



SUPPORT WHAT YOU
LOVE



SOCIAL MEDIA AMBASSADORS EXAMPLE POSTS & TALKING POINTS

HASHTAG

#GIVETOUCF



Please use this hashtag in all of your **Support What You Love: UCF Day of Giving** posts on all platforms so we can all join the conversation together, creating a greater impact.

USE GIVECAMPUS URL

ALWAYS USE YOUR PERSONAL URL VIA GIVECAMPUS:

- Login to GiveCampus
- Navigate to 'Advocates' tab
- Share directly to social media using Facebook or Twitter buttons
 - This option does not let you customize images
- Copy personal link from text or email buttons
 - Copied link can be also used for Facebook, Twitter & Instagram to customize content in addition to sending email and text messages



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.



The following suggestions are meant to help you get started with writing a post. Using your own voice will make a greater impact.

BUILD HYPE: SOCIAL POSTS

Let your friends/followers know:

On **Thursday, March 28** we need *all* of Knight Nation to come together to support what they love about UCF by making a gift of any size to any school, department, research initiative, scholarship, athletic program, or any area that means the most to them.



BUILD HYPE: VIDEO

TALKING POINTS: VIDEO

- What do you love about UCF?
- We need everyone – all of Knight Nation – to support what you love on March 28
- Every gift and ever donor makes a difference
- Join me on March 28 to Support What You Love
- Link: <http://youtu.be/HhcE6SIIdTyg>



BUILD HYPE: CHALLENGES

As each donor milestone is reached, bonus funds are unlocked.

- 500 Donors: \$5,000
- 1,000 Donors: \$10,000
- 2,000 Donors: \$25,000
- 3,000 Donors: \$35,000



FACEBOOK

TIP: FACEBOOK EVENT

- Click 'Going'
- Share and invite friends
- Post a comment to get discussion started
- Tag a friend
- [Live link to event](#)



TALKING POINTS: **FACEBOOK**

TIP: POST TO YOUR WALL AND STORY; USE YOUR WRITE-IN SIGN

- Today is the day to Support What You Love about UCF.
- We need everyone – all of Knight Nation – to make a gift today.
- We've passed the **<insert #>** donor milestone! Let's get to the next milestone and unlock more support for UCF!



TALKING POINTS: **TWITTER**

TIP: RETWEET & QUOTE RETWEET UCF AND UCF ALUMNI; USE YOUR WRITE-IN SIGN

- Knights are strongest when we build something together.
- Knight Nation powers the future of UCF. Let's see what we can do together!
- We've passed the **<insert #>** donor milestone! Let's get to the next milestone and unlock more support for UCF!



TALKING POINTS: **INSTAGRAM**

TIP: USE GIF STICKERS BY SEARCHING “I LOVE UCF” ON INSTAGRAM STORIES.

- All Knights. All Day. All for UCF
- Our strongest impact is made when we build something together
- We’ve passed the <insert #> donor milestone! Let’s get to the next milestone and unlock more support for UCF. Make your gift now!
- Link to make your gift in bio





SUPPORT WHAT YOU

LOVE



LET'S DO THIS.
THANK YOU!

Questions? Contact: Stephanie.Odierno@ucf.edu

