Review the ambassador toolkit
- Download preferred graphics/images
- Identify five Knights for personal outreach

Next Steps II

ON MARCH 28

- Login to GiveCampus
- Share personal link to social media
- Copy personal link for text and email
- Personal outreach to five Knights
- Upload cover photo to Facebook
 - *Pro tip: paste personal link with call to action to give with the cover photo.*

Next Steps III

ON MARCH 28

- Consider a personal plea
- Make your gift or create a match/challenge
- Follow progress and celebrate milestones
- Thank your friends for their gift

Thank you, ambassadors!



Ambassadors will receive a special momento in the weeks following Day of Giving.

Thank you!

LET'S DO THIS!



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